



FACEBOOK USAGE IN CONTEXT TO SOME DEMOGRAPHIC VARIABLES

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Abstract

Facebook has become the most popular social network site among the youngsters to establish and maintain social relations. This paper deals with the effect of facebook usage on gender and residential background of senior secondary school students. 400 senior secondary school students of Haryana State are considered as the sample of the study. Facebook Usage Scale developed by Hooda and Tyagi (2016) was used to collect the data. Results revealed that gender has no significant effect on facebook usage while residential background has a significant effect on Facebook usage of senior secondary school students.



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Social Networking websites are virtual community which allow people to connect and interact with each other on a particular subject or just "hang out" together online (Murray & Waller 2007).

Facebook is an online social networking service based in Menlo Park California, U.S. Facebook was launched on Feb. 04, 2004 by Mark Zuckerberg with his Harvard College roommates and Fellow students Eduardo Saverin, Andrew MC Collum, Dustin Moskovitz and Chris Hughes. Initially Facebook usage was limited to Harvard students only but later it was expanded to higher education institutions in the Boston area, the Ivy league and Stanford University. On Sept. 26, 2006, facebook was opened to everyone in general age of 13 and older with a valid e-mail address. By 2007, the use of facebook become so ubiquitous that the generic verb "Facebooking" has come into existence to describe the process of browsing others profiles on updating one's own.

As of March 2013, Facebook hits 1.11 billion Monthly Active Users globally. In Jan., 2016 facebook messenger reported 800 million users. On 31st March, 2016 Facebook has 1.09

billion on average Daily Active Users (DAUs). Mobile users are 989 million on average. Monthly Active Users (MAUs) are 1.65 billion as on March 31, 2016 and Mobile MAUs are counted 1.51 billion as of March 31, 2016. (Facebook Reports First Quarters 2016 Results and Announces Proposal for New Class of Stock). – In India also it was 162.34 Millions and expected to be 318.76 Million in 200 (www.startista.com) . As facebook usage is increasing rapidly, women are tend to use facebook as a social tool more than their male counterparts(Catherine Clifford,2014;Mark Hoelzel 2015). Facebook usage stimulates the use of technology and opens to the possibilities to use more media in the classrooms. In this research also the investigator explored the effect of gender and residential background on the senior secondary school students of Haryana State.

Objectives of the study:

- To study Facebook usage of senior secondary school students of Haryana state.
- To study main and interaction effect of gender and residential background on facebook usage.

Hypothesis:

1. There will be no significant effect of gender on FaceBook Usage of senior secondary students.
2. There will be no significant effect of residential background on FaceBook Usage of senior secondary students.
3. There will be no significant interaction effect of gender and residential background on Face Book Usage of senior secondary students.

Research design:

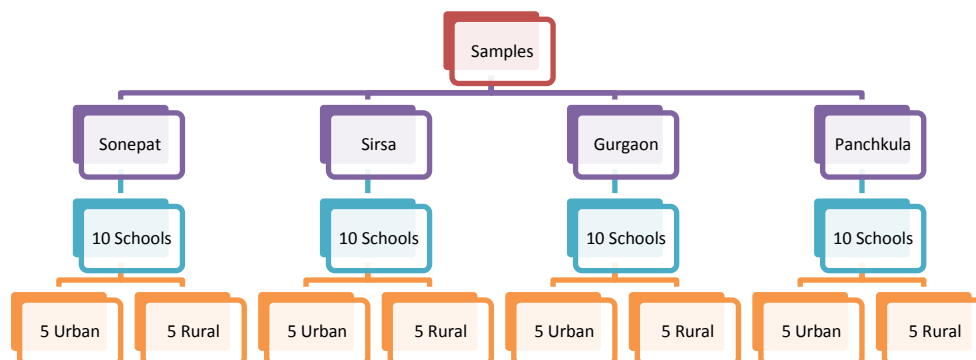
To study the main and interaction effect of gender and residential background on Face book Usage 2 x 2 factorial design was employed.

Population and Sample of the study

Students of Xth class of Haryana state studying in session 2014-15 comprised the population of the study. Stratified multistage random sampling was used in selecting the units for the study. In the First stage 4 districts from the four division of Haryana were selected. Sonapat was selected from Rohtak division, Sirsa was selected from Hisar division, Gurgaon was selected from Gurgaon Division and Panckula was selected from Ambala division.

In order to attain a reasonable stratification, 10 schools whereas 5 schools from rural area and 5 schools from urban area were randomly selected as is presented in the diagram below :

Sample of the Study



Measuring Instrument:

Facebook Usage Scale developed by Hooda and Tyagi (2016) was used to collect the data.

Variables:

Independent variable: Facebook usage

Demographic variables: Gender and Residential background.

Statistical techniques used:

Descriptive Statistic – Mean, SD and percentage were worked out to describe the nature of the data. 2 way ANOVA was employed to see the effect of gender and residential background on Facebook usage.

Analysis and Interpretations

Obtained data was analysed by using appropriate techniques. Results and findings are presented in following tables and graph –

Distribution of Facebook Usage in Various Groups Of Data:

Concerned objective of the study:

O₁.“To study Facebook Usage of Senior Secondary Students.”

In the light of the above objective, following data has been analyzed as given in the Table 1 which presents a clear picture about the existence of Facebook Usage in various groups of the sample.

