



Social Media Improving The Quality Education: A Case Study Of University Of Balochistan, Quetta

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Abstract:

The term social media is being concerned as a negative thing and most people think that is the cause of the decline in students' academic performance. The objective of the study was to investigate the role of social media in improving quality education in University of Baluchistan, Quetta. The study also explored the reasons for using social media and the advantages obtained from social media for improving quality education. The nature of the study was descriptive and used both qualitative and quantitative methods. The sample size of the respondents was 100, which were the regular students of different departments of University of Balochistan, Quetta and the data were collected randomly through a questionnaire. According to the finding of this study, students are using social media for educational purposes. Facebook, WhatsApp, YouTube, and Slides share are the most beneficial social media sites which are being used by the majority of students for supporting their educational activities. Social media is a crucial tool for improving the quality of education in the era of the 21st century. The study recommended that the students should use the social media related to their educational activities and visit those pages, channels, and websites which are trustable and providing authentic information and knowledge. Moreover, it recommended that the institutions should ensure the easy availability of social media for facilitating a platform to the students to improve their academic performance.

Key Words: Social Media, Improving quality education; Balochistan

1.Introduction:

Social media is the combination of internet-based application (Facebook, Twitter, WhatsApp, linked lines, YouTube, Instagram, etc.) which allows the people to share ideas, interact, discuss, upload and download photos, videos, articles, lectures, class notes, and so forth related to the field of area. People access social media by using technologies like laptops, computers, mobile phones, and tablets. The rapid growth of social media has changed the world into a global village where billions of people are connected to each other by the time. It does not have any specific place, but has facilitated a platform through which people can easily communicate with each other for multiple purposes. Social media sites are considered the most beneficial tools for the source of information, knowledge, and being updated about every corner of the world.

Social media had been popular all over the world and is used by millions of people on a daily basis for various reasons. These sites have reduced many communication barriers and provided an environment where people can interact easily. Most of the teachers and students seek help from social sites to enhance their knowledge by searching topics, articles, books, journals, slides, and chat with experts related to their course. By the time social media is playing the role of the university, language center, tuition, educational institution, Cinema, club, and etc. it became a new world by itself and has given modern environment to the people according to their mindsets (Romero,2015).

The students who do not gain the classroom lectures or miss the classes, search the topics through social media sites like YouTube, linked-line, slide share so forth, to enhance their knowledge for showing expecting results in the classes. It provides an educational environment, especially to students and teachers where thousands of scholars, teachers, and experts share lectures, ideas, and knowledge regarding investigating topics, questions, and phenomena. In today's modern world universities and colleges are offering online classes internationally to their scholars and students through social media instead of managing a specific place for the class. With the blessing of social media, students can get international university degrees and diplomas by taking online classes in their own bedrooms (Al-Ufi, and Fulton,2014).

Nowadays, national and international scholarships are being advertised on social media for the sake of spreading the advertisement on a broad level where everyone willingly or unwillingly can see the post from every corner of the world. Moreover, with the help of social media students and scholars search relevant data according to the nature of their research problem and also access the experts to contribute and give guidance for expecting results. These social networking tools had been considered very beneficial for improving quality

education. On the platform of social media, the users are allowed to investigate, convey their ideas, experiences and also can make relationships for social and educational motives throughout the world (Jiao, Gao, and yang 2015). Among youngsters, a big part of students is utilizing social media to share information and educational activities with friends and colleagues (Shittu, Basha, Abdulrahman, and Ahmad, 2011). These social media sites have facilitated useful functions which are beneficial for improving the learning and teaching in higher education to support the quality education. Social media is supporting the students and teachers for transforming and getting information (Hartshorne and Ajjan, 2009).

