

AWARENESS AND USE OF SOCIAL MEDIA AND NETWORKING AMONG SCHOOL TEACHERS

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INTRODUCTION

Social media can be an effective tool for engaging with students and communicating with parents. Teachers who model good social media use will grow students who apply positive, respectful values in their interactions on social media platforms. Social media is a good tool for teacher for their personal and professional development. Social media lets you mix with people from all over the world and helps to maintain relationships easily. On the professional front the social media sites are useful for sharing your informal resume. For teachers social media is a handy tool in the classroom and outside the classroom. There are number of ways that can take advantage of use of social media sites. Although there are some limitations, one can use it for the better contact with students and parents. Therefore, in the present study the researcher has tried to know the awareness and use of social media and networking among school teachers. The title of the study is as below:

OBJECTIVES OF THE STUDY

- To know how often teachers use social Media
- To know teachers awareness about different social media sites and its use
- To know since how long teachers are using social media sites?
- To know the opinion of the teachers about use of different social media sites for teaching purpose
- To know teachers opinion about the use of video, animation and other resources available online
- To know the purpose of the teachers to use social media sites
- To know the opinion of the teachers about the appropriateness of the use of social media sites for teaching purpose
- To know the barriers against the use of social media sites by teachers for teaching purpose
- To know the opinion of the teachers about the use of social media sites as a valuable tool for collaborative learning
- To know opinion of the teachers about the ease of the use of video, posts, blogs etc for teaching
- To know opinion of the teachers on the students response while teaching through social media sites.

LIMITATIONS OF THE STUDY

Present study is limited to Ahmedabad city only. To collect the data the researcher has prepared questioner and standardization process is not followed so the limitations of the tool will be limitations of the study. Teachers of the rural area are not included in the present study.

POPULATION & SAMPLE

In the present study the sample was selected from the urban area of the ahmedabad city, therefore the population of the study is Ahmedabad City area.

Sample:

In the present study the researcher has collected data from total 58 teachers from four different schools. Method of the sampling is convenient sampling method.

Table 1: Sample of the study

| Type of the School | | SFI | | Grant in Aid | Government | |
|----------------------|--------|----------|---------|--------------|------------|-------|
| Medium of the School | | Gujarati | English | Gujarati | Gujarati | Total |
| Not specified | Male | 0 | 1 | 0 | 0 | 1 |
| Arts | Female | 8 | 10 | 4 | 0 | 22 |
| | Male | 1 | 3 | 4 | 0 | 8 |
| Commerce | Female | 0 | 1 | 2 | 0 | 3 |
| | Male | 0 | 3 | 0 | 0 | 3 |
| Science | Female | 2 | 6 | 0 | 0 | 8 |
| | Male | 1 | 3 | 2 | 1 | 7 |
| Computer | Female | 1 | 4 | 0 | 0 | 5 |
| | Male | 0 | 1 | 0 | 0 | 1 |
| Total | | 13 | 32 | 12 | 1 | 58 |

RESEARCH METHODOLOGY

In the present study the researcher has collected data from the teachers to know their use and awareness about the social media sites so that the method of the research is survey method. The present study was conducted through descriptive survey method of research.

TOOL OF THE STUDY

To collect the data from the sample of the study the researcher has prepared a questioner. First the researcher prepared the rough draft of the tool and discusses it with the other subject experts and after modification the expert's advice was taken and after second modification final tool was prepared.

DATA COLLECTION

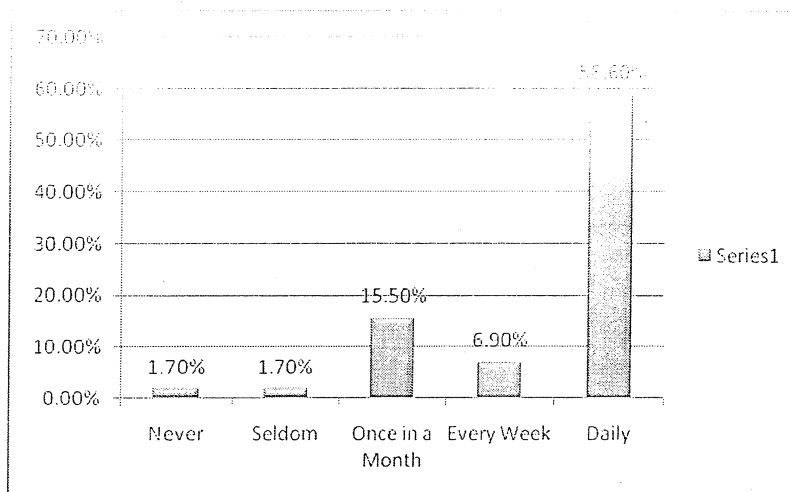
The researcher collected the data from total 58 teachers of different schools. The researcher took the permission the principal of the school and then collected the data from the school teachers.

