

A comparative study on the usage of social media for higher secondary school students in rural and urban areas

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ABSTRACT

With the advancement of technology, social media has emerged as a new means of communication. Social media has become popular among all age group people. It has reached every corner of the world within the last few years. It has not been confined to as means of communication but also as a source of earning for many people and a way of imparting education. This paper focuses on the usage of social media by higher secondary school students in rural and urban areas. This study falls under descriptive research and consisted of 500 students as a sample. The researcher constructed a standardized tool for the usage of social media. Findings show no significant difference in social media usage between boys and girls. No significant difference in the use of social media between boys and girls in rural areas but a significant difference exists between boys and girls in urban areas. The study revealed that significant difference exists in the usage of social media between rural and urban areas. A significant difference was found between girls in rural and urban areas and the same was found in the case of boys residing in rural and urban areas.

INTRODUCTION

Social media is a channel of communication that uses the internet. Users can engage in conversations, share the information, as well as produce content for the web via social media networks. Websites and programmes that emphasize collaboration, sharing of content, engagement, and community-based feedback are collectively referred to as social media. Every area of human life is impacted by it. It affects people of all ages, whether they are infants, children, adolescents, or adults. It is now used as a tool for business, study, or amusement. Social media has shrunk the world into a little hamlet. It consists of several different websites and apps. Several fascinating features of this interactive medium, including forums, micro blogging, social networking, social bookmarking, wikis, and podcasts, are available.

Definition of social media:

Social Media is a collection of web-based tools that support the production and sharing of User Generated Content (UGC) and are based on the conceptual and technical underpinnings of Web 2.0.(Kaplan & Haenlein)

Through the creation, co-creation, modification, sharing, and engagement with easy - to - access user-generated material, social media are web-based services that enable people, groups, and organisations to cooperate, connect, interact, and establish community.(McCay-Peet and Quan-Haase)

Characteristics of Social Media

1. **User content Generator-** One can start their own blogs, post to Instagram or Twitter on a topic, or upload a YouTube video blog ("vlog") about their most recent travel experiences. Users can participate actively in the interaction process as a result of this.
2. **Immediate communication-** As journalists and media organisations may send the news immediately to social networking sites, audiences do not need to wait until regularly scheduled news programmes to acquire information.

People can also simply submit and share news articles on social networks.

3. **Openness-** The majority of social media sites in use today allow for global participation and comment. Users are encouraged to vote, comment, and share images, videos, and information.
4. **Easy access to information-** The entire body of knowledge is at the fingertips of the connected audience. They are proficient Googlers, in other words. This skill provides them the self-assurance to use their smartphones to research solutions to life's most challenging problems.

Social media usage in the world- According to Global web Index, 59% of world population uses social media. The average daily social media usage is around 2 hours and 29 minutes (July 2022). As of 2023, China had 1,021 million active users, making it the nation with the largest social media customer base. Having 755 million active users, India comes in second, and the United States takes third with 302 million. India had 834.29 million internet connections as of the end of the fiscal year 2022. As a result, connectivity has increased by almost three times since 2015, when there were 302.33 million connections. Even though about 70% of Indians live in rural regions, there are still more connections in urban areas than in rural ones. Urban connections totaled 497.69 million, while rural connections totaled 336.6 million in 2022.

REVIEW OF RELATED LITERATURE

Dhanwal et al. (2022) Social media provides an opportunity for students to improve social networking and learning processes, which promotes knowledge in society. It has many facilities like as texting, communicating, images sharing, audio and video sharing, fast publishing, gaming, blogging, linking with all over world, direct connecting. The study was conducted between rural and urban areas of Hisar district of Haryana. Results highlighted that the students keep themselves updated with latest know and how through newspaper (30.00%), television (83.70%) and mobile phones (62.50%) respectively.

Gorkemli, H.N. (2017) Internet usage is increasing rapidly in almost everywhere in the world, according to various studies. This study was conducted to understand social media and internet usage of secondary school students from three different schools located in rural areas of Konya. Students' access to the internet, duration of their internet and social media usage and their social media preferences were interpreted in terms of demographical features. The finding revealed that there were no statistically significant relationships between internet use and sex or between internet use and family education level; however, there were statistically significant correlations between sex and the intended use of the internet.