The world has changed from earlier ages to today's highly technological world, so the learning method is also changed from traditional classroom methods to now online learning. Merten and William (2009) said that now the teacher level is increasing and the method has been changed from plane lectures to multimedia presentations in a highly updated and popular era of computer technology. Nowadays social networks are not used for communication only, but are used in education too. The schools, colleges, and universities are now providing suitable materials, locations (lecture halls, classrooms, and labs) (Liccardi et al., 2007; Khan, Ullah, Usman, Malik, Khan, (2020). There are many social networks through which people can communicate, but the main top social networks using for education purposes are Facebook, Whatsapp, and YouTube.

Most of the time students often use global social media sites (i.e., Twitter, YouTube, and Facebook) for multiple motivations and around 60% of these students stated that they utilize social media to discuss classes, educational activities of colleges and schools (Masic et al., 2012). Social media has many advantages of learning especially in improving education and many other fields (Gikas and Grant, 2013). Social media tools have the potentiality to be used as a source of communication for academic purposes especially in higher education for improving learning and teaching (Sobaih and Moustafa 2016). Social media is strengthening relationships among faculty members, students, and teachers and also creating an educational environment for learning and teaching as a result the student becomes more indulge in classroom activities.

In addition, many students reported they use social media for educational purposes because, via these sites they can convey and exchange knowledge, Information, ideas and Moreover studies show that social media sites are valuable tools for improving educational activities through developing communication, collaboration, active involvement, resource sharing, and critical thinking (Yuen, et al., 2009). All the above studies have shown the positive results of social media towards improving education with the needs of today's world.

In this way, social media is playing a crucial role in improving quality education, and many students and teachers are being positive influences to enhance the level of their knowledge, skills, learning, and teaching. Most of the students consult social media such as YouTube, Slide Share, and linked-line for exams and assignment preparation. Which can fully support them to be well known and organized regarding educational activities of course and classes? Modern technologies changed the pattern of learning and improving education. Students can easily access social media sites for educational purposes and the experts and professionals in different fields are sharing their knowledge through making videos, topics, slides, and publishing articles on various topics.

Social media has emerged as an important tool for ensuring quality education in the modern world. But, Pakistan, is one of those countries where people are mostly unaware to utilize social media for educational purposes, thus motivation behind conducting this study is to identify how social media is improving quality education. The study focuses on some specific social media sides like Facebook, YouTube, Whatsapp, and slide share towards improving quality education in University Of Baluchistan Quetta. The key aim of the study is to change the traditional tendency of using social media among students and bring the positive aspects of these sites in front of University of Balochistan's students and educators.

2.Literature Review

2.1. Social media:

Social media is the production of the modern age and it has influenced many aspects of the world with its broader scope. Social media sites are internet-based applications can be used by technologies that create a highly interactive platform through which people share their knowledge, experiences, ideas, events, pictures, videos and communicate with their each other (Kietzmann,2012). Social media is a phrase that had been tossed every corner of the world. These sites are websites that not only provide information and also help the people to interact with others during sharing information.

The term social media is a combination of applications that allows people to share, ideas, text, and videos, it also offers a platform for the users to communicate with each other. In addition, social media site or web-based application that facilitates users to easily create and transfer contents in the shape of audios, videos, documents, and pictures (Safko & Brake,2008). With the help of social media, users can create personal profiles, read and respond to posts that are shared by other users.

Social media sites are web-based applications that allow users to establish, engage, and share existing content in the digital atmosphere via various ways of communication. With the help

of this platform, users become able to develop profiles, exchange, discuss, and share various interests and activities. The interesting side of social media is that it is not just bounded to laptop computers, but it can also be used via mobile allocations and smart phones. These technologies make it possible to access and use social media easily (Davis et al., 2012)

Social media is a way of interaction among individuals in which they share, create, comment, and exchange among themselves in various networks. Social media is being used excessively throughout the world (Mao, 2014; Khan, Ullah, Usman, Malik, Khan, (2020). Especially Students spend the big part of their time on social media than any site. The total time had been spent on social media by mobile devices increased by 37%. 121 billion minutes spent in July 2012 as compared to 88 billion minutes in July 2011 on social media. (Frye, Trathen, and Koppenhaver, 2010). When social media is used with mobile so it will be called mobile social media. 1.93 billion Individuals use mobile technologies for social media. The numerical social media users had risen 176 million in 2014 and touched over 20,207 active users in 2015 (Al-Rehmi & Othman, 2015).