DATA ANALYSIS

The data analysis was done with the help of the SPSS 16 software. The researcher used non parametric statistics to analyze the data. To analyze the data frequencies are counted. Frequencies in the form of percentage are as mentioned below.

TABLE 2: Frequency of the Use of Social Media Sites by Teachers

| | |
|-----------------|-------|
| Never | 1.7% |
| Seldom | 1.7% |
| Once in a Month | 15.5% |
| Every Week | 6.9% |
| Daily | 58.6% |

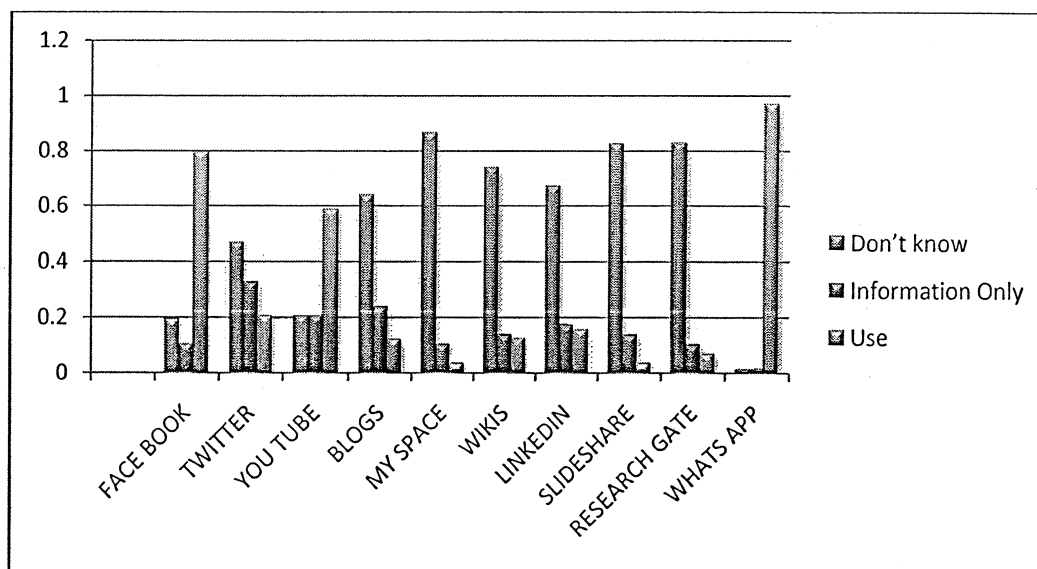


Graph 1: Frequency of the use of Social Media Sites by teachers

Table 3: Teachers awareness and use of social media sites

| Social Media Site | Don't know | Information Only | Use |
|-------------------|------------|------------------|-------|
| FACE BOOK | 19.4% | 10.3% | 79.3% |
| TWITTER | 46.5% | 32.8% | 20.7% |
| YOU TUBE | 20.7% | 20.7% | 58.6% |
| BLOGS | 63.8% | 24.1% | 12.1% |
| MY SPACE | 86.3% | 10.3% | 3.4% |
| WIKIS | 74.1% | 13.8% | 12.1% |
| LINKEDIN | 67.3% | 17.2% | 15.5% |
| SLIDESHARE | 82.8% | 13.8% | 3.4% |
| RESEARCH GATE | 82.8% | 10.3% | 6.9% |
| WHATS APP | 1.7% | 1.7% | 96.6% |

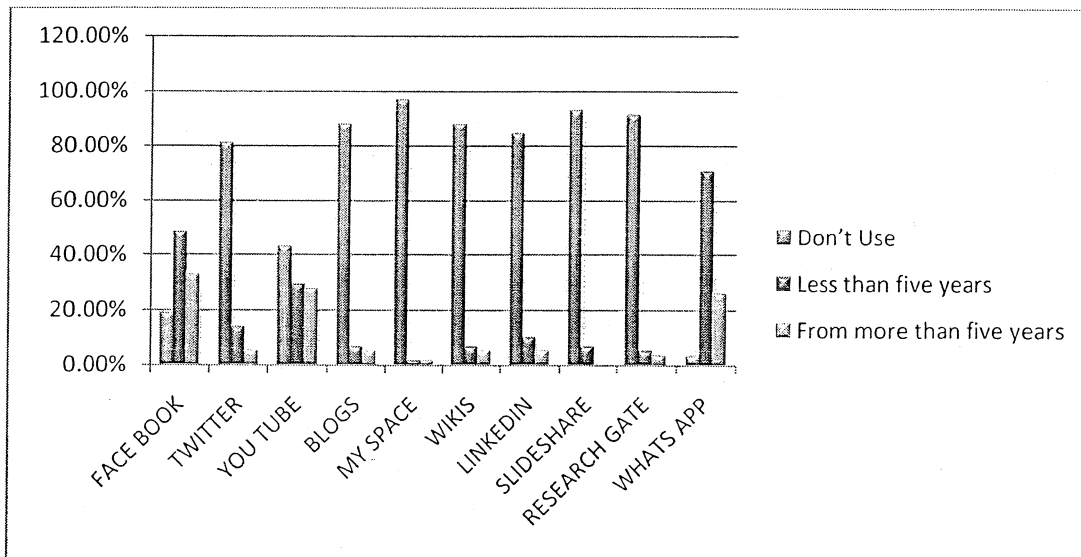
Other social media sites used by teachers:
 Google plus and instagram: 2%
 Hike ; 3%
 Podcast: 1%



