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## A Study To Measure The Efficacy Of Social Media Uses By Students For Fulfilling Educational Purpose

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**Abstract:** *Social media is a developing technology adapted by individuals for various purposes around the globe. Across the globe, social media tools have been noted to play an important part in the renovation of traditional teaching and learning techniques. Despite being designed mainly for online social contact, social media platforms often have tools that can be utilised for instructional reasons to encourage students to participate in active learning. Furthermore, social publishing capabilities that promote User Generated Content (UGC) play a key role in transforming social media sites into informal, networked, and beneficial online learning environments. The objective of this research is to examine how social media platforms are used for educational purposes in India. Furthermore the study analyzes the advantages and challenges of utilization of social media platforms in the education field. The research also seeks to understand the impact of pandemics on the establishment of an online learning environment in India.*

**Keyword:** Education, Online Learning Platform, Pandemics, Social Media

### Introduction

Social media is a new type of media with a variety of qualities and features. Texting, conversing, photo and audio video sharing, publishing, and sharing web links with peers and friends are just a few of the services available. It is a useful tool that may be accessed via a desktop computer or a mobile phone. It connects people who are physically separated from one another. It is the most popular tool among individuals of all ages,

particularly among young people. The number of people using social media is continuously expanding all around the world.<sup>1</sup>

People are migrating away from watching television and listening to the radio in favor of social media since it serves as a center for users and delivers a diverse range of material on a single platform. Young individuals have a higher rate of embracing society because their impact is greater.<sup>2</sup>

Because of its capabilities and technical techniques, which have changed the globe into a little cosmic village that is fantastically intertwined, social networking has become a vital means. Although the primary goal of these sites is for users to communicate with one another, they are increasingly being used in many aspects of everyday life, including cultural, social, political, and economic activities. As a result, social media sites have introduced a new method of open and direct communication. The public has gotten increasingly interested in most fields of knowledge thanks to social media.<sup>3</sup>

One of these industries that has seen a degree of change and effect on social networking sites is the education industry. Furthermore, the increased usage of social networking sites such as Facebook, Twitter, WhatsApp, and other networks is not far behind these consequences. They are regarded as one of the most important methods used and applied in the educational process because they provide a flexible virtual environment and platform in which educational process participants communicate while providing educational models based on strategies that allow them to obtain information, knowledge, and exchange ideas. They also serve to prepare a generation of instructors and learners who are capable of coping with current technologies and their advancements, as well as sharing these abilities with the entire community and paving the way for equitable education.<sup>4</sup>

The phrase 'social media' is a relatively recent concept that has grown to encompass a variety of online communication channels. In general, any technology that supports the transmission and exchange of information through the Internet is referred to as social media. Web 2.0 is defined as the modification to the Internet that authorised users to establish content, and Kaplan and Haenlein interpret social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and enable the formation and transaction of User Generated Content. Teachers will gain from a larger focus on students' everyday usage of learning using Web 2.0 tools inside and outside the classroom, according to some studies.<sup>5</sup>

Therefore, the study is focusing on the positive aspect of social media utilization by students for their educational purposes especially the successful result and efficiency during the pandemics.

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<sup>1</sup> Darko-Adjei , N. (2021, February 28). *ASSESSING THE IMPACT OF SOCIAL MEDIA PLATFORMS ON STUDENTS LEARNING ACTIVITIES IN THE UNIVERSITY OF GHANA AMIDST COVID-19*. Retrieved December 16, 2021, from <https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=9667&context=libphilprac>.

<sup>2</sup> *Ibid.*

<sup>3</sup> *Ibid.*

<sup>4</sup> *Ibid.*

<sup>5</sup> *Ibid.*

## Literature Review

- *Assessing the impact of social media platforms on students learning activities in the university of Ghana, amidst Covid-19:* This study focused on the impact of social media platforms on students learning activities due to distance learning during covid-19 at Ghana. The study had the following goals: to identify some of the devices used to connect social media platforms, to determine the most common reasons for distance learning students utilise social media, to analyse the impact of social media platforms on students' academic activities, and to identify some of the challenges in using social media platforms. It was an empirical study and its finding is based on the survey participants' responses. The survey found that, despite the fact that iPads, Pocket Computers, Laptops, and Smartphones are all utilized to access social media sites, the smartphone is the most popular. In addition, the study discovered a drop in students' academic learning activities as a result of the devastation. Furthermore, it was shown that the most common obstacle students have while using social media sites is personal data. According to the findings, the study made several recommendations, including: school authorities providing ongoing education on the benefits of social media, as well as the drawbacks of using social media, and effective ways of utilising available social media tools to enhance academic activities, particularly in light of COVID-19. The study helped in recognizing the technological advancement and adaptation among the students and professors for achieving learning goals even during the pandemics.
- *Exploring the role of social media in collaborative learning the new domain of learning:* This study aims to investigate the usage and use of social media and mobile devices in transferring resources and interacting with academics at higher education institutions beyond institutional boundaries, a previously unexplored field of research. "This empirical study is based on a survey of 360 students from an eastern Indian university, with the goal of understanding students' perceptions of social media and mobile devices through collaborative learning, interactivity with peers, and teachers, as well as their impact on academic performance." For measurement and instrument validation, a latent variance-based structural equation model was used. According to the findings, using online social media for collaborative learning had a substantial influence on peer interaction, teacher interaction, and online knowledge sharing behaviour.