In addition, social media played a vital role in supporting the learning process. It works as a bridge between students and teachers to develop a good understanding of communication. It has created a platform for the development of educational activities to improve the teaching and learning process with audio, video, and text materials. Students have shown deep interest in social media for the purpose of education (Oye, 2012). Educational institutes believe that social media can be used effectively and useful tool in higher education due to its easy availability and usage. Students who had used social media in their studies were not only observed to be highly engaged and active, and they have also been observed in advanced gain power in general education. It supports students to develop impressive relationships, communication, and engagement with peers and teachers. The usage of Social media in an academic course can connect and encourage the students to create a virtual community towards better learning. It also offers opportunities for students to increase their learning atmosphere (Al-Rehmi & Othman., 2015a). Social media platforms like Facebook, WhatsApp, YouTube, and SlideShare emerged as supporting tools to enhance students, academic performance.

These are the most popular social media sites which are being excessively used by teenagers, especially by students in the field of education and learning. These sites have changed the way people interact and communicate with each other. Students of all ages utilized social media on a daily basis.

2.2. Education:

Education is the process of facilitating learning, or the achievement of skills, information, knowledge, s values, beliefs, habits and attitude. Education is a continuing process of bringing positive changes in human behavior. Educational methods contain, discussion, training, teaching, storytelling and directed research. Education often takes place under the instruction and guidance of educators. However, learners also educate themselves. The methodology of teaching is known as pedagogy. It can be practiced in formal or informal settings. Formal education system is divided formally into such stages as preschool, primary school, secondary school, college, and university.

The provision of education has been recognized as the responsibility of governments and the United Nations to provide the best education in various regions. The system of education includes all those institutions which are involved or have taken the responsibilities of providing formal education (profit and nonprofit or public and private) and their faculties, equipment, students, resources, syllabus, rules, regulations and so forth (Cheung, Chiu, and Lee, 2001). This system also includes those organizations that are directly involved in managing, financing, and regulating such institutions such as, government ministries, central testing organizations, and textbook (Hussain,2012). In addition, Education is at the soul of personal and community development. Its vision and mission is to enable human to achieve their aims and spend a satisfying life (UNESCO, 1996)

Education is globally accepted as a basic right of individuals and societies. In most countries, basic education is considered not only as a right but also as a responsibility of governments to ensure the availability of free education to all citizens. The government of Pakistan is striving to provide education and increase the literacy rate in the country through formulating international standards of educational policies. A review on the education system of Pakistan has stated that a minor change has been observed in Pakistan schooling system in 2010. When the 18 amendment constitutionally enshrined education as a basic human for all..(Bashir, Mahmood,, and Shafique,2008)

The education system of Pakistan consist of 260,903 institutions with 41,018,384 students and 1,535,461 teachers. In this education system, there are 80,057 private institutions and 180,846 public institutions. Overall, in Pakistan 69% of educational institutions are public and only 31% are private educational institutions. (Hussain,2015).

2.3. Quality education:

Quality education is a major topic in the field of education globally and nationally. It is not only about teaching facts, but also evaluating the facts. It includes critical thinking, learning to work with others and working independently (Elena,2012). Quality education improves students' Social skills, writing skills, listening abilities, and Linguistic abilities. The provision of Quality education allows people to become more creative, develop their skills, thinking

level. Knowledge and attributes to attain satisfaction as human beings. Quality education is the foundation for creating sustainable development. It improves the quality of life, access to inclusive education help equip locals with the tools required to develop innovative solutions to the world's major problems such as, the world has achieved equality in primary education between girls and boys, but few countries have achieved this target at all levels of education ((Bates, 2005)

Quality education improves the effectiveness of education and training systems to minimize the observed injustice and inequalities among numerous categories of the population and growing diversity and hardships of societies such as Cultural globalization, Migration, Urbanization, and channels of transmission of information, values, and knowledge (Minocha,2009). Quality education means a frequent approach to a Multidimensional concept and a dynamic concept that changes and evolves with changes in time.

