



A Study of Attitudes of Post Graduate Students Towards Social Media

DR. SANI MODI

Assistant Professor,

J.G. College of Education, Ahmedabad, Gujarat, India

Abstract:

This paper deals with the study of the attitudes of post graduate students towards social media. To know the attitudes of post graduate students towards social media, a self-made tool was used. The main objective of the study was to know the effect of independent variables like gender, stream, and area of post graduate students. The T-test was done to know the main effects of independent variables and their effect on the attitude of post graduate students towards social media. The population of the study consists of post graduate students of colleges in five zones of Gujarat. Stratified Random sampling technique was used to collect the sample. The findings reveal that there is an effect of gender and area on attitude of the post graduate students.

Keyword: Attitude, Post-Graduate Students, Social Media

1. Introduction

Today is the age of internet. Internet usage today is constantly growing due to modern cellphones and smartphones. In today's age of information technology, we can do many financial transactions, buying and selling transactions and exchange of messages very quickly and confidentially and reliably with the help of smartphones. As a result, many people nowadays are doing their daily tasks online. Due to the development of social media and networking systems, people's dependence on the Internet has increased. Due to this, the use of social media is increasing in education and other fields as well. Individuals from every field are indirectly connected with each other through social media and they get informed about various activities, events and new discoveries and also new information about education. Two or more persons connected indirectly through social media can learn about the opinions, views, thoughts, feelings, etc. of the persons about a matter and can exchange all these attitudes with each other. There are always two sides to everything. Similarly, social media also has two aspects. In which positive attitudes and negative attitudes are seen. Nowadays, electronic devices such as mobiles, tablets and computers are found in every person's home and these electronic devices also have the facility of internet. Post graduate level students have personal mobiles and computers. They are using social media to a great extent. Based on that social media has good and bad effects in their education.

Thus, considering the increasing use of this social media by the researcher, what kind of attitudes post graduate students have towards social media. Knowing that, proper guidance and advice can be given. Keeping all these aspects in mind the study was decided.

2. Objectives of the study

The following are the objectives of the present research:

- 1.To construct an attitude scale to measure post graduate students' attitude towards social media.
- 2.To study the attitude of post graduate students towards social media.
- 3.To study the effect of gender on post graduate students' attitudes towards social media.

- 4.To study the effect of stream on post graduate students' attitudes towards social media.
- 5.To study the effect of residential area on post-graduate students' attitudes towards social media.

3. Variables of the study

The variables of the study are as shown in the table -1.

Table-1 : Variable of the study

Sr.	Variable	Type	Level
1	Stream and Area	Independent	1. Science 2. Commerce 3. Arts 1. Urban 2. Rural
2	Attitude	Dependent	---
3	Section	Controlled	Post Graduate
4	Gender	Moderator	Male Female
5	type and Income of family	Intervening	---

4. Null Hypotheses of the study

The following are the hypothesis of the present research:

- Ho₁** There will be no significant difference between the mean scores of attitudes of males and females of post graduate colleges towards social media.
- Ho₂** There will be no significant difference between the mean scores of attitudes of science and commerce stream students of post graduate colleges towards social media.
- Ho₃** There will be no significant difference between the mean scores of attitudes of science and arts stream students of post graduate colleges towards social media.
- Ho₄** There will be no significant difference between the mean scores of attitudes of commerce and arts stream students of post graduate colleges towards social media.
- Ho₅** There will be no significant difference between the mean scores of attitudes of students of urban and rural area of post graduate colleges towards social media.

5. Limitation of the study

The following are the limitations of the present research.

- 1.In the present study, researcher has used self constructed attitude scale as a research tool.
- 2.This study is limited to students of Post Graduate Colleges of Gujarat State.
- 3.For the present study, a sample has been selected from among the students studying in the academic year 2022-23 of post graduate colleges of Gujarat state.
- 4.In the present study, the researcher did not include the attitudes towards any type of social media other than the various types of social media operated through the Internet.

6. Method of the study

Since the present study has to collect data from a large population, survey method is suitable for the study from different research methods. Hence survey method was used in the present study.

7. Statistical Method

t- test was done for analysis of data.

8. Population of the study

In the present research, students of post-graduate colleges of Gujarat state of the academic year 2022-23 have been included in the population.

9. Sample of the study

In the present study, a total of 1383 students were selected according to the stratified random method, in which a total of 709 males and 674 females were included.

10. Data collection and Analysis

Ho₁ There will be no significant difference between the mean scores of attitudes of males and females of post graduate colleges towards social media.