Interactivity with professors, classmates, and online information sharing behaviour has also had a big influence on students' engagement, which has a substantial impact on academic success. Based on this discovery, it's worth noting that using online social media for collaborative learning helps students become more creative, dynamic, and research-oriented. It is only a knowledge domain.

This study provided a systematic order which was adopted for the purpose of utilizing social media for distance learning. The study firstly divided the interactivity of social media with teachers and peers

as well as the materials utilized in online knowledge materials. After adapting the method and having activity experience, it led to students' engagement in such methods. This was a crucial step for the teachers, keeping a student engaged in a learning process via utilizing social media platforms is difficult. The study represents the adaptation process is critical and how social media is majorly progressing and providing a good means of study.

According to the study, the students' performance was affected in a positive manner and suggested to manufacture a proper platform which helps in students' intellectual activities and communicate regarding the study materials among their peers. The existing social media platform is there for such regard but the primary objective of such social media is to relieve stress and utilisation of such existing platforms might create stress at certain times.

- *Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda:* Although the usage of social media is becoming more important as part of a company's overall strategy, limited study has been done to systematically consolidate and expand information on social media marketing techniques. This study is analysing the strategies adapted by social media platforms to attract its users.

The engagement of students and professors in the online learning process is crucial but utilizing social media platforms and being part of such platforms is based on several crucial factors as observed in this study.

The study defines social media platforms as a place where individuals build networks and share information or sentiments among themselves. It also observed that social media is of dynamic nature, keeping up with the trends is appealing for individuals to participate in the same. The platform's objective is not just to encourage individuals to use such platforms, but to share content and value and even sometimes to spread awareness with regard to any current affairs or circumstances.

This study represents the strategies adapted that are an advantage in the present pandemics in the educational aspect. Throughout the study, it has been described that the social media strategy begins with firm determining the objectives, engagement of such initiatives, leading to social interaction between firm and customer. Customer engagement is based on motivation to use social media alongwith analysing social media behavior. This motivation and analysis of behavior by customers leads to social interaction between them and the firm which overall leads to customer engagement.

The observations of this study provides an in-depth knowledge of social media platforms and their functionality. The strategies adopted by the firm, the individual's participation, it all bind the individual to use such platforms in various means, whether to communicate or share. The role of social

media in an individual's life has become more intense as the platforms developed. This relation leads to utilization of social media platforms from an educational perspective as well.

- *Role of social media for promotion of education in Southern Punjab:* The research examined the function of social media in promoting education, as well as students' academic achievement and views about social media. Social Presence Theory, Social Learning Theory, and Social Cognitive Theory were used to guide the research. According to the findings, social media has significant ties with students and is a vital instrument for students to gain knowledge about their studies, develop social awareness, and form relationships with peers, family members, and others. Moreover, it is determined that some measures for the constructive use of social media are required, as well as a check and balance system for parents, teachers, and institutions.

The theories suggested in this study represent the growth of social media, in both functionality and performance. The researchers focused on the promotion of education via social media platforms. It also analyzes social media as an instrument for students.

Furthermore, the study analysed the impact of social media in developing social awareness in the society. Even the parents and institutions participated in the study, encouraged that social media platforms are a significant method for students to gain knowledge.

The only negative factor of following such an approach, based on the study, is finding the balance system. Social media platforms have various uses, which is inclusive of entertainment purposes. Having multiple uses is beneficial for individuals but for student's education fulfillment it is harmful. Students can get easily distracted via using social media platforms, due to its multiple purposes, it is easy for them to switch from educational use to entertainment use. The other negative factor is extra usage of the screen which can be harmful for students' eyes.

The study is an empirical study focusing on the region of Southern Punjab. The conclusion is based on the result of data collected via survey from students participating in the process. The study concluded with several useful recommendations that can be useful in maintaining social media platforms for educational purposes.

- *A critical review of the literature of social media's affordances in the classroom:* This research study analyzes the best use of social media platforms in education. The study begins with describing social media as a platform for online communication.

The study also stated the subject areas under which social media platforms are utilised as classroom since significant period of that, i.e., business, english, radiology, etc. It further states that several social

media platforms have already been in existence to improve writing skills. The main emphasis in writing skills is observed by blog culture that was adapted by several students.

The study also focuses on development of several apps for the purpose of education. The study also focuses on the features of social media. It emphasised on the hashtag trend followed by several media platforms to get public attention on certain serious issues. In the educational front it is helpful for students to search course related matters due to the hashtag trend.