Graph 2: Teachers awareness and use of social media sites

Table 4: Teachers use of social media sites by number of years

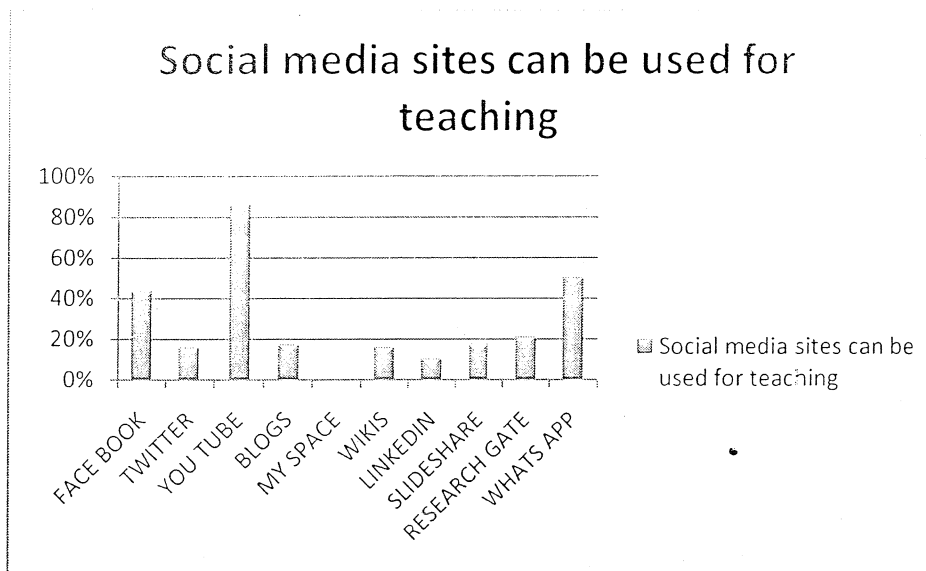
| | | | |
|---------------|-------|-------|-------|
| FACE BOOK | 19.0% | 48.3% | 32.8% |
| TWITTER | 81% | 13.8% | 5.2% |
| YOU TUBE | 43.1% | 29.3% | 27.6% |
| BLOGS | 88% | 6.9% | 5.1% |
| MY SPACE | 96.6% | 1.7% | 1.7% |
| WIKIS | 88% | 6.9% | 5.1% |
| LINKEDIN | 84.5% | 10.3% | 5.2% |
| SLIDESHARE | 93.1% | 6.9% | 00 |
| RESEARCH GATE | 91.4% | 5.2% | 3.4% |
| WHATS APP | 3.4% | 70.7% | 25.9% |



Graph 3: Teachers use of social media sites by number of years

Table: 5 Teachers opinion about which social media sites can be used for teaching

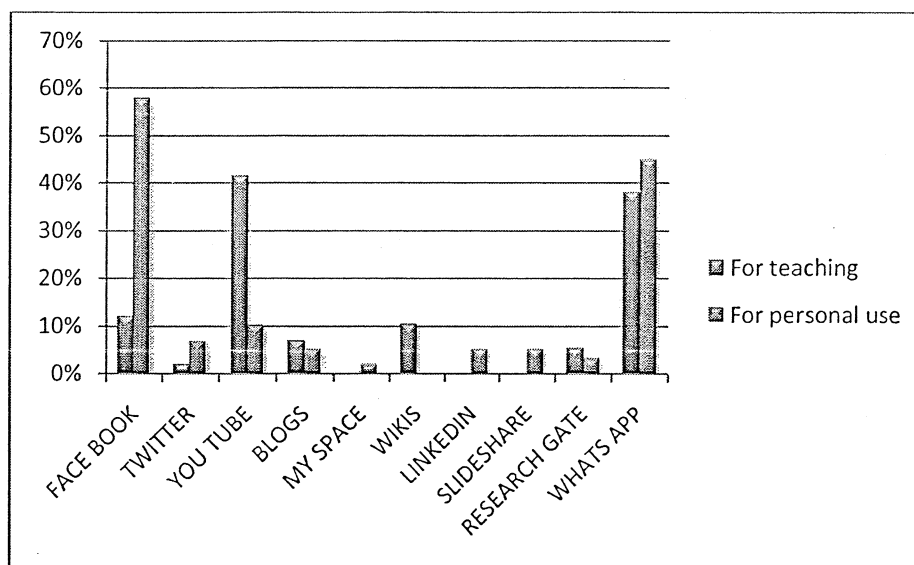
| Social Media | Social media sites can be used for teaching |
|---------------|---|
| FACE BOOK | 43% |
| TWITTER | 15.5% |
| YOU TUBE | 86% |
| BLOGS | 17% |
| MY SPACE | 0% |
| WIKIS | 15.5% |
| LINKEDIN | 10% |
| SLIDESHARE | 17% |
| RESEARCH GATE | 21% |
| WHATS APP | 50% |