Ali et al. (2015) The research investigates how senior secondary school students in Abuja Municipal Area and Council of FCT used social networking sites. The findings showed that a large number of students accessed social networking extensively, particularly Facebook, and that they were spending a growing amount of productive time there. The Federal Capital Region Management would greatly benefit from this study because it has highlighted the serious risks associated with students' unauthorized usage of social networking sites.

Statement of the problem- A comparative study on the usage of social media by higher secondary school students in rural and urban area.

RESEARCH METHODOLOGY

Area of the study- The study was conducted in Prayagraj.

Research methodology- Present study comes under Descriptive research.

Population- Population consisted of students of higher secondary school.

Sample- Sample size consisted of 500 students of higher secondary school. 274 students were boys and 226 students were girls.

Sampling Techniques- Stratified random sampling was used in this research.

Tool used- researcher had constructed the tool for the usage of social media and was standardized.

Statistics used - Mean, SD and t-test.

Objectives:

To study the usage of social media on the basis of gender and locale.

H0: There is no significant difference in the usage of social media on the basis of gender and locale.
 To analyze this objectives there are few sub- objectives :

1. To study the usage of social media between boys and girls of higher secondary school.

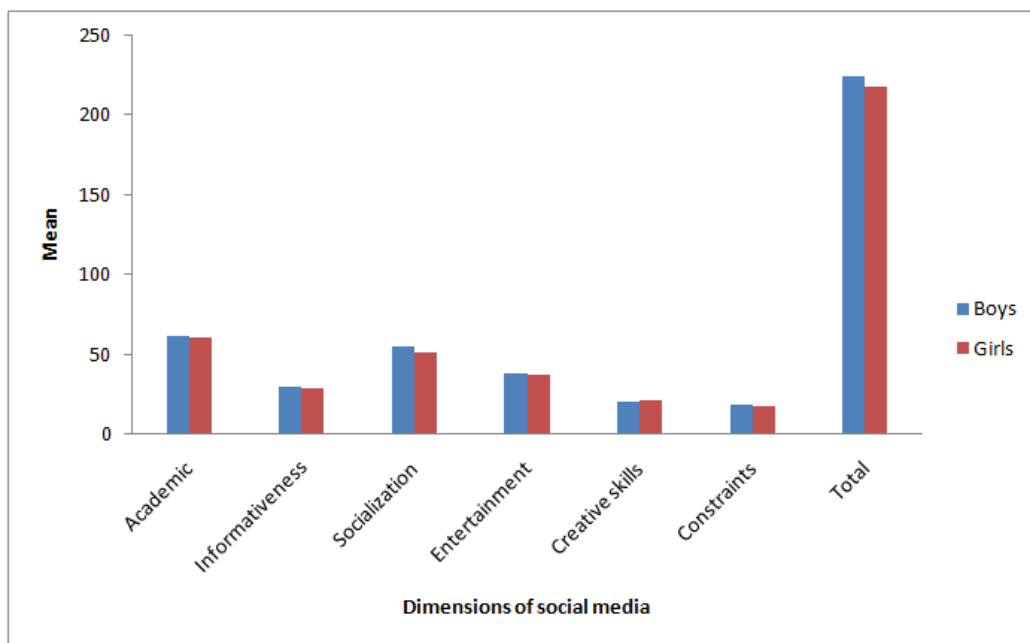
H0: There is no significant difference in the usage of social media between boys and girls of higher secondary school.

Table 1 Mean, S.D. and t-ratio of social media usage of boys and girls at higher secondary school level.

