

A Case Study on Impact of social media on Language Usage and Learning

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Abstract - The world has become a global village with the invent of technology. Learning a new language is the most significant benefit of this new development. Day by day the number of people learning a new language is increasing exponentially because of its benefits. There are many ways of learning a new language. This study deals with language learning through social media. For this purpose, A questionnaire was prepared and distributed to 115 randomly selected students from different streams of B.A, B.Com, B.Sc, St. Ann's College for Women; Mehdipatnam, Hyderabad. The results received were analysed and interpreted.

Index Terms - Language learning, Social media, Questionnaire, St. Ann's College for Women.

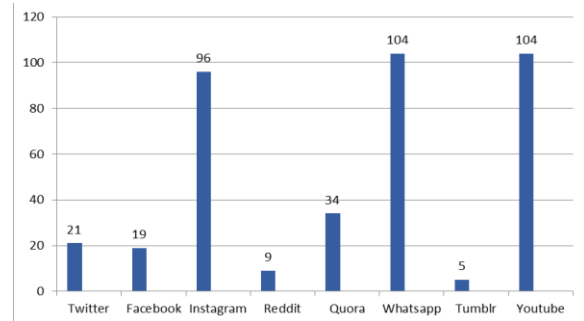
INTRODUCTION

The advantages of learning a new language are numerous especially in the times of globalisation. Be it for entertainment or career advancement, no matter the reason behind learning a new language, it is very beneficial for an individual. According to Hagiwara, Masato; Settles, Burr (2017) Nearly 1.2 billion people were learning a new language and this number would have definitely gone up until now.

While there are many ways to learn a language, this study focus is on social media. According to an article” Daily social media usage worldwide 20212-2022” published by Dixon, S(2022) On average a person spends 147 minutes per day on social media. All this time spent has an impact on language and its usage. To assess the extent of this impact a set of questions have been asked to students through a Google form.

The following are the questions included in the questionnaire with their responses:

1. Select the social media sites you use.



Analysis:

Objective:

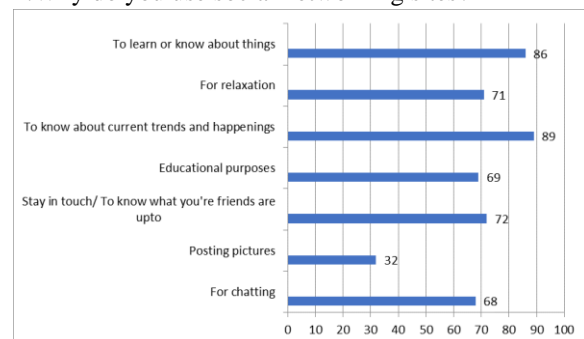
The purpose of asking them to select the social media sites they use is to know which sites are used by how many students.

Interpretation:

According to the findings of the survey, 18.3% i.e. 21 students use Twitter, 16.5% i.e. 19 students use Facebook, 83.5% i.e. 95 students use Instagram, 7.8% i.e. 9 students use Reddit, 29.6% i.e. 34 students use Quora, 90.4% i.e. 104 students use WhatsApp, 4.3% i.e. 5 students use Tumblr and 90.4% i.e. 104 students use YouTube.

To conclude, WhatsApp and YouTube are the most popular social media sites which are being used by more than 90% of the students. Instagram follows closely behind with more than 80% of students using it.

2. Why do you use social networking sites?



Analysis:

Objective:

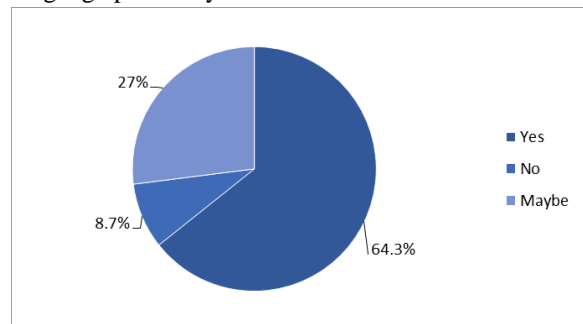
Students were given options to choose from. The main aim behind this question is to know the main reasons behind usage of social media.

Interpretation:

According to the results, 74.8% i.e. 86 students use social media to learn or know about things, 61.7% i.e. 71 students use it for relaxation, 77.4% i.e. 89 students use to know about current trends and happenings, 60% i.e. 69 students use it for educational purposes, 62.6% i.e. 72 students use it to stay in touch with their friends, 27.8% i.e. 32 students use it to post pictures and 59.1% i.e. 68 students use it for chatting.

