
Appraise the Use of Social Media Platforms in Learning Process through Multiple Dichotomy Analysis

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Abstract

The present research study explores the impact of social media in the pedagogical process as well as the experience of learners while applying social media during the process of teaching and learning. The social media platforms are gradually expanding their grapples on every aspects of life. In educational field, social media is widely applied over the time for educational purposes. This paper also inclines to get better understanding to know the interest of the users in tapping social platforms as you-tube, whatsapp, Facebook, LinkedIn, edu-blogs. The choice of the proper platforms depends on their applicability, ease of accessing and the authenticity. The paper also reveals the type of learning materials as PDF, videos, PPT, Word Documents, Pictures appeals the learner most. Significant contribution of these learning platforms, help as communicative and informative tools , as well as the source of knowledge for almost every subjects which attract the learners and educators for enhancing their effectiveness and obtaining the educational objectives. A descriptive research study, in which self made questionnaire was prepared for data collection. By using random sampling method, sample of the study was obtained. The survey method was used for data collection and multiple dichotomy was used for data analysis. YouTube found as a comfortable authentic and convenient source for learning process, respondents prefer videos instead of PPT and Pictures as a learning material. Social media platforms widely used in research work.

Keywords: Social Learning Platforms, Facebook, whatsapp, LinkedIn, Edu-blogs.

Introduction

Social network sites are used tremendously for educational purposes. In this contemporary situation, various social learning platforms are being used at each level of education system from primary to higher education. The researchers incline to study the effects of SMP on the educational field include the learners, teachers, educators, academicians, and administrative and educational purposes. Kaplan and Haenlein (2010) explained social media as “the Internet-based

applications which is founded on the ideological and technological pillars of Web 2.0, and assist learner to create and exchange teaching learning content”.

Boyd and Ellison (2007) define SNPs, social media equips the users to construct a public or semi-public profile within a bounded system, to articulate a list of other users with whom they share a connection, and to view and traverse their list of connections and those made by others within the system”. It is based on the social constructivism, where by sharing and discussion, new knowledge can be built. Social media is used for academic purposes with variety of ways including sharing of resources, collaborative learning, inquiry-based learning and reflective learning . Junco, Heiberger and Loken (2011) in their study, focused the use of social media in traditional learning environments, and examine the link between educationally relevant social media use and student engagement [14].

O’Hanlon (2007) exhorted in his study that social media technologies in learning, specifically social networking, that instill students ‘intrinsic and extrinsic motivation to use technologies for learning. Simonson et al. (2000) acclaimed that online learning and social networking medias are more convenient to traditional classroom learning (the use of textbooks for learning) because of the 24 hours availability and accessibility of online learning materials Oblinger (2006) characterizes the 21st century youth as technologically oriented and preferred both participatory experiences of both face-to-face as well as online learning. The youth and students can be discussing, communicating and sharing information and knowledge synchronously or asynchronously using the various social media and networking applications according to their convenience and pace. They preferred YouTube for additional information and knowledge for preparing them for the real working world. Mullen & Wedwick, (2008) explored that today’s youth are experienced social medias such as You- Tube is used as constructivist classroom as learning tools and enables the students to actively create their own learning experiences. Educators can use this as a teaching tool for engaging the youth in meaningful learning experiences. Facebook is also used as good education technology in its insightful element, giving opportunities to peer feedback and a fit for the social context of learning.

Duffy, (2008) found that you-tube is increasingly being used by educators as a pedagogic resource. The use of YouTube videos for educational and motivational tool towards achieving learning goals and objectives and can be used for student pedagogy And instructional and is use as an online space to share student authored content. The conversational and collaborative characteristics of Face book are also “collaborative and encourage active participatory role for users”(Maloney 2007, p.26). Stutzman (2005), ascertained that students use Facebook to share their experiences with friends, they learn about each other and develop social networking skills with their peers at school, and connected with previous institutions they have passed out . face book is rarely used for academic purposes but gradually increased its usages for teaching and learning purposes. According to Selwyn (2009), Facebook is very useful to know the identity of students and useful for negotiating with them. However, these Medias are being used for interconnection with one another. Students’ learning experiences and opinions with the social