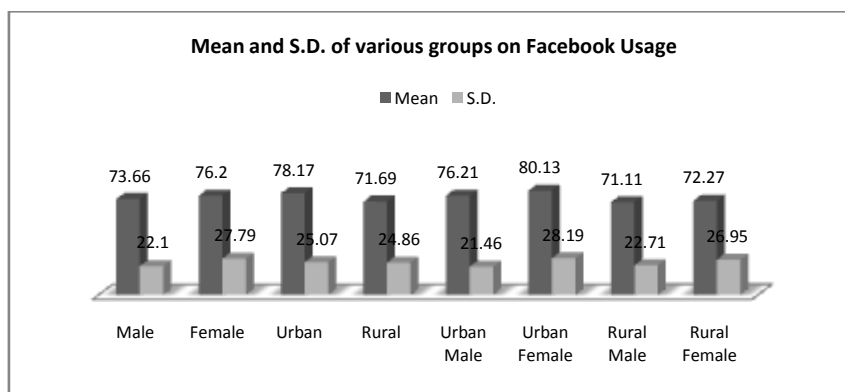
Table 1 Percentage distribution of Facebook Usage of senior secondary students:-

Variables	Group	N	Mean	S.D.
Gender	Male	200	73.66	22.10
	Female	200	76.20	27.79
Locality	Urban	200	78.17	25.07
	Rural	200	71.69	24.86
Gender	* Urban Male	100	76.21	21.46
Locality	Urban	100	80.13	28.19
	Female			

Rural Male	100	71.11	22.71
Rural Female	100	72.27	26.95

It can be seen from the Table 1 that female subjects are more facebook users (Mean 76.2 and S.D.27.79) than the male subjects (mean 73.66 and 22.1). Further, urban senior secondary students have high facebook usages (Mean 78.17, S.D. 25.07)than their rural counter parts (Mean 71.69 S.D.24.86) furthermore, it is evident that urban female subjects have the highest facebook usage (mean 80.13 and 28.19) in the group and rural male have the lowest (mean 71.11 and S.D. 22.71) facebook usage in the group. It can be presented by the bar diagram as given below:

Fig. 1 Mean and S.D. of Facebook Usage in various groups of data



Effect of Gender and Residential Background on Facebook Usage:

Concerned objective

O₂ :- “To find out main and interaction effect of Gender and Residential Background on Facebook Usage of senior secondary students.”

In the light of the above said objective three hypotheses were formulated by the researcher:-

H₁ “There will be no significant effect of Gender on Facebook Usage of senior secondary Students.

H₂ “There will be no significant effect of Residential Background on Facebook Usage of senior secondary students.”

H₃ “There will be no significant interaction effect of Gender and Residential Background on Facebook Usage of senior secondary students.”

To verify the concerned hypothesis the ANOVA table has been analyzed and interpreted as given below:-

Table 2 2*2 ANOVA Summary for the effect of Gender and Residential Background on Facebook Usage

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	645.16	1	645.16	1.033	No
Residential Background	4199.04	1	4199.04	6.723	.01
Gender * Residential Background	190.44	1	190.44	1.305	No

Effect of Gender on Facebook Usage :-

Above table 2 reveals that the calculated F value (1.033) is less than the table value at both the levels of significance i.e. .05 & .01 at of 1/399. Hence the null hypothesis, “There will be no significant effect of Gender on Face book Usage of senior secondary Students.” is retained. It indicates that Gender has no effect on Facebook Usage. Male and female senior secondary school students use facebook equally.

Effect of Residential Background on Facebook Usage:

It may be clearly observed through Table 2 that the effect of Residential Background is significant at .01 level (df 1/399)with F value 0.723. It refers to reject the null hypothesis “There will be no significant effect of Residential Background on Facebook Usage of senior secondary Students”. Hence it may summarize that there is found a significant effect of Residential Background on facebook usage of senior secondary school students. To interpret it further the Mean and SD Scores, given in Table 1, are studied and found that urban senior secondary school students use more facebook as compare to their rural counterparts.

Interaction effect of Residential Background on Facebook Usage-

Table 2 reveals that the calculated F value (1.305) for the interaction effect of Gender and Residential Background is lower than the table value and is not significant at both levels of significance at df 1/399. Thus the formulated hypothesis, “There will be no significant interaction effect of Gender and Residential Background on Facebook Usage of senior secondary students.” is retained. It is interpreted that a particular combination of Gender and Residential Background does not affect facebook usage among senior secondary students. To explore it further, the mean and SD scores of interaction effect of Gender and Residential Background were studied as given in Table 3:

Table 3 Interaction effect of Gender and Residential Background on Facebook usage

sub- groups /	N	Mean	S D	F Value	Level of Significance
Urban Male	100	76.21	21.46	.305	No
Urban female	100	80.13	28.19		
Rural Male	100	71.11	22.71		
Rural Female	100	72.27	26.95		

Table 3 indicates that the difference between the mean and SD scores of various groups on Facebook Usage is not significant at both level of significance (df 1/399). So it may be concluded that a particular combination of Gender and Residential Background does not affect facebook usage among senior secondary students.

Findings:

- There found no significant effect of gender on facebook usage of senior secondary school student of Haryana state.
- Female subjects were found to be higher on facebook usage than their male counterparts but the difference was not significant.
- A significant effect of residential background was found on facebook usage of senior secondary school students of Haryana State.
- No significant interaction effect of Gender and Residential background was found on Facebook usage of senior secondary school students of Haryana state.
- Urban male subjects were found to be the highest users of facebook among all groups of the study.
- Rural female subjects were found to be the lowest facebook users among all the groups of study.

Educational implications:

The present study has valuable implications for educationists, policy planners, curriculum developers, teachers, parents and school authorities. Results of study can be utilized for devising new models and strategies of teaching-learning. Facebook is not only a tool for entertainment but it also promotes creative and critical thinking. Facebook opens the way to use technology in classroom situations also and stimulates teaching learning process. Male and female students equally use facebook. Teachers and school authorities should encourage the use of technology for educational purpose.

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