

The Effect of Social Media on Students(a case study)

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Abstract

In this globalizing society , social media has become one of the popular elements that affect over everyday life .It works hard to connect people together, share knowledge and exchange messages. It helps people to interact with each other regardless of the distance among those people .Social Media is one of the main forms concerning the development of technology which has different forms , social media is considered one of these forms .

Social media aims at connecting people even they are living in different places and times without giving an impact to the geographical boundaries and differences around the world .Research shows that people use different kinds of social media for different kinds of communications .

Social media has the ability to maintain connection with each other and provides the opportunity for belonging to people who communicate and participate together without being face- to – face with each other.

This paper is an attempt to investigate in detail the effect of using social media in education by checking this effect on students' academic life from different points of view. The study recommended certain suggestions according to the aims of the study.

تأثير وسائل التواصل الاجتماعي على الطلبة

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المستخلص

أصبحت وسائل التواصل الاجتماعي في مجتمعنا العالمي اليوم واحدة من العناصر المهمة التي تؤثر في حياتنا اليومية فهي تعمل وبشكل فعال لتأمين الأتصال بين الناس وتقاسم المعرفة وتبادل الرسائل والتفاعل مع بعضهم البعض دون الأخذ بنظر الاعتبار المسافة التي تفصل بين هؤلاء الناس.

تهدف وسائل التواصل الاجتماعي الى التواصل بين الشعوب من غير ان يكون هنالك تأثير للحدود الجغرافية والأختلافات بين الأمم على مستوى العالم.

تؤكد البحوث بان الناس يستخدمون انواع مختلفة من وسائل التواصل الاجتماعي ومن أجل أدامة هذا التواصل مع بعضهم البعض تقدم وسائل التواصل الاجتماعي الفرصة للناس من أجل التواصل والمشاركة معا بالرغم من عدم وجود فرصة للقاء وجها لوجه بينهم.

يحاول هذا البحث التقصي وبالتفصيل عن مدى تأثير استخدام وسائل التواصل الاجتماعي على الحياة الأكاديمية للطلبة من خلال تقصي هذا التأثير من وجهات نظر مختلفة حيث قدمت مقترحات وتوصيات طبقا الى نتائج البحث

Section One Social media and Culture

1- Introduction

Social media is considered one of the basic and necessary elements of our life .It gives a chance for people in general to interact and communicate by using information that is quickly accessible on the internet .The internet users have increased due to the increasing of needs in life .People who use social media have become popular in daily patterns and routines. Today , Social media (SM) has an impact on education through teachers and students. It emphasizes on connecting teachers and students on the tasks of knowledge construction in learning and teaching environments.

1-1 Background of the study

There is an explosive growth in the number and use of social media in everyday communication methods for individuals and organizations in recent years. In education ,there has been a great increase of its incorporation in the cases of teaching and learning .The settings of todays' social world is changed rapidly in the case of communication among people in general and among teachers and

learners in specific. The academic life of students is one of these cases that affected with the use of SM technologies.

This study focuses on how SM impact on students' academic life and this study employed a qualitative approach in assessing the kinds and degrees of these impacts of SM on students' academic life.

1-2 The aims of the study

This study aims at:-

- 1- investigating how students use these techniques to learn new skills ,develop relationships, interact with friends and get knowledge.
- 2-examining the way that social media influence on the college students' academic life.
- 3-exploring experimentally the degree of this impact of social media on the students' achievement.

1-3 Limits of the study

The study is limited to investigate the effect of social media on the students' academic life of Diyala university ,college of Basic Education ,English Department, fourth stage during the academic year 2018-2019

1-4 significance of the study

Investigating the influence of social media on students' learning would be of great relevance to teachers, students and parents. The outcome of the study will help to understand the attitude of students regarding the use of different forms of social media and their impact of students' academic life at the college level. This investigation would give a clear picture to educators in general which give a chance to find out solutions to the negative effects if any.