3. METHODS

3.1 Study design

The current study used a descriptive research design where qualitative and quantitative designs were used. This is to make sure that all possible information should be collected in order to reach clear and flawless results.

3.2 Setting:

University of Balochistan, Quetta was selected as the study for this research. It is one of the oldest and the biggest universities in the province, which is proving potential human resources and manpower to meet the emerging needs of the society. The population of the research is known as a collection of people who acquire relevant characteristics of your research in a particular area. This research selected student of Balochistan University, Quetta. This population can be representative of all Balochistan as people from different areas, cities, and ethnicity are collected here and they all to some extent related to the usage of social media for their studies.

3.3 Participant:

The data were collected from 100 respondents from undergraduate, graduate, and postgraduate students through a pre-structured questionnaire in several departments at University of Balochistan, Quetta.

3.4. Data types and sources:

Primary data was collected from 100 respondents through a pre-structured questionnaire survey as it is one of the useful instruments of data collection. According to Benbasat, Goldstien, and Mead (1987) the questionnaire is a survey tool to know the respondents' research problem and question. The questionnaire consisted of significant questions or marking scales regarding social media and its relationship with studies. The questionnaire accommodated time given to social media, effects, utilization, importance, and impact of social media in the field of study.

3.5 Sample design:

The sampling method refers to the method of selecting a sample from a population for data collection. Sampling is not the population parameter, but an estimated number of people or things as a representative that generalize the characteristics of the whole population. The sample is obtained from a given population as a subset of the population for data collection (Lincoln and Guba,1985).

This study used none probability sampling methods by selecting voluntary samples, but restricting the population of students of Balochistan University and making sure of equal data collection from both genders (Male and Female). Students of University of Balochistan belong to different areas of Balochistan with various casts were the best and most convenient sample.

The simple size (n) is calculated according to the formula:

$$n = \frac{z^2 * p * (1 - p) / e^2}{1 + (z^2 * p * (1 - p) / (e^2 * N))}$$

$$n = \frac{1.442 * 0.39 * (1 - 0.39) / 0.072}{1 + (1.442 * 0.39 * (1 - 0.39) / (0.072 * 11300))}$$

$$n = 100.6754 / 1.0089 = 99.786$$

$$n \approx 100$$

The sample size (with fixed population correction) is equal to 100.

3.6. Data analysis methods:

Data analysis is the process of interpreting data for reaching out to the answer to the research problem. It looks the most scary part of research, but there are a number of ways to analyze the data you have collected. Tools like SPSS, R (R Foundation for statistical computing), content analysis, Microsoft excel, SAS (statistical analysis software), etc. can be very efficient for analyzing the data of the social sciences.

The tool for analysis of this research was SPSS (statistical package for social sciences) which consisted of descriptive statistics, correlation, regression, and content analysis of qualitative data. The connection between variables was demonstrated through tables and graphs available in the research paper. The result was finalized through SPSS.

4. Results:

4.1. Socio-economic characteristics of the respondents

Table No.1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | BS | 56 | 56.0 | 56.0 | 56.0 |
| | MA. MSc | 38 | 38.0 | 38.0 | 94.0 |
| | M.Phil. | 5 | 5.0 | 5.0 | 99.0 |
| | PhD | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Source: Primary Data, 2019

The results indicate that the majority of respondents were students BS because it has the highest percentage (56%) and the frequency respondents of M.A and MSc are 38 and the percentage is 38% and the frequency of respondents of M.Phil. It is 5 and the percentage is 5% and the frequency of the respondents of the Ph.D. is 1 and the percentage is only 1%. The characteristics of the respondents are given in Table 1.

