Impact of Social Media Platforms on Student Learning

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Abstract:
Social Media is extremely crucial for the student generation. In this study, it is to decipher the positive connotations attached to social media platforms and their impact on student learning. An in-depth analysis has been recorded of the Social networking sites, such as Facebook, Twitter, Instagram, and TikTok applications in this report. These apps are majorly popular among the student community because of their advertised features and mainly because of the easy access of the above-mentioned apps among the learners. Though, the effect of such networks on student learning has been interpreted through various research and previously attempted studies focusing on the relationship between these factors. It is to observe that social media platforms have contributed positively to the younger generation, even with the negative notions attached to them. The preliminary results of this report show that the influence of social media on student learning has helped them to advance their skills, assistance in learning with further convenience and inducing these apps as important tools for acquiring and applying knowledge. Further concepts of social media platforms on student learning have been discussed in this report.
Keywords: Social Media, Facebook, Twitter, Instagram, Tik Tok, Student Learning.

Introduction

As the term, social media suggests, it is a platform that connects the world on common ground, whether for communication, sharing content, opinions, information or providing business to the masses, all powered by technology by its various kinds of apps and software. ("Social Media: Sharing Ideas and Thoughts", 2022) Over time, social media has emerged immensely in the last two-three decades in every part of the world (Hasnain, Nasreen & Ijaz, 2015) and the new developments and improvements that are being launched every year in this sector, it has induced the necessity and significance among the population as a requirement for living their lives. The growth of social media in the last decade has proved its influence over all the age groups of people, whether using Facebook, WhatsApp, or Twitter as a medium for interaction or gradually classifying it as an entertainment and business purpose. Many generations' usage of social media has become an obligation since the younger generation that has grown with it has a substantial dependency on it (Kausar & Awan, 2019), because their lives revolved around technology, hence; the inclination to simultaneously function through this particular mode. According to DAWN (2011), approximately 20,431,000 people in Pakistan were accustomed to the internet to use it regularly (Oberst, 2016). For instance, Instagram, Snapchat, and TikTok are a few of the many SNS apps that are invested in the lifestyle of an average child, the assistance of a smartphone has made it furthermore accessible to the advanced generation. It can also be seen how social media and its various apps have escalated a student's routine, their days that use to begin with educational institutes, followed by its respective requirements, now the influx of SNS among the students in the educational sector has diverted the approach of learning inversely.

Background of the Study

Particularly the students that have entailed technology into their lives have conducted a pattern that is externally standardizing to be looked at, nevertheless, the internal impact it leaves on a student's learning will be discussed in this study. The connection of a young student with social media apps, such as YouTube, Instagram and Snapchat are enormously strong. According to Das and Sahoo (2010), the average time-consuming communication activities attain more time since the people share their lives on the SNS platforms more than usual. Interference in a journey always slows the process of reaching it on time, similarly, the effect of using the social media apps such as Facebook decelerates the growth of a

student's learning or education. Using Facebook or Myspace during office hours has resulted in a decrease in the efficiency rate by 1.5% while contrasting it with other corporate sectors that do not allow the practice of such platforms within the working time provided by the organizations. (Amin, Mansoor, Hussain & Hashmat, 2016)

