

The Role of Social Media in E-learning on University Students in Multan

Bilal Mazhar^a, Qasim Arshad^b

^{a,b} Bahauddin Zakariya University Multan

Corresponding email: bilal.mazhar@live.com

Abstract

The present learning discerns the role of social media in e-learning. This study was conducted on the students of Multan from various institutes and data was collected from three institutes. The primary idea of this study was to understand the role of social media in e-learning and management of social networking sites for learning. In this investigation, the researcher Propounds on the suitability for the role and usage of social media in schooling. Surve and chi-square assessment is used as amethod of sampling, for this quantitative investigation and. Consequences show that social media plays an essential role in e-learning and learners use social media for linking with friends & family, humanizing educational skills, developing coursework, course group communication, self-inspirayion and entertainment. Moreover, by using social media they give out information and ahead the efficient facts related their lessons work.

Keywords: Social media, E-learning, University Students, Multan

Introduction

Many individuals use World Wide Web to attain facts and figure. WWW is a steadily developing apparatus; which not just gives variety of particulars but contributes in the contemporary process of exchange, linking and annexing with mankind and content. Undoubtedly, internet is major computer system in this world. According to this way of communication, billions of data processor tools are linked with each other. Initially, the internet was used for practical reasons such as by armed forces/ solidarity explorations, systematic or well organized companies. In 1991, many occupational and purchasers adhered to internet. At that time, WWW had extended internationally and was expanding at an accelerating rate. The network is the source of information and amenity for people. (Turban et al. , 2015; Laodon & Treiver, 2015).

Role of social media

In these days, internet makes everything easy. Everybody is having access in different fields through this online networking e.g. in job opportunities, pedagogy, commerce etc. It is clear that there is no dividing line among individual's communication when they are using internet for International teaching, cooperation studying, storage of acknowledgement, and online interconnection. Twitter, Facebook, YouTube and Instagram give us a large way for cybernauts to interrelate, share and design contents (Muntinga, Moorman and Smith, 2011).

Now the question arises whether social media is used for educational purposes or not? It is to be known that the students mostly use internet for the purpose of getting informative knowledge and information. It is also used for promoting education tourism (Irfan, Rasli, Sami, & Liaquat, 2017). Bibi, Bukhari, Sami, Irfan, & Liaquat, (2018) investigate Effect of latest technology and social media on interpersonal communication on youth of Balochistan and found the positive relations among them. Similarly (Irfan, Rasli, Sulaiman, Sami, & Qureshi, 2018) studied Use of Social Media Sites by Malaysian Universities and establish that its has positive Impact on University Ranking. Irfan, Rasli, Sulaiman, Sami, & Qureshi, (2019) also conducted a systematic review of a decade to study the Influence of Social Media on Public Value.

Importance of social media in higher education

Social media mainly supports teachers and students interaction. In every student's life, internet plays a vital role. They get maximum of the informative knowledge using internet, as it minimise the hurdles in their studies. Students are electronically connected with the help of social media e.g. Skype, Facebook, WhatsApp etc. This platform is basically used by the teachers and their students for the purpose of sharing information and working with each other. Students who leave institutions for any reason can be easily connected with their teachers by social networking program. Teachers make different accounts for their students on social media from where they get information about studies easily. E-learning system transfer education from one person to another. This creates technological development in society. (Daltain, 2012; Borgees, Fourgetis, & de Gravis, 2012).

Importance of social networking in E-learning system

Can wood be provided for distance informal communication which pushes those circumstances of e-taking by making framework. Distinctive in relation to the typical web founded e-marketing structure in system. E-learning system allows us to make content notes and enables students to learn efficiency. “For educated supporting results, the social capability in classrooms needed inter-relationship. This social interaction escalates the aptitude, integrating mind, social awareness, self administration, and relationship expertise. These features convey the importance of digital worlds.

Statement of problem

In the scanned generation social media is important and helpful for the students. On the other hand, many students mostly spend their time in watching entertainment program and its effects on their studies. Few students a used social media for learning point of view and attained much knowledge from internet.

The researcher has sought about the job of social media in instructions and how E-learning upgrades the engrossment of students in education. The research delineates the negative and positive effects of internet on students by the use of social media in learning process.

Research Objective

- To explore the new possibilities linked to role of social media in learning process
- To analyze use of social media among the learners linked with their academic achievements.
- e-learning enhances the interest of students in education.
- investigating the students use of social media for various goals.
- To examine how the use of social media inspires the academic work.
- To analyse the students' perspective either positive or negative impacts of social media in their academic, social activities and privacy.

