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**Awareness and Usage of Social Media among Women Teacher-Educators With
Special Reference to St. John's College of Education, Palayamkottai :
A Case Study**

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Abstract

The purpose of this study, social media is the best tool for sharing the information and communication to others. So, in this context women teacher educators are also using the social media for various purposes. This study finds out the level of usage and awareness of social media among women teacher-educators. The findings of the study state that, overall 68 percent of the respondents are using the social media at moderate level, 65 percent of the respondents are using the social media for educational purpose at moderate level, 48.5 percent of the respondents are sharing the videos and pictures through social media at moderate level and 81.6 percent of the respondents are using the social media through computer and tablet.

Keywords: *Social Media, Women Teacher Educator, Awareness and Usage*

Introduction

In the day-to-day life a number of social media applications cum modules are available for use such as blogs, wikis, RSS feeds, IM and multimedia file sharing etc. Social media is a very simple tool to bring the e-books, e-magazines and latest news updates etc. A number of social media websites, with various technological tools have been supporting a wide range of services and practices. These websites are becoming popular among students and professionals and help them in connecting one another individually and the global community at large. O'Reilly (2005), it can be defined as "the network as platform, spanning all connected devices; social media applications are those that make the most of the built-in advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an 'architecture of participation,' and going beyond the page metaphor of Web 1.0 to deliver rich user experiences".

Review of Literature

Farzana Shafique (2010) has written the study aimed at finding the trend of social media usage among the students of the Islamia University of Bahawalpur (IUB). For this purpose a sample comprising final year students was taken from the Geography Department. A questionnaire survey was administered to get the response from the students. The questionnaire contained both open and close ended questions. The responses show that many social media websites such as CiteULike, Technorati, Connotea, Blogger, Twitter and Wikis etc. were frequently used by the respondent students for communication, research work, online learning and making social contacts. It was also found that they have good IT skills and sophisticated tools and good Internet



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connections available to them and so they do not encounter any problems in accessing these sites. Although this survey is restricted to a group of Geography students of IUB, the data obtained provide some insights into how students in Pakistan have been using the social media for both formal and informal types of learning and communication. In general, the acceptance by Pakistani students towards the use of social media for learning seems positive. It is hoped that the findings described here will help build a foundation for future investigations in Pakistan with regard to social media.

Sponcil, Megan (2013) investigated the purpose of this study was to examine social media use among college students and how it affects communication with others, and college students' self-concept. In this study, students completed a questionnaire which assessed their personal use of social media, communication skills with friends and family, and its effects on self-concept. Results indicated that all of the sampled college students were using at least one form of social networking website. There was a .586 Pearson correlation between usage of social media and communication with family and friends. There was a .658 Pearson correlation between usage social media and self-concept. These findings provide implications for future research on why these social networking sites have gained popularity.

Objectives of the Study

- To find the awareness of social media websites.
- To find the usage level of social media.
- To find the level of all the latest information through social media.
- To identify the usage of social media only for the educational purpose.
- To find the purpose of the usage of social media.
- To find the usage of social media through mobile phone.
- To find the usage of social media through computer, tablet and other electronic tools.

Scope of the Study

Awareness and usage of social media among Women Teacher Educators: A Special Reference to St. John's College of Education, Tirunelveli, Tamil Nadu.

Data Collection

This research is done by the survey method and for survey the questionnaire is used as a tool. The respondents are from St. John's College of Education and all of them are female respondents. This research questionnaire consists of seven questions regarding the awareness and usage of social media. Only 103 filled questionnaires have been received from the students of St. John's College of Education, Tirunelveli.

Data Analysis

The researchers had distributed 110 questionnaires to women students of St. John's College of Education, Palayamkottai. Among the filled-in-questionnaire the researcher had selected 103 questionnaires for analysis and interpretation.

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Table 1 - Awareness on Social Media Websites

Particulars		Frequency	Percent
Valid	Low	2	1.9
	Moderate	75	72.8
	High	26	25.2
	Total	103	100.0

Table 2 - Using the Social Media

Particulars		Frequency	Percent
Valid	Low	5	4.9
	Moderate	63	61.2
	High	35	34.0
	Total	103	100.0

Table 3 - Gathering the Latest Information Through Social Media

Particulars		Frequency	Percent
Valid	Low	11	10.7
	Moderate	61	59.2
	High	31	30.1
	Total	103	100.0

Table 4 - Using Social Media for Educational Purpose

Particulars		Frequency	Percent
Valid	Low	16	15.5
	Moderate	67	65.0
	High	20	19.4
	Total	103	100.0

Table 5 - Sharing the Pictures and Videos

Particulars		Frequency	Percent
Valid	Low	31	30.1
	Moderate	50	48.5
	High	22	21.4
	Total	103	100.0

Table 6 - Using Social Media through Mobile

Particulars		Frequency	Percent
Valid	Low	36	35.0
	Moderate	31	30.1
	High	36	35.0
	Total	103	100.0

Table 7 - Using the Social Media through Computer, Tablet

Particulars		Frequency	Percent
Valid	Low	12	11.7
	Moderate	84	81.6
	High	7	6.8
	Total	103	100.0

Table 8 - Overall

	Particulars	Frequency	Percent
Valid	Low	17	16.5
	Moderate	70	68.0
	High	16	15.5
	Total	103	100.0

Major Findings of the Study

- Table 1 shows that 72.8 percent of the respondents have awareness in using social media, followed by 25.2 percent of the students at high level.
- Table 2 shows that 61.2 percent of the respondents are using social media at moderate level, followed by 34 percent at high level.
- Table 3 shows that 59.2 percent of the respondents are gathering all the latest information through social media at moderate level, followed by 30.1 percent at high level.
- Table 4 shows that 65 percent of the respondents are using the social media for educational purpose at moderate level, followed by 19.4 percent at high level.
- Table 5 shows that 48.5 percent of the respondents are sharing the videos and pictures through social media at moderate level, followed by 21.4 percent at high level.
- Table 6 shows that 30.1 percent of the respondents are using the social media through mobile at moderate, followed by 35 percent at high level.
- Table 7 shows that 81.6 percent of the respondents are using the social media through computer and tablet, followed by 6.8 percent at high level.
- Table 8 shows that overall 68 percent of the respondents are using the social media at moderate level, followed by 15.5 percent at high level.

Suggestions

Most of the women teacher educators are using the social media through computers, because the parents of the women teacher educators insisted to avoid the social media for security and safety. But in the modern technology, parents have given the freedom to women teacher-educators with the safe use of social media through mobile phone only for the educational purpose.

Conclusion

Women teacher-educators are using the social media frequently and getting all the information. They are also getting and sharing the pictures and videos through social media. Most of them are frequently using these media for online shopping, video conferencing, required related resources, watching advertisements, ranking resources, online marketing, finding communities of interest, and for searching resources. Our society assures to provide social media services to the women teacher-educators in a safe and secured manner and in the present context, usage of social media will be high among women teacher-educators.

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