The other benefit as observed by the researcher is affordability and availability. All the social media platforms are free of cost and easily accessible to individual's mobile phones, laptops, computers, tablets, etc. This allows the institution to strengthen their classroom.

Further the study provides limitations of having social media platforms as classrooms. Technological advancement is of dynamic nature, which makes it difficult for teachers to adapt to new social media platforms and is hard for teachers to adapt to new developed versions. Another limitation discussed in the study is the time taken by students to adapt to new technology and learning the usage of applications.

The study concluded on a positive note of the necessity of advancement in technology, it will be challenging but it is more efficient for strengthening the classroom and easy engagement of students.

- *Qualitative evaluation: Effectiveness of utilizing digital and social media in Education:* The objective of this research is to prove the significance of digital media and social networks in education and to recognise the potential of using networks in knowledge building.

The usage of social media technologies to promote this type of education is investigated in this research. As part of the research, participants include professors from several fields and also students in the second and third cycles of basic education.

The research analyzes the discussion on social media in education, highlighting the necessity of using social media in education, particularly at a time when educational systems are suffering from the effects of the outbreak of the COVID-19 virus, which has pushed several nations to move to distance education.

The research also provides insight on the function of social media in education from the viewpoints of UAE professors and students.

Preparing a plan to stimulate students' usage of social networks for educational purposes, such as enrolling and engaging in private educational groups inside these sites, is suggested as a way to establish a cooperative learning between students and professors, according to the research.

The research concluded that professors and students become more scientifically and cognitively aware of the notion of using social media sites for scientific and educational purposes.

Due to its relevance in the field of education, the research proposed conducting experiments for and in education using social media and summarising them at the level of the United Arab Emirates.

Developing closed groups for students to be administered and supervised by a scientific and technical committee formed by certified educational establishments to offer the students with necessary resources, tasks, and conversations was also suggested in the research.

- *Towards an understanding of social media use in the classroom: A literature review:* The significance of social media for youth frequently prompts professors to look at how they might be utilized in the classroom. Nevertheless, many professors seemed to be torn between the potential for educational application and the allure of this technology as a diversion.

The objective of this research is to compile a list of criteria and consequences that are important to be well-considered, evidence-based social media usage teacher professional development.

In many cases, ambiguous data and low study quality made it difficult to make definitive claims about the circumstances and effects of using social media in the classroom.

School culture, perspective toward social media, encouragement, teacher professional development, educational objectives, and a defined role in the curriculum are all acknowledged variables. Considerations and recommendations for educational practices have been developed.

This research demonstrated that prior literature has consistently focussed on a specific characteristic while neglecting the interconnectivity. Future research on the educational impact of social media should take into account the interconnectivity of elements, enhancing knowledge of unseen stances and curricular elements.

Additionally, in order to establish the success of certain educational applications of social media in classrooms, causes and influence must be explicitly and effectively determined while taking into consideration subject domains.

The research proposed a comprehensive model that provides educational practitioners with initial grounds for formulating concepts while taking into account the interconnection of students, teachers, and schools.

- *A Study to Evaluate the Social Media Trends among University Students:* The purpose of this research was to look into the development of utilizing social media among university students, analyse the reasons for doing so, and determine the complications that university students face when utilizing social media platforms for educational purposes.

According to the research, a large percentage of students prefer to use Facebook. They utilised social media to share academic tasks and build social networks all around the globe.

The students utilized social media to share their learning experiences with their colleagues and the rest of the world. The research revealed that social media had an important role in boosting collaboration and connectivity in the development of virtual communities throughout the world.

Utilizing social media was also a challenge for the students. They have internet speed issues as well as power outages/load shedding.

The student utilised social media to have fun and make friends, according to the trend. They desired, meanwhile, to discuss their learning and research activities, as well as educational activities, information, and creating networks. They experienced issues like power outages, limited internet speed, a lack of infrastructure, and the use of social media during the semester, and also privacy breaches and physical issues.

- *Social media and implication for education:* Individuals have shown the same level of internet consumption, but students, shockingly, have shown more and have spent a lot additional time on social media platforms.

Not only college students, but also professors, have faith in social media platforms since, in overall, social media and the internet have been extremely beneficial; they have discovered what they were looking for in education.

The research examined the impact of social media on the education system and discovered a variety of beneficial and adverse implications.

The findings of this research demonstrated that there was no distinction in utilization among college students and professors when it came to evaluating social media and the internet.

According to the research, there is a potential to utilize social media in academic subjects to convey material and connect students and professors in inventive ways.



According to the research, the impact of social media, Facebook, and the internet on students' and professors' perspectives is critical for future education. At the same time, if students and professors are presented with the option to include projects, evaluation from two-way communication, and joint effort, they will be able to benefit from new pedagogical potentials in the education system.

