

## **Role of Social Media for Promotion of Education in Southern Punjab**

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### **Abstract**

*The researchers have explored the role of Social Media in promoting Education, the academic performance of students and their attitudes towards Social Media. The study conducted under the light of Social Presence Theory, Social Learning Theory and Social Cognitive Theory. For the data collection, survey method was used. Data were collected on this basis of the random sampling technique. In this way, a comprehensive questionnaire was prepared. The study concluded that Social media has strong relationships with the students and have an important tool for the students for getting knowledge about their study, social awareness and making a relationship with peer friends, family members and others. Furthermore, it is also concluded that there is some need for measures for the positive use of social media and check and balance is necessary for the parents, teachers and institutions.*

**Keywords:** Social Media, Students, Learning Process, Effects.

### **Introduction**

Social media is new form of media that have lot of features and characteristics. It offers various features like, texting, communicating, photo and audio video sharing, publishing and web link sharing with peer and friends. It is beneficial tool that can be used through desktop computer and cell phone. It keeps in touch people near or far from each other. It is most popular tool among all age of people especially among young people. The statistics of social media users are increasing rapidly round the globe. People are shifting from television viewing and radio listening to social media as social media is hub that facilitates users and provides variety of content at one platform. The rate of accepting social is high in young age people as it influence is higher on youth. Hence this trend of social media has led to various questions in the mind of people regarding its impact on society. Youth is identical symbol of society. Educated youth and is essential for progressed in any society. So, suitable educational environment and proper guidance is necessary for students to get better education. Technological tools especially social media can play significant role in promotion of education. Current

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research study hence, deals with role of social media in promotion of education as social media is in access of students round the clock (Shabir et al., 2014).

Social media has become an inevitable reality with many dimensions of usage in public and academic needs. Social media usually point out to the media that is often practiced to support to make social contacts. To understand more clearly, the phrase “Social Media Technology” (SMT) mentions about web-based and mobiles of programs that enable a single person and institutes as well to construct, to participate, and spread innovative user-generated or prevailing subject matter, in digital milieus throughout multiple-way of transmitting ideas and perceptions (Shabir et al., 2014a). It is of quite significant to examine the variation between user-generated subject matter i.e. Social media, which is technically superior as compared to traditional media like Television, radio and newspapers produced by individual users, and prevailing ideas Apart from these attributes, SMT also comprises project components that produce computer-generated social openings inspiring correspondence, there by extending the application of the machinery and sponsoring evolutions regarding the program rather than having a cross from each other communication (Neff, 2005).

The complete array of social media utilizations mentioned above allocate the inherent talent to empower social activities through the exchange of ideas multi direction always of negotiations furnishing the prospect to ascertain and impart novel particular sand facts (Shabir et al., 2014b). Consequently, we can deduce that SMT is a gigantic panorama of the program with many divergent advantages by implementation such advantages that are not merely narrowed to social networking, video sharing, or blogging. Relatively, the comprehensive explanation of SMT comprises the entirety of electronically displayed merchandise and facilities supporting online, user created societal conduct and exchange of ideas everywhere, mainly user generated content (Junco & Cole-Avent, 2008).

Over the past ten years, social media technology has changed people's philosophy about their affiliations, their acquaintances with those cross cultures, but people who have like mindedness, and the impact and influence power of online groups on how they meditate, consolidate, and perform in political subject matter. From the time when there is a commencement of internet along within corporation of email technology in to the individual and professional lives of people, their ways of connecting started to transform. Nonetheless, such advanced ways of communication are an inevitable part of people's daily routine (Smith, 2011).

Social media plays important role in higher education aggravating in to the activities of human beings of different societies, indigenous, racial and ethnic, trans-border, and socio economic surroundings. Regular and matured college students have welcomed social media technology with open arms; as it has developed in to the main part of their day to day activities. For the most part, as we think through the age groups

who are born in this leading era of high tech, there is a free flowing tradeoff between artificial intelligence and substantial participation. For these age groups, Social Media Technology (SMT) is a principal resource of correspondence and knowledge, pursuing, and probably, a fundamental aspect of their character and society building (Lin, 2008).

