



A Study of Effect of Social-Media on Secondary School Students in context to Gender

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1. Introduction

In the contemporary landscape of education, the pervasive influence of social media has become an integral aspect of the secondary school experience. Secondary school students, navigating the crucial phase of adolescence, find themselves immersed in a digital world that significantly shapes their social interactions, academic pursuits, and overall well-being. As social media platforms continue to evolve and proliferate, understanding the multifaceted impact on secondary school students becomes imperative for educators, parents, and researchers alike. This study seeks to explore the nuanced effects of social media on secondary school students by examining specific variables that play a crucial role in shaping their experiences. The selected variables encompass a range of dimensions, including academic performance, social relationships, mental health, and overall behavior. By focusing on these key aspects, the research aims to provide a comprehensive understanding of the complex interplay between social media engagement and various facets of students' lives.

Secondary school students, at an age marked by heightened social awareness and identity development, are particularly susceptible to the influences of social media. The study acknowledges the potential benefits of social media in facilitating communication, collaboration, and access to information. However, it also recognizes the challenges posed by excessive screen time, cyberbullying, and the pressure to conform to online norms.

Moreover, the research acknowledges the role of parents, teachers, and peers as significant influencers in students' social media experiences. The dynamics of parental guidance, educational interventions, and peer interactions all contribute to the shaping of students' attitudes and behaviors in the digital realm.

By investigating the effect of social media on secondary school students through a lens that considers specific variables, this research aims to contribute valuable insights to the ongoing discourse surrounding the intersection of education and technology. The outcomes of this study may inform educational policies, guide interventions, and facilitate a more nuanced understanding of the role social media plays in the lives of secondary school students. As we navigate the ever-evolving landscape of technology and communication, understanding the intricacies of social media's impact on secondary school students becomes essential for fostering a healthy and balanced educational environment. This research seeks to unravel these complexities and shed light on the potential pathways for harnessing the positive aspects of social media while mitigating its potential challenges in the context of secondary education.

2. Statement of the problem

For present study, Researcher decided to study Effect of Social-media on Social, Cultural and Educational development of Secondary School Students in context to Gender. Thus, title was as followed: "A Study of Effect of Social-Media on Secondary School Students in context to Gender"

3. Objectives

In order to determine a direction for an attempt and achieve good result, it is essential to clarify the objectives of the study. The selection of appropriate and clear objectives leads to appropriate outcome. The following objectives were determined for present study.

1. To study the effect of Social-Media on Social, Cultural and Educational development Secondary school students in context to gender.

4. Hypotheses

The following null hypotheses were formulated according to the study objectives:

H₀₁: There will be no significant difference between the mean score of effect of social media on social development of Boys and Girls.

5. Variables

Following are the variables for the present study:

5.1 Independent Variable

In Present Study gender was considered as Independent Variable.

5.2 Dependent Variable

In the present study, Score of Effect of social media on Social, Cultural and Educational Development of Secondary School Students is considered as the Dependent Variable.

6. Definition of the key-words

6.1 Social Media

Social media refers to a virtual space where individuals and communities engage in the creation, sharing, and exchange of information, ideas, and multimedia content through online platforms. It serves as a dynamic and interactive medium that enables users to connect, communicate, and collaborate in real-time, transcending geographical boundaries. The essence of social media lies in its user-generated content and participatory nature, fostering a sense of community and interconnectedness. This definition draws inspiration from prominent works in the field, such as Kaplan and Haenlein's conceptualization in their article "Users of the world, unite! The challenges and opportunities of social media" (2010), where social media is characterized by its user-centric, collaborative, and dynamic nature, emphasizing the transformative impact on communication and information dissemination in the digital age.

7. Limitation of the study

This study was limited to the English medium Secondary Schools students of year 2023-24 of Ahmedabad city only.

8. Importance of the study

Research is a continuous process which is connected to a certain direction and therefore it is obvious for a researcher to keep in mind the importance of the study.