media of YouTube videos and the social networking applications of Facebook for learning and investigated the lecturers' experiences and opinions of using YouTube videos and Facebook for teaching. The application of social media and innovative technology in teaching and learning are based on the conceptual theory of constructivism (Vygotsky, 1978). According to the social constructivist theory, knowledge is formed in social situations in a collaborative manner. Effective learning is the result of students' involvement in learning process as they indulge in collaborations with others, and discussing, arguing and supporting discourse among the knowledge-building communities by using technologies. Jonassen et al., (1999) exhorted that students not only explore the best possible knowledge but they can explore the knowledge and improve thinking and higher order cognitive abilities through these ways of learning. LinkedIn is also used for academic purposes. Educators of various fields are available in LinkedIn, students and those who have specific educational enquiries can access to them and seek help from them. Edublog is a blog and have educational purposes; one can ask, enquire and find solution for their academic problems. The present research explored the usages of social media platforms for learning processes and students preferences for choosing social learning platforms and study materials and also studied whether students cracked down the authenticity of these platforms.

Objectives

The main objectives of the present study are-

1. To find out the students preference of social platforms for learning process.
2. To see the students level of comfortable and ease for different social learning platforms.
3. To find out the authenticity of social learning platforms.
4. To investigate the main purpose of learner to use social media platforms.
5. To know about the social media platform with wider information range.

Research Questions

Researcher framed research questions to conduct the study, the research questions are-

1. What is the most preferable social media platform for learning process?
2. Which social media will be found more comfortable in learning process?
3. Which social media platform is better for authentic data learning process?
4. What is the main purpose of learner to use social media platforms during learning?
5. By which social media platform learner can access wider range of information during learning process?

Methodology

In the present study descriptive research design adopted by the researcher and survey method was used. Population of the present research work was the students of Pt. Ravishankar Shukla University. 200 university students were taken as a sample. Random sampling was used for data

collection. Self-made questionnaire was prepared for data collection. Multiple dichotomy analysis was used for data analysis and interpretation.

