
THE USE OF SOCIAL MEDIA AS COMMUNICATION TOOL BASED LEARNING

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Abstract

The aim of this research is to propose a framework based social media usage as communication tool among students in learning, especially for students in higher education. This paper discussed about the types of social media that usually use by students in their learning and the effect of different types of social media to their learning level in the short term and long term. The compatibility and mutual need between the students and also social media has become a matter highlight in this study.

Keywords: Social media in learning, students, higher education, student performance

1. Introduction

Social media or also known as social networking is an important tool nowadays. People are more attend to using social media as an mediator of communication sometimes has become the communication among student can be doing successfully using social media that have. According to Boyd & Ellison (2007) define social networking sites as a “Web based services that allow individuals to construct a Public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection and also view and traverse their list of connections and those made by others within the system. This social media will give student more benefit for their learning process. The social media that use by student can help in improve student performed in their education learning. Where, in this part communication is important to student in their interactions and learning process in higher education, besides that social media was been use in order to improve communication skill among student.

According to the Concise Oxford Dictionary, the word means “the act of imparting, especially news” or the science and practice of transmitting information. These definitions clearly show the link between teaching and communication. Teachers are constantly imparting new knowledge, or transmitting information that has. Communication has traditionally been seen as verbal or non-verbal communication. However, our understandings of communication are based on a rapidly evolving field that incorporates many different domains.

Several problems has been identified that related to the using of media social as communication among students. In the previous study, many students use media social as their one of communication tools even in their learning (Donlan,2012; Alsanie, 2015). However, there still a problems about it which are student lack of communication skill in class because confident lacking in their ability to communicate in front of crowd. Moreover, we also found that student always using social media as a way of meeting to discuss work. This issue has made us to know the reason why social media become the first choice among students in learning and the third is the

use of jargon word in academic writing because students too familiar when using it in social media writing. Student was too obvious to use short form in their daily writing especially when they use social media such as WhatsApp.

The aim of this paper is to evaluate the benefit of social communication to the student. This paper proposes a framework to identify the effectiveness of social media among student in order to analyze how important communication can effects learning process. At the same time, the proposed framework identifies the success factor of communication in learning.

The remainder of this paper is organized as follows. Section 2 is literature review. Proposed framework is in Section 3. Section 4 contains some concluding remarks.

2. Literature Review

Literature review is defined as one of an integral part of the research process which guides the reader to understanding the contribution of the work by pointing out the gaps of the subject. Literature review that have quality and a good result is a study that can clearly explain and answer all the problems in the investigation, to find and present the results of work related form of literature major, behavior reasonably organized and also to make users or readers can take knowledge-knowledge through research. To enhance this literature review, various studies that have been written by many authors who emphasize and explain the overall and detailed about use of social media as communication in learning. Furthermore, the sources of the articles can be from a various kind of information sources that such as books, e-journals as well as online database and most of the information collected for this research is mostly retrieved from Universiti Teknologi MARA, Malaysia (UiTM) online database and other resources.

We discuss briefly on information related to selected topic that already mentioned. It has been divided into two sub topics which are type of social media that use among student in learning, the effect of social networking on academic performance. This topic were chosen because to know how the communication among student using the social media can be successfully apply in their educational level. In addition, communication will be defined as a process by which information is exchanged between individuals through a common system of symbols, signs or the behavior. It is important to everyone to deliver the information, get information or something else According to the Concise Oxford Dictionary the word means “the act of imparting, especially news” or the science and practice of transmitting information. These definitions clearly show the link between teaching and communication. Moreover, learning is a process that is happening or action to obtain, modify existing or possible to improve a piece of information or knowledge. Not only that, learning is the knowledge, skills and value is also an option that would lead to changes that might occur in the process of synthesizing information.

The example of communication is digital literacy including an email and texting, social media and virtual environments for instance, Facebook, Twitter, and Instagram. This communication skill is important to student in develop the process of learning in their studies. It is proved that social media is important among student as their main tools to communicate each other’s in learning.

2.1 The type of social media that use among student in learning

Nowadays, social media becomes the first choice among people to use in their life especially for communication. According to Alsanie (2015), social media become important component for modern people lives of contemporary societies and also for the young people. Here, there is several types of social media that commonly used by people especially student in the learning environment. For example is WhatsApp, Facebook, Twitter, MySpace and the others. There also have several different types of social media which are collaborative projects as example Wikipedia, blogs and micro blogs as examples Twitter, content communities as example YouTube, social networking sites as example Facebook. In this paper, we review to the type of social media for communication among student in learning.

2.1.1 Facebook

The first choice social media that was selected among students is Facebook. Within the last thirteen years, This new communication revolution began to appear among users and inspiration was triggered by a young person has received worldwide attention but eventually it became a thing of the most important in all cases as examples in the delivery of information and also as a mediator of science because this medium enables users to create special groups that have security and privacy. In Facebook as example student will get the note from their lecturer and will be discussed about the project that manage by a class. In addition, Facebook reached 500 million members and still counting and growing approximately about 85% of undergraduate students Donlan (2012). Moreover, Facebook also agreed by many researcher that this type of social media has “unique features that offer constructive and effective educational experiences to h students and also for the teachers and indirectly will maintaining privacy and safety” among of them even Facebook is “growing everyday with the new applications and up-to-date information that can be explore by users Wasoh (2014).