Although, the advancement and reformism of these technologies do enable the brain to explore its creativity and enhance its potential, however, the balance that it requires for the creator to minimize the consequence of such activities is essential. As studies have proved the outcome of SNS platforms to be either negative or positive (Yahya, Olalekan, Afolabi, & Ayelaagbe, 2013). With the world focusing more on the demands and needs of the user to make the social media experience further exciting and new, the innovations and versions, which are being promoted every day are dis balancing the motivation of a student from its learning, education, academic performance, and the ability to establish an aim in the domain of studies. Since Pakistan is a third-world country, the sector of education is already regressive in many regions, and education does not reach there as easily as in the urban areas, and seeing much tech-forward mediums, where things are effortlessly performed, entertainment is a touch away, requires less hard work, whilst on the contrary, educational institutes are undeveloped, the system lacks authority, finance becomes an obstacle, the curriculum is ancient, and the vision for the studies of the administrators is enormously backwards, thus, the other side of the scale would appear to be more appealing in the sight of a student and eventually creating a dysfunctionality in his or her learning skill (Amin, Mansoor, Hussain & Hashmat, 2016). Additionally, the students that have the environment incorporated with stability, vision, management, and a program to follow, the advancement and improvement in his or her learning through such modes of SNS would enhance it furthermore, for instance, the support of the internet for students in their assignments or projects have proved to be a great assistance and a less time-consuming approach with exceptional results, moreover, the instant interaction of peer to peer, causes the involvement of learners to be more dynamic, socially informed about one another and building relations. Research was conducted by Junco and his co-workers on the users of Twitter who networked through tweets for the class discussions and connected with their classmates on such platform gained more marks and grades as compared to the group that did not engage with one another (Amin, Mansoor, Hussain & Hashmat, 2016).

This research can be extremely substantial in the academic realm as it highlights the variables opposing the process of a student and learning from social media. It brings a fresh perspective on the take of SNS among the younger generation and how it affects their learning and the consequence on their studies. It also can be accommodating to the experts and scholars that are evaluating such equations and can incorporate them accordingly.

Social Media

According to the study by Ahmad (2011), the global emergence of social media is due to the advantages it induces for the user, by maintaining contact with relatives, friends, and associates on these mediums, allows the user to follow their interests and network with that particular population.

The SNS platforms that will be discussed in this study are Facebook, Twitter, Instagram, and TikTok keeping in mind the impact it leaves on the learning of a student in negative coverage or positive. Including the relation between these mediums and their effect on the mind of a learner, the obstacles or assistance social media creates for a student and its ability to understand.

Facebook

Facebook came into existence in the year 2004 (Hameed, Maqbool, Aslam, Hassan & Anwar, 2013), it is a medium associated with the internet and connects the world digitally. The various features of Facebook, such as posting pictures, updating status, sharing information, private messages, and acquiring personal details, (Al-Mukhaini, Al-Qayoudhi & Al-Badi, 2014) and with time it has introduced many more new elements that compel the further usage, however, the security measures that keep the user protected are also entailed in this software. Most of the users that give business to this social media platform are from the younger generation, generally students. According to Stephen (2007), Facebook has been a trendy app among college students, therefore, a version typically for the student's usage and featuring such elements was launched by Facebook in 2005.

Shambare, R et al. (2012) conducted research for students that revolved around social networking habits which stated that the SNS influences the student's life because of the heavy usage of Facebook among the younger learners. Since students also acquire knowledge from such platforms that assists them in their learning and performing in their academics accordingly.

While Heeter (2006) conducted a study on the usage of technology among faculty and students, it indicated that the pupils used Facebook more than the faculty members, leaving the difference of 70 to 10 per cent and assuming that the students opted for text messages for communication and the faculty shared photos and such programs.

A survey was performed by Acquisti and Gross (2006) that depicted the percentage of users that had knowledge about Facebook, almost 87% of users knew about it, while the rest of the users, approximately 12 % had no understanding of it. To the performer's further findings, it was achieved that 70.8 % of people on Facebook made a profile and the other 26.7 % never did. This website has eased the process for students, to stay connected with each other and discuss the study material, and educational course outlines, by holding meetings between supervisors and students. (Acquisti & Gross, 2006) However, it was Hughes recognition about sociable individuals, prefer Facebook, on the contrary, the less sociable users opted for Twitter (Hughes et al., 2011).