- *Effectiveness of Social Media in Education:* Social media platforms are widely used in the education system, notably in Chinese institutions. The objective of this research was to determine how students at Wuhan University in China utilized social media in their educational achievements.

The research was performed in order to evaluate students' perceptions about utilising social media in a private setting. As a result, the research concentrates on eight socioeconomic and political aspects associated with the usage of social media, as well as elements that influence foreign and local students' understanding of social media.

The efficient collection rate for the 216 international students and the 209 Chinese students was 86.4 percent and 83.6 percent, respectively. The research's findings back up a number of prior research that looked at various influencing elements in social media usage.

The research indicated that a variety of influencing factors had a significant influence on both local and international students' utilisation of social media. Despite this, all of the issues stated, such as legal threat, appear to have had a significant impact on both groups of students. Some factors appeared to be more prevalent among local students, whereas others appeared to be more prevalent among international students.

The results demonstrated that all parameters had a substantial impact on the use of social media. Privacy and convenience are the two key considerations while utilising social media.

The research concluded that in the present day digital environment, it is critical for university administrators to incorporate media literacy education into educational courses and training programmes for both international students and students and professors, as both rely heavily on social media for their education, research work, and everyday routines.

- *A Research Framework for Evaluating the Effectiveness of Implementations of Social Media in Higher Education:* The research study is analysing the utilization of Web 2.0 which is inclusive of social media platforms like Facebook, Twitter, Instagram, etc by the colleges and institutions for educational purposes.

According to research on campus social media strategies, universities are starting to provide assistance and facilities for social media strategies, and social media tools are being utilized as a component of curriculum planning and process, allowing students to connect and make group decisions on real-world projects. However, much of the existing research has been found to be anecdotal, qualitative, and deficient in objective analysis. More thorough, critical study is needed, according to the research, to analyse and evaluate specific aspects of social media platforms, how it is utilised and deployed, and the outcomes obtained by students and/or other stakeholders.

The structure for research that recognizes many elements that influence social media integration in higher education, and also key outcome variables that should be examined.

The research goes on to address the theoretical underpinning for academic usage of Web 2.0 technologies, as well as the advantages to educational institutions, universities, professors, and students.

The study concludes with predicting that Web 2.0 will develop its nature and technology and will be a significant tool for educational purposes as it grows. It also states that utilization of advanced technology will allow students to improve their skills.

The research approach described in this study will make it easier to identify and analyse characteristics that influence the success of oncampus Web 2.0 efforts, as well as give insightful information as more colleges embrace social media.

- *The Effectiveness of Learning Using Social Media during the Covid 19 Pandemic in Higher Education:* This research provides the facts concerning learning through social media media during long-distance classes during the outbreak of covid-19.

According to this research, using social media to relieve boredom or tension from studying at home is a viable option. Learning activities, according to this study, can lead to alterations in participants' knowledge, behaviour, and abilities. Students will be better prepared to solve difficulties in life and adjust to their surroundings as a result of these changes.

According to this research, online learning is defined as learning that takes place through the internet as a means of communication between educators and students without the use of physical touch. Online learning has numerous flaws, including the need for suitable internet network infrastructure, a lot of money, and communication through the internet has a variety of challenges and inefficiencies.

According to this research, professors are required to manage or supervise knowledge acquisition, starting with planning, organising, actuating, and assessing, in order to improve the efficacy of the

teaching and learning activities during the ongoing COVID-19 pandemic, both in the network and outside the network.

According to the research, professors must be allowed to employ a variety of techniques and strategies, and also suitable infrastructure and facilities, in order for the teaching and learning process to be engaging and interesting. Allow students as much space as possible to be creative and active participants throughout the learning process.

- *Social Media Usage and Tertiary Students' Academic Performance: Examining the Influences of Academic Self-Efficacy and Innovation Characteristics:* As the usage of social media keeps rising, its adoption by university students is unavoidable. Its impact on academic achievement is becoming an increasingly essential consideration. Researchers discovered varied results, with some finding little to no effect from social media use and others finding both detrimental and good effects on academic performance.

This research looks into ways to cope with these disparities and the effect of social media utilization on university students' academic performance.

It examined the association between students' utilisation of social media for educational content and their academic achievement, as evaluated by their cumulative grade point average, using academic self-efficacy and inventiveness as mediators and moderators, respectively. The findings demonstrated that using social media for instructional reasons improved academic achievement. It also showed that using social media might have a detrimental impact on academic achievement.

The effect of academic self-efficacy as a mediator in further increasing students' academic performance is highlighted in this research. Furthermore, the study's empirical findings revealed that the moderating effect of innovative traits on social media engagement and academic achievement was higher.

The research's productive significance is to assist governments, politicians, policymakers, students, educational institutions, and other stakeholders in developing particular proposals, regulations, and infrastructure to enhance the utilisation of social media as an advanced and efficient medium for education and long-term academic success.