### *Objectives of the Study*

- To analyze the role of Social media in promoting Education in Southern Punjab.
- To assess the impact of the social media on students in Southern Punjab.
- To explore the use of social media for promoting the awareness of education.
- To analyze the strength of social media in teachers and Student interaction.
- To access the potency of Social media in the learning process.
- To investigate the value of social media network in educational institutions.
- To discover the potential of social media network to affect learning and academic outcomes.

### *Research Questions*

- To what extent social media are creating educational awareness among students?
- Do social media play any role motivating the students to participate in the learning process?
- Do social media motivate the students to achieve higher goals in education?
- Do Social media have the power to enhance the academic performance of students in Southern Punjab?
- Do students of Southern Punjab prefer social media for their academic tasks?

### *Hypotheses*

- H<sub>1</sub>: It is more likely that students of Southern Punjab rely on social media related to education.
- H<sub>2</sub>: It is more likely that learning through social media is same as in the classroom.

### *Significance of the Study*

The use of social media by the students in their class rooms has been an under discussion subject matter for many years. Many parents and educationalists have been apprehensive of the outcomes of usage of social media in the classroom. Consequently, the use of cell phone has been prohibited in the classrooms and many educational institutions have obstructed scores of well-liked social media websites. Nonetheless, regardless of grown-up's fears, students are (or will be) using social media. Therefore, several academic institutions have become conscious that it is inevitable to have as a feature these tools in to the classroom for there a son that the system of learning is

changing rapidly. Thus keeping in mind the above mentioned importance of social media the researchers therefore, intends to conduct research study regarding the growing role of social media in promotion of education.

## **Literature Review**

Al-Rahmi, Othman, and Yusuf (2015) conducted research study entitled “The Role of Social Media for Collaborative Learning to Improve Academic Performance of Students and Researchers in Malaysian Higher Education” they stated that social media is being used among students to improve their educational learning at wide range. The aim of their study was to spotlight on mutual learning and to recognize interactive factors that affect educational performance. Study also explored factors that contribute to enhance academic performance. Results of the study showed that social media playing significant and positive role in collaborative learning among students to cooperate with their peers, teachers and supervisors to improve their academic performance.

Al-Mukhaini et al. (2014) conducted study entitled “Adoption of Social Networking in Education: A Study of the use of Social Networks by Higher Education Students in Oman.” They argued that in current age, social networking sites are being significant in both personal and educational life. Social sites are tools of social interaction. Using of social sites has enhanced the teaching method in the classrooms. The aim of study was to investigate changes in traditional teaching and learning after innovation of web. Social networking sites usage and their impacts on students were also the motive of the study. Study was survey based and data was collected from various university students of Oman. The type of data collection was both qualitative and quantitative. The results showed mixed results that at one place social networking sites are proving themselves as beneficial for students and providing new ways of learning whereas on the other hand, social media has negative impacts that may affect negatively on students in learning process.

Chandra and Watters (2012) conducted research study entitled “Re-thinking physics teaching with web-based learning”. The desire of study was to know about effects of web based learning among students. They noticed that text communication using internet provide facility to teachers and students to contribute in learning and can discuss study topic sitting in their homes who might not usually do so in the classroom, even though alliance among students were limited.

Shirky (2010) illustrates that the social media network has provided fundamental picture which has common elements of the community that is the basic reason for the survival of such technologies. Social media technology connects individuals together in a way that is a rare semblance to traditional feelings of relation and freely defined memberships, sharing of feelings and thoughts and describing the

experiences and events by providing innovative forms of communication and problem solving techniques.

Bennett and Maton (2010) stated in their study entitled “Beyond the ‘digital natives’ debate: towards a more nuanced understanding of students’ technology experiences” that how can students understand internet technologies to get benefits in their study, especially social media can be more beneficial to support students learning. Now, students usually use new ways of learning and in this way social media can be more fruitful for students in educational settings.

