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ATTITUDE TOWARDS TEXT MESSAGING AMONG THE POST-GRADUATION LEVEL STUDENTS

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ABSTRACT

The present study was conducted to explore attitude towards Text Messaging of the Post Graduate students of the University of Gour Banga in West Bengal, India. The researchers adopted the Scale of Attitude towards Text Messaging to collect his data of 300 samples. They applied the 't' test to find out the differences. The study, however, explored the differences among the groups of Male and female, Science and Arts, Science male and Science female and Arts male and Arts female students Attitude towards Text Messaging were not significant. But the difference between Science and Arts students was significant. There was a little difference between Science and Arts Students in 0.05 level of significance.

Keywords: ***Text Messaging, Attitude towards Text Messaging, Post Graduate students.***

1. INTRODUCTION

The modern age has been extremely influenced by the science and Technology. Therefore, every component of society and social processes have been also involved with the technological gadgets. In this society, Communication is the master key to development. It is as old as civilization itself. Peoples are now using different electronic medium to communicate each other. Hence, the modern age of science and technology is largely sustained communication.

With the popularity of Information and Communication Technology (ICT), many people can communicate with each other by using different technologies including mobile phones, tablets, palmtops, notepads, laptops etc. According to Prensky (2004)[1], there are more than 1.5 million mobile phones in the world. Which is over the three times the number of computers. Owning the computer function in modern mobile phones, Stone (2005)[2] predicted that people will use mobile phones instead of computers in the near future. Although it is still arguable whether or not this will be the case, it nonetheless indicates how powerful and sophistic mobile

phones are becoming (Attewell, 2005)[3]. The use of mobile learning (m-learning) by educators has also increased significantly since the introduction and popularity of mobile phones, and has shifted a greater emphasis on teaching and learning (Motiwalla, 2007)[4].

Text messaging is one of the fastest growing types of information communication technologies (Plester et al. 2008[5]; Reid and Reid, 2005[6]). And it is also a very important method used in m-learning. Therefore, Text messaging is an increasingly common form of communication. Text messaging is convenient when the environment is too noisy for an auditory conversation. And it allows one to send off a quick question and receive a concise response without the normal conversational formalities. Text messaging provides "anywhere Anytime'-(Geddes, 2004)[7] access to learners and a channel for communication with which they are generally familiar. Text messaging-related applications have to date covered a number of areas (e, g. Cavus and Ibrahim, 2009[8]; Cornelius and Marston, 2009[9] Duvall et al. 2007[10]), However. It does not always follow the standard rules of English grammar. Nor usual word spellings. For example, students may use t 'LOL' to Represent "Laugh out Loud" and 'ASAP' to represent "As Soon as Possible". Text messaging is also a beginning to redefine the social networks of today's students (Bryant et al., 2006) [11]. From primary school to tertiary level.

In general, Text Messaging has provoked a very strong, negative response from teachers, parents and language experts (Bell, 2003[12]; Humphrys. 2007[13]; Lee, 2002[14]).

2. ATTITUDE TOWARDS TEXT MESSAGING

The term 'Attitude', derived from the Latin word 'attitude' and the Italian word 'atto' (in Latin is actus or in English is act) was considered an abstract mental concept less than a century ago. Attitude is defined as 'an individual's viewpoint' or disposition towards a particular 'object' (a person, a thing, or an idea). (Gall, et. al. 1996)[15] They consider attitude to an individual's way of seeing and reacting to a social phenomenon, and assert that it varies from person to person. From a psychological point of view, attitude was first defined as a mental state of readiness to respond to something based on experiences and influencing posterior behavior toward a specific object (Allport, 1935)[16]. Hence, attitude of an individual towards text messaging is a way of considering the process of text messaging as well as the acceptance or value of text messaging to him/her.

3. OBJECTIVES

- To measure the attitude towards Text messaging of post graduate students.
- To explore the pattern of attitudes towards text messaging among post graduate students between total

sample and sub-sample based on their discipline.

4. ASSUMPTIONS

- It was assumed that the attitude of the post graduate students towards text messaging is measurable.
- It was assumed that there are exploratory patterns of the post graduate students' attitude toward text messaging between total sample and sub-sample based on their discipline.

5. NULL HYPOTHESES

$^0H_1$: There would be no significant mean difference between male and female post graduate students in attitude toward Text Messaging.

$^0H_2$: There would be no significant mean difference between Science and Arts post graduate students in attitude toward Text Messaging.

$^0H_3$: There would be no significant mean difference between Science male and Science female post graduate students in attitude toward Text Messaging.

$^0H_4$: There would be no significant mean difference between Arts male and Arts female post graduate students in attitude toward Text Messaging.