Section Two :- Review of the related literature

2-1 Social media and learning

Social media as a new technology has changed the way people interact by presenting various methods of communication. It gives a chance to people who live on this planet to connect with each other easily by considering the whole world as a "global village" due to the quick communications among the users.

In language learning, different kinds of SM are being used for communication with other students and teachers inside and outside classroom. SM applications may have a positive role in language learning in class. It can help in understanding the scientific material by affecting positively on the authority, discussion and collaborative work. Students can get a benefit from this form of technology in stimulating critical thinking skills and knowledge construction. Today, SM has an impact on teachers and students. People can stay in touch by using SM sites. It makes people feel closer and more connected. With the use of SM, The distance that separate people is useless. Gudy Kunst and William B. (2003:244) states that this technology has been rapidly spreading by getting the popularity in today's society. This technology helps people to change their ways of life and their communication patterns in order to be in touch with a new cultures.

The study aims at assessing and evaluating the impact of social media on student's academic life in the cases of teaching and learning in higher education.

2-2-Kinds of Social Media

Rosen, Devan . and Lackaff ,Derek.(2010 :34) mentions four types of social media that are used by students .These types are explained according to its use by students as follows:-

a-Facebook

It is one of the new technologies in society used to exchange messages among people across the world. It is established in 2004 by Mark Zuckerbery .The aim of this mission was to encourage interaction and bring people together with different backgrounds. The number of people is about (800) million users in the world with a participation of (6.9) billion. It is (1 of 12)people has a facebook account.

b-You Tube

It is one of the main tools that enriches social life by ignoring the factor of distance .You Tube can be described as a video-sharing website . It is found in 2005 which gives a chance to interact with the global community by sharing and viewing users generated video contents(Guecan H. 2015 :3).

Each individual can comment and express his/her opinion on videos and participate with other knowledge due to the rapidly

increased of the You Tubes, people can upload videos to the internet for the sake of information persuasion, and entertainment.

c-Twitter

It is one of the main tools that allows people to communicate among people by using microblogging and sharing events, information and personal stories (Java A. & Tseng B., 2007:7). Twitter is created in 2006 found to relay real time information to those who use this technology. This social-networking sites used by people to focus on individual life of others.

d- Skype

Skype is a telephony service used as a multi-purpose messaging social media of mobile payment. It offers free calling between subscribers and low-cost calling to people who don't use the service .In addition to standard telephone calls, skype enables files transfer, testing, video chat and video conferencing.

e-We chat

This device is found in 2011 submitted by china and developed by Tencent. It doesn't store any user's chat which is only stored in user mobile phones, computers and other terminals. This device is a free messaging alternative and support sending text .This service is available for desktop computers and other mobile devices, including mobile phones.

2-3 Uses of Social Media

Hofstede G.(2001:152) expresses the kinds of uses for SM by people as follows:-

- 1- it is designed to achieve a sense of belonging among people.
- 2- the urgent need for connection and interaction with others.
- 3- exchange topics, information ,issues, opinions, and events, and
- 4-it is used to gain knowledge, learn and allow people to participate in conversation without being face – to – face with others.

2-4-Social Media and Higher Education

Many educationalists believe that the "existence of social media is essential of universities(Selwyn, N. 2012 :23). Many universities maintain profiles and groups on social networking sites. Students can share resources, interact, and exchange information .Social media can help students in supporting knowledge among learners by

exchanging opinions, thoughts .Students at the college level can communicate with their teachers by using SM as a group outside classes and get help if any during the weekends and evenings.

Section Three : Methodology

Introduction

Interviews were used in order to explore the effect of SM on college students, and conducted by admitting qualitative Research Interview. It gives a chance to understand the students' experience and have response to questions submitted to students. The interview had provided the study with detailed information related to the study concerning their prescriptives and thoughts on the impact of SM on their academic life.

3-1 A Research Design

A qualitative approach was employed as the empirical part of the study. In the empirical part of this study, using a semi-structured interview among some selected students of College of Basic Education-English Department. a qualitative research was used rather than quantitative because qualitative methodology is appropriate to collect data in a natural setting rather than a contrived situation (Creswell J.,2007: 10).

