



SOCIAL MEDIA Vs SOCIAL AWARENESS

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ABSTRACT

Purpose

The primary focus of the paper is to examine the impact of Social media on Social awareness of Secondary school students. It also seeks to examine the social media usage trends among secondary school students of various districts of Kashmir valley.

Design/methodology/approach – The paper used predominantly the quantitative approach and briefly outlines the relationship between use of social media in education on the social awareness of students using the data from a sample of 300 Higher secondary school students from 3 districts of Kashmir valley. Data was collected using a self-designed questionnaire of social media and Nadeem Ijlal's social awareness scale.

Findings- The study results provided considerable support for the hypothesized relationships between positive beliefs and attitudes towards social media for exchanging of awareness about different social issues among the students. The results also indicated the secondary school students used social media mainly for updating and sharing their view points and opinions about the various social issues. The study results suggested that the academic institutions should promote both students and faculty to develop a positive attitude towards usage of social media as

Effective learning tool in order to affect the social awareness.

Research limitations/implications-Research implications of the findings outlined in this paper will encourage research to link various aspects of social media and its impact on the social awareness. Future studies may use a mixed method approach and use qualitative design for understanding the relationship in an in-depth manner.

Practical implications – By focusing on developing a positive attitude towards usage of social media in students institutions can help to sensitize the students about the various issues of a society. It is likely that this occurs because students develop holistic learning by sharing their knowledge over social media due to which their social awareness improves.

key words:*Social media, Social awareness, Secondary school students*