4.2. Demographic characteristics of respondents

Table No.2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male | 49 | 49.0 | 49.0 | 49.0 |
| | Female | 50 | 50.0 | 50.0 | 99.0 |
| | Other | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Source: Primary Data, 2019

Table no. 2 is about age, indicating that the research overall sample has been 100 and the frequency of respondents under the age of 16-20 is 36 and the percentage is 36% and the

frequency of respondents under the age of 21-25 is 52 and the percentage is 52%. The frequency of respondents under the age of 26-30 is 7 and the percentage is 7% and the frequency of respondents under the age of 31-35 is 5 and the percentage is 5%.

The table no. 3 is about gender displaying that the total respondents of research have been 100 and in which the frequency of male respondents are 49 and the percentage is 49% and the frequency of female respondents is 50 and the percentage is 50% and the frequency of other gender respondent is 1 and the percentage is only 1%.

Table No.3

| Table No.3 | | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------|-------|-----------|---------|---------------|--------------------|
| Valid | 16-20 | 36 | 36.0 | 36.0 | 36.0 |
| | 21-25 | 52 | 52.0 | 52.0 | 88.0 |
| | 26-30 | 7 | 7.0 | 7.0 | 95.0 |
| | 31-35 | 5 | 5.0 | 5.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Source: Primary Data, 2019

4.3. Purpose of using of Social Media

Table No. 4

The purpose of using social media

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | Entertainment | 25 | 25.0 | 25.0 | 25.0 |
| | Communication | 12 | 12.0 | 12.0 | 37.0 |
| | Education | 41 | 41.0 | 41.0 | 78.0 |
| | Other | 3 | 3.0 | 3.0 | 81.0 |
| | All of them | 19 | 19.0 | 19.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Source: Primary Data, 2019

Table no. 4 is about the question what is the purpose of using social media? The below table cited that 41% of respondents said that the key purpose of using social media in education, **1895 | Dr. Siraj Bashir Social Media Improving The Quality Education: A Case Study Of University Of Balochistan, Quetta**

the second-highest in ratio compared to 25% of respondents mentioned that they use it for entertainment purpose. 19% have said the key purpose of using social media is all of them and 12% use it for communication purposes. While 3% of respondents use social media for other purposes and they didn't mention the specific purpose.

Social media has changed the students' attitudes by engaging them with their everyday obsession and fascination. E-learning emerged as a potential tool in today's world and laid down many impacts on its users. It facilitates efficient learning and leads to self-motivation. Social media have increased the demand for e-learning, which is essential for many educational institutions such as, schools, colleges, and universities because it supports them to grow efficiently and become successful in their missions.

The usage of social media sites has positively impacted people, by making a difference between the various categories of people and has helped them to become successful both in their academic and personal lives. There are four basic social software tools: collaborate information discovery, content reaction, connectivity and social rapport, information, and knowledge. These tools have helped students to gain knowledge and increase information and share them anywhere and anytime. Social media like E-Learning technologies offer opportunities for teachers to quickly review content and to keep control of them. Such tools often help educators and learners to get new experiences to fulfill their personal educational objectives.

Social media plays a crucial role in facilitating knowledge equally to all. Particularly, to educators and learners. The most important benefit of social media it supports learning and knowledge by connecting people with various knowledge full people, scholars, and experts to discuss ideas, activities, and concepts.