Graph 4: Teachers use of social media sites by number of years

Table 6: Purpose of use of social media sites

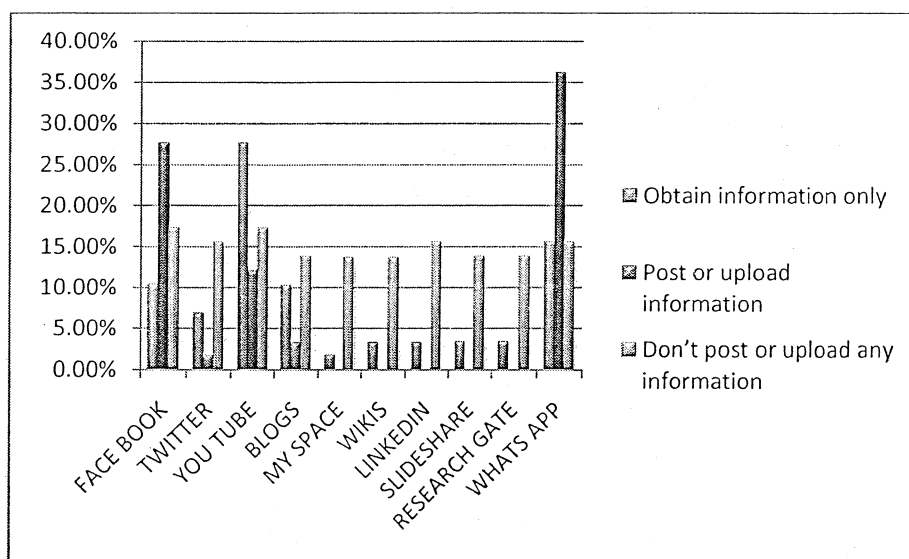
| | For teaching | For personal use |
|---------------|--------------|------------------|
| FACE BOOK | 12% | 58% |
| TWITTER | 2% | 7% |
| YOU TUBE | 41.4% | 10.3% |
| BLOGS | 6.9% | 5.2% |
| MY SPACE | 0 | 2% |
| WIKIS | 10.3% | 0 |
| LINKEDIN | 0 | 5.2% |
| SLIDESHARE | 0 | 5.2% |
| RESEARCH GATE | 5.2% | 3.4% |
| WHATS APP | 38% | 45% |



Graph: 5 Purpose of use of social media sites

Table 7: During last one year information posted on the social media sites

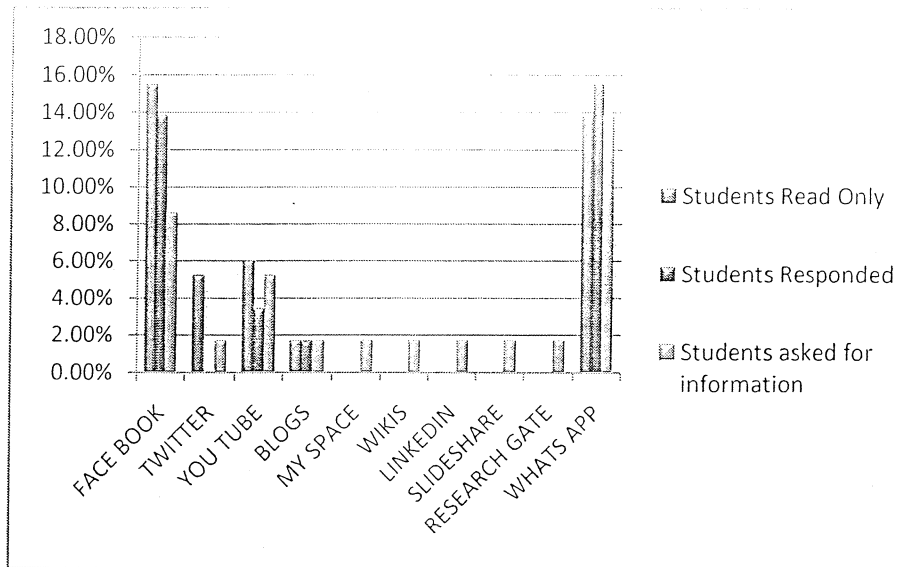
| | Obtain information only | Post or upload information | Don't post or upload any information |
|---------------|-------------------------|----------------------------|--------------------------------------|
| FACE BOOK | 10.3% | 27.6% | 17.2% |
| TWITTER | 6.9% | 1.7% | 15.5% |
| YOU TUBE | 27.6% | 12.1% | 17.2% |
| BLOGS | 10.3% | 3.4% | 13.8% |
| MY SPACE | 1.7% | 0 | 13.8% |
| WIKIS | 3.4% | 0 | 13.8% |
| LINKEDIN | 3.4% | 0 | 15.5% |
| SLIDESHARE | 3.4% | 0 | 13.8% |
| RESEARCH GATE | 3.4% | 0 | 13.8% |
| WHATS APP | 15.5% | 36.2% | 15.5% |