Twitter

Twitter is one of the most popular social media networking websites in the world, through its features of micro-blogging and updates on worldly affairs, it has reached millions of users, it was designed by Jack Dorsey in 2004 (Al-Mukhaini, Al-Qayoudhi & Al-Badi, 2014). It is extremely helpful for learners to exchange short messages which are instantly delivered to each other's profiles, making the experience of using Twitter immensely efficient for students especially. The motto Twitter sponsors: "The best way to discover what's new in your world" (Al-Mukhaini, Al-Qayoudhi & Al-Badi, 2014). It is essential for all types of users, whether university, institute, college, or school-going students while being informed about the health, politics, fashion, entertainment, or anything they want to be educated about (Al-Mukhaini, Al-Qayoudhi & Al-Badi, 2014). Twitter is being engaged by the population that is being inclining towards it, mainly 50% of the 0.05% of users (Wu et al., 2011).

Domizi (2013) held a seminar among graduates and asked them to post tweets on Twitter every five-seven day about their learning and to further spread the information amid other students and their peers. As the result of this experiment, the students continued using Twitter for their discussions on the class related work, furthermore, it was delivered by the users that Twitter was supporting them in their personal and professional lives. Since Twitter encourages communicational and thinking skills among students, hence it advocates social networking, especially doing that (Amin, Mansoor, Hussain & Hashmat, 2016).

It has become very essential globally, with the progress of 1,382% monthly; it is rapidly increasing in the SNS world. However, it is containing 40% of its users and 70% of the tweets updated on Twitter are in English, Japanese, and Spanish languages (Goroshko & Samoilenko, 2011).

Instagram

Instagram made its arrival in the Social Media world when already various software and apps were introduced and successfully launched globally, the users were not alien to its presence. Although, by entailing new and unique features in this SNS app, the world instantly got attracted to it, and fair to say, even addicted. It was created by Kevin Systrom and Mike Krieger, and it got launched for different phone models in 2010 and 20012, as of now it is owned by Facebook (Cofie & Bo, 2021). While this app introduced a new theme globally and allowed users to take, upload photos, and tag their friends and locations as well, followed by hashtags, filters to edit pictures, a feed that allows them to explore other people's content and reaching to more than 400 million users (Cofie & Bo, 2021) and on a daily basis it emerged on such popularity that it touched over 100 million clients around 2012 April, furthermore in 2018 March, it reached regularly over 500 million people (Hatch, 2018). It also influenced the millennials, including the student generation, to have access to Instagram on their devices 247, which has proved that Instagram is the most active and trendy app among the undergraduate students between the age of 18-24 ((NapoleonCat, 2017).

TikTok

TikTok is an app that provides entertainment in many forms to the users, it was launched in 2017 and became the most rapid reaching app all over the globe, it is available in 150 countries (Khlaif & Salha, 2021). This app revolved around short videos, it is editing filters, and music of choice and concluding it with the views, likes and comments. Through TikTok videos, the content creators have obtained a platform to portray their creative skills in various subjects, such as cooking,

dancing, singing, sports, artistic approach, or beauty related. The data collected about TikTok users from their team showed about eight hundred million people that used TikTok. In 2020, the most download application on the devices was TikTok, and the operators were engaged on it for an average of 41 minutes per day, the masses involved in this app are of the age bracket from 14 to 30 years (Yang, Zhao & Ma, 2019). TikTok application is also popular among teachers, as many instructors use this app to spread their knowledge through educational videos. It is divided into three categories of users, such as content creators, content browsers, and learner-creators (Comendulli, 2020), it is highly efficient for the influencers and the students to acquire learning skills. The new feature, TikTok keep embedding the app with are more filters, extra seconds of the video length, and a repetition effect. It is an extremely user-friendly platform.

The didactive videos are playing an essential role for the learners, as the educational videos are equipping the subjects of physics, maths, and chemistry which are now more interesting for the student while they are previously it was not (Basch, Fera, Pierce & Basch). Many such instances have surfaced on other social media platforms that are taken from TikTok and reached multiple accounts because of their attractive appearance. This particular app is highly demanded among kids and elders, and it allows the user to use its functions and be creative with their imaginations.

