The Multifaceted Impact of Social Media on Students' Development: A Case Study of Global Awareness and Cultural Exchange Programmes

Mayuri U. Dhargave

Research Scholar, RTM Nagpur University, Nagpur

Abstract:- This research explores the impact of social media on students' academic exploration and cultural awareness, with a focus on its influence across different subjects. Data from 120 students in the Global School Exchange (GSE) Program revealed that 56.66% of participants use social media to explore science and technology, highlighting its significant role in STEM education. However, only 30.80% engage with geography content, suggesting that some subjects are less represented or engaging on these platforms. The study also found that 37.5% of students use social media to stay informed about current affairs, while 32.5% use it for mathematics. Engagement with other subjects, including general knowledge, English, art, and social science, is fairly balanced, with 45.83%, 45%, 46.66%, and 44.16% of students, respectively, utilizing social media for these topics. Notably, art sees slightly higher engagement, likely due to social media's visual and interactive nature. Additionally, 13 students reported using social media as a direct learning aid, while approximately 26 and 30 students used it to discover new information and stay updated on the GSE program, respectively. These findings emphasize the diverse role of social media in supporting academic interests and global awareness. The study concludes that while social media is a valuable educational tool, its effectiveness varies by subject. This variability suggests a need for targeted strategies to enhance its educational use across all subjects. Future research should focus on maximizing social media's educational potential and addressing subject-specific engagement gaps.

INTRODUCTION

Over the past few decades, social media has rapidly expanded and become deeply embedded in daily life, with far-reaching effects on various social and cultural dimensions. Despite this, there remains a need for a deeper exploration of how social media influences cultural shifts, particularly in the context of cultural exchange. In our increasingly globalized world, cultural exchange is essential for navigating the complexities of multiculturalism and globalization. When managed effectively, it can foster social cohesion, ethnic harmony, and the growth of diverse societies. Cultural exchange involves sharing aspects of one's culture with others while preserving the core of one's own cultural identity.

The role of social media in today's world is becoming increasingly significant. Within the ever-growing social media ecosystem, individuals from diverse cultural backgrounds have the opportunity to not only communicate but also share their cultural values, beliefs, and norms. This creates a unique opportunity to observe the impact of social media on the process of cultural exchange. As globalization continues to shape our reality, educators must prepare students to function and contribute effectively in a global society. Today's classrooms must evolve from the traditional model, equipping students with new types of knowledge, skills, and dispositions necessary to thrive in an increasingly interconnected world. Digital technology offers numerous avenues to foster global awareness in the classroom. By integrating global education and technology with social media, teachers can help students understand the interconnectedness of people worldwide, thereby preparing them to participate meaningfully as global citizens. Additionally, the growing number of social media platforms has become an important space for multicultural communities and minority groups to express their cultural identities. Social media now plays a crucial role in facilitating diverse cultural expression within a global society

OBJECTIVE

- To investigate how social media platforms contribute to students' understanding and awareness of global issues through participation in cultural exchange programs.
- To evaluate how social media usage influences students' ability to understand and interact with

diverse cultures.

- To study the effects of social media involvement in global awareness and cultural exchange activities on students' academic performance.

Social media: -

Social media is any digital technology that allows people to share ideas, information, and thoughts via online communities and networks. Social media provides students with multiple ways to connect virtually with others (friends, family/peers, teachers, members of internet groups, and even strangers). (students and social media - reach out to schools, n.d.) Social media platforms are often divided into six categories: Social Networking, Social Bookmarking, Social news, Media Sharing, Microblogging, and Online Forums. (Maya, 2024)

Global Awareness: -

Global awareness involves understanding world cultures, global issues, and the interconnectedness of global systems. It means recognizing that the world extends beyond one's immediate surroundings and that global events and cultures can have local impacts. This awareness is crucial for preparing students to navigate and contribute to a world where economies, societies, and environments are increasingly interconnected. Today, students are more likely than ever to encounter people from various cultural backgrounds in their future careers. A global perspective equips them with the cultural sensitivity and understanding needed to work effectively in diverse teams and environments. Additionally, it fosters creative and critical thinking by encouraging students to consider multiple viewpoints and understand the global consequences of local actions. (Global awareness in education: why it matters, 2024)