Graph: 6 During last one year information posted on the social media sites

Table 8: Students responses on social media sites

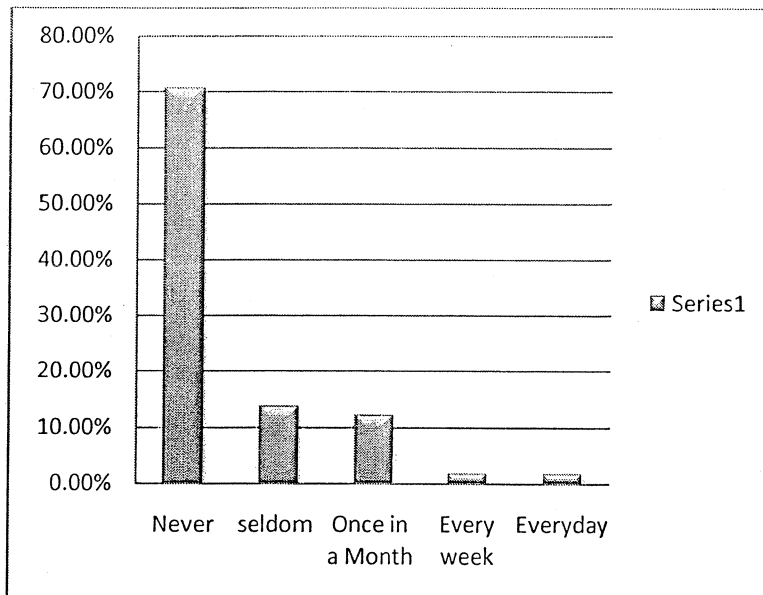
| | Students Read Only | Students Responded | Students asked for information |
|---------------|--------------------|--------------------|--------------------------------|
| FACE BOOK | 15.5% | 13.8% | 8.6% |
| TWITTER | 5.2% | 0 | 1.7% |
| YOU TUBE | 6.0% | 3.4% | 5.2% |
| BLOGS | 1.7% | 1.7% | 1.7% |
| MY SPACE | 0 | 0 | 1.7% |
| WIKIS | 0 | 0 | 1.7% |
| LINKEDIN | 0 | 0 | 1.7% |
| SLIDESHARE | 0 | 0 | 1.7% |
| RESEARCH GATE | 0 | 0 | 1.7% |
| WHATS APP | 13.8% | 15.5% | 13.8% |



Graph: 7: Students responses on social media sites

Table 9: Teachers teaching online mode

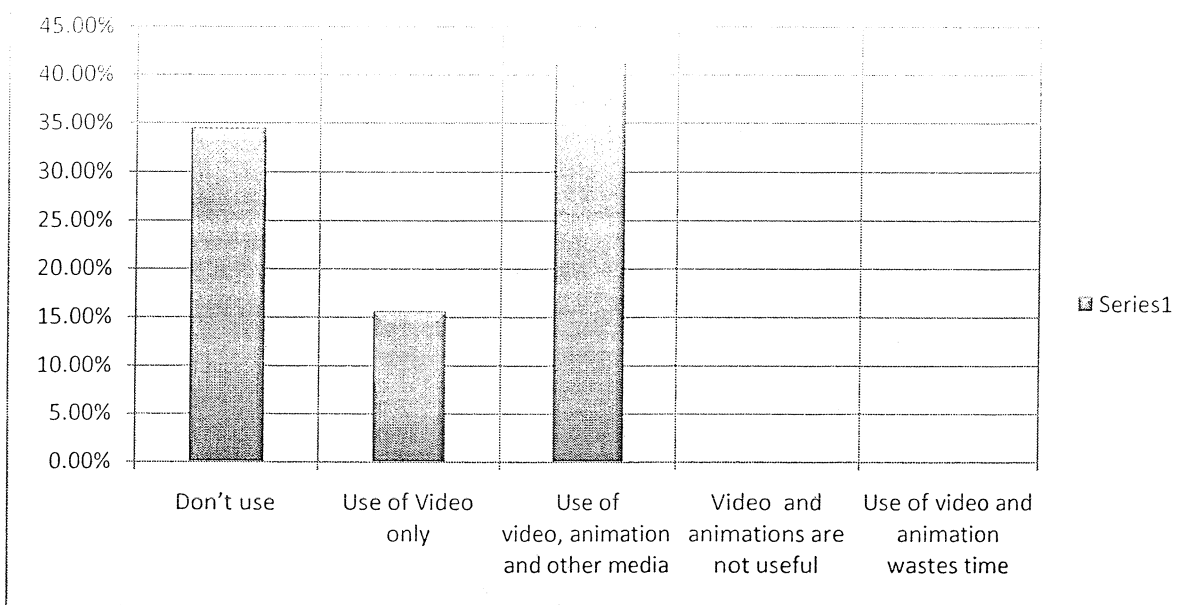
| | |
|-----------------|-------|
| Never | 70.7% |
| seldom | 13.8% |
| Once in a Month | 12.1% |
| Every week | 1.7% |
| Everyday | 1.7% |



