INTRODUCTION

ICT is progressively recognized as the strongest change in this digital revolution. In the recent years, advances in ICT have foreshowed a major transformation in human communication, giving rise to new trends of media for social communication. Situated as one of the latest of several waves of digital media, social media have introduced new communication patterns, diversified communication content and format, created new forms of expression, fostered freedom, and stimulated a wide participation which has widened the scope of knowledge sharing and collaboration and allowed citizens from diverse walks of life to have an opportunity to affect changes, convey their views and challenge social norms, thus promoting democracy. However, for argument for promoting democracy by Internet freedom and the use of social requires some refinement (Breuer, 2011).

Moreover, social media are increasingly employed in processes of social changes and development works. Rather, the mobilization of ICT and social media has become an instrumental approach for and power to social change. Using social media is about leaderless social movements leading social change – it is the public will mobilization and spheres, as spread through new media outlets and platforms, that pave the way for political change. It is highly likely that the embrace and strategic use of social media technologies may further transform them into a driving force for major democratic reforms and other major political changes. Indeed, drawing on (Breuer 2011), the successful implementation of various types of social media for the promotion of social change requires a constant adjustment of strategies to political and national context specific requirements. ICT plays a pivotal role in every aspect of the social system and there is a drastic change in all the spheres of life. In this
changing scenario, Education system has its special place and has changed at an alarming rate as this ICT has changed the system across the globe. Social media is an elusive term to define as it can refer to any activity, a software tool, or a platform, let alone the fact that all media have a social element. Donath (2004) traces sociable media back thousands of years, with the advent of letter writing. She acknowledges that digital communication technologies have fostered the emergence of new forms of media designed to enhance communication and the formulation of social ties. Donath was prescient in writing that “we are rapidly approaching the time when, for millions of people, mediated sociability will be with them at all times, no matter where they are or what they are doing” (2004)

“Social media is about people connecting people – make your band voice personable”.

- PR News’ best PR advice book

The intersection of social interaction and digital media is often associated with web 2.0 technologies. Internet entrepreneur Tim O’Reilly used the term to refer to the development of the World Wide Web as a platform that enables dynamic interaction on the web, facilitating the creation, dissemination, and sharing of digital content. O’Reilly (2005) describes Web 2.0 as architecture of participation that enables people to take part in the production, shaping and distribution of news and information, rather than passively consuming content that others create. Tapscott and William suggests that this new web is principally about participating rather than about passively receiving information” (Tapscott and William, 2006). In other words, web 2.0 technologies empower users to interact with each other, and participate and collaborate in making of media, rather than just consuming media.

The social network is a theoretical construct useful in the social sciences to study relationships between individuals, groups, organizations, or even entire societies (social units). The term is used to describe a social structure determined by such interactions. The ties through which any given social unit connects represent the convergence of the various social contacts of that unit.
This theoretical approach is, necessarily, relational. An axiom of the social network approach to understanding social interaction is that social phenomena should be primarily conceived and investigated through the properties of relations between and within units, instead of the properties of these units themselves. Thus, one common criticism of social network theory is that individual agency is often ignored although this may not be the case in practice. Precisely because many different types of relations, singular or in combination, form these network configurations, network analytics are useful to a broad range of research enterprises. In social science, these fields of study include, but are not limited to anthropology, biology, communication studies, economics, geography, information science, organizational studies, social psychology, sociology, and sociolinguistics.

A social networking service is a platform to build social networks or social relations among people who share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his social links, and a variety of additional services. Social networking is web-based services that allow individuals to create a public profile, to create a list of users with whom to share connection, and view and cross the connections within the system. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging.

Social network sites are varied and they incorporate new information and communication tools such as, mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, interests with people in their network.

Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology, sociology, statistics, and graph theory. Georg Simmel authored early structural theories in sociology.
emphasizing the dynamics of triads and "web of group affiliations." Jacob Moreno is credited with developing the first sociograms in the 1930s to study interpersonal relationships. These approaches were mathematically formalized in the 1950s and theories and methods of social networks became pervasive in the social and behavioral sciences by the 1980s. Social network analysis is now one of the major paradigms in contemporary sociology, and is also employed in a number of other social and formal sciences. Together with other complex networks, it forms part of the nascent field of network science.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Popular methods now combine many of these, with American-based services such as Facebook, Google+, YouTube, Twitter, whatsapp, hike, WeChat, viber, skype, Nimbuzz, which are prevailing in our society.