- *Challenges and perceptions towards use of social media in higher education in Zimbabwe:* The limitations and perspectives of social media utilization in Zimbabwe were analyzed in this study. The study employed a descriptive research approach, with the main research tool being a questionnaire. Data was collected from 124 university students from five Zimbabwean universities.

Cybersecurity, inefficient behavior/waste of time, abuse of technologies during class hours, and sociopathic behavior, in that order, appear to be the top issues faced by students in higher education when it comes to using social media.

According to the research, Zimbabwean students have a positive outlook toward the utilization of social media in higher education, despite security and privacy concerns.

These difficulties are sorted by the impact they have on the learner, and protection is at the top of the priority list. It was also shown that students in higher education had a positive outlook about the utilization of social media in the classroom.

This research showed that students had a positive outlook about the utilization of social media in higher education, and it is suggested that professors implement social media to its utmost potential.

Universities should proceed to incorporate social media into the education and learning procedure, according to the research, but they should keep an eye on the issues that topped the list of obstacles and devise measures to mitigate them.

### **Research Methodology**

It is crucial to have a methodology set for research work as it guides the researcher to collect the data. It also reflects one's personal style of research. The orientation of the research paper is quantitative methodology.

### **Type of Research**

**Qualitative Method:** Qualitative research comprises acquiring and interpreting non-numerical data in order to grasp theories, perspectives, or insights. It can be used to get a deeper understanding of a topic or to generate new research ideas.

Qualitative research does not entail the collection and processing of numerical data for statistical analysis, whereas quantitative research does.

Qualitative research is commonly used in the humanities and social sciences in fields such as anthropology, sociology, education, health sciences, history, etc.

In the present study qualitative method is carried out via a doctrinal approach of collection of data and providing analysis and observation on the basis of the existing data.

### **Objective of Research**

The objective of the research is to interpret whether the utilization of social media by students is efficient and fulfilling the educational purposes. Apart from the main objective, the study also focuses on understanding the concept of social media, its benefits, challenges and impact on the education system.

The study will also analyse the efficiency of utilization of social media by students during the pandemics and provide conclusion based on the observations.

## Analysis

University students, it appears, are increasingly using social media. It promotes “virtual communities and virtual learning environments in order to increase dispersed learning among users. The pupils freely communicate with other members of their virtual communities. They will be able to share knowledge, study experiences, research projects, and career prospects. The usage of social media for educational purposes is influenced by a number of variables.” A complete study was produced by Armstrong & Franklin in 2008. The students utilized social media in a variety of ways to enhance and deepen their learning, including reflection and collaborative activities in virtual spaces, according to the research. They were, however, reliant on infrastructure, as well as the ability to use social media.

For educators and social scientists, studying how university students use social media is a fascinating topic. The accessible literature, according to Hamid, Chang, and Kurnia, provides useful designs and ways of employing it at the university level. It refers to the process of creating material with less emphasis on how to share, engage, cooperate, and socialize with it.

There appear to be a variety of justifications for using social media in higher education. Its use was supported by supporting the viewpoint that it is utilized to improve students' study experiences by providing them with e-support services. It's utilized to make it easier for students in virtual communities to communicate with one another. Among the several options, Facebook looks to be the most popular as a form of communication for communicating with students.<sup>6</sup>

The current era is known as the information age, in which everyone has free access to information. “The younger age, known as the Net-Generation, appears to be very interested in obtaining knowledge through the use of contemporary technology. Although the use of social media for educational purposes appears to be beneficial at all levels of education, university students seem to be the most enthusiastic users.”<sup>7</sup>

Students want their institutions to use social networking sites to better classroom education, and social media may be described as a communication facilitator. Madge, Meek, Wellens, and Hooley claimed that they led to the usage of social media to improve educational access and interaction in this area. Furthermore, informal learning gaps between digital native students and digital immigrant instructors can be bridged through social networking.

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<sup>6</sup> Boahen, K. O., Fang, J., & Sampong, F. (2019). Social Media Usage and Tertiary Students' Academic Performance: Examining the Influences of Academic Self-Efficacy and Innovation Characteristics. *Sustainability*.

<sup>7</sup> Ansari, J. A. N., & Khan, N. A. (2020, March 16). *Exploring the role of social media in collaborative learning the new domain of Learning - Smart Learning Environments*. SpringerOpen. Retrieved December 16, 2021, from <https://slejournal.springeropen.com/articles/10.1186/s40561-020-00118-7>.