Literature review

Usage and role of social media

Shahzad, Khan (2010) in his study found that social media is widely used medium especially by students. He conducts a study to check the usage and effect of social media on academics of students and he explored that a large number of students nearly 67.3% use social media for entertainment and communication purposes. Most of them use social media just because it is trendy in their peer groups. He also gets to know that social media hardly have any impact on studies of student as social media users got 3.0 to 3.5 GPA in their exams. Researcher collects all this data by applying survey technique. To check the impact and consumption of social media sites on students he used gender, age, grades and specialization as variables of the study. Social media website is not only negatively influencing the academics of students but also has a vast number of positive aspects. Students also use this medium for learning and to gather current knowledge and information (Colak, 2010).

In addition to above mentioned studies, (Munieng et al., 2014) conducted a study by choosing only one social media platform i.e. Facebook. Researchers check the impact of the social media on the student's grades who are most often user of Facebook. This study concluded that E-learning from this type of media platform is not very effective but also very hard to work and communicate regarding studies.

Positive effects of social media on students' academic life

Different researchers like Wheeler et al., (2008) as well as Rifkin et al., (2009) explored that in achieving the standard goals of higher studies social media play a momentous role. In the current century, people gather most of their educational information from social networking websites. In higher studies like PhD students mostly collect their academic material through social media websites (Khan, 2010).

Negative effects of social media on students' academic life

Kuppuswamy and Shankar (2010) on the other hand found some dreadful impacts of social media websites on the life of students. Social media creates a distraction and student instead of studying and communicating from these platforms indulge into different non-academic activities such as

cheating someone, make illegal and false relationships and using fake accounts.

E-Learning & role of Social media

Long (2004) asserted that after the great invention of printing press through which different informative and educational material was able to be published, the other big achievement for the world is to make e-learning possible. E-learning allows students and scholars to link with the digital world and make discussions to clarify their point of views but for this purpose it is not necessary for them to gather physically on one platform instead they can connect with everyone from their own place via email, video and audio two way communication, web posts, face to face web chat and many more. Even home based web tutors are also available on social media that help students in their studies.

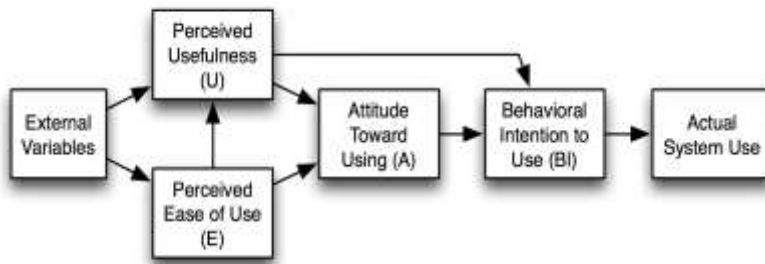
Theoretical framework

In 1989, Fred Davis formulated the Technology Acceptance Model. Information technological system and ATM is widely accepted by researchers. This model becomes very popular among research scholars. Researchers apply this Technology Acceptance Model to achieve the results of their studies. Theory of Reasoned Action (TRA) became the basis for this model (Fishbein & Ajzen, 1975).

Current research work focuses on the usage pattern of Internet and web technology in context of E-Learning. This web technology provides students with a lot of information, knowledge and also makes communication possible with other people. By using TAM as a variable a researcher analyzed the perspective and attitude of student towards the usage of social media especially for the purpose of their higher education. He also checks the acceptability rate of new and trendy technology among students. (Shittu et al., 2011).

Hypothesis

- Social media are superficial to have good quality impact on the e-learning facility of the users.
- E-learning males the learning skills better.



Research Questions

- Do the learners accept the role and usages of social media in E-learning?
- Whether E-learning develop the interest of students in education or not?
- Does social media supported class work boost or shrink the student learning experience?

Methodology

In this quantitative study, survey method is used for exploring the use of social media and role of social media in learning process. The students of Universities in Multan, is the population for this research. Sample was selected by using the simple random technique. A complete sample size of three hundred (300) learners was randomly chosen from fifteen (15) Universities in Multan district and 100 students were selected from (50 females & 50 male) each university.

The technique of simple random sampling was used, the sample was picked by using cluster sampling. The main three Universities were chosen from fifteen universities. These universities are.

National College of Business Administration & Economics, Institute of Southern Punjab and Bahauddin Zakriya University Multan. In these universities total numbers of learners are approximately about 42000. By using the simple random technique, the researcher chose 300 learners who can be reached easily.

After that investigator designed the questionnaires to get the information and data from learners. In these questionnaires Likert scale was use and these questions were written down with the help of old studies. Questionnaires werw filled by the learner under the age of 18 to 30 and these questions are about the role of social media in e-learning and also impacts on learners life.

Variables

Independent Variable

Social Media, aptitude, knowledge age and gender are independent variable of this study.

