**The Impact of Social Media in Boosting English Language Learning at Secondary Level: A Case Study of Secondary School students of Tehsil Kot Addu**

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**LINGUISTICS**

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**Submitted By: Supervised By**

**Muhammad Nadeem Shahzad Dr Muhammad Asif**

**Co-Supervisor**

**Ghulam Mujtaba Yasir**

**Assistant Professor of English**

**Session 2019-2021**

**The Department Of English**

**Ghazi University, Dera Ghazi Khan, Pakistan**

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2. Date of Initiation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Probable Duration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sig.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reg.No:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SUPERVISORY COMMITTEE**

1. Dr. Muhammad Asif Chairman (Sig.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Dr. Muhammad Ahsan Member (Sig.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Ms. Ambreen Kaukab Member (Sig.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Abstract**

Social media is one of the most popular means of communication in the modern times and it has a wide range of attributes and characteristics. The use of social media is growing at an alarming rate these days. In this study, learners can digitally meet up with their classmates and teachers. They can discuss critical issues about their learning process. The purpose of this research is to explore the impact of social media in boosting English learning skills. The current study blends both quantitative and qualitative research, such as questionnaires and interviews, which have been applied in the research paradigms. The study explored the influence of social media sites on improving students' writing and speaking skills. The results demonstrate how students' English learning abilities are affected by social media sites. Students’ talents are developed through the usage of social media sites, which push them to do valuable work. This study suggests that social media can be integrated into the educational system to significantly increase students' reading and speaking abilities. It can be asserted that social networking sites (SNS) can be an excellent platform for both teaching and learning English. Students can utilize social media to improve their English reading and writing skills regularly. The research illustrates how social media is currently being used for educational purposes. It bridges the gap between teachers' objectives and their current use of technology, moreover it supports their attempts to make educational reforms more effective.

**Keywords**: Social Media, Technology, English Language, Reading Skills, Writing  
Skills.

**1. INTRODUCTION**

The phrase "social media" pertains to "the relationships that exist between a bunch of participants" (Wang & Liang 2011). Merriam-Webster defined social media in 2016 as means of creating virtual communities by connecting people with the help of electronic devices and software for sharing feelings, opinions, ideas, and information

Social media has become a popular platform to connect people globally. Social network channels are being used for several purposes. These platforms are facilitating people in different fields of life. These are being used for marketing, advertisement, and teaching, and other purposes as well. People can use them to form networks for communication with distant relatives and family. It is also used by a family who is connected with the help of this medium of communication. People, in the modern world, propose to use online platforms for learning and teaching. The vitality of social media and the internet both for entertainment and learning purposes cannot be denied in any way. However, since the internet's position in information distribution has been viewed favorably, it makes a significant contribution to scholarly science. The internet is a vast repository of knowledge and facts.

Learners who can use social media effectively can share subject-related information with their fellow students quickly and also can get feedback, especially from their teachers who use social media sites such as Facebook. It is a student-centered approach that benefits them because they can use their information, learn new things, and be encouraged in expressing their thoughts with their related instructors and teachers without fear of judgment (Meenus&Questier&Derks, 2006).

Since 1990, the use of internet has grown at an incredible rate, and it is still growing. By creating links all around the globe, the Internet has created a plethora of benefits. With the advent of the Internet, a slew of emerging industries emerged, including web advertisement and e-commerce. A slew of new social media platforms appeared without fail. To facilitate foreign communication, basic online communication platforms such as e-mail and MSN were created at first. These communication mechanisms had evolved into a more sophisticated network with hundreds of different functions, but the end purpose remained the same, to establish a bond with all people. Social media was assigned to these newly formed channels.

The collection of online communication forums which are used by people while creating their profiles to communicate with other users is referred to as "social networking". Manish and Nizam (2016) asserted that these sites of social networking put a considerable effect on the academic performance of students studying in different universities of Malaysia. In their opinion, these forums provide considerable assistance to the students in collaborating with other learners within and outside the classroom. It has also been noted that the use of social networking sites is an important factor in enhancing the informal learning of the students.

With the advancement and improvement in technology, it has been that the use of social media sites has increased more specifically among learners. In the view of Kaplan and Haenlein (2010), more than one hundred social networking domains and above than a billion registered users. Social networking has become a way of life for many people according to Monica-Ariana & Anamaria-Mirabela, 2014. Boyd & Ellison (2007) maintain if the number of consumers and social networking platforms grows, new habits arise that have cemented themselves among the youth's mainstream culture because they are well organized around individuals than interests.