Dimensions	Number	Gender	Mean	SD	t-ratio
Academic	278	Boys	61.63	13.48	0.64
	222	Girls	60.89	11.87	
Informativeness	278	Boys	30.21	7	1.2
	222	Girls	29.48	6.42	
Socialization	278	Boys	55.27	12.49	3.86**
	222	Girls	51.25	10.2	
Entertainment	278	Boys	38.1	8.41	0.87
	222	Girls	37.41	9.13	
Creative skills	278	Boys	20.65	6.17	1.10
	222	Girls	21.23	5.46	
constraints	278	Boys	18.79	5.06	1.61
	222	Girls	18.06	5.08	
Total	278	Boys	224.46	39.95	1.92
	222	Girls	218.09	32.10	

**significant at 0.05 level

From table- 4.2.1 it is clear that the calculated t-value of 1.92 is lesser than the table value of t-value at 0.05 level of significance. Therefore the null hypothesis is accepted at 0.05 level of significance that “there is no significant difference in the usage of social media between the boys and girls at higher secondary school level”. Observation of the table related to academic, Informativeness, entertainment, creative skills, and constraints is 0.64, 1.2, 0.87, 1.10, and 1.61 respectively which is less than the required value (1.96) for significance at 0.05 levels except for socialization part which is 3.86. This indicates that there exists no significant difference in the usage of social media between boys and girls of higher secondary school towards academics, Informativeness, entertainment, creative skills, and constraints except the socialization part.



Graph 1 Mean for the usage of social media of boys and girls studying at higher secondary level.

From graph 1 it is cleared that boys and girls have similar social media usage. Probable reason for this result may be that now-a-days both boys and girls are dependent on social media for every work. They find everything at social media which is of their choices. So they love to spend more time on social media rather than real world.

On the contrary, according to the **Statistics Netherlands (CBS) report 2018**, and **wikipedia** in “Gender differences in social network service use” shows that female uses more social media or SNS than boys. Another study done by S. **Thanuskodi(2015)** shows boys use more social media than girls.

To study the usage of social media between rural boys and rural girls of higher secondary school.

H0: There is no significant difference in the usage of social media between rural boys and rural girls of higher secondary school.

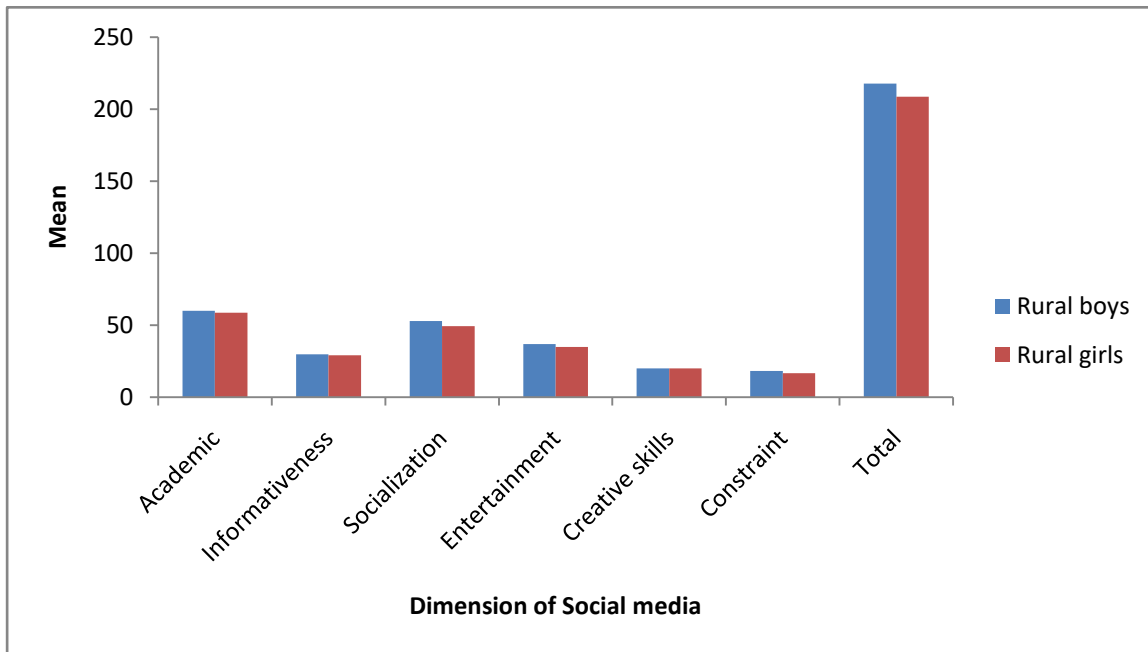
Table 2 Mean, S.D. and t-ratio of social media usage of rural boys and rural girls at higher secondary level.