Graph 8: Teachers teaching online mode

Table 10: Teachers opinion about use of video, animation or other media to teach students

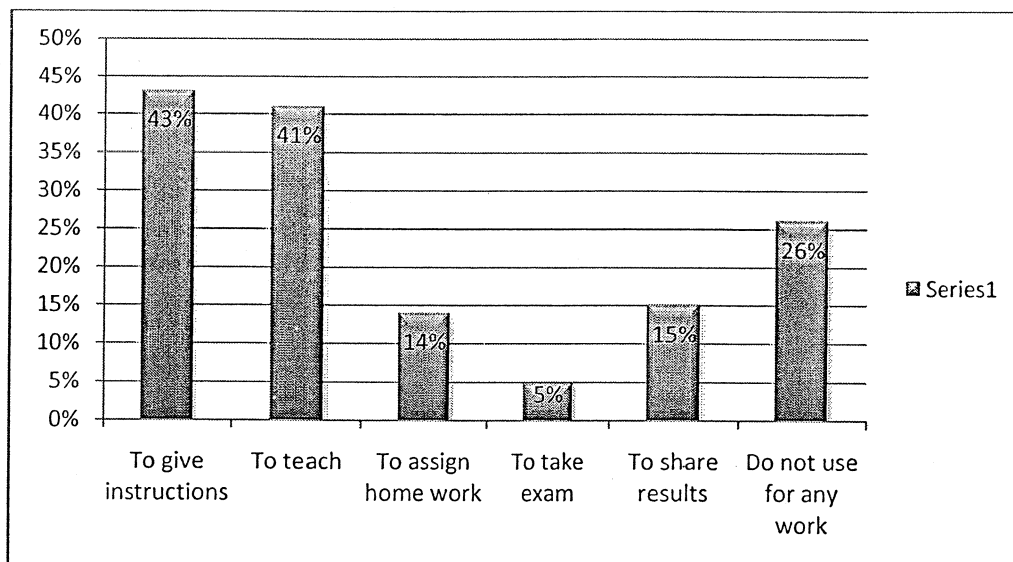
| | |
|---|-------|
| Don't use | 34.5% |
| Use of Video only | 15.5% |
| Use of video, animation and other media | 41.4% |
| Video and animations are not useful | 0 |
| Use of video and animation wastes time | 0 |



Graph 9: Teachers opinion about use of video, animation or other media to teach students

Table 11: Purpose for which teachers use social media sites

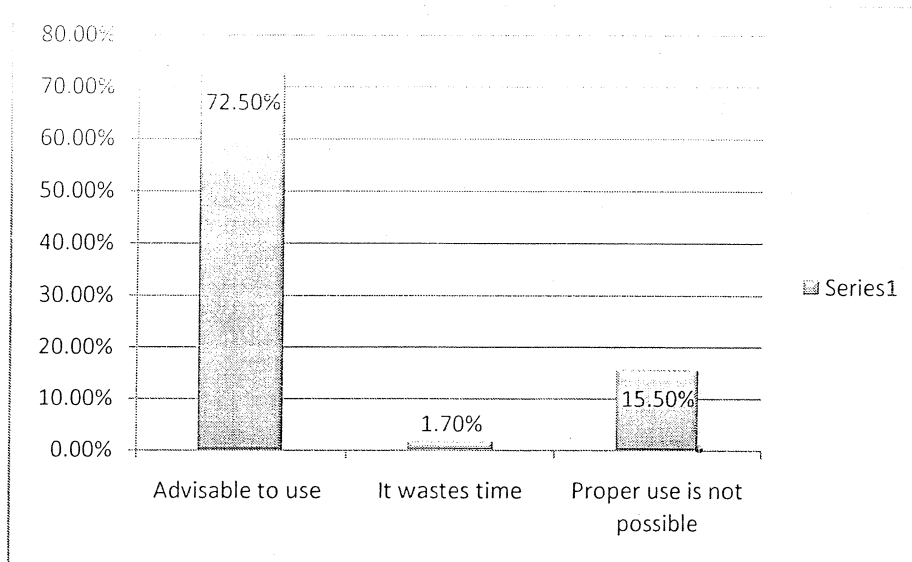
| | |
|-------------------------|-----|
| To give instructions | 43% |
| To teach | 41% |
| To assign home work | 14% |
| To take exam | 5% |
| To share results | 15% |
| Do not use for any work | 26% |