Student Learning

Student learning is directed towards the ability, a pupil acquires the skills and knowledge from the provided material, whether in the form of text, digital platforms, verbal, or physical instructions. The learning of a student is immensely important for its growth and placing its intellect in a fitting manner. It can also be associated with the progress and performance a student makes in its educational institutes, such as the punctuality of the submission of homework or assignments, the work given by the teacher to complete and the understanding of the named tasks. Whether the student learned something from it, and it impacted its performance, or the distractions of daily life became an obstacle. Considering social media, a huge platform that is accessible and available 24/7 to the students, is influencing the lives of the students and managing their studies, learning, the results of their education, either helping them in learning new skills, such as TikTok didactic videos or making them a procrastinator (Hameed, Maqbool, Aslam, Hassan & Anwar, 2013). Since the world of social media has become this raging trend, a way of conducting one's life, and a necessity among the young generation to live, it has side-lined the focus of the students, the websites of Facebook, Twitter, Instagram, TikTok and many more is a need and a must for every student to have accounts on it, some have more than one. Having so many options and distractions in a student's life, affects their learning, the skills and time that can be utilized to discover something new or anything knowledgeable is used on social media, eventually impacting the performance of a pupil and its proficiencies to learn efficiently. The constant visualities and mind-numbing sites decrease the intelligence of the brain as well. Although, in some cases, the effects these sites have left on the students have been encouraged, as studies showed how social media and its interactions have made a student's life easier, and the learning process much less time-consuming. According to LaRose et al, (2001), the fixated time spent on the internet and other websites has been a factor that has influenced the students in their learning and academic performance. While this leaves an effect physically, though, it is suggested that mentally a student also faces difficulties (Hameed, Maqbool, Aslam, Hassan & Anwar, 2013).

Facebook and Student Learning

Facebook is a worldwide famous application, available in most parts of the world, accessible to every student, and every individual is familiar with the functions as well. However, the impact it leaves on the learning and grades of a student was evaluated by a study held by Stollak et al. (2011) which illustrated how the results of a student's studies are severely affected because of the constant usage of SNS and consuming immense information from the websites. A survey was organized to prove the claim on student learning, the study assessed that 63% of pupils are more competent in achieving better results in their studies while not using the internet much (Stollak et al., 2011). It is concluded that the usage of Facebook by pupils is influencing their grades. Social media gives the right to articulate whatever they want to, - "Many students who use Facebook post embarrassing, humiliating, and hurtful content in text, photos, and videos which harm others" (Fodeman & Monroe, 2009). The investigators observed that Facebook was impacting the learner's ability to perform socially and culturally in their unknown spaces, however, in a constructive way; it helped learners to participate in larger and unfamiliar settings.

Twitter and Student Learning

Students' learning is majorly relying on the capability of the pupil, through Twitter mainstreaming in the process, it is to observe through various studies, the impact of the association. In a study conducted by Junco, Heibergert, and Loken et al (2011) on approximately 135 students to find out the impact of social media usage on learners and their grades, for this examination the pupils were added into two categories, the first category was instructed to use Twitter whilst the latter one was not. It was surprising for the detectors to observe the higher marks and GPAs achieved by the former group, which participated on Twitter about the class studying material and being updated about the class alerts.

Lenhart (2009) stated that the most trending SNS for online users is considered to be around the age of twenty-five, yet that percentage changed and the 10% of that particular group decreased or less above 55 for adults. It was also proved by a paper introduced in November 2011 that demonstrated that the older generation of 66% is inclined toward various types of social networking sites such as Twitter (Amin, Mansoor, Hussain & Hashmat, 2016).

Learners' intake the information delivered by social media platforms seriously, which brought a transformation in their attitude, resulting in a fixation on daily base interactions (Scholz, 2009). Although, according to McLoughlin and Lee (2007) the influence of social media platforms has been a positive outcome on the students' personal and academic structures, via bringing options and variety for all groups of people.