To conclude, majority of the students use social media to learn about new things and to know about current trends and happenings. Nearly three fourths of the students use it to stay in touch with their friends and to relax.

3. Do you think social media platforms like Twitter, Instagram, Facebook, etc. can affect learning a language positively?



Analysis:

Objective:

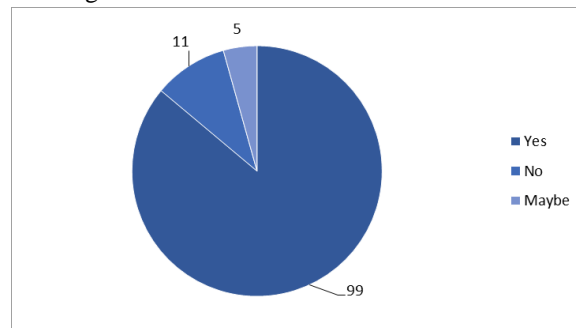
The objective of asking this question is to know the opinion of students on the positive effect of social media on language.

Interpretation:

According to the above results, 64.3% i.e. 74 students think that social media has a positive effect on language. While 27% i.e. 31 have selected maybe as they are not sure about the effect of social media on language. 8.7% i.e. 10 students believe that social media does not have any positive effect on language.

To conclude, more than half of the students have a positive opinion, more than a quarter are not and a minority of 10 have given a negative answer.

4. Are you interested in using Social media as a learning tool?



Analysis:

Objective:

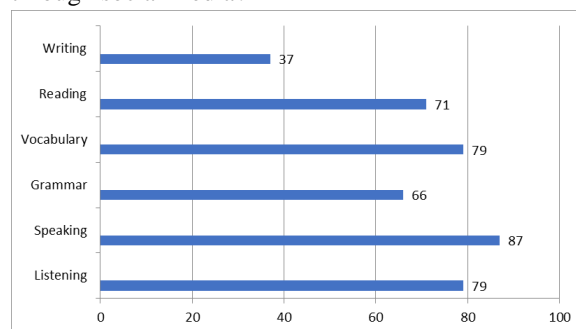
This question was asked to see how many students are willing to use social media as a learning tool.

Interpretation:

According to the results, 86.1% i.e. 99 students are willing to use social media as a learning tool. While 9.6% i.e. 11 students are not sure, 4.3% i.e. 5 students are not interested in using social media as a learning tool.

To conclude, majority of the students have a positive opinion on social media as a learning source.

5. What aspects of language skills can you improve through social media?



Analysis:

Objective:

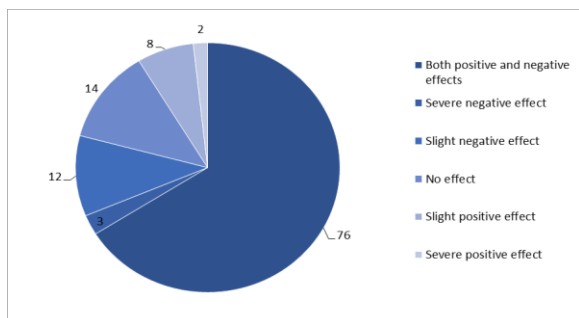
The objective behind asking this question is to find which particular language skills can be improved using social media, according to students.

Interpretation:

According to the survey, 32.2% i.e. 37 students chose writing, 61.7% i.e. 71 students chose reading, 68.7% i.e. 79 students chose vocabulary, 57.4% i.e. 66 students chose grammar, 75.7% i.e. 87 students chose speaking and 68.7% i.e. 79 students chose listening.

To conclude, according to the students speaking is the skill that can be improved the most using social media, followed by listening and vocabulary.

6. What kind of effect does social media have on your studies?



Analysis:

Objective:

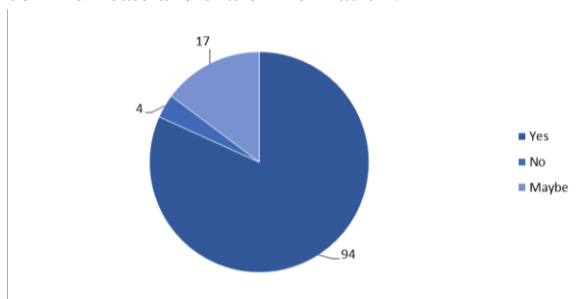
The purpose behind asking this question is to see what kinds of effect do students think social media has on their studies. The options were provided accordingly.