Graph 10: Purpose for which teachers use social media sites

Table 12: Teachers opinion about the use of social media sites for teaching

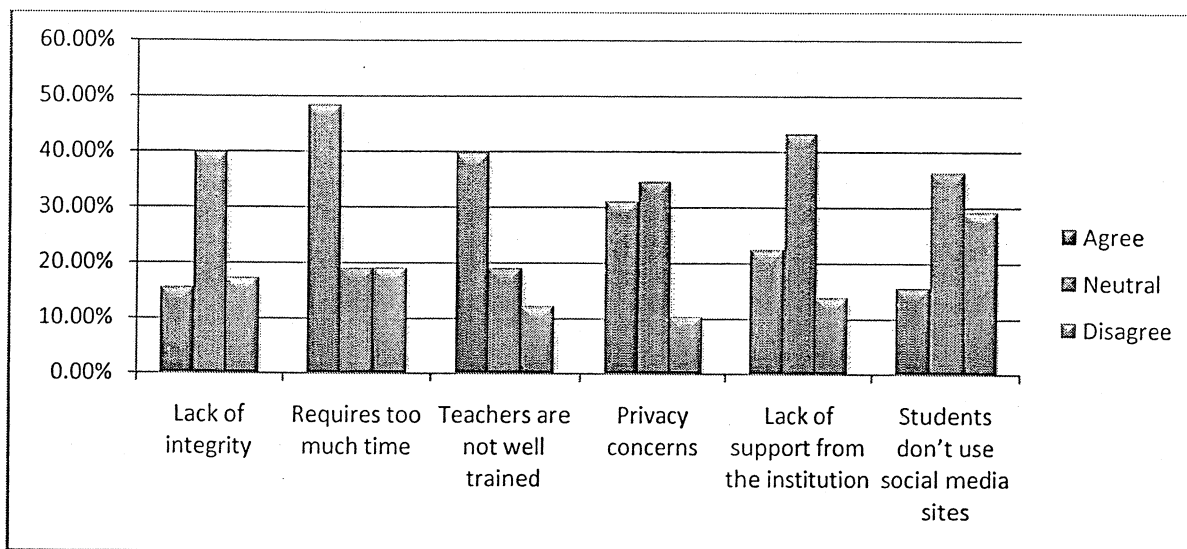
| | |
|----------------------------|-------|
| Advisable to use | 72.5% |
| It wastes time | 1.7% |
| Proper use is not possible | 15.5% |



Graph: 11 : Teachers opinion about the use of social media sites for teaching

Table 13: Barriers against the use of social media sites for teaching

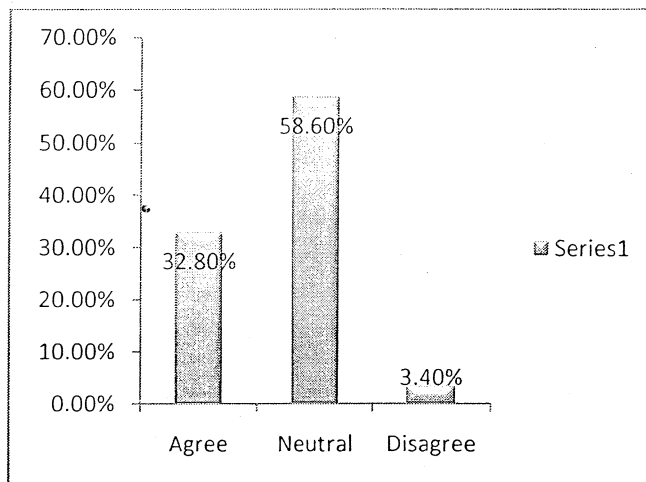
| Barriers | Agree | Neutral | Disagree |
|---------------------------------------|-------|---------|----------|
| Lack of integrity | 15.5% | 39.7% | 17.2% |
| Requires too much time | 48.3% | 19% | 19% |
| Teachers are not well trained | 39.7% | 19% | 12% |
| Privacy concerns | 31% | 34.5% | 10.3% |
| Lack of support from the institution | 22.4% | 43.1% | 13.8% |
| Students don't use social media sites | 15.5% | 36.2% | 29.2% |