Dimensions	Number	Gender	Mean	SD	t-ratio
Academics	164	Rural Boys	60.09	13.87	0.78
	96	Rural Girls	58.77	11.19	
Informativeness	164	Rural Boys	29.7	6.79	0.82
	96	Rural Girls	29.03	6.29	
Socialization	164	Rural Boys	52.79	10.35	2.50**
	96	Rural Girls	49.42	10.68	
Entertainment	164	Rural Boys	36.99	9.17	0.80
	96	Rural Girls	34.85	9.29	
Creative skills	164	Rural Boys	19.97	5.61	0.12
	96	Rural Girls	19.89	4.48	

constraints	164	Rural Boys	18.13	4.97	2.21**
	96	Rural Girls	16.65	5.61	
Total	164	Rural Boys	217.70	38.85	1.89
	96	Rural Girls	208.60	34.50	

**significant at 0.05 level

From table- 4.2.2 it is clear that the calculated t-value of 1.89 is lesser than the table value of t-value at 0.05 level of significance. Therefore the null hypothesis is accepted at 0.05 level of significance that “there is no significant difference in the usage of social media between the rural boys and rural girls at higher secondary school level”. Observation of the table related to academic, Informativeness, entertainment and creative skills is 0.78, 0.82, 0.80& 0.12 respectively which is less than the required value (1.96) for significance at 0.05 level except for socialization part and constraints which is 2.50 and 2.21. This indicates that there exists no significant difference in the usage of social media between boys and girls of higher secondary school towards to academics, Informativeness, entertainment, creative skills except socialization part and constraints.



Graph2 Mean for the usage of social media of rural boys and rural girls studying at higher secondary level.

From graph 2 it is clear that boys and girls living in a rural area have similar social media usage. In contrary to my result of social media usage, in a study, which was executed by **Gilbert et al (2008)**, it was shown that woman users occupied larger portion of rural users. According to survey done on internet user in urban and rural India 2020, by gender it was found that 58% males in rural area are using internet and 42% females are using internet for social media for different purposes.

To study the usage of social media between urban boys and urban girls of higher secondary school.

H0: There is no significant difference in the usage of social media between urban boys and urban girls of higher secondary school.

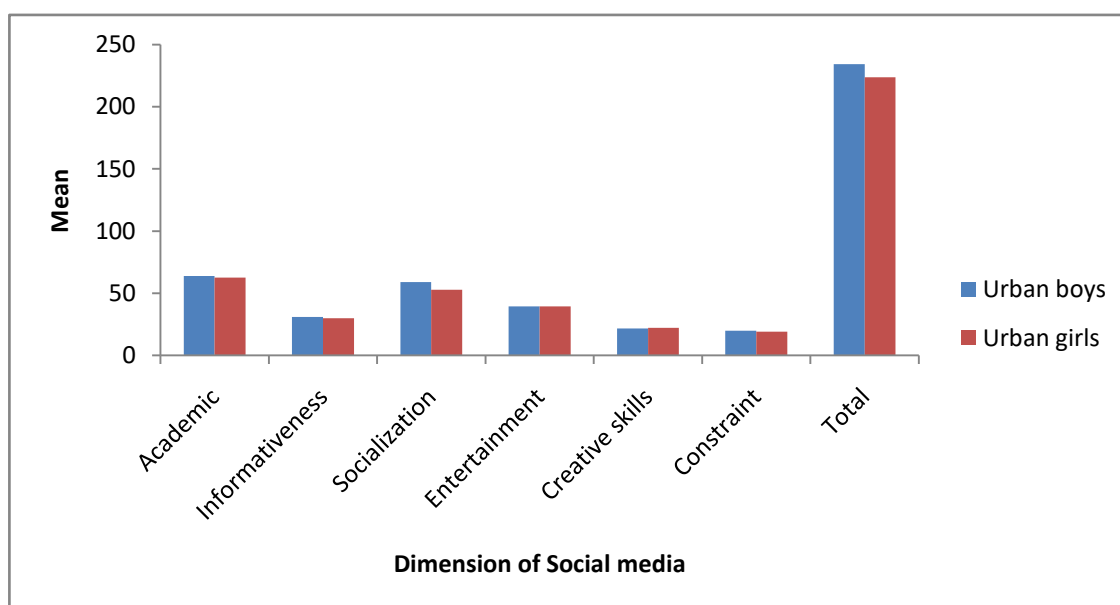
Table 4.2.3 Mean, S.D. and t-ratio of social media usage of urban boys and urban girls at higher secondary level.