Instagram and Student Learning

Instagram is playing a major role in the learning of students, essentially in supporting the ability of a learner. In a study was organised by Soviyah and Etikaningsih (2018), the study that they conducted on students' performance in writing expressive texts via Instagram influence their learning, it was observed that the pictures posted on the app encourage the user to write descriptive captions with it and while doing so, it has promoted the skills of the user to be further enhanced even outside the classroom.

Another feature that was supporting students' performance was the share and comment options, the interaction between peers made the social connection with their mates easier. This research was influenced by Anggraeni (2017) and Cahyono & Wdiawati (2018). It can be suggested that such features have impacted learners' ability through a positive lens.

Smith & Anderson (2018) made the argument of directing the infographics of social media users, it portrayed that the student generation of all the population in the world is immensely interested in engaging and socialising with their friends, co-workers, and other acquaintances with the assistance of their smartphones and successful at that. This new surge of technology diving into classrooms has brought options for instructors and teachers to be creative in their teaching methods and teach the language with multiple references and assistance from the social networks (Wahyudin & Sari 2018). By involving such methods, it has allowed the students whether they are undergraduates, to be more interested and enthusiastic about learning (Wahyudin & Sari 2018).

According to Hughes (2007), the examination that he held about blended learning was to conclude the effectiveness of this mode that influenced the student's understanding of the ESL writing course. The learners were observed to be more motivated and dependable about their education. However, by implementing the mode of taking support from social networking sites such as Instagram in the teaching and learning method, the interest of the pupils suggested to be more active and dedicated while being interactive with their classmates about educational information and attain the duty assigned.

TikTok and Student Learning

The hand-in-hand affiliation of the respective domains has brought the students learning ability to be more effective, the studies conducted for such particular alliance have proved rather that. This research is a demonstration to verify the TikTok video's role in learning the writing skill, more specifically the descriptive text. Syaifuddin et al. (2021) have conducted a study to analyse the effect of TikTok didactic videos on the learning skill of a student such as writing, they distributed questionnaires to students about TikTok's efficiency on their learning skills, which resulted in the majority of the learners had the understanding that TikTok is a useful tool for learning especially writing descriptive texts. It also assists the learners to equip the background knowledge from such videos about a particular subject and TikTok has proved to aid them in this domain.

In the questionnaire given to the students, they received a high response on the item which questioned the understanding of text from TikTok videos, which got a 3.88 mean score and .892 standard deviation. Furthermore, another statement in the

survey asked about the improvement of learning a skill through TikTok, this item also received high-level understanding from the students with a 3.73 mean score and 1.062 standard deviation;which essentially interprets the students approving that the videos viewed on TikTok have enhanced their learning ability. According to Harmer (2007), the demonstration of pictures and music attached to it has proved to be a good and fast learning method for students. Moreover, as Wright (1989) states that to familiarize the eye with learning, it has to be organized in a suitable manner. When the arrangements are not properly made, about the photographs then the complication arises of its impact. Keeping the study of Syaifuddin et al. (2021) it is understood that TikTok delivers the influence to learn positively with effectiveness.

Conclusion

It is to understand that the SNS is connecting the whole planet through its various features and innovations. Considering the students' input to these platforms and the effect it leaves on them has been discussed in this research. Different sites and apps have contributed to the learning of students, such as Facebook, Twitter, Instagram, and Tik Tok. Facebook is one of the networks; according to Shambare et al. (2012) that have influenced the lives of students due to its extra usage among the pupils which assists them in performing to their expectations. Furthermore, Twitter with other features have targeted different users, it is famous among students for exchanging texts and information about their studies. Such as in Domizi's experiment to gather information about the interchange between learners and their peers resulted in them using it more frequently for their study related work. Additionally, Instagram and the relationship between student learning has progressed the learning skills of students, as in a study by Soviyah and Etikaningsig (2018), the writing of extended paragraphs over picture captions assisted them in improving their abilities. Similarly, Tik Tok has also contributed immensely to the advancement of student learning through its positive effectiveness. These social media applications have opened doors for the new generation to view the academic world in a different light and use the approach appropriate to their understandings and abilities.

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