4.4 The most used social media site or app for educational purposes

Table No. 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | Facebook | 4 | 4.0 | 4.0 | 4.0 |
| | WhatsApp | 9 | 9.0 | 9.0 | 13.0 |
| | YouTube | 25 | 25.0 | 25.0 | 38.0 |
| | SlideShare | 8 | 8.0 | 8.0 | 46.0 |
| | All of them | 54 | 54.0 | 54.0 | 100.0 |

| | | | | | |
|--|-------|-----|-------|-------|--|
| | Total | 100 | 100.0 | 100.0 | |
|--|-------|-----|-------|-------|--|

Source: Primary Data, 2019

Table no. 5 about the question of which social media site or app mostly used for educational purposes? The above-cited information revealed that 54% of respondents said on option All of them, which is higher compared to 25% of respondents marked on option YouTube. 9%, mostly use Whatsapp and 8% use SlideShare. While the other 4% of respondents said that they mostly use Facebook for educational purposes.

Learners of the new generation gain knowledge and information rapidly by videos and images. YouTube provides the educators with learning tool which can be used in education. There are many educational benefits for students and teachers to use and implement YouTube in the classroom environment Through offering the education page, it has made easiness for the learning and teaching process. Education (EDU) page of YouTube has brought students and educators in a global video classroom. In addition, the platform of YouTube encourages the teacher to engage, inspire, and educate their students with educational videos (YouTube, 2013).

With the help of the teacher and education page, YouTube provides opportunities for learners to get and share knowledge. Learners can make videos of classroom exercises and activities by sharing them on YouTube (Schachter, 2011; Khan, Ullah, Usman, Malik, Khan, (2020). Scholars can create and upload videos related to course contents and materials on YouTube and the learners will easily access these videos at home or in the classroom (Browning et al., 2011).

Many students use WhatsApp for educational motives such as providing important assignments, communicating with teachers to make clear doubts, borrowing documents from friends, discuss issues, and class timings. Today, over 1 billion individuals are using this social media service to communicate with their loved ones, classmates, and even customers for multiple purposes (Duffy,2008). Students who had involvement with the formal use of WhatsApp to support their education have received positive impacts. Students stated that WhatsApp is a useful tool for increasing knowledge.

Nowadays, it has emerged as a supporting tool, especially for students. Students consult SlideShare while they need knowledge for making presentations, preparing for quizzes and exams. SlideShare offers a platform where everyone can search for materials according to his area of interest. It has 70 million active users and hosts above 18 million pieces of content and it monthly gets 159 million page views (Baird and Fisher, 2005).

Facebook has created its use in education very much possible. Educators and learners of all ages are able to use Facebook to connect with one another to extend the educational method, it's become the norm and is a communication medium almost on par with face to face communication. The Facebook application permits students to simply access the sites from their mobile phones. This facilitates students to get associated with education and learning method. Additionally, this helps learners to reply to their facilitators by posting comments on Facebook posts, through that they'll discuss associated with syllabus Facebook has the potential to help create a valuable learning community in which students can be long and involve them in the learning process. Facebook has the ability to support peer learning and to permit for collaboration among students (Cerde and Planas, 2011). Facebook provides for a cooperative learning expertise by developing a virtual community culture and opportunities for social learning.

4.5 Social media for improving quality education:

Table No. 06

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | YES | 91 | 91.0 | 91.0 | 91.0 |
| | NO | 9 | 9.0 | 9.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Source: Primary Data, 2019

The table no. 06 about the question can social media support for the Quality Education? The above-cited information revealed that 91% of respondents marked on option Yes, which much higher compared to 9% of respondents marked no option. According to the findings, Quality education improves students' Social skills, writing skills, listening abilities, and Linguistic abilities. The provision of Quality education allows people to become more creative, develop their skills, thinking level. Knowledge and attributes to attain satisfaction as human beings. Quality education is the foundation for creating sustainable development. It improves the quality of life, access to inclusive education help equip locals with the tools required to develop innovative solutions to the world's major problems such as, the world has achieved equality in primary education between girls and boys, but few countries have achieved this target at all levels of education.