The study on the effect of social media on Secondary School students is crucial as it introduces a specialized assessment tool tailored to this demographic, allowing for a thorough examination of social media's multifaceted influence. By exploring variables like academic performance, social relationships, mental health, and time management, the research sheds light on both positive and challenging dimensions of social media engagement. The study's significance extends beyond academia, offering practical insights for educators, parents, and policymakers. It informs the design of targeted interventions and digital literacy programs, aligning educational initiatives with the unique needs of Secondary School students in the digital age. Serving as a foundational resource, the research promotes evidence-based decision-making, advocating for a balanced approach that harnesses technology's benefits while safeguarding students' holistic development. Overall, the study addresses a critical

literature gap and provides actionable knowledge for those shaping the educational experiences of Secondary School students.

9. Research Area

Research in Education has so many research areas. In present study, researcher wants to study and assess the effect of social-media on Social, Cultural and Educational development Secondary school students. So, Research Area for present study is **Educational Psychology**.

10. Population

All the students studying in Standard-9th in Ahmedabad city was the Population of present study.

11. Sampling

Sampling Frame of all Secondary School of Ahmedabad city was prepared. If School has more than one class of Std-9th than one class was selected by lottery method and All students studying in selected class were selected in sample by cluster method. Hence the sample size was 255. Thus, the selection of schools was by Stratified Randomization Technique and selection of students was selected by Lottery and Cluster Method. Hence, we can say that researcher had used Multistage Sampling Technique. In last, the Sample size was 255.

12. Research Method

It becomes Quantitative research in nature and Descriptive Survey method was used in present study.

13. Tool for Data Collection

Main Objective of present study was to study the Effect of Social-Media on the secondary school students of Ahmedabad. Thus, Tool plays an important role in this study. In present study, Social-Media Effect Scale was self-constructed for the present study.

14. Data Collection

Objective of present study was to study the Effect of Social-Media on secondary school students in context of certain variables. For which self- constructed Social-Media Effect Scale was administrated. For Data Collection, Prior permission of Principals of selected schools was asked. After establishing rapport with students of Standard-9th, students were explained by researcher about the objective and importance of study and then tool was administrated. Thus, in one period of 35 minutes, Data was collected.

15. Data Analysis

Data Analysis is very important part of any Quantitative Research. In present study, Data Analysis was done as per following:

- Obtain data was entered into Excel Programme of the M.S. Office. Data was classified as per objectives and Hypotheses with the help of Filter.
- To test the null-hypotheses, “t”-test was applied.

16. Testing of Hypothesis

16.1 Effect of Social-Media on Social Development in context to Gender

One of the Objectives of Present study was to check Effect of Social-Media on Social Development of Secondary School Students with reference to Gender for which following null hypotheses was formulated:

H₀₁: There is no significant difference between the mean score of effect of social media on social development of Boys and Girls

Table 1: Mean, Standard Deviation, SED and t-value of Effect of Social-Media score on Social Development of Boys and Girls

Group	N	M	SD	SED	t-value	Remarks
Boys	129	34.64	9.74	1.32	3.88	0.01
Girls	125	29.51	11.27			

According to Table No. 1 Calculated Value of t-value is 3.88. For df=253, tabulated Value of t-value at 0.05 and 0.01 level is respectively 1.96 and 2.58. Here, Calculated Value of t-value is more than tabulated Value of t-value at 0.01 Level. Therefore, **H₀₁ “There is no significant difference between the mean score of effect of social media of Boys and Girls.”** is rejected that means Boys are much influenced by social media than Girls

17. Major Finding

Major Finding for present study is as follows.

1. Boys are having more effect of Social-Media in comparison of Girls.

18. Educational Implication and Suggestion

1. Gender-Inclusive Educational Strategies:

Develop educational strategies that cater to the diverse preferences and engagement patterns of both boys and girls. Consider gender-sensitive approaches in curriculum design, classroom activities, and online resources to ensure an inclusive learning environment.

