

International Multidisciplinary
Research Journal

*Indian Streams
Research Journal*

Executive Editor
Ashok Yakkaldevi

Editor-in-Chief
H.N.Jagtap

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board. Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Dr. T. Manichander

Mr. Dikonda Govardhan Krushanahari
Professor and Researcher ,
Rayat shikshan sanstha's, Rajarshi Chhatrapati Shahu College, Kolhapur.

International Advisory Board

Kamani Perera
Regional Center For Strategic Studies, Sri Lanka

Mohammad Hailat
Dept. of Mathematical Sciences,
University of South Carolina Aiken

Hasan Baktir
English Language and Literature
Department, Kayseri

Janaki Sinnasamy
Librarian, University of Malaya

Abdullah Sabbagh
Engineering Studies, Sydney

Ghayoor Abbas Chotana
Dept of Chemistry, Lahore University of
Management Sciences[PK]

Romona Mihaila
Spiru Haret University, Romania

Ecaterina Patrascu
Spiru Haret University, Bucharest

Anna Maria Constantinovici
AL. I. Cuza University, Romania

Delia Serbescu
Spiru Haret University, Bucharest,
Romania

Loredana Bosca
Spiru Haret University, Romania

Ilie Pinteau,
Spiru Haret University, Romania

Anurag Misra
DBS College, Kanpur

Fabricio Moraes de Almeida
Federal University of Rondonia, Brazil

Xiaohua Yang
PhD, USA

Titus PopPhD, Partium Christian
University, Oradea, Romania

George - Calin SERITAN
Faculty of Philosophy and Socio-Political
Sciences Al. I. Cuza University, Iasi

.....More

Editorial Board

Pratap Vyamktrao Naikwade
ASP College Devrukh, Ratnagiri, MS India

Iresh Swami
Ex - VC. Solapur University, Solapur

Rajendra Shendge
Director, B.C.U.D. Solapur University,
Solapur

R. R. Patil
Head Geology Department Solapur
University, Solapur

N.S. Dhaygude
Ex. Prin. Dayanand College, Solapur

R. R. Yallickar
Director Management Institute, Solapur

Rama Bhosale
Prin. and Jt. Director Higher Education,
Panvel

Narendra Kadu
Jt. Director Higher Education, Pune

Umesh Rajderkar
Head Humanities & Social Science
YCMOU, Nashik

Salve R. N.
Department of Sociology, Shivaji
University, Kolhapur

K. M. Bhandarkar
Praful Patel College of Education, Gondia

S. R. Pandya
Head Education Dept. Mumbai University,
Mumbai

Govind P. Shinde
Bharati Vidyapeeth School of Distance
Education Center, Navi Mumbai

G. P. Patankar
S. D. M. Degree College, Honavar, Karnataka

Alka Darshan Shrivastava
Shaskiya Snatkottar Mahavidyalaya, Dhar

Chakane Sanjay Dnyaneshwar
Arts, Science & Commerce College,
Indapur, Pune

Maj. S. Bakhtiar Choudhary
Director, Hyderabad AP India.

Rahul Shriram Sudke
Devi Ahilya Vishwavidyalaya, Indore

Awadhesh Kumar Shirotiya
Secretary, Play India Play, Meerut (U.P.)

S. Parvathi Devi
Ph.D.-University of Allahabad

S. KANNAN
Annamalai University, TN

Sonal Singh,
Vikram University, Ujjain

Satish Kumar Kalhotra
Maulana Azad National Urdu University



DEVELOPMENT AND STANDARDIZATION OF ATTITUDE TOWARDS USING SOCIAL MEDIA SCALE (ATUSMS)

S. Shakira Begum¹ and Dr. P. C. Naga subramani²

¹Ph.D. Research Scholar , Department of Pedagogical Sciences , Tamil Nadu Teachers Education University , Chennai .

²Associate Professor, Department of Pedagogical Sciences , Tamil Nadu Teachers Education University , Chennai.

ABSTRACT

Social media is the collective of online communications channels dedicated to community-based input, interaction on content – sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation, and wikis., the idea that social media are defined by their ability to bring people together has been as too broad a definition, as this would suggest that the telegraph and telephone were also social media-not the technologies . Social media facilitate the development of online social networks. The study of the attitude towards social media scale is a significant one and for which the investigator has decided to develop and construct a scale to measure it.

KEYWORDS: college students, social media, technology, education.



INTRODUCTION:

As there is no suitable tool available to study the college students' Attitude towards using social media scale, the investigator has decided to construct and standardize a scale to measure the college student's attitude. Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interest and other forms of expression via virtual communication and networks. He varied of sand – alone and built in social media services current available. Social media are interactive internet based applications. User – generated content, such as text posts or

comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media. Social media facilitate the development of online social networks by connecting users profile with those of other individuals and groups. social media use web-based technologies to create highly interactive platforms through which individuals, communities and organizations can share, co- create, discuss and modify user – generated content or pre-made content posted online. The introduced substantial and pervasive changes of communication between business, organizations, communities and individuals. This

Likert type scale is a five-point scale of “strongly Agree”, “ Agree”, “Undecided”, “disagree” and “Strongly disagree”. In this scale consists of 60 items have been collected from the various sources like Experts in technology, students, Books, Journals, Internet and so on.

PILOT STUDY

This scale has 60 items has been administered to the sample of 100 college students studying in different Colleges and different colleges of Chennai District, Tamil Nadu, India, in order to carry out the pilot study. Then their responses have been scored carefully and their marks secured by all the samples have been arranged in the descending order from the highest scorer to the lowest scorer. Then they were subjected to item analysis.