To avoid human bias whenever possible, a face to face interview between the researcher and participants was employed . Therefore the study tried to discover a detailed information of how students are using and benefiting from SM through in –depth interviews .A list of questions concerning the impact of social media on student's academic life and other questions related to the study are prepared in order to be submitted to students .A qualitative approach was employed as part of the empirical part of the study.

3-2 population and sample

The target population of the study is selected randomly for the 4th year college students of English department-Morning Classes – College of Basic Education- Diyala University during the academic year 2018-2019.The sample comprises (25) female and (25) male students .Detailed information is collected from students by using face- to- face interview. Five questions are presented to the participants (Appendix I) related to the aim of the study to

investigate the effect of social media on the academic life of students.

3-3 Data Collection

The whole data collection period lasted around (2)weeks .Each interview took approximately (30 to 40) minutes and all the interviews were conducted in English. During the interviews, the study took notes for better transcription. All the interviews were audio taped for precision and easier transcription with the participants' permission .The first part of the interview asked for participants study program. The second part was consisted of the interview questions concerning:-

a-how students use social media

b-to what extent has social media support and enhance their learning.

College students are considered among the most profile users of social media network sites(SNS).They spend a considerable part of their daily life interacting through (SM).By using these profiles , students today communicate with one another and exchange opinions ,thoughts and information.

Students are connected to those global online communities in order to learn in new ways using different kinds of (SM).Students are asked through interviews (5) questions related to the aims of the study as follows :-

Q1-The purposes of using social media

Q2-Challenges or difficulties face college students in using (SM)

Q3-Kinds of social media used by college students

Q4-The degree of satisfaction with social media

Q5-The advantages and disadvantages of social media

3-4 Data Analysis

The data collected was then transcribed and categorized based on the answers of the participants. Relevant themes were then developed from the transcriptions. The data of the study was analyzed inductively, starting with the raw data consisting of multiple sources of information and then broadening to several specific themes.

Section Four : -Results and findings

Individual interviews were conducted and analyzed in this study .The data collected from this research study is used to answer the interview questions due to the aims of the study .

Table (2) the kinds of social media used by students

Gender	Facebook	You tube	Twitter	We chat	Skype
Male 25	50	50	30	10	5
Female 25	percentage (100%)	percentage (100%)	percentage (60%)	percentage (20%)	percentage (1 %)
Total 50					

College students use facebook and You Tube more than the other activities of SM.(Boyds Danha M. & Elision N. 2007 : 8).According to the answers of the college students in the interview the study concluded that SM does not affect on students learning .Students affirmed that SM tools neither improve nor negatively affect learning when compared to some teaching strategies in the classroom.

The study findings demonstrate the way of using social media by college students of higher education and the degree of influence on students' academic life.

College students conversant and familiar with SM are mostly used by all students. In general students' use SM for discussion of their assignment or coursework is limited .Most of their use of social media is not related to their academic study. Students use (SM) in general to communicate with friends ,relatives to exchange

information and opinions. College students deal with issues concerning public and private sharing of videos but college students use little about their own scientific or academic information and knowledge.

College students believe that facebook and You Tube are more attractive than other social tools. Female students use (1.6) times more likely to use than male in using social media.91% of college students are use social media to communicate with already known friends.

After studying the phenomena, the research concluded that SM is widely used by students, but SM contribute a limited significant on the development of their academic life.

College students have a connection ,read and react postings made by them on the site and send a receive messages, either privately or publicly .These activities that are done by students ,these communications don't have a relation with their academic life.

Q1-The purpose of using social media

College students use social media to communicate with their friends and to stay in touch with people whom they can not with face-to-face. Students spend a lot of time to communicate with others related to different social topics.

Students also use SM to share information photos, resources ,links, articles, new and maintain contact and connection with others. College students had only a few contacts with their teachers which used to exchange information with their teachers concerning their academic study.. This limited connection is done through e-mails.