Caraher and Braselman (2010) stated in their report that now mostly students preferred to use social media to work on their assignments, to connect with classmates, and to some extent to keep in touch with their teachers. Social media has provide the way to share material with friends, making groups of similar interests and to make pages where educational material could be easily shared with others. By giving more detailed understanding, their quantitative result could however be extended that how social media could support them in connecting them with fellows and teachers and working on assignments.

Haase and Young (2010) conducted research study entitled “Uses and Gratifications of Social media: A Comparison of Facebook and Instant Messaging.” The basic aim of the study was to analyze the difference between Facebook and instant messaging using cell phones. Study was survey based that findings showed that Facebook is more popular and primarily tool for students to maintain their relationship with others they are familiar with who live near or far from them. Facebook make it easier to communicate with multiple people simultaneously. By using social media anyone can monitor the activities of other people to whom they cannot see in a while as well as reconnecting with old and new friends.

Wishart and Triggs (2010) conducted study entitled “Museum Scouts: Exploring how schools, museums and interactive technologies can work together to support learning.” They argued that for any activity time is most important as learning process may take longer time and to understand the new technologies is also important. Social media enable students in successful learning. For more learning, extensive experience of social media usage is necessary and chatting is basic mean of communication in developing relationships.

Austin et al. (2010) stated in their research study entitled “Collaborative digital learning in schools: Teacher perceptions of purpose and effectiveness.” That social media such as Facebook, Twitter, Wikis and blogs are synchronous and as a result, students should take turns for meaningful engagement with their work. Careful and deliberate response are advantages of asynchronous social media, though interaction on social media is not as fast as verbal interaction and it may take lot of time if responsive

person is not online. Hence activities may need to be extended over a period of time especially if the collaborators are in other school, college or university or even abroad. Due to different geographical areas and different time zones may cause of delay in response.

### *Theoretical Frame Work*

The present study conducted under the light of social presence theory, social cognitive theory and social responsibility theory. Degree of prominence between two communicators using a medium is basic theme of social presence theory. As social presence theory stated that medium may differ in their degree of social presence, the current study is related with the concept of theory as in presence of various social sites, students prefer more to that medium that more fulfill their requirements and how people interact with each others. As the theory conceptualized quality of communication medium that determine the way of interaction and communication among people, the study also similar theme that how students chose best social site as medium to fulfill their studies' need. From the work of Alber Bandura's psychological and behaviour model of social cognitive theory is also relevant to this research work as study explore social behavior of students while using social media. According to social cognitive theory, learning occurs in social context and much from that is learned is achieved through observation. On the other hand social learning theory stated that people learn to other people while their observations. The current study was conducted to know the role of social media in promotion of education, on the basis of these theories, as they are most relevant with the study conducted.

### **Methodology**

To achieve any target, researcher adopts proper methodology that provides the way to conduct research. Current research study was conducted to investigate student's response regarding usage of social media to fulfill their educational needs. So, by keeping in view the nature of study, the researchers adopted survey methodology to collect data from the target public. The researchers used questionnaire as data collection tools that is considered most suitable for data collection in survey. The study of the universe was the students of schools, colleges and universities, including both males and females belonging to Southern Punjab, Pakistan. The researchers intentionally selected those respondents who were internet users as it was the necessity of the study. To meet the requirement of this study, the researchers adopted probability sampling method. The sampling technique was based on random sampling technique. The sample size of the study was 510 respondents.

*Representation of Data*

**Table 1**  
*Demographic Characteristics of the Respondents*

Sr. No.	Demographic Characteristics	Description of Characteristics	F	%
1	Gender	Male	255	50
		Female	255	50
	Total		510	100
2	Age	15-20	188	36.86
		21-25	287	56.28
		26-30	35	6.86
	Total		510	100
3	Education	Metric	170	33.33
		Intermediate	170	33.33
		Graduation/ Master	170	33.33
	Total		510	100
3	City	Lodhran	85	16.7
		Multan	85	16.7
		Bahawalpur	85	16.7
		Bahawalnagar	85	16.7
		Rahim Yar Khan	85	16.7
		Rajan Pur	85	16.7
	Total		510	100

A total of 510 respondents from Southern Punjab filled the questionnaire, 255 males and 255 females filled the questionnaire. Respondents were the students including matric, intermediate, graduation and master level. As shown in the table, the majority of respondents were 21 to 25 years old (56.28 percent), 15 to 20 (36.86 percent) and 26 to 30 (6.86 percent) respectively of the total population. The table shows that the graduate and master respondents are (33.33 percent), intermediate (33.33 percent), and matric is (33.33 percent) respectively and 85 respondents selected from each district.