Cultural Exchange: -

Culture can be defined as "the ideas, customs, and social behaviour of a particular people or society", so a cultural exchange is simply sharing any aspects of your culture with someone else from a different background to you, and vice versa. It could be sharing information about what clothes you wear, learning a type of instrument, or talking together about religion or politics. It could be discussing each other's ideas and beliefs about anything that you do, from day-to-day activities to special celebrations, what food you like to make, or the

sport you play. (Claire, 2022)

Global Exchange Program: -

The Global School Exchange Program typically involves student exchanges between schools in different countries, to promote cross-cultural understanding and global awareness. These programs often allow students to live and study in a foreign country for a semester or an academic year. They typically include:

Cultural Immersion: Students experience a new culture firsthand, learning about daily life, traditions, and language.

Academic Exchange: Participants attend classes at their host school, gaining exposure to different educational systems and curricula.

Language Skills: Students enhance their language abilities through immersion and interaction with native speakers.

Personal Growth: The experience fosters independence, adaptability, and a global perspective.

These programs are usually organized by educational organizations or exchange agencies and may involve host families, cultural activities, and support from both home and host institutions.

METHOD

The primary objective of this research is to explore the impact of social media on student education. The study will involve 120 students who regularly participate in the Global School Exchange Program, focusing on students from five different CBSE schools. Data will be collected through questionnaires, interviews, and observation, all designed to understand the influence of social media on student life within the context of global awareness and cultural exchange.

Impact of social media in education: -

- Initiate a campaign to attract more students
- Foster a sense of community
- Share updates and alert
- Stream your lectures live
- Prioritize boosting digital literacy.
- Provide opportunities for both active and passive learning

- Educate on networking and leadership skills
- Enhance discussion and critical thinking abilities

DATA ANALYSIS, RESULT, AND DISCUSSION

To find out the Impact of social media on student education, data was collected from 120 respondents, who are students of different schools in Nagpur. The data collection was conducted through a questionnaire, Observation, and interview schedule

Table no.1 Number of students Class-wise

Number of students class-wise	Number of Respondents
Grade 5	15
Grade 6	20
Grade 7	20
Grade 8	12
Grade 9	23
Grade 10	30
Total	120

For research purposes, data was collected from 120 respondents from different schools. Among them 30 respondents from grade 10,23 respondents from grade 9, 20 respondents from grade 6 and 7,15 from grade 5, and 12 from grade 8.

Table no.2 Mostly used social media way

Mostly used social media way	Number of Respondents	Percentage N*100/Total= P
Facebook	27	22.5
WhatsApp	25	20.83
Instagram	36	30
Telegram	14	11.66
Other	18	15
Total	120	100%

Percentage
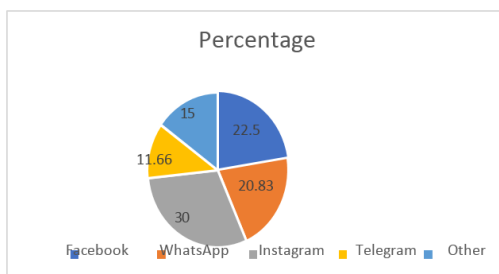
Table no.3 Students use social media

students use social media	Number of Respondents
Yes	114
No	6
Total	120

This research shows that 114 respondents out of 120 accept that they use social media and only 6 students will not use social media.

Table No. .4 social media beneficially in academic

Social media beneficial in academic/schoolwork	Number of Respondents	Percentage
Yes, it helps a lot	45	37.5
It helps sometimes	54	45
Not really	17	14.67
No, it doesn't help	4	3.33
Total	120	100

This research shows that 37.5 % of students say that social media platforms are very helpful in school work completion. Only 3.33 % of students say that it will not help academics.

Table no.5 social media learning new things about the world

Social media learning new things about the world	Number of Respondents
Yes, a lot	66
Sometimes	37
Not really	11
No	6
Total	120

In a survey about using social media to learn new things about the world, 66 respondents indicated that they often use social media for this purpose. Another 37 respondents said they sometimes use social media to learn new things. Meanwhile, 11 respondents replied that they don't use social media for this purpose, and only 6 respondents stated that they never use social media to learn new things about the world.