## Concept of Social Media

Much research has been conducted on the usage of social media, which has resulted in a wide range of meanings for the term. This implies that there is no universally accepted definition of social media. However, Bruce and Susan Abelson's Open Diary, an early social networking platform that linked together online journal authors into a unified community, may be seen as the beginning of social media. When Open Diary was launched, the terms social media and 'weblog' were used interchangeably. Later, the name was modified to blog.<sup>8</sup>

As a result of advancements in technology and the availability of high-speed internet connection, the concept's popularity grew, leading to the creation of social networking sites such as Facebook in 2004 and Myspace in 2003. As a result, the phrase social media was coined, which is now commonly used. Web 1.0 and Web 2.0 are two terms that are associated with social networking. Personal online web sites, content publication, and Encyclopaedia Britannica Online are all examples of Web 1.0.<sup>9</sup>

Web 2.0 is a set of websites dedicated to the progress of social media, and it symbolizes "the conceptual and technological underpinning - User Generated Content (UGC), which is defined as the entirety of ways in which individuals utilize social media." In that sense, the term social media became highly popular in the year 2005, since it was used to characterize a variety of publicly available media materials made by individuals. Facebook, YouTube, Instagram, LinkedIn, Twitter, and Tumblr are some of the social media sites used to create and share media content.<sup>10</sup>

Given the prominence of social media, it is unsurprising that many people utilize it across the world, including adolescents, particularly students. According to research, about 250 million people use Facebook every day, while fifteen million people use Twitter every day, sending 65 million tweets. According to surveys, nearly two billion people view YouTube video snippets every day, and 24 hours of video material is added every hour.

## Forms of Social Media

- Social Networking Sites: People build a profile on social networking sites in order to interact with friends or other users who have similar experiences or interests. The account holds the personal information of the users. Users can interact with themselves in unique ways on social media sites. LinkedIn and Facebook are two instances of social networking sites.<sup>11</sup>

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<sup>8</sup> *Ibid.*

<sup>9</sup> *Supra* note 1.

<sup>10</sup> *Ibid.*

<sup>11</sup> Li, F., Larimo, J., & Leonidou, L. C. (2020, June 10). *Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda - journal of the Academy of Marketing Science*. SpringerLink. Retrieved December 17, 2021, from <https://link.springer.com/article/10.1007/s11747-020-00733-3>.

- **Bookmarking Sites:** Users may utilize these services to find, store, and organize connections to various websites and Internet resources. Some services allow you to tag links so that their contents may be readily shared. Delicious and Diigo are two bookmarking sites.<sup>12</sup>
- **Micro Blogging Sites:** These are services that combine social networking with blogging, however the messages that are sent are limited in size. Users must sign up for the services. Twitter is another instance of a microblogging site.<sup>13</sup>
- **Media Sharing Platforms:** These are services that let users publish and share media material such as images and videos, as well as tag and comment on it. Flickr and YouTube are some instances of media sharing sites.<sup>14</sup>
- **Social News Sites:** These are services that allow other users to browse news and links that have been uploaded by other users. Articles with a high number of votes appear more frequently on the accessible site. Reddit and Digg are two instances of social news networks.<sup>15</sup>
- **Blogs and Forums:** Blogs are similar to online diaries in that they allow readers to leave comments. Users can communicate with other users on forums by posting messages. Blogger and WordPress are two examples of blogging platforms.<sup>16</sup>

### **Educational Benefits of Social Media**

Over the years, social media has established itself as a reliable source of information and a platform for businesses to communicate with their worldwide consumers. “Teachers may increase their technology abilities and students' interest in their academics by using social media. It also fosters a sense of teamwork in the classroom while improving students' communication abilities.”

As students exchange bits of knowledge with their friends, classmates, and other connections, sharing information and linking to other sites has become more easier. They are often linked to the internet via mobile phones, laptops, PCs, tablets, and other devices to share ideas, opinions, advice, study materials, school projects, and numerous other types of beneficial reading material. This allows them to share useful information regarding their tests and lectures.<sup>17</sup>

Many schools, colleges, and universities have begun to use social media networks like Facebook, Twitter, and YouTube to engage with a huge number of students. For the end-user, social media is an amazing and free

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<sup>12</sup> *Ibid.*

<sup>13</sup> *Ibid.*

<sup>14</sup> *Ibid.*

<sup>15</sup> *Ibid.*

<sup>16</sup> *Ibid.*

<sup>17</sup> Hussain, I. (2011, November). *A Study to Evaluate the Social Media Trends among University Students*. ResearchGate. Retrieved December 21, 2021, from

[https://www.researchgate.net/publication/257717938\\_A\\_Study\\_to\\_Evaluate\\_the\\_Social\\_Media\\_Trends\\_among\\_University\\_Students/fulltext/0267a98a0cf2946d9a2241af/A-Study-to-Evaluate-the-Social-Media-Trends-among-University-Students.pdf](https://www.researchgate.net/publication/257717938_A_Study_to_Evaluate_the_Social_Media_Trends_among_University_Students/fulltext/0267a98a0cf2946d9a2241af/A-Study-to-Evaluate-the-Social-Media-Trends-among-University-Students.pdf)

channel! It may be used for more than just communication. It's also a fantastic tool/technology for promoting things like events, new courses, and advanced research. As a result, it may be utilized to boost learning.<sup>18</sup>

Because most social networking platforms are not geographically restricted, there is usually someone from the international community to respond. Because of the emergence of numerous social media websites, ATC (Any time connectivity) has been available.<sup>19</sup>

Social media gives people a place to share their expertise and build reputation in their chosen field or specialisation. They can also get knowledge and perspectives from other members of an online community.