There have been attempts to standardize these services to avoid the need to duplicate entries of friends and interests. According to experts, the largest social networking users are Asian-Pacific regions with 6159 million people. A 2013 survey found that 73% U.S adults use social networking sites.

A social network itself is the set of dyadic ties between people. These people are actors of network and each actor may be made up of one person. Just like other technology like Mobile phones, social networking online can be a very effective tool for connecting people.

Social networking involves the use of internet to connect users with their friends, family and acquaintances. Social networking websites are not necessarily about meeting new people online, although this does happen. Instead they are primarily about connected with friends, family and acquaintances, we already have in our life. The most popular social networking sites are FACEBOOK, TWITTER, YOU TUBE, WHATSAPP, MY SPACE and so on. These sites allow us to share Photos, Videos, and Information,
organize events, Chat, Download, Music and even play games like Scrabble & Chess online.

Social media can be defined as forms of electronic communication through which users interact among people in which they create, freely share, exchange and discuss information, ideas, personal messages, and other content about each other and their lives using a multimedia mix of personal words, pictures, videos and audio, utilizing online platforms while they are connected to the Internet Cox & Rothmans, (2011).

According to Smith (2010), “Social media sites are virtual platforms for interactivity and information exchange ... where issues are debated and defined ...Social media users collaborate in content creation..., are proactive in searching information..., and value control in social media participation.

Kaplan & Heinlein, (2010) Social media are also defined as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content”

A social network is a map of the relationship between individuals, indicating the ways in which they are connected through social familiarities ranging from casual acquaintances to close family bonds. Social networking also refers to a category of internet applications to help connect friends, business partners, or other individuals together using a variety of tools.

A social networking service is a platform to build social networks or social relations among people who share interests, Activities, backgrounds & real life connections. Social media is defined by the characteristics of participation, openness, conversation, community and connectivity. Web 2.0 technologies at the core of social media provide an infrastructure for potentially geographically dispersed individuals with common interests to connect and collaborate via the internet without any central coordination. Tools and services range from blogs, wikis, media sharing services and social networking sites.

However, any consideration of social media needs to move beyond simply the technology. Hogan & Quan-Haase propose the term social media practice “as a
means to overcome the transient nature of phenomena encountered on social media and identify practices that are stable and universal (2010). They argue that it is more important to understand the effects of social media, rather than simply getting bogged down in a debate on what social media is.

Hardey argues “web 2.0 is inherently social so that users are central to both the content and form of all material and resources” (Hardey, 2007; emphasis in original), with people exercising with a new degree of agency in shaping their engagement with media. Social media platform provides spaces for users to share content like status updates, links, photos and videos. These social awareness streams provide a mix of news, information and comment and related to current reality, contributing to what Hermida (2010a, 2010b) has described as ambient journalism.

Social media spaces suggest the evolution of the public sphere online, where individuals “construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system” (Boyd and Ellison, 2007). Users of these spaces are mediated publics, where the affordances of social media enable individuals to connect and gather publicly through mediated technology. A networked public sphere, where individuals share, discuss and contribute to the news, subverts media flows based on the idea of mass media audience. Examining how networked publics are influencing news flows would contribute to our understanding of the evolving relationship between the journalist and the audience.

Social media has fueled an explosion of participation in the news process, from photos shared on Flicker to 140-character eyewitness comments on breaking news on twitter. However the desire or capability of users to participate in the creation of media is neither new nor solely linked to the development of digital communication technologies. Tapscott and Williams go further, arguing that participation is defining characteristic of digital interactions: “whether people are creating, sharing or socializing, the new Web is principally about
participating rather than about passively receiving information” (Tapscott and Williams, 2006).

Social media is an extension of media consumers to take part in the gathering, analysis and dissemination of news and information. Social media has reinforced the value of audience to the media, not just as news sources, but also as news sensors. In the case of rapidly developing information in any of the sector, social media take the forefront. The social messaging services can function as a detection system that can provide early warning of breaking news, and then provide a stream of real-time data as events unfold.