Dependent Variable

Using social media is the dependent variable of this research. The dependent variables are;

- E-learning.
- Education learning process.
- Acceptability of technologies

Findings

The complete numbers of contestants were 300 which is shown over table. The respondents were divided into two groups equally as male and female 150 each according to the topic. The outcomes with respect to age in table displays that age duration of 18-20 were 21.3% of contestant, whereas 21-23 years old were 42% members. The age periods between 24-26 were 22.7% player while 27-30 years were 14% competitors. So, consequently majority of them were of 21-23 years. Contestants mainly utilize social media website so results shown by the collected data were: Facebook participants 22.3% while YouTube competitors 26.7% on the other hand, Whatsapp members 38.3% whereas Instagram contributors 9.3%. Consequence shows that Whatsapp services are mostly like by members.

According to the time, people who use social media less than 1 hour are 6.7% while 2-3 hours are 42.3%. The members who use 4-5 hours are 48.3% whereas 6 hours are 2.7%. Results show that majority are 4-5 hours 1-2 sites used by 10.7% participants while 2-4 sites utilized through 26.3%

people. Number of sites 4-6 engaged 35.3% remaining 6-8 places join 20.7%. The calculations show majorities are of 4-6 number of sites utilizes. The participant’s easy access towards PC is 10% while to the laptop 18.3%. The smart phone used by the contestant are 56% whereas availableness to all is 25.7%. So aggregate appears that members mostly use smart phones.

Table no 1: Demographic Profile n=300

Variable	Subgroup	Percent	Variable	Subgroup	Percent	
Gender	Male	50	Time	1 hour or less	6.7	
	Female	50		2-3 hours	42.3	
Age	18-20 years	21.3	No. of Sites	4-5 hours	48.3	
	21-23 years	42.0		6 hours +	2.7	
	24-26 years	22.7		Use	1-2	10.7
	27-30 years	14.0			2-4	26.3
Social media Sites	Facebook	22.3	Accessibility	4-6	35.3	
	YouTube	26.7		6-8	20.7	
	Twitter	3.3		PC	0.00	
	Whatsapp	38.3		Laptop	18.3	
	Instagram	9.3		Smartphone	56	
			All	25.7		

Positive and Negative effects of Social media website on student’s life

Table no 2 demonstrate the results of the statement mentioned above. Researcher collects the results from participants of survey. Subjects of research give different answers and select different options for the same statement. The response of the participants regarding above described statement is shown in the table by the frequency and percentage of answers. The results reveal 46.3 % respondents strongly agree with the statement and 41 % agree to the statement but other left over respondents have different opinions.

In response to this statement 40.3 % population strongly disagree. They are of the opinion that social media has no negative influence on their lives. The results of this statement are shown in the above table through percentage and frequency. See table 2.

Students face privacy issues linked to social networking sites

The result unveils that most of the social media users face privacy issues as 38.7% participants agree with the statement and 17.3 % strongly agree while 5.3% disagree and 37.3 % are of neutral opinion regarding this statement. See table 2.

E-learning improves learning skill

Out of total participants 45.7 % agree and 41.7 % strongly agree on the statement that E-learning improves the learning skills. On the other hand, 6.0 % participants disagree and 6.7% show neutral viewpoint. See table 2. The above table shows the result according to the percentage and frequency of the answers collected from the respondents. Strongly agreed participants are 42%, 38.7% agree while 5.3% disagree and participants with neutral opinion are 13.3%. See table 2.

Social media use in daily life for e-learning purposes

On the response to the statement about the everyday usage of social networking websites for social and e-learning purposes, 32.7% participants social networking sites are useful in everyday life as they were strongly agree to the statement. 38% participants also follow almost the same opinion by giving agree opinion. However, 2% are disagree and 27.3% are of neutral view. See table 2.

Table statement proves true as most of the participants answer in favor of the statements that Google, Google Scholar, Yahoo are widely used search engines for social and educational purposes in daily life. In the above table researcher represents the results that is 33% respondents strongly agree, 37.3% agree and the percentage of disagree and neutral is 4% and 22.3% respectively. See table 2.

Most of the people think that social media has a negative influence on the grade points of students. This study proves their thought wrong as the result asserted from the respondent's answers show that GPA or percentage of results in exams is least effected by the time student spent on social media as 66% respondents respond in the favor of social media while 34% disagree with other respondents. See table 2.

Table no 2. Assenting feature analysis consequences.

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Positive Effects on life	46.3	41	12	0.7	00
Negative Effects on Life	10	14	17	18.7	40.3
Privacy Issues faced	17.3	38.7	37.3	5.3	1.3
Improvement in E-Learning	41.7	45.7	6.7	6	00
Improvement in Class Communication	42	38.7	13.3	5.3	0.7
Importance of Social networking sites	32.7	38	27.3	02	00
Internet Search engines	33.3	37.3	22.3	04	03
Increased in marks/percentage		66		34	

Discussion and Conclusion

The findings of this research showed that the social media is mostly used by the students for the academic purpose. In this advance era, everything is easily available using the internet. Students use internet and gain knowledge regarding their work. The key purpose of this study is the role of social media in educational learning and how learners build their knowledge.