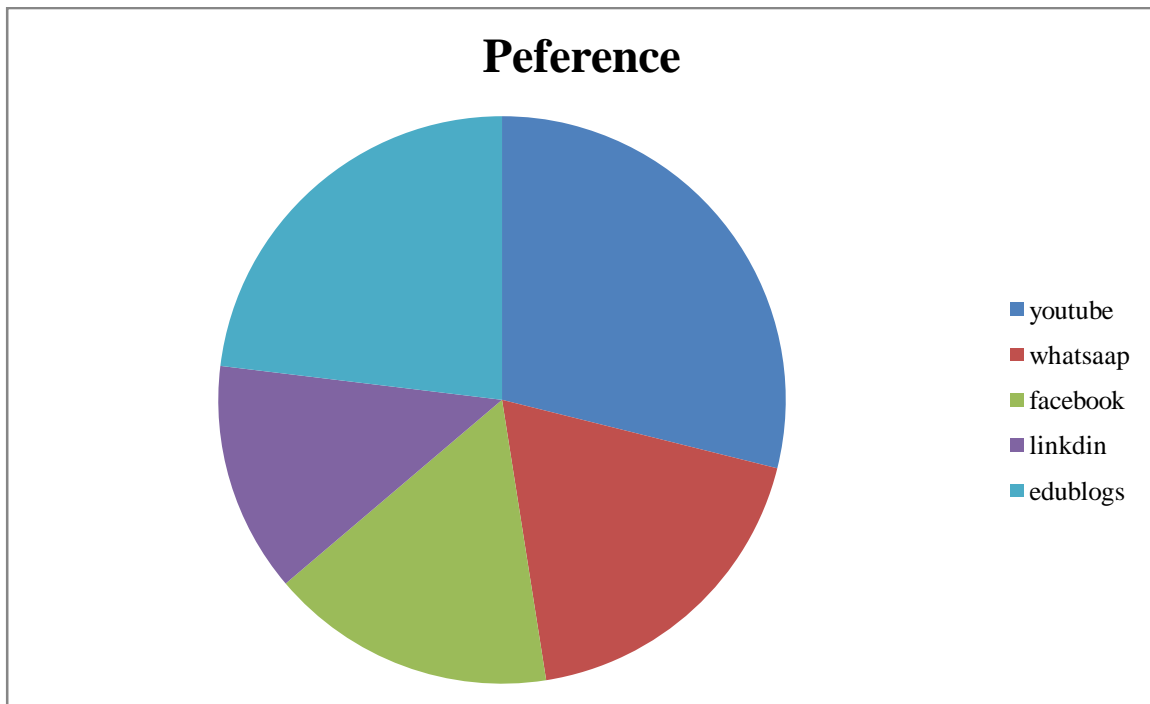
Analysis and Interpretation

Research Questions

1. What/which is the most preferable social media for learning process?

YouTube, Whatsaap, Facebook, LinkedIn, edu-blogs

Social Media Platforms	Responses		Percent of cases
	N	Percent	
YouTube	124	28.9%	100.0%
Whatsaap	80	18.6%	64.5%
Facebook	70	16.3%	56.5%
LinkedIn	56	13.1%	45.2%
Edu-blogs	99	23.1%	79.8%
Total	429	100.0%	346.0%



Case Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$social media platform ^a	124	62.0%	76	38.0%	200	100.0%
\$social media platform Frequencies						
		Responses		Percent of Cases		
		N	Percent			
preference ^a	YouTube	124	28.9%	100.0%		
	Whatsaap	80	18.6%	64.5%		
	Facebook	70	16.3%	56.5%		
	LinkedIn	56	13.1%	45.2%		
	edublogs	99	23.1%	79.8%		
Total		429	100.0%	346.0%		

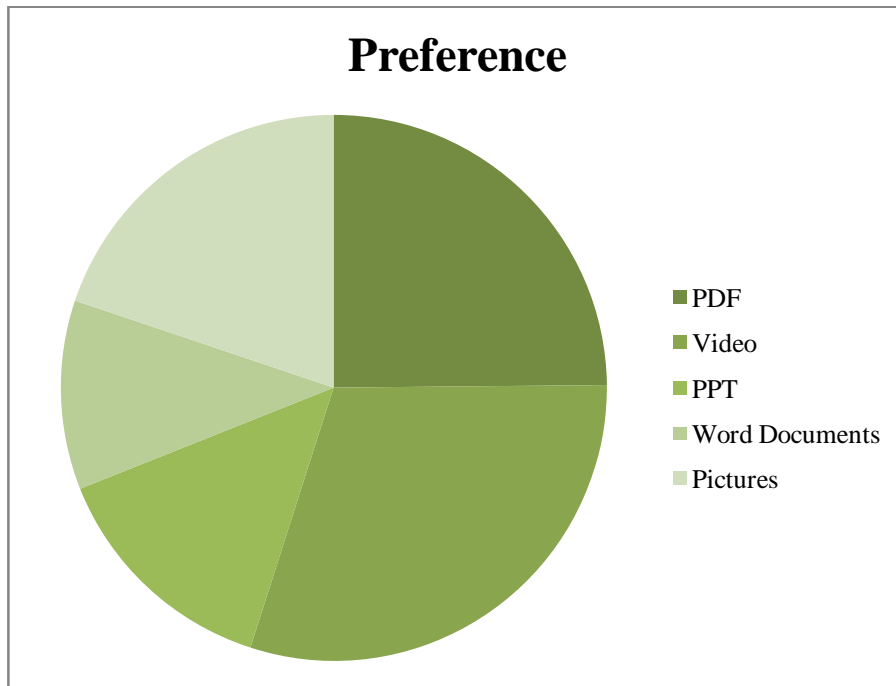
Analysis- The analysis above shows that YouTube is most preferred for educational purpose the second preference includes Edu-blogs, Facebook has least preferred by learners in learning process. 28.9% preferred YouTube, 18.6% whatsapp 16.3% preferred Facebook, LinkedIn is preferred by 13.1% and edu-blogs preferred by 23.1% participants as a first preference .

Interpretation- The statistical analysis revealed that learner give preference to YouTube as a social media platform in learning process.