Dimensions	Number	Gender	Mean	SD	t-ratio
Academic	114	Urban Boys	63.85	12.63	0.83

	126	Urban Girls	62.51	12.16	
Informativeness	114	Urban Boys	30.9	7.26	1.22
	126	Urban Girls	29.82	6.52	
Socialization	114	Urban Boys	58.87	14.37	3.95**
	126	Urban Girls	52.66	9.63	
Entertainment	114	Urban Boys	39.69	6.91	0.33
	126	Urban Girls	39.36	8.54	
Creative skills	114	Urban Boys	21.62	6.82	0.76
	126	Urban Girls	22.25	5.92	
Constraints	114	Urban Boys	19.75	5.05	1.01
	126	Urban Girls	19.13	4.36	
Total	114	Urban Boys	234.18	39.66	2.22**
	126	Urban Girls	223.69	39.66	

** Significant at 0.05 level

From table- 3 it is clear that the calculated t-value 2.22 is greater than the table value of t-value at 0.05 level of significance. Therefore the null hypothesis is rejected at 0.05 level of significance that “there is no significant difference in the usage of social media between the boys and girls at higher secondary school level”. Observation of the table related to academics, Informativeness, entertainment, creative skills and constraints is 0.83, 1.22, 0.33, 0.76 and 1.01 respectively which is less than the required value (1.96) for significance at 0.05 levels except for socialization part which is 3.95. This indicate that there exists significant difference in the usage of social media between urban boys and urban girls of higher secondary school towards to socialization part except academics, Informativeness, entertainment, creative skills and constraints.



Graph 3 Mean for the usage of social media of urban boys and urban girls studying at higher secondary level.

From graph 3 it is clear that boys living in an urban area have more social media usage than girls living in an urban area. On the contrary of result, a study done by **Chandana et al. (2020)** shows there is no significant difference in the usage of social media between urban boys and urban girls.

To study the usage of social media between rural students and urban students of higher secondary school.

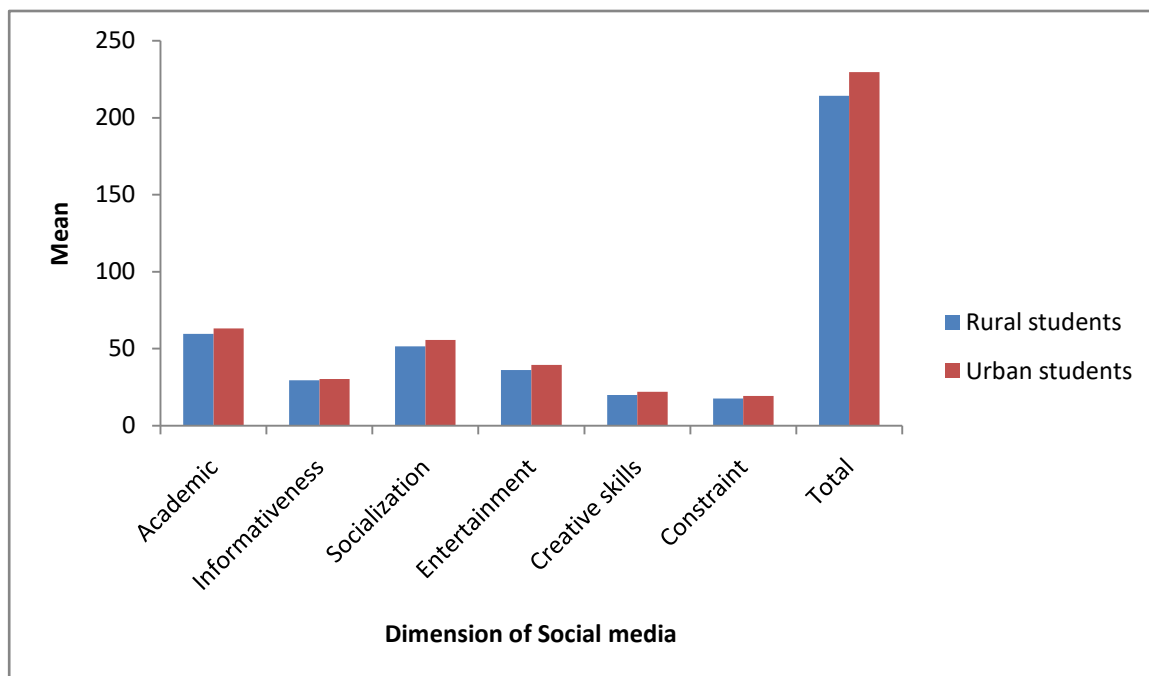
H0: There is no significant difference in the usage of social media between rural students and urban students of higher secondary school.