2. Equitable Access to Social Media in Rural Areas:

Bridge the digital divide between urban and rural areas by implementing initiatives that provide equitable access to social media platforms and associated educational resources. This could involve infrastructure development, technology training programs, and partnerships with organizations focused on digital inclusion.

3. Culturally Relevant Educational Content:

Integrate culturally relevant content into the curriculum to leverage the positive impact of social media on cultural development. Encourage the use of social media as a platform for cultural exchange, allowing students to explore and share their cultural heritage in an educational context.

4. Inclusive Interventions for Different Castes:

Tailor interventions to address the unique needs and challenges of students from reserved castes. Promote inclusivity by ensuring that educational programs consider the diverse backgrounds of students, fostering a supportive learning environment for all.

5. Family-Centric Educational Support:

Recognize the influence of family structures on the impact of social media. Collaborate with parents, especially in joint family settings, to create an environment that supports positive engagement with social media for educational purposes. Provide resources and guidance for parents to facilitate a conducive learning atmosphere at home.

6. Digital Literacy Programs:

Implement digital literacy programs that encompass not only the technical skills required for social media use but also critical thinking and responsible online behavior. Empower students to navigate the digital landscape safely and effectively.

7. Continuous Monitoring and Evaluation:

Establish a system for continuous monitoring and evaluation of the impact of social media on students' social, cultural, and educational development. Regular assessments will allow educators to adapt strategies based on evolving trends and the changing needs of students.

8. Professional Development for Educators:

Provide ongoing professional development opportunities for educators to stay abreast of advancements in technology and social media trends. Equip teachers with the knowledge and skills to effectively integrate social media into educational practices.

9. Community Engagement Programs:

Engage the community, including parents, local leaders, and stakeholders, in discussions and initiatives related to social media's role in education. Building a collaborative approach will enhance the overall impact of educational interventions.

10. Research and Adaptation:

Encourage further research to continually explore the evolving landscape of social media and its impact on students. Adapt educational strategies based on new findings and emerging trends, ensuring that interventions remain relevant and effective.

These suggestions aim to foster an inclusive, technology-aware, and culturally sensitive educational environment, maximizing the positive impact of social media on the development of secondary school students.

17. Suggestions for Future Research

Some Tittles for future researches are as follow:

- Exploring Gender Dynamics in Social Media Impact: A Longitudinal Study on Secondary School Students.
- Digital Inclusion and Educational Development: Addressing the Urban-Rural is parity in Social Media Usage
- Cultural Integration in the Digital Age: Leveraging Social Media for Inclusive Educational Practices
- Impact of Social Media Literacy Programs on Students' Online Behavior and Academic Performance
- Examining the Inter sectionality of Caste and Social Media Impact on Educational Development
- Family Structures and Social-Media: An In-depth Analysis of Joint and Nuclear Families
- Beyond Positive Effects: Uncovering the Challenges and Risks of Social Media Use in Education
- Parental Involvement and Digital Education: Strategies for Fostering Positive Social Media Engagement
- Evaluating the Efficacy of Culturally Tailored Content on Social Media for Educational Enhancement
- Student Perspectives on Social Media in Education: Voices from Different Demographic Groups
- Digital Citizenship and Ethical Engagement: A Comprehensive Study of Students' Online Conduct
- Impact of Social Media on Academic Achievement: A Comparative Analysis Across Educational Levels
- The Role of Teachers in Facilitating Positive Social Media Use for Educational Purposes.
- Community Engagement in Digital Education: Building Collaborative Approaches for Positive Impact
- Understanding the Role of Peer Interaction in Social Media: Implications for Educational Development.

18. Conclusion

Thus, the researcher has study effect of social media on secondary school students in context to gender of standard 9th of Ahmedabad city. The researcher has studied effect of social media on boys and girls with the help of self-constructed research tool the researcher has collected the data from students. Researcher has used statistical techniques like mean, standard deviation, standard error of mean and t value to analyze the data. The researcher has found that the boys of secondary school have more influence of social media than girls.

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