2. Which information format is more comfortable in study?

PDF, videos, PPT, Word Documents, Pictures

Information format	Responses		Percent of cases
	N	Percent	
PDF	124	24.8%	70.1%
videos	150	30.1%	84.7%
PPT	70	14.0%	39.5%
Word Documents	56	11.2%	31.6%
Pictures	99	19.8%	55.9%
Total	499	100.0%	281.9%



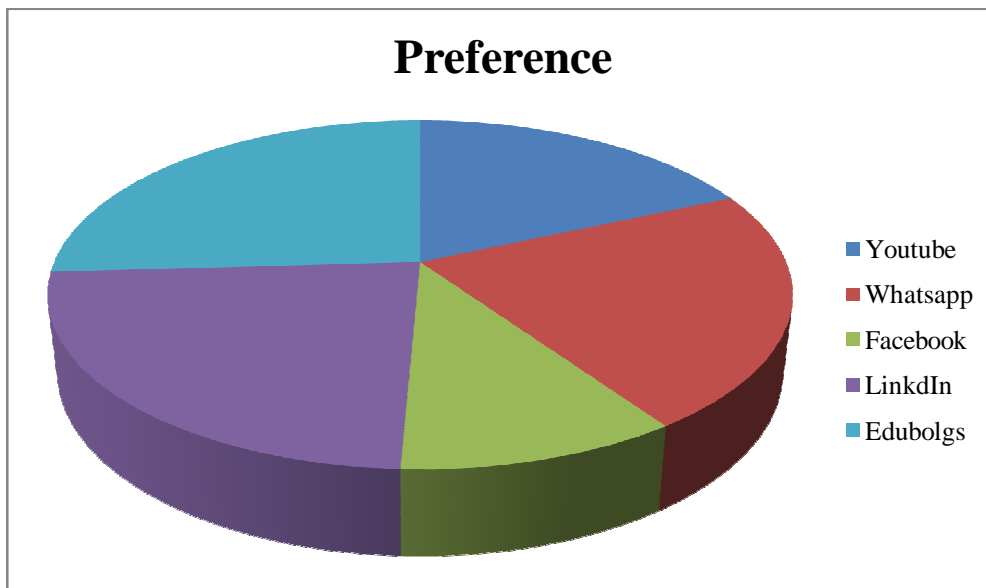
Case Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$format for study ^a	177	88.5%	23	11.5%	200	100.0%
\$format for study Frequencies						
		Responses		Percent of Cases		
		N	Percent			
preference ^a	PDF	124	24.8%	70.1%		
	videos	150	30.1%	84.7%		
	PPT	70	14.0%	39.5%		
	Word documents	56	11.2%	31.6%		
	pictures	99	19.8%	55.9%		
Total		499	100.0%	281.9%		

Analysis- The analysis above shows that videos are most convenient for educational purpose the second preference includes PDF, word documents has least preferred by learners in learning process.

Interpretation-The statistical analysis revealed that learner give preference to videos as a convenient source in learning process.

3. Which social media platform is better for authentic data learning process?

Social Media Platforms	Responses		Percent of cases
	N	Percent	
YouTube	124	18.3%	62.0%
Whatsaap	150	22.1%	75.0%
Facebook	70	10.3%	35.0%
LinkedIn	159	23.4%	79.5%
Edu-blogs	176	25.9%	88.0%
Total	679	100.0%	339.5%



Case Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$authentic source	200	100.0%	0	0.0%	200	100.0%
\$authentic source Frequencies						
	Responses		Percent of Cases			
	N	Percent				
\$authenticsource ^a	YouTube	176	25.9%	88.0%		
	whatsaap	150	22.1%	75.0%		
	Facebook	70	10.3%	35.0%		
	LinkedIn	159	23.4%	79.5%		
	edublogs	124	18.3 %	62. 0%		
Total	679	100.0%	339.5%			

Analysis- The analysis above shows that YouTube is most authentic source for educational purpose the second preference includes LinkedIn, Facebook has least preferred by learners in