**Table 2**

*Net facility and usage of Social Media*

Sr. No.	Question	Yes	No	Total
1	Do you have internet facility?	90.6	9.4	100%
2	Do you use Social Network?	91.4	8.6	100%

**Table 3**

*Social media usage for educational purpose*

Sr. No.	Question	Yes	No	To Some Extent	Total
3	Do you think that social media is a perfect tool for gathering educational knowledge?	71.2	6.9	22.0	100%
4	Do you rely on educational material collected from the social network?	66.3	5.9	27.8	100%
5	Do you feel that social media provides enough material for your assignment?	74.9	12.9	12.2	100%
6	Do you feel that educational content shared on social media network are helpful in the learning process?	74.5	7.8	17.6	100%
7	Do you think that social media can prove an alternative to the classroom?	33.7	36.9	29.4	100%
8	Do you think that learning through the internet is same as in class and at home?	36.3	46.9	16.9	100%
9	Do you feel that face to face contact with the instructor is necessary for learning?	57.6	30.2	12.2	100%
10	As a student, do you like to work in group activities through social media?	69.2	21.4	9.4	100%
11	Do you use Facebook for educational purpose?	44.5	35.5	20.0	100%
12	Do you use Twitter for educational purpose?	17.6	62.4	20.0	100%
13	Do you use Blog for educational purpose?	22.0	62.7	15.3	100%
14	Do you use YouTube for educational purpose?	39.8	41.6	18.6	100%
15	Do you think social media plays a vital role in increasing educational knowledge?	69.4	6.7	23.9	100%
16	“Social media is an empowering tool to enhance the academic performance of students” Do you agree with this statement?	60.8	8.2	31.0	100%
17	Do you personally prefer social media for your academic tasks?	45.1	25.5	29.4	100%

**Table 4**  
*Use of the social website*

Sr. No.	Question	Facebook	Twitter	Blog	Myspace	Total
18	Which network you prefer to use?	91.8	7.1	0.8	0.4	100%

**Table 5**  
*Purpose of usage of social media*

Sr. No.	Question	Entertainment	Time Pass	Knowledge	Education	Total
19	For which purpose you prefer to use social media?	18.0	14.9	54.7	12.4	100%

**Table 6**  
*Effect of social media in learning ability*

Sr. No.	Question	High	Medium	Low	No Effect	Total
20	Because of social media, what kind of effect you observe in your learning ability?	32.2	59.6	3.5	4.7	100%

**Table 7**  
*Social media as Platform to interact with teachers*

Sr. No.	Question	Very Greatly	Greatly	To Some Extent	Never	Total
21	Do you realize that social media provides a platform to students to interact with their teachers?	17.6	49.4	23.3	9.6	100%

**Table 8**  
*Social media rating in knowledge*

Sr. No.	Question	Excellent	Impressive	Good	Average	Poor	Total
22	How would you rate your social media knowledge?	15.5	39.6	25.3	17.6	2.0	100%

## **Discussion**

Current study deals with social media's role in promotion of education as social media is favourite platform for students and key source of interaction. Results of current study revealed that majority respondents have internet facility and are regular user of social media. Furthermore, majority of respondents argued that social media is the perfect tool for gathering educational knowledge as Al-Rehmi, Othman, and Yusuf (2015) stated that social media is improving educational learning at large scale and mutual learning is more effective in educational performance. Their study resulted that social media had significant and positive role in collaborative learning among students. On the other hand, Al-Mukhaini et al. (2014) argued that social media has significant role in both personal and educational life. Their study was also resulted that social media is beneficial for students and providing new ways of learning as well as negative effects on students also. Chandra and Watters (2012) also argued that know how about web based learning is necessary for students and use of social media facilitate students to communicate, discuss and share educational material. Shirky (2010) found experience to technology may beneficial for individuals and easy to share and communicate problem solving techniques. Bennett and Maton (2010) found that now students usually use new ways of learning and in this way social media can be more fruitful for students in educational settings. Caraher and Braselman (2010) stated in their report that now mostly students preferred to use social media to work on their assignments, to connect with classmates, and to some extent to keep in touch with their teachers. Wishart and Trigss (2010) argued for more learning, extensive experience of social media usage is necessary. Hence by keeping in mind all above discussion and results of the study, it may conclude that social media has attraction and affects on students.