**1.1 Objectives of the study:**

The following are the main objectives of the present study:

1. To identify the impact of social media on English language learning at the secondary level.
2. To investigate how the use of social media motivates students to enhance their English language skills.
3. To investigate the views of students about the use of social media in language learning.
4. To highlight the views of teachers regarding the use of social media in English language learning.

**1.2 Research questions:**

Following are the questions of the current study:

1. What are the impacts of social media on English language learning at the secondary level?
2. How does the use of social media motivate students to improve their English language skills?
3. What are the views of students about social media in English language learning?
4. What are the views of practicing teachers about the use of social media in English language learning?

**2. Review of Literature**

People from all around the world are now able to connect through social media. There are various ways in which social media is helpful for learners. For example, Facebook, according to Ahmed (2016) is effective in assisting students who aim to learn English as a foreign language. It improves their proficiency and grammatical skill in the target language. Facebook, according to the research, aided pupils in improving their writing and grammatical abilities. Moreover, Facebook interaction with other students and teachers is allowed, the learners are given chance to enquire the matters of their interest to enhance their language learning skills. Alqasham (2018), in another study, focused on the thought process of learners of a foreign language while using social media. Moreover, the study used WhatsApp and Twitter to examine students' opinions and experiences in the classes. According to the study, students have good opinions towards social networks in their personal lives, but a negative view of their use in schools.

Global transition entails changes in cultural and social systems that arise due to individual experiences. When changes are made gradually, they have long-term consequences on the environment. Cultural institutions have an impact on societal change. Furthermore, social growth is the consequence of evolving and complicated interactions that move through several stages. While some people of the community may be dissatisfied with the improvements, the groups encourage them to change their ways. All human species, living habitats, and populations, according to Thomas (1986), require a significant degree of balance to survive. It is critical to maintaining balance throughout transition since society is made up of many interconnected sectors. The global expansion of mainstream media and social media has aided societal advancement. Technological advancements, such as the rise of social media, have altered how individuals connect and interact with one another. Individuals will speak with people from all over the world if they have a mobile phone or a laptop, thanks to the rapid speed of globalization.

This is the age of technological advancement and internet is a critical element that paved the way for modernity by bridging the gap between individuals and nations all around the world. The foundation provided by the internet paved the way for social networking sites like Twitter and Facebook. These are the sites that enabled users to create their profiles and be connected with the world by sharing news, information, and opinions (Boyd and Ellison, 2007). Facebook is the most popular social networking site in the world, with over 1.32 billion registered members.

The modern age has provided people with the opportunity to immigrate and exchange services with the help of English as an international language. Employees with exceptional communication skills, according to Pandey and Pandey (2014), are preferred by the employers on the other hand those with flawed communication skills struggle in securing employment. Sadiku (2015) asserted that the combination of listening and speaking abilities results in better communication. Individuals who thrive as speakers, editors, listeners, and authors, become good communicators.

**2.1 Technology-Based Programs of Learning in the English Language:**

There is a large number of online forums utilized to conduct the language learning and teaching process. All such forums are intended to assist in the teaching of English as a foreign language. Both language teachers and students have used these services to make studying and teaching English easier. Language teachers and learners may also take advantage of various techniques and methods accessible remotely, such as instructional blogs, machine aided services, studying and teaching apps, electronic dictionaries, video-streaming websites, social media applications, video recordings, and learning, due to the widespread use of computers and multimedia programs (Nomass, 2013). These multimedia technologies will assist language teachers in not only replacing conventional methods of English instruction but also in providing learners with an innovative and exciting method to learn English.

**2.1.1 ELLLO for English Oral Proficiency:**

ELLLO, according to Beuckens (2004), refers to English Listening Lesson Library Online and is an online forum that may be utilized in teaching and learning the English language. Palangngan, Atmowardoyo, and Weda (2016) investigated the effectiveness of online teaching seminars for language learners. The usefulness of ELLLO as an English learning aid was investigated via a mixed approach study project. The study's quantitative portion looked at the impact of the online curriculum on comprehension level and success. The researchers utilized this tool to provide listening activities to students during each lecture, and over 270 students participated in nine different listening courses. Students were given understanding listening assessments at the end of the course to see if ELLLO affected their learning results. The quantitative portion of the study claimed that ELLLO has a productive impact on learners' listening comprehension. In addition, students' communication evaluation scores improved significantly in comparison to the time before using this curriculum as a key basis of listening practices.

**2.1.2 Duolingo:**

Duolingo is another helpful software for learning and teaching English as a foreign language in a basic and straightforward manner. According to Teske (2017), Duolingo is a language learning website/app that uses engaging and interactive ways to help non-native English speakers learn English. Furthermore, according to Garcia (2013), Duolingo is free and accessible on a variety of websites, including the daily website, computer apps, and Android and Apple app stores. Duolingo is designed to be user-friendly and interesting to ensure maximum participation by the students. Its function which enables learners to convert the unknown vocabulary into the native language is one of its disadvantages which limits its use in foreign language classes.