### Challenges with Social Media in Higher Education

The apparent shifting nature of learners' connections with information and knowledge has been identified as a key educational aspect of social media. Social networking is gaining traction at an unfathomable rate. It implies that, as social beings, we require ongoing communication with one another and with the rest of the world.

In terms of the process of integrating social media into the classroom, recent research has found that students value the usage of social media for educational reasons. Based on the findings of three experts, researchers conclude that social media has swiftly made its way into the commercial sphere, while educators look for ways to use social media technologies in the classroom.<sup>20</sup>

Some of the issues involved with using Social Networking Sites, according to Farkus, George, and others, originate from the risks inherent in student internet usage. They continued by claiming that the internet exposes students to unsuitable content, unwanted adult interactions, and peer bullying. Web 2.0 is also a cause of worry for concerns such as privacy, authorship and ownership rights, the digital gap in the classroom, and time management issues, according to similar observations. In addition, he mentions information overload as an issue, as well as material quality as a big worry. Because social networking sites are a component of Web 2 technology, the issues mentioned here apply to them as well.<sup>21</sup>

Further evidence is presented by those who argue that popular social networking sites such as MySpace, Facebook, and Bebo have been heavily criticized by schools, who are concerned about the online safety of students who use these sites, as well as the possibility that students will misuse them during class time. On the other hand, indicates that the major challenges or concerns relating to social networking technologies are loss of control, where one can receive unsolicited negative comments, time commitment, information

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<sup>18</sup> Batubara, I. H., Nur, K., Lubis, A. T., & Arianto, N. (2021, May). *The Effectiveness of Learning Using Social Media during the Covid 19 Pandemic in Higher Education*. ResearchGate. Retrieved December 28, 2021, from [https://www.researchgate.net/publication/351312134\\_The\\_Effectiveness\\_of\\_Learning\\_Using\\_Social\\_Media\\_during\\_the\\_Covid\\_19\\_Pandemic\\_in\\_Higher\\_Education](https://www.researchgate.net/publication/351312134_The_Effectiveness_of_Learning_Using_Social_Media_during_the_Covid_19_Pandemic_in_Higher_Education).

<sup>19</sup> *Ibid.*

<sup>20</sup> Athukorala, A. W. V. (2018). Factors Affecting Use of Social Media by University Students: A Study at Wuhan University of China. *Journal of the University Librarians Association of Sri Lanka*, 21(2). <https://doi.org/https://doi.org/10.4038/jula.v21i2.7917>.

<sup>21</sup> *Ibid.*



overload, and anyone can create an official account for their university because social networking sites do not conduct any background checks on individuals wishing to create an account with a college name.<sup>22</sup>

Brady, Holcomb, and Smith conclude that “the problems of social networking sites include privacy and safety concerns, which have been mentioned by a number of writers.” The educational sector has been significantly hesitant in allowing teachers to use social networking sites in their classrooms, mostly due to privacy and safety issues regarding children, according to similar findings. This is supported by who says that several school districts, colleges, and institutions have taken proactive efforts to prohibit the usage of social networking sites in educational settings. Despite the fact that some schools went to extremes by outright prohibiting the use of social networking sites, these prohibitions indicate that social networking sites were creating some obstacles to students.

According to findings, “the most commonly cited reasons for not allowing students to use social networking sites in educational environments include preconceptions associated with exposing students to inappropriate online content, fears of online sexual predators, and student-based cyberbullying, or online student harassment.” The first issue is that social media may be a distraction, diverting learners' focus away from classroom involvement and ultimately disrupting the learning process. The second issue is that cyberbullying may be used as a tool to perpetrate malevolent behavior. Finally, social media makes face-to-face contact difficult.<sup>23</sup>

Even while there appears to be some common ground, a deeper examination of the preceding tasks indicates that various scholars in different regions of the world came up with distinct challenges. This study not only identifies the issues that exist in Zimbabwean higher education institutions, but it also ranks these challenges according to the impact they have on the learner.<sup>24</sup> There hasn't been a single research that ranks these problems, as far as researchers know. Previous research has proven beyond a shadow of a doubt that social networking sites are extremely beneficial in educational settings and should be included into the learning process. Given this context, it is crucial to rank these obstacles so that steps may be taken to mitigate the most serious issues when using social networking sites in higher education, rather than altogether abandoning them due to the inherent difficulties of their usage in higher education.

