

The Use of Social Media and Its Effects on Classroom Instruction and Academic Achievement

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ABSTRACT

The internet has allowed for unprecedented levels of virtual connection, and new possibilities for communication and learning have emerged as a result of the fast development of research and technology. From this worldwide web, social media sprung up and progressively supplanted many more conventional means of communication in all kinds of fields. These platforms are no longer only for fun and socialising; they have become quite relevant in the realm of education. Collaboration, knowledge sharing, and student engagement may all benefit from social media when used with care in the classroom. Social media sites like Facebook, Instagram, and Twitter have the potential to greatly improve educational programs and the quality of instruction, according to research.

Keywords: *Social Media, Classroom Instruction, Higher Education, Academic Achievement, Classroom Interaction, Digital Learning, Students' Perceptions, Teaching–Learning Process.*

1. INTRODUCTION

A new era has begun with the developments in information technology. The internet is one indicator of the modern era. Since the beginning of the Internet, many ideas that were previously thought to be impossible have become a reality. Social media is one of the most well-liked things that came out of the internet. With the advent of social media, connection has become more accessible, affordable, faster, and more dependable, thus transforming the globe into a global village.

But connecting and communicating aren't the only uses for social media. Social media platforms are not only utilised for advertising and business but also for entertainment, education, and learning because of the ease and accessibility they provide. Academics also make use of social media, which is a common way of contact among teenagers. Facebook, Twitter, WhatsApp, and other social media apps are serving as a makeshift LMS for both students and instructors. Using social media as an instructional tool boosts classroom interaction via instant communication, collaborative projects (like shared videos/discussions), and resource sharing (YouTube, forums), enhancing engagement and creativity while developing digital skills; however, successful integration requires clear pedagogical goals, strong teacher moderation, and addressing distractions, privacy, and potential negative impacts on focus, balancing innovation with student well-being to improve learning outcomes. The state of

the art in communication is rapidly evolving and expanding. Along with technical advancements, they are also evolving into something new. The teaching and learning process relies heavily on interaction, a kind of communication, when it comes to Electronic mail, or email, has rapidly become one of the most popular and cutting-edge forms of online communication in recent years. When it comes to organisational structure, this material is helpful. In the field of education, it serves as a medium via which students are kept informed about their academic pursuits. The research community is in agreement that students may benefit from incorporating social media into their education as a direct learning aid. Students may use social media to their advantage in their academic pursuits and to complete assignments more quickly and easily. As trends in student learning and academic achievement have improved, researchers have discovered that social media is rapidly growing as a virtual communication tool. In order to effectively manage teams and ensure their performance, communication was crucial. Team connections may be enhanced by using an effective system-wide communication channel or technology. Because of the proliferation of group chat apps made possible by recent technical developments, social media platforms may serve as such a tool. Social media has grown in importance as a means of communication in response to changes in the workplace or educational setting. The rise of social media has been phenomenal in the previous six years, after having begun to take off in the previous decade [6]. From 2012 to 2017, the number of Facebook users increased significantly, going from 1000 million to 2300 million, according to statistical data suppliers. Among various social media platforms, the number of people using Twitter jumped dramatically from 138 million in 2012 to 330 million in 2017.

1.1. The Statement of Problem

The use of social media in everyday life, its purposeful integration as an instructional tool in classroom teaching remains uneven and inadequately understood. While educators increasingly experiment with social media to support learning, there is limited clarity on how such practices influence classroom interaction among students. Existing studies emphasize quantitative outcomes, leaving students' and teachers lived experiences underexplored. Moreover, the specific ways in which different social media platforms contribute to academic learning are not clearly documented. Therefore, there is a need to qualitatively examine the use of social media as an instructional tool and its effects on classroom interaction and academic achievement.

1.2. The Objectives of The Study

- O1: To analyze the effect of social media-based instruction on classroom interaction among students.
- O2: To determine the different types of social media that are integrated into classroom instruction.
- O3: To determine the effect of social media use in improving academic achievement of students.

1.3. The Significance of The Study

The present study is significant as it provides insights into how social media-based instruction influences classroom interaction among students. It helps educators understand the educational value of integrating different types of social media into classroom teaching. The findings contribute to

improving instructional practices aimed at enhancing students' academic achievement. The study also supports teachers and curriculum planners in making informed decisions about the effective use of social media for learning. Furthermore, it adds to the existing body of knowledge by highlighting classroom-level experiences of social media integration in education.