Quality education improves the effectiveness of education and training systems to minimize the observed injustice and inequalities among numerous categories of the population and

growing diversity and hardships of societies such as Cultural globalization, Migration, Urbanization, and channels of transmission of information, values, and knowledge. Quality education means the frequent approach of a Multidimensional concept and a dynamic concept that changes and evolves with changes in time.

4.6. Social Media and leaning

Table No.7

| | Frequency | Percent | Valid Percent | Cumulative Percent | Frequency |
|-------|-----------|---------|---------------|--------------------|-----------|
| Valid | YES | 81 | 81.0 | 81.0 | 81.0 |
| | NO | 19 | 19.0 | 19.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Source: Primary 2019

Table no.7 indicated that frequency of option Yes is 81 they mentioned that social media is an effective tool for learning and their percentage is 81% and the frequency of option No is 19 they said that social media is not an effective tool for learning and their percentage is 19 %. From this finding, we can examine that social media is an effective tool for learning because 81% of respondents agreed with the statement.

Instructors can integrate social media in numerous ways to encourage collaborative learning in lecture rooms. For instance, the usage of YouTube as a publishing community and WhatsApp and Facebook groups as virtual community are better ways for community building and communication for collective intelligence (Churchil, 2009). These sites have potential effects in increasing cognitive learning and can develop a collaborative knowledge building, which would be beneficial to support holistic information competencies.

Social media sites are designed for social interaction and communication and the educational usage of these tools do provide numerous educational advantages for learning and teaching atmosphere. Because of these educational advantages, many educational institutions started to invest their efforts and time to facilitate technologies to develop skills and knowledge of students and teachers according to the needs of the time (Buzetto,2012).

5. Discussion:

Social media became a useful tool for educational purposes and facilitates the learners and educators to boost-up the level of knowledge and convey their ideas in an easy way for all of those who are interested. There thousands of free and cheapest applications in Play Store

that provide probable opportunities for the educational world. The use of applications assist to establish social media focused trend that is influencing how individuals learn, teach, and communicate. It had been observed that students became very dependent on social media to meet the educational needs such as assignments, tasks, and activities. In addition, many students stated that the platform of social media plays a positive and vital role in their educational growth. Social media sites had been found useful tools to facilitate students to communicate with teachers and increase their active participation in educational activities.

Social media sites allow learners to explore and learn new ideas, theories, and philosophies and discuss all of them with friends and educators for evaluation. The use of social media can connect the learners and motivate them to create an educational environment where they can be able to learn and exchange knowledge with others. Social media were found to increase interaction among learners and teachers within the class, which enhance students' involvement and increase collaborative learning.

In addition, social media can be used to increase students' learning skills via communication and among teachers and learners. Especially, it supports students' academic experience by facilitating an atmosphere for educational discussions, which improves their learning motivations. By facilitating the students to discuss the same things at the same time within the within a virtual community. The learners can do conversations and make connections through various sources. This provides opportunities for students to learn new things outside the traditional classroom atmosphere. Many students had been positively influenced by social media.

Students who use social media become able to develop their knowledge, by highly communicative, discussion, and knowledge sharing. Students believe that they can develop their learning when they utilize social media and also enjoy it for preparing assignments, presentations, and for many other purposes. It supports students' academic experience related to academic performance.

Studies which have been done on social media impacts have shown its positive impacts on students' educational career. Social media has been exemplified by the usage of 3 models 1) social identity 2) subjective norm 3) group norm, all of these three models have shown the impacts of social media on students' patterns of life and behavior. Students' were seen to be more influenced by subjective norms. Social identity and group norms have shown the impacts of them in managing and organizing the virtual communities.

Social media has changed the students' attitudes by engaging them with their everyday obsession and fascination. E-learning emerged as a potential tool in today's world and laid down many impacts on its users. It facilitates efficient learning and leads to self-motivation.

Social media have increased the demand for e-learning, which is essential for many educational institutions such as, schools, colleges, and universities because it supports them to grow efficiently and become successful in their missions.

