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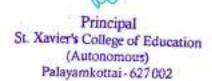Dr. K. Ramasamy
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Contents

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Awareness and Usage of Social Media among PG Teachers: A Special Reference to Higher Secondary Schools in Tirunelveli City – A Study

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Abstract

Social media is a big tool for sharing the communication from one to another and also getting the latest information, educational study materials, chatting to friends etc at anytime anywhere. This paper finds that PG teachers were using the social media regularly for all the purposes. Major findings of the study show that 66.7 percent of the Male PG teachers were using the social media moderately, followed by 71.4 percent of the Social Science PG teachers. There is significant difference between the gender and no significant difference between subject wise PG teachers in the usage of social media.

Keywords: Social Media, PG Teachers and Higher Secondary School

Introduction

Social media is an effective tool for transferring the information to all. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content."[1]. Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals [2]. Teachers are also using the social media for various purposes.

Review of Literature

Sreeja Rajesh & Jithin Michael (2015) find that Social Media now offers lots of services and resources. These services and resources can be availed by the users of Social Media. They study its effectiveness in the education field and find that it is a very useful tool for education purposes and beyond. Students can make use of the interaction services, blogging services, group services in their studies and also use Social Media effectively for search for standard colleges and career opportunities.

Vishranti Raut & Prafulla Patil (2016) tried to highlight how social media influenced our population. There is a need to know the good and bad impacts of the social media on our education sector as well as on our next generation. Students use social site for many reasons, especially for study purpose and for entertainment purpose. Social media provides any data you want very easily and quickly within seconds. With the help of this paper we are trying to explain the positive and negative impact of using social media on the students.

Role of Librarian

Statement of the problem

This study has taken the problem stated as "Awareness and Usage on Social Media among PG Teachers: A Special Reference to Higher Secondary Schools in Tirunelveli City – A Study".

Objectives of the Study

> To find the Subject-wise participation of respondents in this study
> To find out the level of usage of Social media
> To find out the gender-wise and subject-wise level of usage of Social media

Hypothesis of the Study

> There is significant difference between the gender-wise teachers' usage of social media.
> There is no significant difference between the Subject-wise teachers' usage of social media.

De-limitations of the Study

The data is collected only from the post-graduate teachers in higher secondary schools in the Tirunelveli city limits.

Methodology of the study

The researchers distributed 56 sets of questionnaire to the post-graduate teachers of higher secondary schools in Tirunelveli city limits. Among the filled-up questionnaire, the researchers selected 50 questionnaires for analysis and interpretation. They were analysed through percent analysis and T-test.

Analysis of the Study

Table – 1: Gender-Wise Participation in this Study

Gender	Frequency	Percent
Male	42	84.0
Female	8	16.0
Total	50	100.0

Table 1 shows that 84 percent of the male respondents participated in this study, followed by 16 percent of the female respondents.

Table – 2: Subject-Wise Participation in this Study

Subject	Frequency	Percent
Social Science	7	14.0
Science	43	86.0
Total	50	100.0

Table 2 shows that 86 percent of the science teachers participated in this study, followed by 14 percent of the Social Science teachers.

Table – 3: Overall usage of Social Media among PG Teachers

Level	Frequency	Percent
Low	9	18.0
Moderate	33	66.0
High	8	16.0
Total	50	100.0

Table 3 shows that 66 percent of the PG teachers were using the social media at high level, followed by 9 percent at low level and 8 percent at moderate level.

Table – 4 : Usage of Social Media among Gender-wise PG Teachers

Gender	Low	Moderate	High	Total
Male	6	28	8	42
	14.3%	66.7%	19.0%	100.0%
Female	3	5	0	8
	37.5%	62.5%	0.0%	100.0%

Table 4 shows that 66.7 percent of the Male PG teachers were using the social media at moderate level, followed by 8 percent at high level and 6 percent at low level. 62.5 percent of the Female PG teachers were using the social media at moderate level, followed by 37.5 percent at low level.

Table – 5 : Usage of Social Media among Subject-wise PG Teachers

Subject	Level			Total
	Low	Moderate	High	
Social Science	2	5	0	7
	28.6%	71.4%	0.0%	100.0%
Science	7	28	8	43
	16.3%	65.1%	18.6%	100.0%

Table 5 shows that 71.4 percent of the Social Science PG teachers were using the social media at moderate level, followed by 2 percent at low level. 65.1 percent of the Science PG teachers were using the social media at moderate level, followed by 18.6 percent at high level and 16.3 at low level.

Table – 6: Hypotheses 1

	Gender	N	Mean	Std. Deviation	t-value
Overall social media	Male	42	24.00	3.407	2.233
	Female	8	21.38	2.973	

Table 6 shows that there is significant difference between the male and female PG teachers in usage of social media.

Table – 7 : Hypotheses 2

	Subject	N	Mean	Std. Deviation	t-value
Overall social media	Social Science	7	22.14	2.193	1.684
	Science	43	23.81	3.581	

Table 7 shows that there is no significant difference between the science and social science PG teachers in usage of social media.

Major findings of the Study

- ➢ 84 percent of the male respondents participated in this study.
- ➢ 86 percent of the science teachers participated in this study.
- ➢ 66 percent of the PG teachers were using the social media at high level.
- ➢ 66.7 percent of the Male PG teachers were using the social media at moderate level .
- ➢ 62.5 percent of the Female PG teachers were using the social media at moderate level.
- ➢ 71.4 percent of the Social Science PG teachers were using the social media at moderate level.
- ➢ 65.1 percent of the Science PG teachers were using the social media at moderate level.
- ➢ There is significant difference between the male and female PG teachers among usage of social media.
- ➢ There is no significant difference between the science and social science PG teachers usage of social media.

Conclusion

PG teachers were using social media for face-to-face social interaction and getting educational information, inviting friends and family for get-together, enjoying fun with friends and relatives , sharing pictures , videos, and study materials with students, relatives, and friends. This paper concludes mostly PG teachers were using the social media and there was difference between gender-wise and no difference between subject-wise usage of social media.

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