2. THE REVIEW OF RELATED LITERATURE

Social media and other digital technologies are becoming more important in Indian higher education, according to recent studies. Factors such as the reputation of the school, the quality of the faculty, the infrastructure, and the influence of one's peers play a significant part in the decision-making process for first-year students in Rajasthan, according to Mishra (2024). Despite the fact that social media helps people make better decisions, the research cautions against relying too much on it because of biased and inaccurate information. It stresses the need of more digital literacy and open communication across institutions.

According to Agarwal (2024), who studied the effects of new media and digital tools on media education and mentorship in Kolkata, Web 2.0 tools, online classrooms, and interactive platforms have revolutionised the way we educate, particularly in the wake of the COVID-19 epidemic. Adaptability and technical skill differed, showing the significance of training and perceived ease of use, but the research found that both instructors and students recognised the value of digital media.

Researchers Ganesh Sethi (2021) found that both students and teachers at Manipur's universities saw social media positively in terms of its instructional potential. The research did find that there is a lack of social media integration strategies and clear academic rules, thus there is a need for institutional direction to help students succeed. Although social media platforms facilitate professional connections and social learning, Sobaih et al. (2023) discovered that among Indian healthcare students, excessive use of these platforms poses problems with privacy, attention, and overall health. Similarly, Ganesh et al. (2022) found that physiotherapy students had mixed feelings about social media's instructional value, and that it had little effect on knowledge translation. Taken as a whole, these studies indicate that social media may be a powerful tool for education, but that it has to be used in an organised, ethical, and context-sensitive manner for it to work.

3. THE METHODOLOGY OF STUDY

Content analysis was the principal tool in the study's qualitative research strategy. Relevant information was culled from student-teacher interactions, course materials, and certain social media posts utilised in the classroom. In order to find commonalities and trends in the data, everything was coded and organised in a methodical way. An extensive analysis was conducted on themes pertaining to academic learning, classroom interaction, and the many forms of social media used. In order to comprehend the function of social media-based education in educational contexts, the results were analysed.

4. ANALYSIS AND INTERPRETATION

O1: To Analyze the Effect of Social Media–Based Instruction on Classroom Interaction Among Students.

These days, a lot of people rely on social media apps as a means of communication. In this context, "use" of social media technology is integration into one's everyday life, whether for work, school, or communication. According to the research, some businesses and organisations utilise social media for a variety of reasons, such as managing knowledge or connecting individuals. Students gain a lot when they use social media for schoolwork. Using social media as a means of communication in the classroom may help students connect with their instructors on a more personal level and bridge the gap between them and their mentors. Using effective learning tactics and communication tools may make learning a top priority in the classroom, which is an essential part of any education system. By publishing and sharing relevant content in classrooms, social media enhance students' learning experience.

When students have a better time learning, it shows in their grades and how they approach their work. Nevertheless, there is a dearth of information about the effectiveness of instruction in relational management. Three popular social media applications—Instagram, Twitter, and Facebook—are examined in this article. Assuming these apps are ubiquitous in this day and age, almost everyone in industrialised nations uses them. People of all walks of life and educational levels enjoy using these social media platforms.

New ways of employing communication media emerged as a result of technological progress. The efficacy of social media technology has been the subject of research. The rapid growth and widespread interest in Twitter, a significant social media platform, has attracted many users, particularly students. There is a favourable association between social media usage and the development of student relationships, and technologies like Twitter facilitate the completion of instructional activities in the classroom. Twitter allows users to communicate with one another and exchange virtual assets, including videos, as well as ideas, thoughts, and interactions. Images, news and other digital stuff. Users think it's a great and welcoming way to communicate. According to research, there is a high correlation between student involvement and Twitter use. Students who used Twitter were more likely to actively share their ideas and opinions on the platform. Teachers and mentors may influence their students' engagement with Twitter by modelling appropriate one-way or two-way communication strategies. They concluded that not all teachers should rely on Twitter as a monologue platform because of the platform's adaptability (users may choose to receive or ignore alerts via email or text message). So, it's up to the users to determine how involved they want to be.

