



**IDENTIFYING THE FACTORS AFFECTING ON SOCIAL MEDIA SITES’
USAGE AMONG ADVANCE LEVEL STUDENTS (WITH SPECIAL
REFERENCE TO NATIONAL SCHOOLS IN COLOMBO DIVISIONAL
SECRETARIAT)**

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Abstract

New amazing developments on internet and its related technologies offer great opportunities for the development of low-income countries. As a result, in developing countries, new technologies have been used to upgrade internet access in many areas and especially technology is rapidly expanding in urban areas. The usage of social networking is rapidly increasing specially among teens and even of associated to social media sites. Thus The main objective of the study was to identify the factors affecting on social media sites’ usage among youth and the youth was covered by the target population of Advance Level students. 200 of Advanced Level students from national schools in Colombo Divisional Secretariat were chosen as the sample through the multistage cluster sampling, using a structured questionnaire. The results of the binary logistics regression analysis revealed that the school advices & rules and mother’s education level have positive relationship with social media among advance level students while mother’s occupation status, living places and tuition classes spend times variables have negative relationship between social media usages among advance level students

Key words: *Advanced Level, Internet, Logistics Regression, Social Media, Youth*

Introduction:

New amazing developments on internet and its related technologies offer great opportunities for the development of low-income countries. As a result, in developing countries, new technologies have been used to upgrade internet access in many areas and especially technology is rapidly expanding in urban areas. The use of social media creates global connections and it is a giant part of the internet. These global relationships enable all countries to express new and old concerns.

Social media is a collection of online communication channels dedicated to community based inputs, interaction, content delivery and collaboration. It is a media network on the internet, and spoken online,



participating, sharing networking and online bookmarking. There are several social media available on social networking sites such as you tube, Instagram, social networking sites, LinkedIn and face book. The top social networking sites are Facebook, Twitter, You Tube, Instagram, Viber and WhatsApp. Through social media, it is easy to share thoughts, photos, videos, likes and lovers with the world and can find friends, business contacts and other different communities (Sago, 2015).

Social media is rather effective way for students to make friends and also to get their educations and improve technological ability, provide a great sense of collaboration in the classroom and make good communication skills. Other advantages are extensive use of public social media sites that support the creation, sharing and commenting of content, as well as the co-creation of content enables learners to create and share their own work in teams. Further, social media can encourage more transparent communication between students, teachers and parents. And also, parents can allow their children to play a more active role in their education and busy parents can provide an easy network to keep up with the children's learning and progress (Sawyers,2011).

Even though social media is an effective way of communication, there are several drawbacks. Students that use social media regularly may lose their ability to engage in face to face communication. Even if the world turns to technology, students must do not know how to communicate the real world. Another problem with social media is students' attempt to write hurtful messages about other students and this could scar the students' lives. Other problem with social media is, it is difficult to know whether the students use it effectively as there are some inappropriate contents such as pornographic images on social media. Other drawbacks of social media are damaging memory, disrupting melatonin can also mess with hormones that control hunger, decreasing learning capacity and reduce cognitive capacity and ability to focus. Moreover, hacking, addiction, cheats and fraud and security issues can be identified as disadvantages of usage of social media.

Problem Statement:

Currently, the usage of social networking is rapidly increasing. Specially, teens are rapidly increasing the usage of social network sites. Youth make the strongest backbone in the country's development and in the future of the country. Thus the youth needs to show the right paths to the society. The use of social media has a become popular hobby among young people. These usages also have socially positive and negative consequences. But, nowadays, there is more harmful effect than the positive effect of the social network sites. The society has faced lot of problems due to the misuse of the social network in the present. We can also present the current examples from the society in the forms of social issues have been identified over the past few years, such as mental illness and loss of life and so on due to non-use of social network.



Youth are increasingly contributing to this problem. Youth can be considered as the future generation of the country. One of the main issues that tends to be a country where even more school children misuse the social network sites. Therefore, the real challenge is to overcome disadvantages and ensure the desired impact.

Table 1
Social Media Usage in Sri Lanka

Year	Social Media Users	Total Population	Percentage of Social Media Users
2017	6087134	20810816	29.3%
2016	5839905	20715010	28.2%
2015	5319700	20618991	25.8%
2014	4494309	20521959	21.9%
2013	3734219	20421862	18.3%
2012	3047351	20315673	15%

Source: Internet live stats of Telecommunications Regulatory

Commission of Sri Lanka, 2017

According to above table, in Sri Lankan context, there are 6 + million active users right now and that is more than 29% of our population by the mid -2017 period. Within 6 months, social media has grown from 5 million to 6 million. As per the stats of Telecommunications Regulatory Commission of Sri Lanka, there is 1.5 + Million user's age between 15-19. That is to a 25% by population. Teenagers usually use social media for 3.3 hours or more each day (Walsh,2008).

Objectives:

Main Objective: Identify the factors affecting on social media sites' usage among Advance Level students

Specific Objectives: Identify the social media type that is widely used by advance level students, Identify the average number of hours the social media sites uses per day

Research Methodology and Analysis:

This study is mainly based on primary data and data were collected by using a structured questionnaire. Sample comprises 200 Advanced Level students and the sample was selected from national schools in Colombo Divisional Secretariat using multistage cluster sampling. Multistage cluster sampling method used to break down the population. It was broken down the Colombo District into 13 divisional secretary divisions and Colombo secretary division was chosen. Based on the population of target group of Advance Level students, Colombo divisional secretary divisions were considered of 42 national schools which covers the urban, semi urban and rural area students. At the next stage of the sampling procedure,



three schools were selected. Another stage was used to select two Advance Level classes which consist physical science, biological science, commerce, and Art and technology students. Data were collected by considering all students in each class. The collected data were presented using tabulation and graphical presentations diagram and binary logistic regression was used to analyze the data gathered at the field.