Table 4 Mean, S.D. and t-ratio of social media usage of rural students and urban students at higher secondary level.

Dimensions	Number	Locale	Mean	SD	t-ratio
Academic	260	Rural students	59.6	12.94	3.12**
	240	Urban students	63.15	12.38	
Informativeness	260	Rural students	29.47	6.61	1.42
	240	Urban students	30.33	6.89	
Socialization	260	Rural students	51.55	10.58	3.92**
	240	Urban students	55.61	12.48	
Entertainment	260	Rural students	36.2	9.25	4.31**
	240	Urban students	39.52	7.8	
Creative skills	260	Rural students	19.94	5.21	3.88**
	240	Urban students	21.95	6.36	
Constraints	260	Rural students	17.58	5.25	4.13**
	240	Urban students	19.43	4.7	
Total	260	Rural students	214.34	36.29	4.86**
	240	Urban students	229.54	33.32	

** Significant at 0.05 level

From table 4 it is clear that the calculated t-value 4.86 is greater than the table value of t-value at 0.05 level of significance. Therefore the null hypothesis is rejected at 0.05 level of significance that “there is no significant difference in the usage of social media between the rural students and urban students at higher secondary school level”. Observation of the table related to Informativeness is 1.42 which is less than the required value (1.96) for significance at 0.05 levels except for academics, socialization, entertainment, creative skills and constraints part which is 3.12, 3.92, 4.31, 3.88, and 4.13 respectively. This indicate that there exists significant difference in the usage of social media between rural students and urban students of higher secondary school towards to academic, socialization, entertainment, creative skills and constraints except for informativeness part.



Graph 4 Mean for the usage of social media of rural students and urban students at higher secondary level.

Hence it can be stated that urban students have higher usage of social media than rural students. . The previous studies done by **CO Akomolafe (2019)**, has also proved that students located in the urban areas have greater access to internet. Hence, they are more involved with social media and prove the finding that there is a significant difference between the use of social media between rural and urban area of secondary school students.

To study the usage of social media between rural girls and urban girls of higher secondary school.

H0: There is no significant difference in the usage of social media between rural girls and urban girls of higher secondary school.

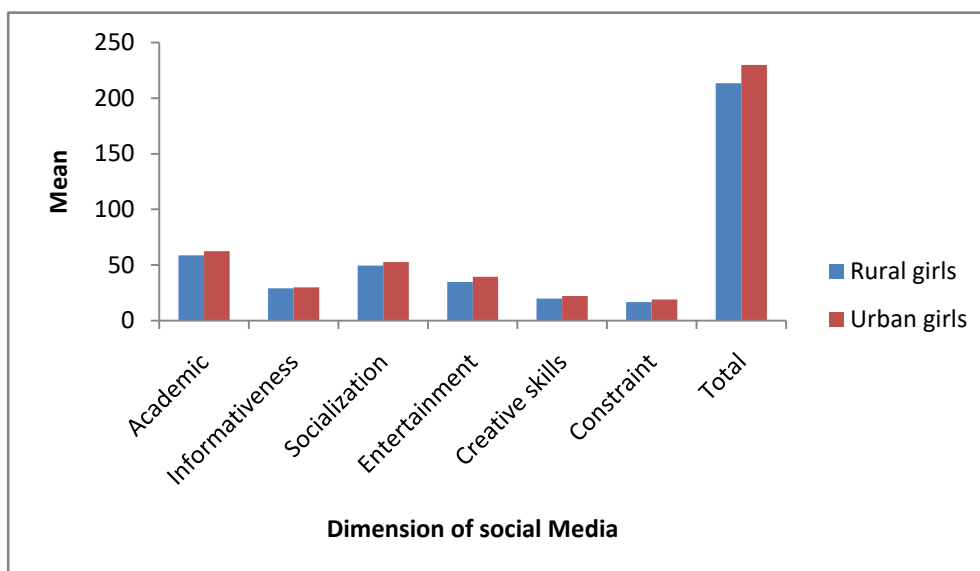
Table 4.2.5 Mean, S.D. and t-ratio of social media usage of rural girls and urban girls at higher secondary school level.

