

Usage of social media and pro social behaviour of adolescents

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Introduction

Billions of people around the world use social media to share information and make connections. On a personal level, social media allow people to communicate with friends and family, learn new things, and be entertained. On a professional level, one can use social media to broaden knowledge in a particular field and build professional networks. At social level, social media allow people to have a conversation with friends and society. The increased presence of social media has made a profound impact on the behavior of people in general and specifically it influences the life style of youth at all levels.

Conceptual frame work

Social media are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. It allows people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their Smartphone or tablet, but the truth is, this communication tool starts with computers. All adolescents are social media pro, they use Facebook, Twitter, Instagram, whatsapp, LinkedIn and Google plus.

Social media has revolutionized the way people communicate and socialize on the web and at the same time it influences the feelings. Not only does it influence our feelings, it also affects our behavior. Social media affect different people's behavior in different ways, of course, depending upon the age and use of social media. It affects the adolescents' behaviour online and offline, professionally and socially.

Pro social behavior is a voluntary behavior intended to benefit others such as helping, sharing, consoling, comforting, cooperating, and protecting someone from any potential harm. A pro social behavior is relevant to interpersonal relationships and interactions among people as individuals and groups. People, as individuals or as members of a group, have to give a hand to others who are in need.

Significance of the study

Social media have significant impact on the changing scenario of human life. People make use of the social media to learn and communicate personal, social, emotional and moral skills and behaviors. Through social media, people find knowledge resources in any discipline and share the same. It leads to improve behaviour. The adolescents spend so much of time in social media. People think that social media usage yields the risk of depression, low self-esteem, stress, physical and mental disorders, feeling of isolated and disorientation from learning. At the same time one cannot deny the positive impact of social media on the social behaviour of adolescents. So the investigator wants to know the usage of social media of adolescents and its impact on their social behaviour and to the behaviour if it is pro social or anti social.

Operational definitions

Usage of Social Media

It refers to the usage of computer and cellular phone based applications and tools by the adolescents to acquire, communicate and share information with others.

Pro social behaviour

It refers to the adolescents' disposition to approach, manage, and help other people.

Adolescents

It refers to the students between the ages 14 to18.

OBJECTIVES

- To find out the level of usage of social media and pro social behaviour among adolescents.
- To find out the difference if any in the usage of social media and pro social behaviour among adolescents.
- To find out the relationship between usage of social media and pro social behaviour of adolescents

Hypotheses

- There is no significant difference between male and female, rural and urban area adolescents in their usage of social media.
- There is no significant difference between male and female, rural and urban area adolescents in their pro social behaviour.
- To find out whether there is any significant relationship between usage of social media and pro social behaviour.

Analysis of data

Objective: 1

To find out the level of usage of social media among adolescents.

Table 1: Level of Usage of Social Media Among Adolescents

Variable	Low		Moderate		High	
	N	%	N	%	N	%
Usage of social media	13	13	75	75	12	12

The above table revealed that 13% of adolescents have low, 75 % of them have moderate and 12% of them have high level of usage of social media.

Null hypothesis: 1

There is no significant difference between male and female adolescents in their usage of social media.

Table 2: Difference between Male and Female Adolescents in Their Usage of Social Media

Variable	Category	Count	Mean	S.D	Calculated 't' value	Remarks
usage of social media	Male	50	30.80	3.70	3.019	S
	Female	50	28.56	3.72		

It is inferred from the above table that there is significant difference between male and female adolescents in their usage of social media.

Null hypothesis: 2

There is no significant difference between adolescents from rural and urban area in their usage of social media.

Table 3: Difference between Adolescents from Rural and Urban Area in Their Usage of Social Media

Variable	Category	Count	Mean	S.D	Calculated 't' value	Remarks
Usage of social media	Rural	42	32.49	3.80	2.602	S
	Urban	58	34.51	3.85		

It is inferred from the above table that there is significant difference between adolescents from rural and urban area in their usage of social media.

Objective: 2

To find out the level of pro social behaviour among adolescents.

Table 4: Level of Pro Social Behaviour among Adolescents

Variable	Low		Moderate		High	
	N	%	N	%	N	%
Pro social behaviour.	9	9	72	72	19	19

It is inferred from the above table that 9% of adolescents have low, 72 % of them have moderate and 19% of them have high level of pro social behaviour.

Null hypothesis: 3

There is no significant difference between male and female adolescents in their pro social behaviour.

Table5: Difference between Male and Female Adolescents in Their Pro Social Behaviour

Variable	Category	Count	Mean	S.D	Calculated 't' value	Remarks
Prosocial behaviour.	Male	50	17.92	3.75	0.236	NS
	Female	50	17.76	2.98		

It is inferred from the above table that there is no significant difference between male and female adolescents in their pro social behaviour.

Null hypothesis: 4

There is no significant difference between adolescents from rural and urban area in their pro social behaviour.

Table 6: Difference between Adolescents from Rural and Urban Area in Their Pro Social Behaviour

Variable	Category	Count	Mean	S.D	Calculated 't' value	Remarks
Pro social behaviour.	Rural	42	32.88	3.56	1.986	S
	Urban	58	31.47	3.36		

It is inferred from the above table that there is significant difference between adolescents from rural and urban area in their pro social behaviour.

Null hypothesis: 5

There is no significant correlation between usage of social media and pro social behaviour of adolescents.

Table 7: Correlation between Usage of Social Media and Pro Social Behaviour of Adolescents

Variable	Correlation coefficient
Usage of social media and Pro social behaviour.	0.733

The above table revealed that there is significant correlation between usage of social media and pro social behaviour of adolescents.

Discussion

- Male adolescents are better than female adolescents in their usage of social media. This may be due to the reason that female use social networking sites to make connections and stay in touch with family or friends. Male use social media to gather the information they need to increase their status and to influence others.
- The adolescents from urban area are better than adolescents from rural area in their usage of social media as they may get more opportunities to have an entry Wi-Fi cubs and surf internet, twitter, Google+ and blog even being in their home and in the area where in they live and study.
- The adolescents from rural area are better than adolescents from urban area in their pro social behaviour. This may be the due to the reason that naturally people in rural areas are helpful. In rural area adolescents are taught by their family to help in emergency situations but urban people are afraid to help as they are taught like that.
- There is significant correlation between usage of social media and pro social behaviour of adolescents. This may be due to the reason that the daily use of social media by adolescents has increased so much that it slowly injects some positive and negative components in their behavior.

Conclusion

The impact of social media on people and their behavior is massive which may be predominantly positive, but it must be borne in mind that there may be negative side as well. Social media permits people to understand themselves and others. Unfortunately, the worst or even devastating aspects of social media are mainly on the young or on the very young people who have not yet completed their school education. So it is the duty of the teachers, parents and elders to instruct the adolescents to handle the powerful tool such as the social media positively so as to acquire develop and make their pro social behaviour as a common practice.

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