Q2-kinds of social media used by college students

Students use face book and you tube as main tools of social media to make new friends and maintain already existing relationships. These tools are used by students in general to exchange massages , photos ,videos and information. Female students use SM more than male students in different kinds of communication to exchange opinions ,thoughts ,and information with friends and relatives while the part of communication related to the academic life of students is also limited.

Q3-challanges or difficulties face college students

The difference in habits among people is one of the challenges that face college students. The variety in culture among nations is one of the problems that face students while using social media service. Furthermore ,SM give a chance to make nations become closer by presenting their habits on SM. Social media is one of the tools that helped students to overcome these challenges. The difference in culture is appeared when students be in touch with students from other countries.

Q4-The degree of satisfaction with social media

The analysis of the college students reveals that students feel satisfied and of SM to keep people in touch with each other and it is one of the new and modern ways of communication. Students believe that SM has become part of their life. It can be used in any time and used to fulfill their time by getting advantages of this device as using games , watching videos and writing comments on different topics.

Q5-The advantages and disadvantages of Social Media

Students affirmed that SM has become prominent in society and integrated into everyday life .Students mentioned some of the disadvantages of SM as follows:-

a-advantages

1-efficient in communication with people around the world. This communication is easy , interest and sometimes useful.

2-In general, social media has a positive role in learning by exchanging messages, information and resources .In fact, it is not used effectively by college students. Thus, time for using SM to improve the student's academic life is limited.

3-the distance among cultures has been decreasing. Thus SM affect positively on intercultural adaptation. It is a chance to discover a new world concerning nations, people, habits and customs.

4-conecting people with their friends, peers, families, acquaintances and teachers .The geographical distance is useless by using the SM devices.

5-social media fastered connection with different aspects of culture. People in general, can be in touch with the whole world in a very short time and effort.

6-in addition ,social media works positively towards social norms and traditions by reducing differences among people.

b-disadvantages

1-posting and sharing personal information is one of the problems that face some of the college students in using social media especially male students. Sometimes, the wrong use of SM make problems to students and their parents.

2-time-consuming is one of the main disadvantages of SM. Very limited time only of this use is useful and related to their academic life .Students always talk with people on the internet for a long period of time and this use has a bad effect on students' health. People in general ,spend a lot of time using the SM for communication.

3- The delivery of expressions and instant reaction can not fully be convinced. Students exchange their thoughts ,ideas with others by using different SM devices.

Data analysis includes checking the responses of college students according to the interview questions. Most of the participants claimed that they receive class schedule and other works through various platforms. Almost all the participants mentioned facebook ,we chat, whats up and you tube. Some of the participants explained that their use of SM is limited concerning a discussion and working on their assignments. Entirely, all the respondances asserted that SM has been a medium of receiving and sending information with friends and relatives in their school life .Information is collected according to the questions that are presented to the college students.(appendix I).

An overall discussion of the results is made due to the answers of the college students in the interviews. According to the responses of the students, the results are as follows:-

1-college students had only limited contact with their teachers and colleagues by using e-mail while most of their using of SM is for communicating with their friends and families about different topics and events. Thus, the influence of social media on college students' life is very limited.

2-the results emphasize the importance of SM and its effect to strengthen ,build and maintain relationships among people in general as a modern way of communication. The effect of social media on students' achievement seems weak.

3-communication and relationships with others influence ones' sense of communicating while adapting to a new culture especially with

this communication is done with contacts abroad , social media works to close nations with each other.

4-social media strengthens the links among people across the world ,creating an environment for learning and understanding .It has an interesting facilities that can be used for improving the achievements of students' academic life.

5-social media provides a chance to people have the opportunity to communicate with friends and families in order to stay update ,aware ,and informed of current events.

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Appendix (1) Questions submitted to students

- Q1-the purposes of using social media
- Q2-kinds of social media used by college students
- Q3-challenges or difficulties face college students
- Q4-the degree of satisfaction with social media
- Q5-the advantages and disadvantages of social media