Dimensions	Number	Locale	Mean	SD	t-ratio
Academic	96	Rural girls	58.77	11.19	2.34**
	126	Urban girls	62.51	12.16	
Informativeness	96	Rural girls	29.03	6.29	0.9
	126	Urban girls	29.82	6.52	
Socialization	96	Rural girls	49.42	10.68	2.31**
	126	Urban girls	52.59	9.62	
Entertainment	96	Rural girls	34.85	9.29	4.31**
	126	Urban girls	39.36	8.54	
Creative skills	96	Rural girls	19.89	4.48	3.27**
	126	Urban girls	22.25	5.92	

Constraints	96	Rural girls	16.65	5.61	3.73**
	126	Urban girls	19.13	4.36	
Total	96	Rural girls	213.34	33.17	4.10**
	126	Urban girls	229.93	26.94	

** Significant at 0.05 level

From table- 4.2.5 it is clear that the calculated t-value 4.10 is greater than the table value of t-value at 0.05 level of significance. Therefore the null hypothesis is rejected at 0.05 level of significance that “there is no significant difference in the usage of social media between the rural girls and urban girls at higher secondary school level”. Observation of the table related to Informativeness is 0.9 which is less than the required value (1.96) for significance at 0.05 levels except for academic, socialization, entertainment, creative skills and constraints part which is 2.34, 2.31, 4.31, 3.27, and 3.73 respectively. This indicates that there exists significant difference in the usage of social media between rural girls and urban girls of higher secondary school towards to academic, socialization, entertainment, creative skills and constraints except for in formativeness part.



Graph 5 Mean for the usage of social media of rural girls and urban girls at higher secondary level.

From graph 5 it is clear that girls living in an urban region have higher usage of social media than girls living in rural area. The reason may be urban girls are focused towards their education and carrier and they know that social media is such a platform from where they can get every information which they need whereas rural girls are more involved in household activities and not much attention is given on them. This result is supported by the study done by **Sowndaraya et al. (2018)** which shows that urban girls are more social media addicted than rural girls.

To study the usage of social media between rural boys and urban boys at higher secondary school.

H0: There is no significant difference in the usage of social media between rural boys and urban boys at higher secondary school.