Table-2: t-Values of attitudes of males and females of post graduate colleges towards social media

Stream	N	Mean	SD	SED	t-Value
Male	709	61.17	12.87	0.66	3.25
Female	674	59.02	11.79		

t_{tab} at .05 level of significance = 1.96
 t_{tab} at .01 level of significance = 2.58

Observed value of ‘t’ that is computed on the basis of the scores of attitudes of males and females of post graduate colleges towards social media in Test is 3.25 as shown in the Table, which is more than t_{tab} = 2.58 that is required for significant mean difference at .01 levels of significance for df = 1383. Therefore, the null hypothesis, there will be no significant difference between the mean scores of attitudes of males and females of post graduate colleges towards social media is rejected.

Ho₂ There will be no significant difference between the mean scores of attitudes of science and commerce stream students of post graduate colleges towards social media.

Table-3: t-Values of attitudes of science and commerce stream students of post graduate colleges towards social media

Stream	N	Mean	SD	SED	t-Value
Science	464	59.94	13.12	0.82	0.12
Commerce	505	60.03	12.42		

t_{tab} at .05 level of significance = 1.96
 t_{tab} at .01 level of significance = 2.58

Observed value of ‘t’ that is computed on the basis of the scores of attitudes of science and commerce stream students of post graduate colleges towards social media in Test is 0.12 as shown in the Table, which is less than t_{tab} = 1.96 that is required for significant mean difference at .05 levels of significance for df = 969. Therefore, the null hypothesis, there will be no significant difference between the mean scores of attitudes of science and commerce stream students of post graduate colleges towards social media is not rejected.

Ho₃ There will be no significant difference between the mean scores of attitudes of science and arts stream students of post graduate colleges towards social media.

Table-4: t- Values of attitudes of science and arts stream students of post graduate colleges towards social media

Stream	N	Mean	SD	SED	T-Value
Science	465	59.93	13.12	0.83	0.60
Arts	414	60.43	11.52		

t_{tab} at .05 level of significance = 1.96
 t_{tab} at .01 level of significance = 2.58

Observed value of 't' that is computed on the basis of the scores of attitudes of science and arts stream students of post graduate colleges towards social media in Test is 0.60 as shown in the Table, which is less than $t_{tab} = 1.96$ that is required for significant mean difference at .05 levels of significance for $df = 879$. Therefore, the null hypothesis, there will be no significant difference between the mean scores of attitudes of science and arts stream students of post graduate colleges towards social media is not rejected.

H₀₄ There will be no significant difference between the mean scores of attitudes of commerce and arts stream students of post graduate colleges towards social media.

Table-5: t-Values of attitudes of commerce and arts stream students of post graduate colleges towards social media

Stream	N	Mean	SD	SED	t-Value
Commerce	505	60.03	12.42	0.79	0.50
Arts	414	60.42	11.52		

t_{tab} at .05 level of significance = 1.96
 t_{tab} at .01 level of significance = 2.58

Observed value of 'T' that is computed on the basis of the scores of attitudes of Commerce and arts stream students of post graduate colleges towards social media in Test is 0.50 as shown in the Table, which is less than $t_{tab} = 1.96$ that is required for significant mean difference at .05 levels of significance for $df = 919$. Therefore, the null hypothesis, there will be no significant difference between the mean scores of attitudes of commerce and arts stream students of post graduate colleges towards social media is not rejected.

H₀₅ There will be no significant difference between the mean scores of attitudes of students of urban and rural area of post graduate colleges towards social media.

Table-6: t-Values of attitudes of students of urban and rural area of post graduate colleges towards social media

Area	N	Mean	SD	SED	T-Value
Urban	688	61.81	13.36	0.66	5.07
Rural	694	58.45	11.13		

t_{tab} at .05 level of significance = 1.96
 t_{tab} at .01 level of significance = 2.58

Observed value of 'T' that is computed on the basis of the scores of attitudes students of urban and rural area of post graduate colleges towards social media in Test is 5.07 as shown in the Table, which is more than $t_{tab} = 2.58$ that is required for significant mean difference at .01 levels of significance for $df = 1382$. Therefore, the null hypothesis, there will be no significant difference between the mean scores of attitudes of students of urban and rural area of post graduate colleges towards social media is rejected.

11. Finding of the study

1. The attitudes of post graduate college males towards social media are superior than females.
2. The attitudes on social media of science and commerce students of post- graduate colleges are seen similar.
3. The attitudes towards social media of science and arts students in post-graduate colleges are seen similar.
4. The attitudes on social media of commerce and arts students of post graduate colleges are seen similar.
5. The attitudes toward social media of students from post graduate colleges in urban areas are higher than attitudes toward social media of students at post graduate colleges in rural areas.

References

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