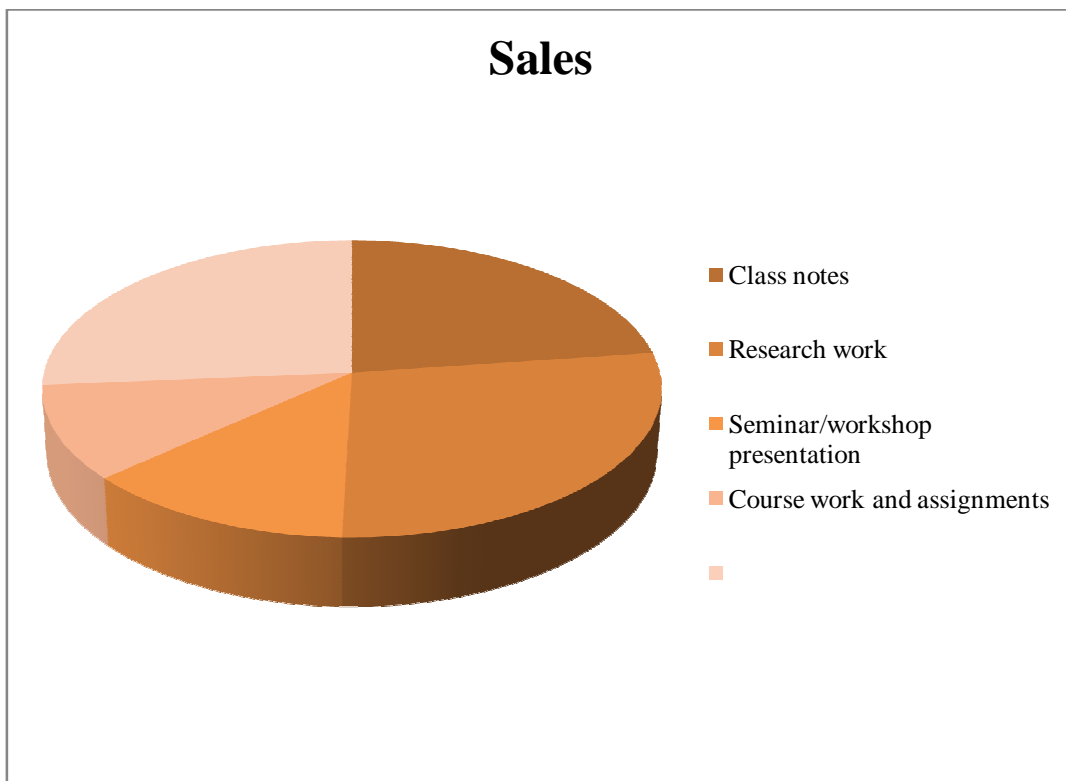
learning process. 25.9% preferred YouTube, 22.1% WhatsApp, 10.3% preferred Facebook, LinkedIn is preferred by 23.4 and edu-blogs preferred by 18.3% participants as a first preference.

Interpretation- The statistical analysis revealed that learners give preference to Edu-Blogs as an authentic social media platform in the learning process.

4. What is the main purpose of learners to use social media platforms during learning?

Class notes, Research work, Seminar / workshop presentation, Course work and assignments, Preparation for exams

Purpose of using Social Media Platforms	Responses		Percent of cases
	N	Percent	
Class notes	124	22.8%	70.1%
Research work	150	27.6%	84.7%
Seminar/workshop presentation	70	12.9%	39.5%
Course work and assignments	56	10.3%	31.6%
Preparation for exams	143	26.3%	80.8%
Total	543	100.0%	306.8%



Case Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$purpose ^a	177	88.5%	23	11.5%	200	100.0%
\$purpose Frequencies						
		Responses		Percent of Cases		
		N	Percent			
onlineapp ^a	class notes	124	22.8%	70.1%		
	research work	150	27.6%	84.7%		
	seminar presentation	70	12.9%	39.5%		
	assignments	56	10.3%	31.6%		
	exam preparation	143	26.3%	80.8%		
Total		543	100.0%	306.8%		