Table no.6 Global issue discuss with family and friends and school project

Social media help	Positive	Negative	Total
Global issue discusses with family and friends	95	25	120
Help with a school project or assignment	105	15	120

This table summarizes the impact of social media on discussing global issues with family and friends, as well as its role in assisting with school projects or assignments. Out of 120 respondents, 95 found social media helpful for discussing global issues, while 25 had a negative view. For school projects, 105 respondents viewed social media as beneficial, whereas 15 did not.

Table no.7 Social media use to understand other culture

Social media used to understand other culture	Number of Respondents
Strongly disagree	10
Disagree	9
Neutral	37
Agree	54
Strongly agree	14
Total	120

In this research on using social media to understand other cultures, 54 respondents agreed with the concept, and 14 strongly agreed. A few respondents disagreed or strongly disagreed. Meanwhile, 37 students were neutral, neither agreeing nor disagreeing with using social media for this purpose.

Table No.8 Time spent on social media

Time spends on social media	Number of Respondents
Less than 1 hour	44
1-2 hours	50
2-3 hours	17
More than 3 hours	9
Total	120

Times spend on
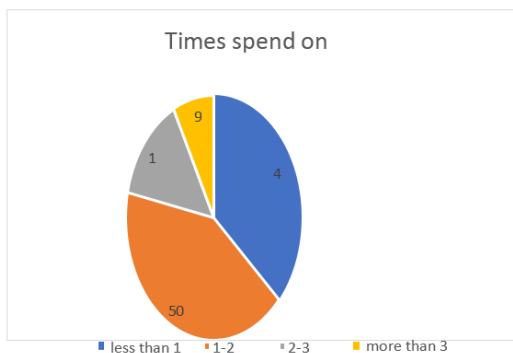
Table No .9 Social media platform used in GSE

Social media platform used in GSE	Number of Respondents
Getting update	30
information	
Searching	51
Knowing new things	26
As a learning aid	13
Total	120

In this research conducted during the Global Student Exchange Program, 51 students indicated that they use social media to search for new things. Only 13 students reported using social media as a learning aid. However, approximately 26 and 30 students responded that they use social media in the GSE program to discover new information and stay updated, respectively.

Table No .10 Mostly explores the area of Academic

Mostly explore areas in Academic	Number of Respondents	Percentage
Current Affairs	45	37.5
General Knowledge	55	45.83
Geography	37	30.83
English	54	45
Mathematics	39	32.5
Science and Technology	68	56.66
Art	56	46.66
Social Science	53	44.16

In our research on the use of social media for academic exploration, we found that 56.66% of students search for information related to science and technology. In contrast, only 30.80% of students use social media to explore geography. When it comes to staying informed about current affairs, 37.5% of respondents indicated that they rely on social media. Additionally, 32.5% of students use social media for mathematics. The use of social media for subjects like general knowledge, English, art, and social science is relatively similar, with 45.83%, 45%, 46.66%, and 44.16% of students respectively engaging with these topics. Notably, the percentage of students using social media for art is slightly higher than for the other subjects.

CONCLUSION

This study underscores the significant role of social media in enhancing students' academic exploration and global awareness. The findings reveal that

social media is particularly effective in engaging students with science and technology, with 56.66% using it for these subjects. This highlights social media's ability to support STEM education by providing timely and relevant information, fostering interest, and improving understanding. In contrast, subjects like geography and mathematics show lower engagement, with only 30.83% and 32.5% of students utilizing social media for these areas. This suggests a potential gap in the availability or appeal of content for these subjects on social media platforms. To address this, targeted strategies and resources may be necessary to boost engagement and make social media a more effective tool for exploring geography and mathematics. The study also reveals that 37.5% of students use social media to stay informed about current affairs, emphasizing its role in keeping students updated on global events and fostering global awareness. Additionally, social media supports a range of academic interests, with similar engagement rates observed for general knowledge, English, art, and social science, indicating its broad utility. In conclusion, social media proves to be a valuable educational resource, particularly for science and technology and contributes to promoting global awareness. However, its effectiveness varies by subject, highlighting the need for enhanced strategies to maximize its benefits across all academic areas. Future research should focus on optimizing the use of social media for less-engaged subjects and exploring methods to leverage its strengths in providing a well- rounded educational experience.

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