6. METHOD OF THE STUDY

In order to achieve the objectives of the present study, the survey method of descriptive research was used to measure the attitude towards Text Messaging among Post graduate students and also to find out the differences among the post graduate students' attitude towards Text Messaging on their total samples and sub-samples i.e. gender and academic stream of the students.

Population and Samples

The students studying at eighteen (18) academic departments of the post graduate level in the University of Gour Banga in West Bengal, India were treated as the population of the study. The total sample of the study was consisted of 300 students selected from nine (09) departments of the University of Gour Banga.

Variables of the Study

In this study, attitude towards Text Messaging of the post graduate students was considered as the research variable and the gender and the academic stream of the students was treated as the background variable.

Tools used in the Study

The researchers adopted the Scale of Attitude toward Text Messaging (developed and standardized by the researchers, 2013) for data collection.

7. ANALYSIS AND INTERPRETATION OF THE DATA

The datum was analysed statistically through 't' test to find out the significance of difference between the mean values of –

- Male and female Post Graduate students' group,
- Science and Arts Post Graduate students' group,
- Science Male and Science Female Post Graduate students' group
- Arts Male and Arts Female Post Graduate students' group

$^0H_1$: There would be no significant mean difference between male and female post graduate students in attitude toward Text Messaging.

Table 1 Means and Standard Deviations of Male and Female Post Graduate Students' Attitude towards Text Messaging and the Results of 't' Test.

Category	N	Mean	SD	df	't'	Level of Significant
Male total	145	217.93	22.56	298	1.43	Not Significant
Female total	155	221.16	22.17			

Table 1 shows the mean (217.93) of males (145) with SD (22.56) and the mean (221.16) of females (155) with SD (22.17) of the Post Graduate Students' Attitude towards Text Messaging. The difference between means of male and female students of Post Graduate level ('t' = 1.43) indicates not significant. Here the Null Hypothesis (H_0) is accepted.

$^0H_2$: There would be no significant mean difference between Science and Arts post graduate students in attitude toward Text Messaging.

Table 2 Means and Standard Deviations of Science and Arts Post Graduate Students' Attitude towards Text Messaging and the Results of 't' Test.

Category	N	M	SD	df	't'	Level of Significant
Science total	121	223.68	23.1	298	2.65	Significant in 0.05 level Not Significant in 0.01 level
Arts total	179	216.68	21.51			

Table 2 shows the mean (223.68) of Science students (121) with SD (23.1) and the mean (221.16) of Arts students (179) with SD (21.51) of the Post Graduation level in Attitude towards Text Messaging. The difference between means of Science and Art students of Post Graduate level ('t' = 2.65) indicates significant in 0.05 level and not significant in 0.01 level. Here the Null Hypothesis (H_0) is rejected in 0.05level but accepted in 0.01 level.

$^0H_3$: There would be no significant mean difference between Science male and Science female post graduate students in attitude toward Text Messaging.

Table 3 Means and Standard Deviations of Science male and Science Female Post Graduate Students' Attitude towards Text Messaging and the Results of 't' Test.

Category	N	M	SD	df	't'	Level of Significant
Science Male	75	221.72	23.105	119	1.19	Not Significant
Science Female	46	226.87	22.987			

Table 3 shows the mean (221.72) of Science males (75) with SD (23.105) and the mean (226.87) of Science females (46) with SD (22.987) of the Post Graduate Students' Attitude towards Text Messaging. The difference between means of Science male and Science female students of Post Graduate level ('t' = 1.19) indicates not significant. Here, the Null Hypothesis (H_0) is accepted.

$^0H_4$: There would be no significant mean difference between Arts male and Arts female post graduate students in attitude toward Text Messaging.

Table 4 Means and Standard Deviations of Arts Male and Arts Female Post Graduate Students' Attitude towards Text Messaging and the Results of 't' Test.

Category	N	M	SD	df	't'	Level of Significant
Arts Male	80	214.375	21.58	177	1.29	Not Significant
Arts Female	99	218.545	21.38			

Table 4 shows the mean (214.375) of Arts males (80) with SD (21.58) and the mean (218.545) of Science females (99) with SD (21.38) of the Post Graduate Students' Attitude towards Text Messaging. The difference between means of Arts male and Arts female students of Post Graduate level ('t' = 1.29) indicates not significant. Here, the Null Hypothesis (H_0) is accepted.

8. DISCUSSION

The study revealed that among the groups of Male and female, Science and Arts, Science male and Science female and Arts male and Arts female, all of them bear no difference in their attitude towards Text Messaging of postgraduate students except the group between Science and Arts students. There was a little difference between Science and Arts Students in 0.05 level of significance.

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