### **Impact of Social Media on Student's Academic Performance**

Ijeoma and Burke did research to identify the effects and practical development of social behavior and scholastic advancement on social media. According to the findings, regular usage of social media might convert an understudy into a potential social media addict, resulting in poor academic achievement. The study's findings also demonstrated that social media has a negative influence on pupils, since it encourages them to use offensive terminology and to disrespect the rules of the general public. Mahas also did a study,

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<sup>22</sup> *Ibid.*

<sup>23</sup> *Ibid.*

<sup>24</sup> *Supra* note 6.

claiming that the use of social media has an influence on student privacy since these social media networks are rife with hackers eager to steal students' personal information. They may jeopardize students' private interactions.<sup>25</sup>

## **Pandemics and Education**

The Covid-19 global pandemic changed the system of education completely. Learning management plays a critical role in improving the efficacy of the teaching and learning process, particularly during the Covid-19 outbreak's emergency phase.

Various initiatives were made to increase educational quality while maintaining adhering to health norms, as mandated by Ministerial Decree 4. Various hurdles, challenges, and constraints encountered in the teaching and learning process, ranging from student issues, student families, and underrepresented facilities and infrastructure. Due to the fact that the internet subscription has run out, the student factor has been limited.

This information technology may operate as a conduit between students and lecturers, as well as a source of learning resources and tools for effective learning evaluation. When conducting interviews with students, students may acquire the most up-to-date information by using the Zoom program to meet face-to-face with colleagues from their various departments. Online learning, according to Bell et al., allows people to engage through the internet even if they are in different locations. The benefit of online learning is that it is self-contained and interactive, which may improve memory levels and give a more comprehensive learning experience with text, audio, video, and animation.

The online learning model is the preferred method, with as many as 100% of lecturers using WA capabilities, sometimes known as WhatsApps, in which instructors build WhatsApp groups in which all students may participate. Tasks are sent through WhatsApp. Even if students still don't comprehend, the instructor will provide further information through emailing videos or doing WhatsApp Video Calls with them.

Assigning tasks via WhatsApp chats makes it easier for pupils. Assignments can also be submitted via WhatsApp, with students typically photographing the work and sending it to the professor. Many of the lecturer-made tutorial films have also been shared over WhatsApp. Students complete projects by handwriting them in books and then sending images of the assignments' results via WhatsApp conversation. The professor additionally provided tasks in the form of a Google Form to help with the evaluation. Lecturers utilize WhatsApp to communicate with students and collect assignments. The professor chose WA because it is more realistic, simpler to comprehend for youngsters, and more successful because it does not require a large number of quotas in the learning process. Another argument is that it is simpler, and all parents and guardians of students may utilize it because it is not a strange concept. Currently, WA is more accessible and can be reached by a wide range of parties. The benefit of using WA is that it is easy to use and communicate queries

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<sup>25</sup>Sasikala, M., Rajam, J. A., & Prema, J. M. (2021). Effectiveness of Social Media in Education. *Turkish Journal of Computer and Mathematics Education*, 12(10).

and resources through. Even if a virtual conference is desired, the professor can utilize the WA Video Call option directly. WA is easy to use, effective, and efficient.

Learning activities on the internet function smoothly and are enjoyable. Although there is a barrier to using the Zoom application, namely the situation and conditions of the home environment or network, it can impede students with slow internet connections, but if there is any unclear information, the lecturer will repeat his explanation until the students understand the material provided by the lecturer.

Difficulties emerge not just in terms of technological abilities, but also in terms of a significant workload, given the numerous courses that must be completed in this age of the COVID-19 epidemic. This occurs because students are accustomed to regular face-to-face study, whereas distant learning was previously only done on the side. As a result, this shift in learning habits creates its own set of issues for children. the development of anxiety and stress among distant learning students The pressure is obviously higher at this time, therefore students engage in a variety of stress-relieving activities, one of which is using social media. So, at this stage, social media should be a tool to relieve boredom or tension associated with studying at home. It's only that during the COVID-19 epidemic, things are different. Individual cognition has been proven to be overloaded by information overload, resulting in social media weariness.

## **Conclusion**

This study was to determine the efficiency of social media with regard to education purposes. Social media has a significant impact on the lives of all students. Offering and accessing a vast quantity of information, as well as communicating with friends, students, professors, and collaborators, has become an easy process with its help. Students and professors are more connected than ever before, and they're using this platform to get and provide information. However, social media has been criticised for its influence on students' ability to understand and recall information. It offers several opportunities for both engagement and learning. There are various reasons why youngsters should use internet-based media as a beneficial tool.

## **Discussion**

Based on the study and datas, it can be said that social media have a positive impact over fulfillment of the education purpose, especially during covid-19. But it is also not an easily adaptable option especially for students belonging to lower economic society, who are still not accessible to technology.

Though the Government took the steps of providing such facilities to such students, the other issue is engagement between the professor and student. The online communication and engagement of students in the whole process of education is crucial, and the study indicates that excessive utilization of social media leads to poor academic achievements.

Though social media is an efficient option during the pandemics to maintain the flow of education; but the standards of the education can be achieved only via physical communication and engagement between both students and professors.

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