Among the many social media apps, Facebook has the largest user base. Images, movies, blog entries, site content, and live video streaming are just some of the media kinds that people are able to exchange online. This program has recently become quite useful due to its superior user-friendliness compared to other apps. Students may benefit more from Facebook as a learning tool because of its efficiency and convenience. The study's authors contend that Facebook's group and page capabilities

render LMS (Learning Management System) obsolete. Since the owner of a Facebook page or group cannot be added as a friend in order to view their material, users are able to maintain greater privacy while using these platforms. Facebook has evolved into a place where students and teachers may converse freely, unlike online forums. Concerns about privacy and the approval procedure set forums apart from Facebook pages and groups. For example, in order for students to get access to material on study forums, they must first submit a request, which the admin will then accept after gathering certain information. Facebook groups and pages, on the other hand, are adaptable since students may like and access the information immediately. When it comes to education, business, marketing, sales, and every other field, Facebook is causing a sea change. Facebook and other social media have altered the traditional boundaries of advertising and sales, according to the research. It opened up new avenues for internet product promotion. As more and more individuals use Facebook and other social media apps, sales methods have also increased recently. Advertisements on these apps may help spread the word and keep users informed about what's happening on campus and in their social and personal lives. This idea presents proof that students actively participate and become more sociable via sharing

O2: To Determine the Different Types of Social Media That Are Integrated into Classroom Instruction.

Social media sites like WhatsApp, Facebook Groups, and Telegram serve as classroom discussion forums, where students share and discuss course materials, and actively participate with one another. Students may get a better grasp of difficult concepts by watching instructional videos, demos, and lectures uploaded to YouTube and similar sites.

Online classroom tools such as Google Classroom, wikis, and blogs make it easier for students to work on group projects, write together, and expand their collective knowledge. Communities and Q&A websites online - Sites like Reddit-style forums or discussion boards powered by learning management systems may serve as venues for academic arguments and long discussions.

Professional Networking Platforms—Lindago may help students make connections between classroom knowledge and skills, possible job paths, and online academic networks. Media sharing and visual learning platforms like Instagram make it easy to share infographics, creative school projects, and other visual learning materials.

O3: To Determine the Effect of Social Media Use in Improving Academic Achievement of Students.

The widespread use of social media platforms as means of electronic communication represents a watershed moment in the history of technology. Even while it has many positive aspects that contribute to kids' learning and classroom collaboration, it does have some negative aspects as well. Virtual learning environments that include social media platforms like Instagram, Facebook, and Twitter provide minimal challenges for educators. Some of these issues include students' worries about their privacy when sharing information, an increase in the use of cell phones and other technological devices, and the occasional disruption to their study habits.

Deluge of Data

If we utilise social media apps appropriately and for a certain amount of time, they may improve our daily routines. The user often accesses many platforms to acquire and share information when they spend more time on such apps.

One research found that having easy access to social media causes people to become overwhelmed with information. Users are provided with an abundance of information sources and are able to store a massive quantity of data in their memory. Particularly when it comes to social media, students often feel uneasy about sharing their opinions or facts at school events due to concerns about being seen as genuine.

Compulsive Web Use

Addiction to the internet could develop in teens if they have too much access to social media apps. Studies have shown that students nowadays use their cell phones excessively, which supports this idea. Surprisingly, 72.3% of students in the European Union were hooked to the internet and social media apps, according to a research study. Students get hooked to the internet because they use more resources, such as mobile phones or laptops. All of a sudden, pupils' focus and motivation to succeed in school can take a nosedive.

Concerns about Privacy

The main problem with social media apps like Facebook, Twitter, etc., is that consumers are worried about their privacy. Regarding privacy issues, other research have shown comparable outcomes. According to research, most students in the journalism class utilised individual Twitter accounts for class-related purposes. They were OK with maintaining a separate account for their academic pursuits and believed that their personal accounts were for spending money with loved ones. The issue of privacy is not insignificant; a poll carried out in 2012 by Pearson revealed that almost 70% of educators believe that social media poses significant challenges when it comes to safeguarding personal information online.

5. CONCLUSION

Researcher draws findings and offers suggestions based on preliminary study understandings in light of the preceding conversations. According to the aforementioned sources, social media is used by individuals from all walks of life; among them, the educational sector reaps the advantages of social media. Considering the widespread use of social media, it is important to modify academic institutions' access to and use of these platforms. Inherent cultural customisation of both students and educators towards constructive and beneficial social media usage (i.e., for educational purposes) is another possible approach. This could be useful in encouraging educators to make better use of this popular technology. In today's world, social media has become an integral part of everyone's daily routine. The preceding debate makes it clear that students have also begun to rely on social media for assistance with their academic demands. Recently, studies have shown that social media platforms like Instagram, Facebook, and Twitter do, in fact, have some informal educational uses. Nevertheless, it is important to distinguish between productive and harmful usage of social media in

light of its downsides. Having said that, considering its popularity, it is imperative to implement meaningful and productive measures to transform social media into a valuable resource for educators. After a careful consideration of the advantages and limitations of using social media in classroom instruction, the report proposed several practical suggestions aimed at ensuring its effective and responsible use. Emphasis was placed on developing clear guidelines for academic use to prevent distractions and misuse during instructional time.

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