Graph 12: Barriers against the use of social media sites for teaching

Table 14: Teachers opinion on the use of social media sites as a valuable tool for collaborative learning

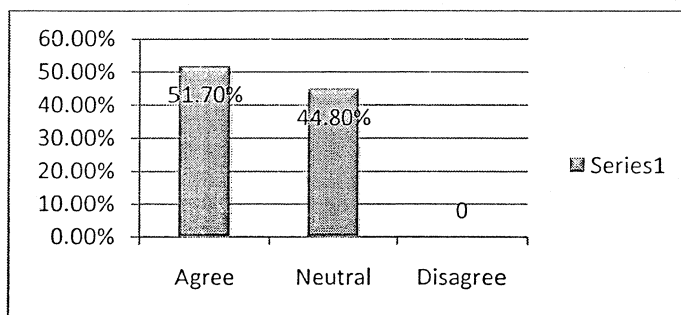
| | |
|----------|-------|
| Agree | 32.8% |
| Neutral | 58.6% |
| Disagree | 3.4% |



Graph 13: Teachers opinion on the use of social media sites as a valuable tool for collaborative learning

Table 15: Teachers opinion on the ease of using videos, posts, blogs etc for teaching

| | |
|----------|-------|
| Agree | 51.7% |
| Neutral | 44.8% |
| Disagree | 0 |

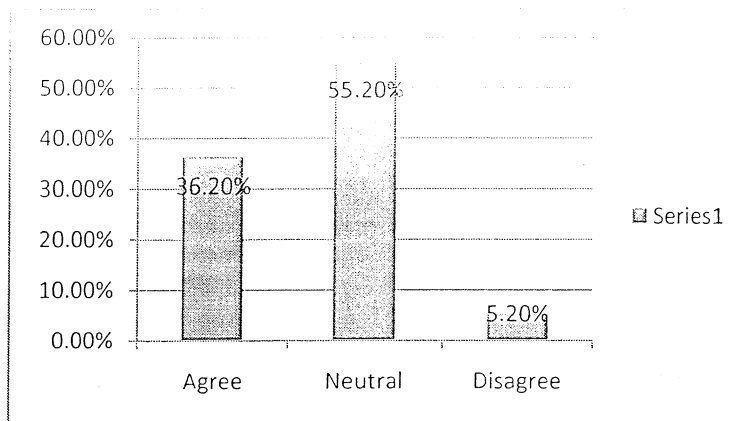


Graph 14: Teachers opinion on the ease of using videos, posts, blogs etc for teaching

Table 16: Teachers opinion on the students' responses:

Students respond well while teaching through social media sites.

| | |
|----------|-------|
| Agree | 36.2% |
| Neutral | 55.2% |
| Disagree | 5.2% |



**Graph 15: Teachers opinion on the students’ responses:
Students respond well while teaching through social media sites**

FINDINGS

Findings of the study are as below

- Near about 59% of teachers use social Media sites every day.
- Whatsapp, Facebook and Youtube are widely used by teachers. Others are less used.
- Only 32.8% teachers are using facebook for more than five years. Myspace, wikis, slideshare, research gate etc are used by few teachers only.
- Eighty six percent teachers believe that You tube can be used for teaching purpose and teachers believe that myspace is not useful for teaching purpose.
- For teaching purpose Youtube and whatsapp are widely used. And facebook is widely used for personal use.
- Near about 36% teachers have posted information on whatsapp and nobody posted information on myspace, wikis,slideshare,researchgate and linkedin.
- Only 14% of students asked for information on whatsapp, 8% students on facebook and 5% students on you tube asked for more information.
- Seventy one percent teachers never teach online.
- Forty three percent teachers use social media sites to give instructions, 41% to teach content, 14% teachers use it to assign homework, 5% to take exam, 15% to share results and 26% teachers do not use social media for any work.
- Forty one percent teachers use video, animation and other media available on internet.
- 72.5% teachers believes that social media sites can are advisable to use for teaching and 15.5% teachers believe that it’s not possible to use social media in a proper way for teaching.
- About the barriers of using social media sites 48% teachers believe that it needs too much time. And 40% teachers believe that teachers are not well trained for that.
- Only 33% teachers agreed that use of social media sites is a valuable tool for collaborative learning.
- 52% teachers agreed that use of video, post, blog etc is easy to use for teaching.
- Only 36% teachers agreed that while teaching with social media students responds well.

CONCLUSION

The findings of the present study prove that teachers are not well aware about the different social media sites. They are not well trained for how they can use this powerful tool to engage students and parents.

REFERENCES

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<http://k12teacherstaffdevelopment.com/tlb/what-are-the-benefits-of-social-networking-for-teachers/>