Results and Discussion:

1) Type of Social media used

According to the fig.1, the most popular social networking site is face book and it is almost 100%. The second most popular social media network is WhatsApp. It is over 90%.The social media that are the third most popular media is YouTube. The least-used social networks are the Imo and Instagram.

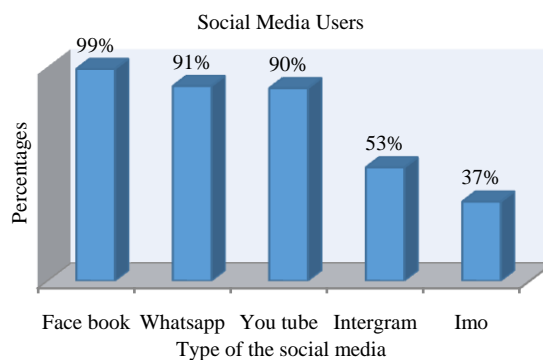


Fig 1 Type of social media
Source: Sample survey 2019

2) Spent Times by Students

Table 2
Spent Times by Students

Spend time	Frequency	Total	Percent
20	14	280	10%
25	8	200	6%
30	21	630	15%
35	5	175	4%
40	24	960	18%
45	29	1305	21%
50	2	100	1%
60	27	1620	20%
70	5	350	4%
80	1	80	1%
Total	136	5700	100%
Average spend time =		42 Min per day	

Source: Sample survey 2019



The above table presents how many minutes' students spend for social media sites per day and showed that students are usually spending forty-two minutes in per day on social media sites.

3) The Best Fitted Logistic Regression Model

The results from the Best Fitted Logistic Regression Model is summarized in below Table 3. It implies that the school advices & rules and mother's education level variables have positive relationship with social media among advance level students.

Mother's occupation status, living places and tuition classes spend times variables have negative relationship between social media usages among advance level students. students who use the social media increase by 132.528 times students who haven't school advices and rules about usage of social media when compare to Students who have the school advices and rules about usage of social media. When considering mother's education level, students who have O/L passed mothers, she or he used the social media by 114.756 times, the students who have A/L passed mothers he or she used the social media sites by 1405.983 times. Students who have higher educated mothers he or she used social media by 53.930 times and relative to the students who have grade one to grade 11 educated mothers. When considering mother's occupation status, students who have government employed mothers, she or he used the social media decreased by 0.001 times, the students who have private employed mothers he or she used the social media sites decrease by 0.017 times. Students who have self-employed mothers he or she used social media decreased by 0.017 times and relative to the students who have unemployed mothers. A student who have the living with parents, she or he is 0.452 times decrease to usages of social media. When compare to student who haven't living with parents.

Conclusions:

A series of advice and rules given to children by a school has been identified as one of the main factors affecting the use of social media. Schools with a system of rules and advice on how to use social media when students used low levels of social media, which is 28 percent. Students in schools who do not have any rules or guidelines on how to use social media in school, in those students mostly used the social media sites, which is 95%.



Parents' education level is also a major factor that influences children's access to social media. Accordingly, 78% of students used the social media students who have grade One to eleven studied mothers, 94% students use the social media who have the O/L Passed mothers, 65% of students use the social media who have the A/L Passed mothers, and 21% of students used the social media who have higher educated mothers.

Table 3
The Best Fitted Regression Model

Parameter	Category	B	Sig.	Exp(B)	95% C.I.for EXP(B)		Reference category
					Lower	Upper	
School Advices and Rules		4.887	.000	132.528	13.815	1271.397	Have School Advices and Rules
Education Level Mother			.001				Up to grade 11
	Pass O/L	4.743	.061	114.756	.803	16404.684	
	Pass A/L	7.248	.000	1405.983	41.332	47827.534	
	Higher education	3.988	.003	53.930	3.900	745.759	
Occupation Mother			.029				unemployed
	Government employed	-6.890	.021	.001	.000	.362	
	Private employed	-4.103	.127	.017	.000	3.229	
	Self-Employed	-4.072	.128	.017	.000	3.228	
Living place		-2.563	.005	.077	.013	.452	Living without parents
Constant		3.343	.041	28.296			

Source: Sample survey 2019

When considering the mother's occupation status, there is a lack of access to social media by the children who have the unemployed mothers. That is 37% of students. Children who have employed mothers are highly inclined to use the social media. 70% of students used the social media students who have government employed mothers, 84% students use the social media who have the private employed mothers, 96% students use the social media who have the self- employed mothers. It can be concluded that mothers' Occupation status also influenced to the use social media among Advance level students.

The place where children live is one of the main factors affecting the use of social media networks. Here they consider whether students live with their parents or not. 48% of students use social media who live with their parents, while 94% students use social media students who have not live with parents. It can be concluded that children who live with their parents are less prone to social media and children who do not live with their parents are more likely to use social media.



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