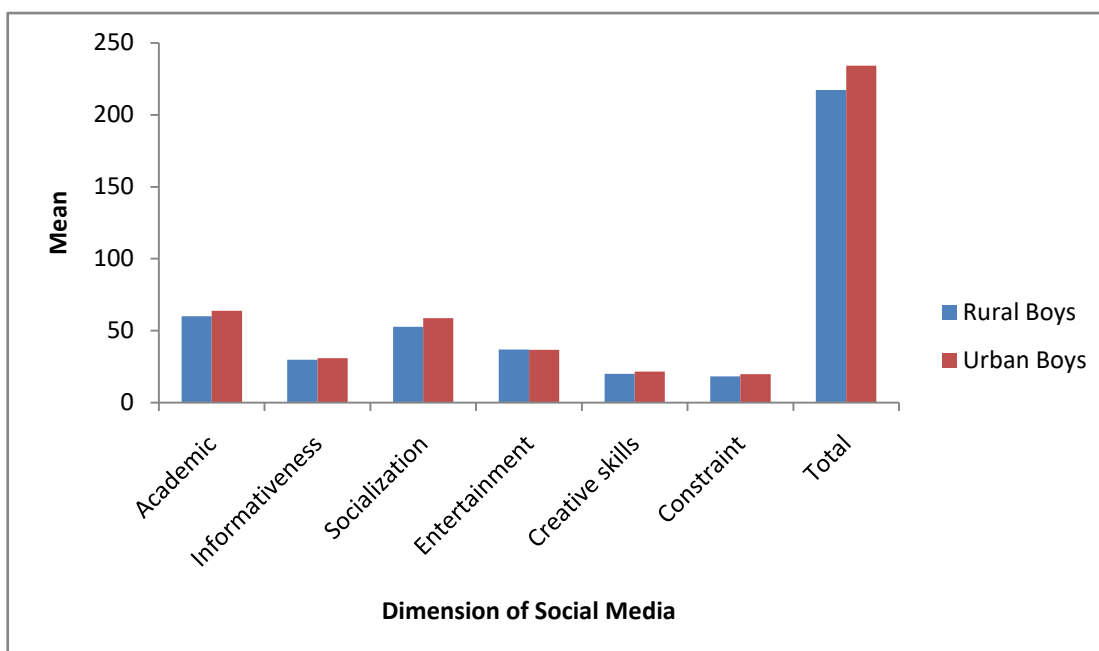
Table 4.2.6 Mean, S.D. and t-ratio of social media usage of rural boys and urban boys at higher secondary school level.

Dimensions	Number	Locale	Mean	SD	t-ratio
Academic	164	Rural boys	60.09	13.87	2.30**
	114	Urban boys	63.85	12.63	

Informativeness	164	Rural boys	29.73	6.79	1.37
	114	Urban boys	30.9	7.26	
Socialization	164	Rural boys	52.79	10.35	4.06**
	114	Urban boys	58.78	14.33	
Entertainment	164	Rural boys	36.99	9.17	2.66**
	114	Urban boys	39.69	6.91	
Creative skills	164	Rural boys	19.97	5.61	2.21**
	114	Urban boys	21.62	6.82	
Constraints	164	Rural boys	18.13	4.97	2.66**
	114	Urban boys	19.75	5.05	
Total	164	Rural boys	217.40	39.32	3.50**
	114	Urban boys	234.26	39.54	

**significant at 0.05 Level

From table 6 it is clear that the calculated t-value 3.50 is greater than the table value of t-value at 0.05 level of significance. Therefore the null hypothesis is rejected at 0.05 level of significance that “there is no significant difference in the usage of social media between the rural boys and urban boys of higher secondary school level”. Observation of the table related to Informativeness is 1.37 which is less than the required value (1.96) for significance at 0.05 levels except for academic, socialization, entertainment, creative skills and constraints part which is 2.30, 4.06, 2.66, 2.21, and 2.66 respectively. This indicate that there exists significant difference in the usage of social media between rural girls and urban girls of higher secondary school towards to academic, socialization, entertainment, creative skills and constraints except for Informativeness



Graph 6 Mean for the usage of social media of rural boys and urban boys studying at higher secondary level.

It is clear from graph 6 that urban boys have more social media usage than rural boys. The reason urban boys are more dependent on social media for their studies, playing and identification. They prefer to play video game than outdoor games. This finding is supported by **Sowndarya et al. (2018)** shows urban boys are more internet addicted than rural boys.

FINDINGS

1. There is no significant difference in the usage of social media between boys and girls of higher secondary school students.
2. There is no significant difference in the usage of social media between rural boys and rural girls of higher secondary school.
3. There is significant difference in the usage of social media between urban boys and urban girls of higher secondary school. Urban boys have higher social media usage than urban girls.
4. There is significant difference in the usage of social media between urban students and rural students of higher secondary school. Urban students have higher usage of social media than rural students
5. There is significant difference in the usage of social media between urban girls and rural girls of higher secondary school. Urban girls have higher usage of social media than rural girls of higher secondary school.
6. There is significant difference in the usage of social media between urban boys and rural boys of higher secondary school. Urban boys have higher usage of social media than rural boys of higher secondary school.

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