Item Analysis

The next step in the standardization of on Attitude towards social media scale after pilot

study is to find out the t-value of each item, which forms the basis for item selection in order to build up the final scale. The Likert type scale calls for a graded response to each item on a five-point scale ranging from "Strongly Agree", to "Strongly disagree". The individual score for all the 100 students and students were ranked from the highest to the lowest score. Then 25% of the subjects with the highest total scores and 25% of the subjects with the lowest total scores were sorted out for the purpose of item selection. The high and low groups, were selected, formed the criterion groups and each group was made up of 25 students (Edward. L. Allen, 1957) different responses of "strongly Agree", "Agree", "Undecided", "disagree" and "Strongly disagree" in the work Attitude towards using social media scale. Then each item was taken individually and the number of students who responded "strongly Agree", "Agree", "Undecided", "disagree" and "Strongly disagree" was found out both the high and low groups separately. Thus for all the 60 items, the number of students coming under each category was found out separately for both the high and low groups and the t-values for all the 60 items have been calculated with the formula suggested by Allen Edwards (1957) [1]. As many as 60 items having the t value greater than or equal to 1.75 (Edward. L. Allen, 1957) have been chosen in order to form the final scale (vide: Table-I). Then this final scale has been administered to 100 students working in different colleges and Chennai District, Tamil Nadu, India, in order to establish the scoring procedure, validity and reliability of this scale.

TABLE – I
ITEM SELECTED FOR ATUSMS

Item Number	't' Value	Item selected
1	2.62	S
2	0.92	NS
3	2.66	S
4	2.42	S
5	1.98	S
6	2.46	S
7	2.65	S
8	2.58	S
9	1.14	NS
10	2.46	S
11	2.65	S
12	3.12	S
13	2.42	S
14	3.27	S
15	1.08	NS
16	2.25	S
17	3.24	S
18	2.24	S
19	1.15	NS
20	2.62	S
21	2.26	S
22	1.28	NS
23	2.96	S
24	2.08	S
25	2.26	S
26	2.62	S
27	1.02	NS
28	2.94	S
29	2.86	S
30	2.68	S
31	1.99	S
32	1.34	NS
33	1.45	NS
34	0.92	NS
35	2.26	S

36	3.16	S
37	3.84	S
38	2.82	S
39	1.46	NS
40	2.68	S
41	2.27	S
42	2.08	S
43	2.82	S
44	0.92	NS
45	2.28	S
46	3.64	S
47	3.42	S
48	2.27	S
49	2.48	S
50	3.36	S
51	2.62	S
52	1.26	NS
53	1.42	NS
54	0.74	NS
55	1.02	NS
56	2.38	S
57	1.98	S
58	2.84	S
59	2.82	S
60	2.94	S

S – Selected

NS – Not selected

SCORING PROCEDURE

Attitude towards using Social Media scale has 45 items, out of which 31 items are positively worded and the remaining 14 items are negatively worded. An individual score is the sum of the scores of all the 45 items. The scores range from 45 to 225. Higher score indicates the high work ethics and the details of scoring are given in the following table. The scoring to the response given by the respondents should be like the following.

Table II

Response	positive	negative
Strongly Agree	5	1
Agree	4	2
Undecided	3	3
disagree	2	4
Strongly disagree	1	5

Reliability

Reliability refers to the consistency with which a test measures, whatever it measures. The concept of reliability suggests both stability and consistency of measurement. The investigator calculated the reliability analysis and it was given in the following table.

Table III
Table Showing the reliability method and co-efficient Values

METHOD OF RELIABILITY ANALYSIS	RELIABILITY CO-EFFICIENTS
Correlation between forms	0.836
Equal-length Spearman-Brown	0.851
Guttman Split-half	0.832
Unequal-length Spearman-Brown	0.841

Validity

Validity reveals the merits of our measurement. This Attitude towards using social media scale was given to the experts (20 members) in order to find out its content validity. The experts agreed that the items in the scale provided adequate coverage of the concept. This Attitude towards social media scale also has construct validity.

Percentile Norm

The following table represents the percentile norm for this Attitude towards using social media scale.

Percentile	Score Range	Norm
Below P25(Q1)	Below 90	Low level
P25 To P75(Q1 to Q3)	Between 90 and 170	Average level
Above P75(Q3)	Above 170	High level

CONCLUSION

The investigator believe that this scale would be a contribution to the field of Attitude towards social media in Technology and those who want to measure the value pattern anywhere in this country will find this scale very useful.

REFERENCES:

1. Anandan, P. (1979). Formal analysis of program editing. Master's Thesis, Dept. of Computer Science, University of Nebraska – Lincoln.
2. Edwards, L. Allen, (1957). Techniques of Attitude Scale Construction. Vakils Feffer and Simons, Bombay.
3. Henry E. Garrett, (1961). Statistics in Psychology and Education. Paragon International Publishers, New Delhi.
4. Naga Subramani P.C., (2012). "Development and standardization of an attitude scale for using modern technology", Review of Research Journal, V.2, n2, P. 6-10 .

Publish Research Article

International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication, you will be pleased to know that our journals are

Associated and Indexed, India

- * International Scientific Journal Consortium
- * OPEN J-GATE

Associated and Indexed, USA

- Google Scholar
- EBSCO
- DOAJ
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Database
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database
- Directory Of Research Journal Indexing

Indian Streams Research Journal
258/34 Raviwar Peth Solapur-413005, Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.isrj.org