**Categories of Social Media**

According to Safko (2010: 9) there is a need to categories the entire world of social media. In responding to the need, the following categories of social media were found but the categories are not equally applicable and effective in promoting tourism in South Africa. The categories are: social networking, publish, photo sharing, audio, video, microblogging, livecasting, virtual worlds, gaming, search, mobile, and productivity applications. Irina, Razvan, Ridica and Daniel (2014: 1288) argue that certain social media categories cannot equally meet personal needs of the individuals as well as the needs of the business. It was suggested that social networks, video file sharing, blogs, and micro-blogs platforms can be used for both tourism business and personal purposes (Leung et al 2013: 10).

According to Kang and Scheutt (2013: 94), there is a variety or forms of social media such as photo sharing sites (Photobucket, Flickr), social networks (Facebook, Twitter), video sharing and creating site (Ustream, YouTube), microblogging tools (Twitter), online communities, social tagging (Digg), rating/review websites (TripAdvisor), public internet forums, moblogs/blogs, podcasting, tagging sites, wikis, news readers (Google Reader), and individual websites. These forms of social media were also adopted by Akar and Topcu (2011: 36) who also gave a similar way of categorising the various forms of social media. However, there are great differences in how writers categorise
social media and there is no common criteria of categorising social media given.

Types of Social Media

According to Kaplan and Haenlein (2010: 58) there are different types of social media and these can be categorised into: Social Networking Sites, Blogs and MicroBlogs, Content Community Sites, Collaborative projects, Virtual Worlds, and Sites Dedicated for Feedback. However this way of categorizing social media is different from how it was categorized above by Safko (2010).

**Social Networking Sites:** These are websites where individuals meet virtually, create personal profiles, develop relationships, communicate, and connect to other individuals whom they might or might not know physically. While social networking sites are a type of social media, some authors refer to all social media sites as social networking sites with different capabilities such as video or photo sharing (O’ Connor 2008).

**Blogs and Micro-Blogs:** According to Kaplan and Haenlein (2010: 355) blogs refers to websites that allow bloggers to share insights in a particular area as well as personal experiences, interact with others through posting of comments, and to keep logs. These could be image-based, text-based, video based, or audio-based. Micro-blogs refers to another form of blogging sharing the same function and only different in that the content of those blogs are text-based and are limited to a certain number of characters (O’ Connor 2008).

**Content Community sites:** These are sites designed to share material modified from original work with people who upload the material. The content shared typically includes photos, text, presentation slides, and videos. Content community sites are different from social networking sites in that it is not a prerequisite to create a personal profile to use the shared content (Chan and Guillet 2011).

**Collaborative projects:** These sites aim to aggregate community intelligent through depending on the users to work out the content. They can be classified into two types: social bookmarking sites and wikis. Wikis refers to sites which users can continuously modify and edit and this enhances the quality of the
content. Social bookmarking sites helps individuals store and manage collection of links. The links stored online can be shared with others (Koplan and Haenlein 2010).

**Virtual Worlds:** These are online applications resembling the real world in a 3D environment. Represented by a customised human-like character or a picture, individuals could interact with others in the virtual world (Chan and Guillet 2011)

**Sites Dedicated to Feedback:** This social media type refers to websites that allow users to read, post, discuss, respond, review, and share opinions, thoughts, and experiences on a myriad of topics. Online sites and forums dedicated for product reviews are the most typical of sites dedicated for feedback (Chan and Guillet 201: 348).

Thus in brief we can say that social network is a web based services that allow individuals to create a public profile, to create a list of users with to share connections & views & cross the connections within the system. A study conducted by Florida State University and published by the International Journal of Eating Disorders found that a group of women who were asked to browse Facebook for 20 minutes experienced greater body dissatisfaction than those who spent 20 minutes researching rainforest cats online.

Claire Mysko, an award-winning author and expert on body image, leadership and media literacy, explains: ‘While social media is not the cause of low self-esteem, it has all the right elements to contribute to it. Social media creates an environment where disordered thoughts and behaviours really thrive.’

For young people who have a tendency towards perfectionism, anxiety or disordered eating, the (often digitally enhanced) images of thin girls or women they see online can lead them to equate slimness with happiness. Validation of their own photos from other social media users (‘You look great!’ ‘Have you lost weight?’) may falsely fulfill their need for acceptance – further distorting their body image.
Mysko warns that, while social media gives young people – especially girls – the feedback and validation they crave, it can also ‘serve as a catalyst for more insecurity.’

It’s important that parents understand and embrace how social media affects young people, because it’s young people’s accepted currency of communication today.