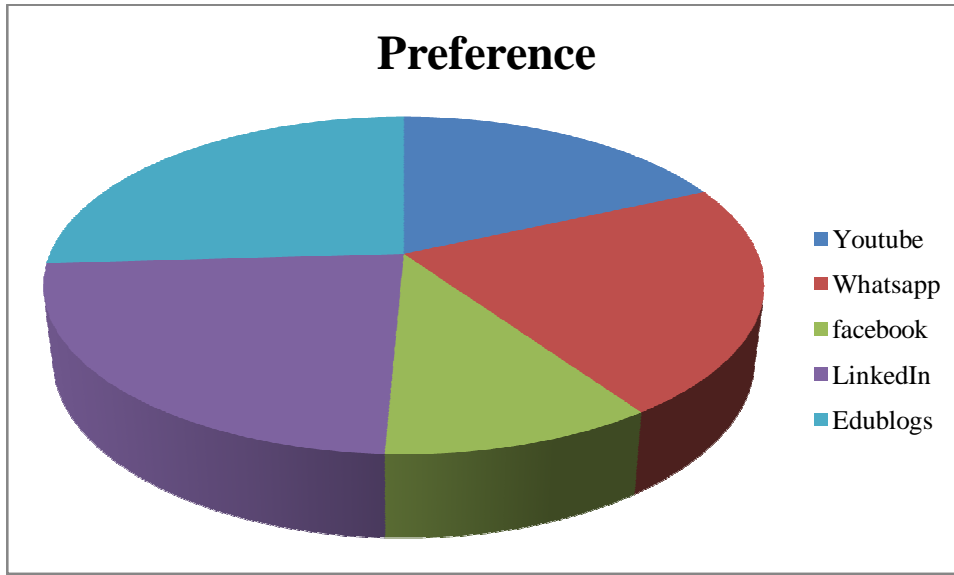
Analysis-The analysis above shows that learners used social media platform for research work most the second preference includes for exam preparation, assignments has least preferred by learners in learning process.

Interpretation-The statistical analysis revealed that learner used social media platform the most for research work.

5. By which social media platform learner can access wider range of information during learning process?

YouTube, Whatsaap, Facebook, LinkedIn, edu-blogs

Social Media Platforms	Responses		Percent of cases
	N	Percent	
YouTube	124	18.3%	62.0%
Whatsaap	150	22.1%	75.0%
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Total	679	100.0%	339.5%



Case Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$widerrange ^a	177	88.5%	23	11.5%	200	100.0%
\$wider range Frequencies						
		Responses		Percent of Cases		
		N	Percent			
\$wider range ^a	youtube	168	25.6%	94.9%		
	whatsapp	150	21.9%	80.7%		
	facebook	70	10.7%	39.5%		
	linkedin	124	18.9%	70.1%		
	edublogs	143	22.8%	84.8%		
Total		655	100.0%	370.1%		

Analysis-The analysis above shows that YouTube is wider source for information for educational purpose the second preference includes edu-blogs, Facebook has least preferred by learners in learning process.25.6% preferred YouTube, 21.9% whatsapp 10.7% preferred Facebook, LinkedIn is preferred by 18.9% and edu-blogs preferred by 22.8% participants as a first preference .

Interpretation-The statistical analysis revealed that learner give preference to YouTube as a wider source for information in learning process.

Results and Discussion

In this present study researcher tried to find out the results of some major questions which is related to learning process, in present study respondent preferred YouTube for educational

purpose, that means YouTube videos are most preferably used by learners in their learning process, additionally learner feels more comfortable with videos in learning process it means educational videos are the most convenient and preferable learning resource. On the other hand learners use PDF as a learning material and found more convenient instead of pictures and PPTs. The analysis shows that YouTube is most authentic source for educational purpose, means learner give preference to YouTube as an authentic social media platform in learning process. Learners mostly used social media platform for research work and exam preparation, the data is gathered from university students so they preferred social media use for research work. The analysis also shows that respondents found YouTube as a wider source for information for educational purpose the second preference includes edu-blogs, it means that learners give preference to YouTube as a wider source for information in learning process.

Suggestions

As per the results researcher like to suggest-

- Teachers should prepare videos of their lectures so students can access as per their convenient.
- Teachers should use social media to improve their teaching.
- Students likes PDF instead of word documents so PDF should be preferred by the teachers.

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