Interpretation:

According to the responses, 2.6% i.e. 3 students chose severe negative effect, 10.4% i.e. 12 students chose slight negative effect, 12.2% i.e. 14 students chose no effect, 7% i.e. 8 students chose slight positive effect, 1.7% i.e. 2 students chose severe positive effect, and 66.1% i.e. 76 students chose both positive and negative effects.

To conclude, nearly 65% of the students think social media has both positive and negative effects on their studies. The next mostly chosen option was no effect, i.e. they think social media doesn't have any effect on their studies. The rest of the students are split between the extent of positive and negative effects.

7. Does social media have an impact on the way we communicate and share information?



Analysis:

Objective:

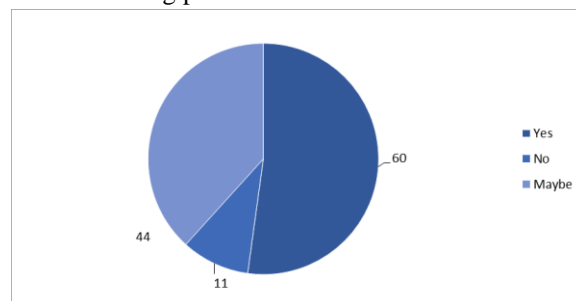
The purpose behind asking this question is to know whether the students think that social media has an impact on our way of communication or not.

Interpretation:

According to the responses, 81.7% i.e. 94 students chose yes, 14.8% i.e. 17 students chose maybe and 3.5% i.e. 4 students chose no.

To conclude, majority of the students, nearly 80% of them think that social media has an impact on the way we communicate and share information.

8. Does social media help you get familiar with modern writing patterns?



Analysis:

Objective:

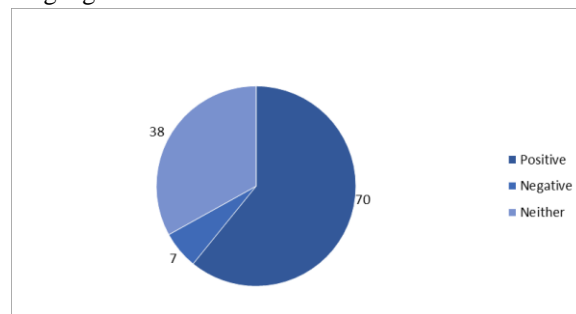
This question was asked to know the opinion of students on whether social media helps in knowing modern writing patterns or not.

Interpretation:

According to the answers, 52.2% i.e. 60 students chose yes, 9.6% i.e. 11 students chose no and 38.3% i.e. 44 students chose maybe.

To conclude, nearly half of the students think that social media helps them in getting familiar with modern writing patterns.

9. What kind of affect does chatting have on your language?



Analysis:

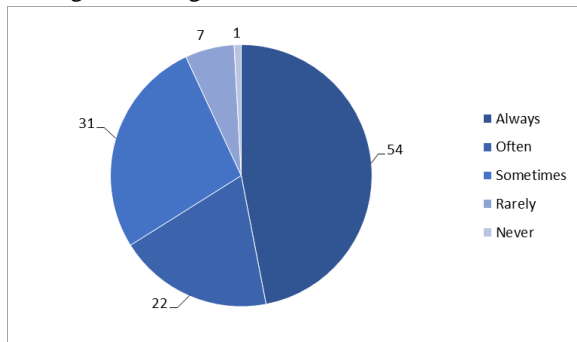
Objective:

The main aim behind asking this question is to know the kind of effect chatting has on their language.

Interpretation:

According to the responses, 60.9% i.e. 70 students chose positive effect, 33% i.e. 38 students chose neither and 6.1% i.e. 7 students chose negative effect. To conclude, more than half of the students think chatting is making their language better, while more than a quarter think it has no effect on their language.

10. Do you correct your grammatical mistakes while writing something on social media?



Analysis:

Objective:

The main aim behind asking this question is to know how often do students correct their grammatical mistakes made on social media.

Interpretation:

According to the answers, 47% i.e. 54 students always correct their grammatical mistakes, 19.1% i.e. 22 students correct them often, 27% i.e. 31 students correct them sometimes, 6.1% i.e. 7 students correct them rarely and 0.9% i.e. 1 student never corrects her mistake.

To conclude, less than half of the students correct their grammatical errors always and the rest correct them on various levels from often to never.

CONCLUSION

Through the survey we got to know that most of the students use social media. The main purpose behind using it is to learn new things and to know about things happening around them. Majority of the students agree that social media has an effect on various aspects of language. More than half of them think social media affects language positively. Nearly 80% of them are willing to use social media as a learning tool.

So, if used properly social media can make language learners have a leg up. It can make language learning easier, faster and less expensive.

REFERENCE

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