2.1.2 WhatsApp

The second type of social media that use for communication in learning is WhatsApp. Actually this kind of social media is cross-platform instant messaging application especially for those who have Smartphone like Samsung, iPhone or Vivo. In order to use WhatsApp, the users must connect to the Internet to communicate with each other's. According to Acheaw (2015), WhatsApp has been ranked the number two as medium used in their learning among students after Facebook. There are many reason why students choose this type of social media in their learning already listed by Church (2013), the first is low cost to send many message in one time because the ability of WhatsApp to send to unlimited number, second is to follow the members and the trend (using gadget and applications especially Instant Messaging (IM) and the third is unlimited socializing with friends at the same time. Furthermore, it also can shorten the time and the costs of information that is important. No more wasted time and money to photocopy the relevant information.

2.1.3 Twitter

The third type of social media use among the students is Twitter. This kind of social media is one among all the social networks that already offer micro-blogging service aims to interact with your contacts, and also this application can be downloaded on Smartphone and laptops (Bista, 2015). Users may also see photos,

videos, and conversations in tweets. Besides that, tweets was been use by student as a medium of communication interact with their friend. In addition, Twitter also can use by students for sharing much information related to their subject with teachers and also their classmates or others friend such as a timeline (chronological display of the messages) (Dominic, 2017). It is a convenient method of communication and provides the ability to stay connected with friends meaning to say classmates and also with the teacher.

2.2 The effect of social networking on academic performance

Social media cannot be overstated abilities and functions available to the user. Although impaired or damage, the user still needs this network as a necessity and it is no longer a requirement, especially to learn. This is because they are in need of application and connect to the Internet because they can do this through all the work-related learning. For example, the procedure set up assignment that requires sufficient information, collaboration among group members as well as a discussion of their teachers. In other aspects, social media also has its own impact on consumers, especially the impact on the students in their learning. It will divide by two aspect which mean positive effect and also negative effect to the student in using social media. In this paper, we dismantle of all the facts have been dealt with in earlier studies. It is because the lecturer can make a discussion session with the students together and at the same time even though they are in different places. Even on weekends they can still hold discussions directly between them. Not only can that, through social media also be made of blended learning among students and teachers. As mentioned by Gecer (2013), web-based learning is more flexible which mean the time and place to make learning session and not possible in the classroom. Moreover, social media can facilitate students, especially those who are less prominent in the class to ask questions because they are less confident attitude to communicate in front of a crowd H Lester (2012).

In this paper, there in not much discussion about negative effect. According to S.Mahadi (2016), using social media can make changes of attitude of the student. Meaning to say they become the attitude become not normal or unstable because the behavior from other person. For example, there are classmates who belittle the views expressed by one. Moreover, it also can effects GPA student because disruption of social media that have a lot of things that distract Vevere (2015).

3. Proposed Framework

Figure 1 is a proposed theoretical framework that will be used to guide this research. Based on the previous study, the proposed theoretical framework illustrates a dependent variable (the use of social media as communication in learning); and two independent variables (type of social media that use among student in learning and effect of social media on academic performance). The framework can be used to evaluate the benefit of social media usage as communication tools in learning.

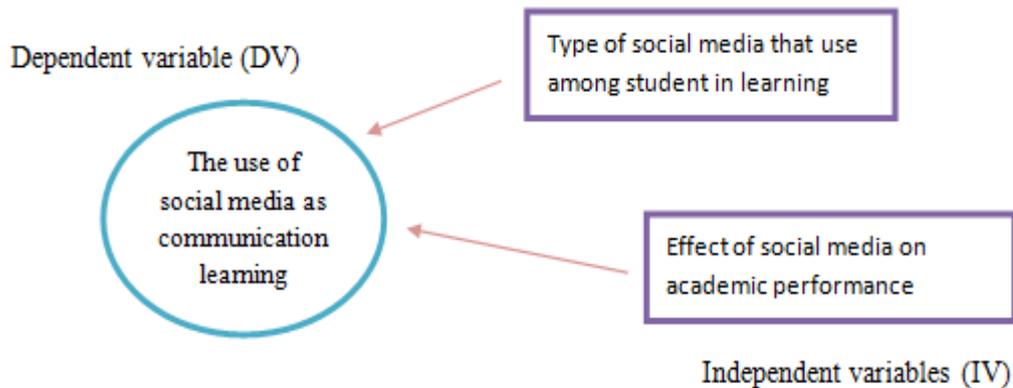


Figure 1. Proposed theoretical framework

This study contributes to the issue that was discussed in literature review. It will reveal the importance of several of social media to enhance their performance in academic. Through this study, we hope that this kind of study can give lot of benefit to the students use this social networking in a good manner. In the future, we hope the proposed framework can help everyone to understand the use of social media in learning..

4. Conclusions

As a conclusion, social media is very important among students in higher education to enhance students' performance in learning. From the variables that have been choose, we can see the relation of social media with learning nowadays because of the paradigm of the technology and social networking. So, all the information can be access through these alternatives especially for student because they really need to explore the new knowledge in their learning field. From this literature review, we can conclude that there are many types of social media that can be used by students such has been explain before for example Facebook, WhatsApp and also Twitter. Other than that, the second variable is about the effect of social media on students' academic performance. There are two different effects which are positive and negative. After the research done, we can see that social media gives many positive effects to the student to enhance their communication skills in learning.

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