Students who are studying in colleges and universities use social media for educational learning. They use YouTube, WhatsApp, Twitter, and Instagram for gaining information. In this way E-learning improves the interest level of the students and links with each other.

Adding to the above point, a lot of questions were raised on the uses and acceptability of social media. The students use social media for awareness, acknowledgement, information attraction and join the friend circles for the educational purpose. Another question presents the interest level of the students. Most of the students improve the interest level because their exposure increases by using the social networking sites. That's why students use social media in a good sense. This is a way the learners increase their academic score or GPA.

The assumption of the study proves that social media plays an important role in the life of learners because their academic activities, syllabus and relationships rely on social media. Therefore, social media is a good source of knowledge and entertainment platform.

The result of the study reveals that students use social networking websites to take information regarding studies, and it shows that students use social media for e-learning. The importance and the need of social media in e-learning is proved by the results of this study which shows that students used social networking websites most often for the betterment of their learning skills, to complete their academic assignments, for class communication, to communicate with family and friends, to motivate, and amuse themselves.

References

- Bibi, A., Bukhari, S., Sami, A., Irfan, A., Liaquat, H. (2018). Effect of Latest Technology and Social Media on Interpersonal Communication on Youth of Balochistan. *Journal of Managerial Sciences*, XI (3), 475- 490
- Çolak, M. Y., Hekimoglu, D., Ersoy, K., Sozen, F., & Haberal, M. (2010, January). Health content analysis of organ donation and transplantation news on Turkish television channels and in Turkish print media. In *Transplantation proceedings* (Vol. 42, No. 1, pp. 134-136). Elsevier.

- Davis, L., Rifkin, W., Longnecker, N., & Leach, J. (2009, January). New media to develop graduate attributes of science students. In ASCILITE. Davis, L., Rifkin, W., Longnecker, N., & Leach, J. (2009, January). New media to develop graduate attributes of science students. In ASCILITE.
- Fishbein, M., & Ajzen, I. (1976). Misconceptions about the Fishbein model: Reflections on a study by Songer-Nocks. *Journal of Experimental Social Psychology*, 12(6), 579-584.
- Ganis, B., Klie, H., Wheeler, M. F., Wildey, T., Yotov, I., & Zhang, D. (2008). Stochastic collocation and mixed finite elements for flow in porous media. *Computer methods in applied mechanics and engineering*, 197(43-44), 3547-3559.
- Irfan, A., Rasli, A., Sami, A., & Liaquat, H. (2017). Role of Social Media in Promoting Education Tourism. *Advanced Science Letters*, 23(9), 8728-8731.
- Irfan, A., Rasli, A., Sulaiman, Z., Sami, A., & Qureshi, M. I. (2018). Use of Social Media Sites by Malaysian Universities and its Impact on University Ranking. *International Journal of Engineering and Technology*, 7(4.28), 67-71
- Irfan, A., Rasli, A., Sulaiman, Z., Sami, A., & Qureshi, M. I. (2019). The Influence of Social Media on Public Value: A systematic Review of Past Decade. *Journal of Public Value and Administration Insights*, 2(1), 1-6.
- Khan, S. (2012). Impact of social networking websites on students. *Abasyn Journal of Social Sciences*, 5(2), 56-77.
- Kuppuswamy, S., & Narayan, P. S. (2010). The impact of social networking websites on the education of youth. *International journal of virtual communities and social networking (IJVCSN)*, 2(1), 67-79.
- Long, H., & Dixon, D. G. (2004). Pressure oxidation of pyrite in sulfuric acid media: a kinetic study. *Hydrometallurgy*, 73(3-4), 335-349.
- Shittu, A. O., Okon, K., Adesida, S., Oyedara, O., Witte, W., Strommenger, B., ... & Nübel, U. (2011). Antibiotic resistance and molecular epidemiology of *Staphylococcus aureus* in Nigeria. *BMC microbiology*, 11(1), 92.
- Sobaih, A. E. E., Moustafa, M. A., Ghandforoush, P., & Khan, M. (2016). To use or not to use? Social media in higher education in developing countries. *Computers in Human Behavior*, 58, 296-305.

- Turban, E., King, D., Lee, J. K., Liang, T. P., & Turban, D. C. (2015). Overview of electronic commerce. In *Electronic commerce* (pp. 3-49). Springer, Cham.
- Zainun Tuanmat, T., & Smith, M. (2011). The effects of changes in competition, technology and strategy on organizational performance in small and medium manufacturing companies. *Asian Review of Accounting*, 19(3), 208-220.