**NEED AND IMPORTANCE**

As we all know that with the revolution of social media, it becomes easier to catch anybody at any time but the users should know how to utilize the social media efficiently in order to keep his/her personality in a proper discipline.

As the social media is the new area of research & is the current or need based problem. The work in this field has been done in some developed countries like USA, UK and others and the researcher felt that less work has been done in our country especially in the state of Jammu and Kashmir and the researcher felt that there is a great scope of research in this very respective field. The researcher is feeling so many effects of various social networking sites on the different communities of students like secondary school students, higher secondary school students, graduate students and post graduate students and the researcher or investigator wants to study the impact of social networking on **Higher secondary school students**, Like social media is related to various aspects of personality like, Self-esteem, adjustment, social awareness and above all academic achievement of school going children. As, the various studies shows different influence on all these aspects of personality. Like many studies show, negative correlation between self-esteem and social media and between social media and adjustment where as various studies shows positive correlation between social media and social awareness and between social media and academic achievement of students. As there are so many student users who prefer to explore the functional side of all these sites by using it for scholastic or academic purposes. There are students who would arrange online conferences, workshops in order to talk regarding the projects after the school
hours. Students can also share lectures of different universities available on You-tube and can clarify their concepts in order to enhance their grades or academic achievement. Thus from this exercise we can conclude that social media is positively correlated with the academic achievement of students.

In view of the above trends and gaps the investigator has undertaken to compare on two group’s viz. Users and Non-users. The present study is to identify the self-esteem, adjustment, social awareness and academic achievement. Thus the present study has been designed to examine the impact of social media on self-esteem, adjustment, social awareness and academic achievement of higher secondary school students.

STATEMENT OF THE PROBLEM

The problem for the present investigation has been formulated as under:

“**Impact of social media on self-esteem, adjustment, social awareness and academic achievement of higher secondary school students**”

OPERATIONAL DEFINITIONS OF TERMS AND VARIABLES

The important variables and concepts which the investigator had included in the present study was- Social media, Self-esteem, Adjustment, Social awareness and Academic achievement. These terms and variables have been operationally defined as under:

1. **Social media**: Social media or Social network is a tie in order to study the relationships between individuals, groups, organizations, or even entire societies (social units). In the present study social media is measured by the score obtained by the sample subjects constructed by investigator herself.

2. **Self-esteem**: Self-esteem of higher secondary school students for the purpose of present investigation referred to the scores obtained by the sample subjects on Cooper Smith’s Self-esteem inventory.

3. **Adjustment**: Adjustment of higher secondary school students for the purpose of present investigation referred to the scores obtained by the
sample subjects on Hosoce’s adjustment inventory on various dimensions viz, Home, Social, Emotional and School.

4. **Social awareness:** Social awareness of higher secondary school students for the purpose of present investigation referred to the scores obtained by the sample subjects on various dimensions viz; Knowledge, Attitude and Diagnosis measured by Nadeem-ijlal’s social awareness scale.

5. **Academic achievement:** Academic achievement of higher secondary school students for the purpose of present investigation referred to the knowledge and understanding obtained through social media. So academic achievement means the achievement of students in academic subjects. For this purpose, the aggregate marks obtained by the subjects in the previous exam 10th or 11th class served as measure of academic achievement.

**OBJECTIVES OF THE STUDY**

The objectives for the present study are as under:

1. To study the extent of usage of various portals of social networking by Higher Secondary school students.
2. To identify ‘Users (U) & ‘No users’ (NU) on the basis of extent of usage of Social Networking.
3. To study and compare “Self- esteem” of ‘Users (U) & ‘No users’ (NU) of Higher Secondary school students.
4. To study and compare “Adjustment” of ‘‘Users (U) & ‘No users’ (NU)” of Higher Secondary school students.
5. To study and compare “Social awareness” of ‘‘Users (U) & ‘No users’ (NU)” of Higher Secondary school students.
6. To study and compare “Academic achievement “of ‘‘Users (U) &‘No users (NU) of Higher Secondary school students.

**HYPOTHESES**

The following hypotheses have been formulated for the current study:

1. There is a significant difference between ‘Users’ & ‘No users’ on their “Self-esteem”.
2. There is a significant difference between ‘Users’ & ‘No users’ on various dimensions of “Adjustment”.

3. There is a significant difference between ‘Users’ & ‘No users’ on various dimensions of “Social awareness”.

4. There is a significant difference between ‘Users’ & ‘No users’ on their “Academic achievement”.