The usage of social media sites has positively impacted people, by making a difference between the various categories of people and has helped them to become successful both in their academic and personal lives. There are four basic social software tools: collaborate information discovery, content reaction, connectivity and social rapport, information, and knowledge. These tools have helped students to gain knowledge and increase information and share them anywhere and anytime. Social media like E-Learning technologies offer opportunities for teachers to quickly review content and to keep control of them. Such tools often help educators and learners to get new experiences to fulfill their personal educational objectives.

All educational institutions need to use such tools to strengthen their educational activities to satisfy their teachers and enhance their performance by facilitating classes, proper websites, and group collaboration. Social media plays a crucial role in facilitating knowledge equally to all. Particularly, to educators and learners. The most important benefit of social media supports learning and knowledge by connecting people with various knowledge full people, scholars, and experts to discuss ideas, activities, and concepts. People are using social media tools effectively in teaching and learning which has many advantages for institutions like, being connected with courses given by institutes.

Social media motivate the people for learning in higher education settings, which enables the users to develop public profiles and share their ideas, knowledge, and concepts with other users. There are many reasons for using social media. Specifically, Facebook because it develops effective connections between people and it is an easy way to exchange and transfer knowledge. Social media helps and encourages the students to put effort collectively to attain shared learning outcomes by understanding the perception of collaborative learning. Face to face is the most successful method for collaborative learning within small groups. Microsoft Groove has been identified as the most beneficial and helpful application for collaborative tasks and works. Social media became an ocean of knowledge for seekers to quench their thirst. It has created many ways for educators and learners to develop their skills, improve knowledge, and make relations with other experts to take guidance from them regarding their field areas.

5. Conclusion:

The research study concluded that usage of social media is very important for students to enhance their knowledge and the majority of respondents are using social media on a daily

basis for educational purposes and communication This study indicated that the majority of respondents are taking benefits in various ways from social media. Social media sites are efficient and supporting tools that can help the institutions regarding the provision of quality education. Students and students, teachers, and students discuss and share class activities in online groups. Which is an easy way of communicating with each other? In addition, social media sites seem to be helpful in increasing students' academic performance.

It is examined for the study that most of the respondents do visit educational areas on social media sites through which they get information about educational institutions, Scholarships programs, and admission. Social media is informative and gives useful guidelines about educational activities. Furthermore, it is concluded that social media sites like YouTube, Facebook, WhatsApp, and SlideShare are enhancing the students' learning level by facilitating updated knowledge, skills, and information which are very easy to be gained.

It is mentioned that respondents use social media sites like YouTube, Facebook, WhatsApp, and SlideShare for educational motive, but YouTube is the one which is being too much consulted by students in preparation of quizzes, presentations, assignments, and exams, in this why social media is an advanced too for supporting quality education. This research study indicated that the majority of respondents spend 3 to 4 hours on social media sites for multiple motives and Whatsapp is on the top of the list on which respondents spend a large amount of their time.

The study of Social media improving the quality education confirmed that social media supports and improves the quality education. It also provides advanced knowledge through this student can easily access the scholars of international and standard universities. With the help of social media, students can communicate with their classmates, teachers, and student and scholars of other universities. Moreover, on social media expert scholars post their knowledge in the form of texts and share the videos of their lectures which are too beneficial for students to clear their concept and improve their knowledge for best academic performance. Social media is an important and beneficial tool providing quality education to those who are getting formal education and also to those who are getting informal education.

6. Recommendation:

- The learners should balance time management between academic activities and usage of social media.
- For the sake of educating the students should visit those pages, channels, and websites that are trustable and providing authentic information and knowledge.
- The institutions should ensure the easy availability of social media to facilitate the students to improve their academic performance.

- The teachers should allow the students to use social media for educational purposes in the class when the lecture of teachers are not adequate to clear the concepts of students.

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