**Hypothesis.1:** It is more likely that students of Southern Punjab rely on social media related to education.

The present research study conducted in Southern Punjab Pakistan to know about the role of social media in promoting education. To test the hypothesis, the researcher asked the relevant question to respondents "Do you rely on educational material collected from social media?" in the response of the given statement, 66.3% respondents agreed with the statement and said yes they rely on social media related to the educational material. On the other hand, 5.9% respondents disagreed with the statement and said they do not rely on social media related to the educational material. Whereas 27.8% respondents said that they rely on social media related to the educational material but to some extents. Hence the majority of the respondents agree with the statement. In the way the Hypothesis "It is more likely that students of Southern Punjab rely on social media related to education" is true.

**Hypothesis 2:** It is more likely that learning through social media is same as in class room.

To test this hypothesis, the researcher, asked the relevant question to respondents that “Do you think that learning through the internet is same as in class room or at home?” the results show that 36.3% respondents agreed with the statement and said yes learning through the internet is same as in class room at home. On the other hand, 46.9% respondents disagreed with the statement and said that learning through the internet is not as same as in a class room or at home. Whereas, 16.9% respondents said learning through the internet is same as in class room or at home but to some extent. Hence most of the respondents disagreed with the statement. So, the Hypothesis “It is more likely that learning through social media is same as in class room” is not true.

### **Conclusion**

This study was planned to determine and analyze the role of social media for promotion of education in Southern Punjab. The researchers selected this research topic because now a day there is huge amount of people who use social media for academic needs. The researchers wanted to know the effects of social media on educational performance of the students of Southern Punjab. The study concluded that social media have a greater impact on students in term of learning with interest and enjoyment. Furthermore, in this present age social media is a strong tool for getting latest knowledge about the real world learning. Social media has facilitated the students to contact with each other and share educational material. Furthermore, the study has also concluded some disadvantages of the social media. More interaction with social media can track the students away from their original purpose. So, the check and balance is necessary for the parents, teachers and educational institutes. The study concluded that by using social with the positive mind and motivation, the results could be fruitful.

### **Recommendations**

1. Educational institutes provide guideline to students to get educational and career endeavors benefits from social media.
2. Institutional heads and staff who utilize social media for professional and educational purposes should endeavor to create proficient social media environment that reflect the rationally supportive environment of educational institutions.
3. Educational departments should create pages on social sites to address realistic instructional, educational and extra-curricular activities program matters and periodically, parents should be notified about professional social media activities of their children.

4. Departments should use more social media space to highlight their educational and other activities to create competitive environment that can be beneficial for all departments to boost-up.
5. There should be adequate privacy for supervisor, students and employees and there should be recommended educational level to become the member of that site or group and only then purposive use of social media can possible.
6. In order to maintain a professional and appropriate relationship with students, employees of the educational institutes should not communicate with students frequently. It is considered that there should be a reasonable distance in the relationship between a teacher and student, so that the academic performance of the student may improve. It's better to develop a formal relationship to achieve desired goals. They might be communicated in case of urgent situation.
7. The professional media sites should be registered by the higher education authority. And they should maintain their credibility, according to the rules and regulations formulated by the higher authority.
8. The parental control must be strict on their children. They should check their browsing content's history and chat details, to stop them from the use of vulgar and inappropriate content that can harm their cognitive, emotional and physical health & development.
9. Social media offer students a way to collaborate on a global level to solve problems on global issues. So all the educational institutions should establish social forums for effective communication, and collaboration with other students and most on smart phones.

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