

STUDENT ATTITUDE TOWARDS SOCIAL MEDIA IN RELATION THEIR ACADEMIC ACHIEVEMENT

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ABSTRACT

This study was undertaken to study the attitude towards social media in relation to their academic achievement at college level students. In this normative study, researcher was used survey method. The population for the present study consisted of College students studying in West Bengal State in India. The investigator used the Purposive sampling technique. The sample consisted of 210 students from the different educational stream. The investigator used the Study Attitude scale towards social media by Halder and Sarkar (2018). the test consists of 40 items. For analyzing and interpreting the data the investigator used percentile analysis, standard deviation, 't' test, and Pearson's product moment correlation as the statistical techniques and also used SPSS. The findings show that (i) Female Student attitude better than boys' student regarding attitude towards social media (ii) Significant difference has existed between Urban and Rural Students regarding attitude towards social media (iii) there is a significant Different is existed between Science social science and Literature streamed Students. (iv) A significant relationship between student academic achievement and attitude towards social media of the student.

KEYWORDS: Student Attitude, Social Media, Academic Achievement