Reading is a crucial skill for language learners, and it must be taught with other language abilities such as writing, speaking, and listening Haupt (2015). To build and increase students' reading pace and comprehension, often language teachers use technology, especially speed-reading systems. According to research (Haupt, 2015; Morzban, 2011), the majority of these systems produce beneficial outcomes by increasing users' reading pace and comprehension. According to Haupt (2015), most speed-reading programs require learners to complete reading of paragraphs of different lengths and evaluate their abilities to comprehend the text. These methods of speed reading can be applied to learners of all levels from school learners to students of universities.

Students utilize media at frighteningly high rates, and there has been a lot of positive press around their usage of social media, especially for educational purposes. However, according to a new study published last year, accessing social media produces difficulties that impact students' academic performance. According to a teacher, social media has affected her students' communication abilities by causing them to have a less social connection. According to the teacher, social media acts as a barrier to face-to-face social contact, resulting in lonelier and more scared people who are more prone to developmental disorders Barrett, (2018)

**3.** Research Methodology

3.1 Research Design:

In this study, a mixed method approach will be used, which is based on both quantitative and qualitative approaches. A descriptive method based on a questionnaire will help in the collection and support of sufficient data for the study. The data will be analyzed using descriptive statistical methods and software tools, including SPSS software. The quantitative method will allowe the investigator to present the reliable values discovered during the investigation and the process of analysis. The qualitative portion will comprise of interviews taken from teachers. Open ended questions will be asked from the practicing teachers to explore their perceptions about the impact of social on the language learning abilities of the pupils.

3.2 Population:

All the Secondary School level learners and teachers of Tehsil Kot Addu will be the population of the research.

3.3 Sample and Sampling technique:

A sample of 355 students will be chosen from among the population for the quantitative study. The researcher will select students from various educational institutions to fill the questionnaire, which includes quantitative questions. As there are many public institutions with a large population of qualifying participants in Tehsil Kot Addu, a simple random sampling procedure will be adopted. The chosen sample may accurately reflect the population that the researcher wants to analyze, and the selection process will be free of biasness.

A total of 10 teachers will be chosen as sample for the qualitative portion of the research. A purposive sampling technique will be adopted for the selection of sample and their opinions were sought about the subject under study by asking open ended questions as an interview about the role of social media in boosting English language learning abilities of learners.

3.4 Instruments:

The researcher will carry out this research by using following tools for data collection.

**3.4.1** Questionnaire:

The items of questionnaire will be divided into five groups, each with statements that prompt respondents to rate them on a scale of one to five. As a result, Likert scale items will be included in the study. One of the most significant advantages of the Likert scale is that it does not require a simple yes or no response from the respondent, but rather allows for a range of opinions or not opinion all. Quantitative data will be gathered in this way, and it could be used and evaluated with relative simplicity.

**3.4.2** Interview:

The qualitative study will be conducted by interviewing teachers chosen as sample for the study. The interview will consist of five open ended questions about the role of social media in boosting English language learning abilities of students. The researcher himself will visit the teachers and interview them. The interview will be recorded with the consent of the participants and the researcher will transcribe the recorded interviews for textual analysis.

3.5 Data Analysis:

In this study, descriptive statistics will be applied to analyze counts, percentage .and measures of central tendency.

**3.6. EXPECTED OUTCOMES OF THE RESEARCH**

On the basis of analysis, following outcomes are being expected:

|  |  |
| --- | --- |
| **Objectives** | **Possible Outcomes** |
| To identify the impact of social media on English language learning at the secondary level. | The research will analyze the learners’ lack of confidence in their ability to assess their English language learning. In class, the learners will speak some casual words/phrases (for example, LOL, OMG, etc.). |
| To investigate how the use of social media motivates students to enhance their English language skills. | In this experiment, the majority of respondents may agree and strongly agree that social media improves problem-solving abilities. If students utilize social media responsibly, they will be able to achieve their goals. |
| To investigate the views of students about the use of social media in language learning. | Social media is an excellent and beneficial instrument for developing learning abilities. Learners use mobile applications for educational purposes. In COVID-19 times, social media is helping them to improve their language learning. |
| To highlight the views of teachers regarding the use of social media in English language learning. | One of the benefits of utilizing social media platforms is that it will help learners to enhance their vocabulary. Social media is also capable of polishing the learners to meet the modern day skills.  By using social media leaners will be able to learn new digital language skills. |

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a Foreign Language for University Students. *Sino-US English Teaching*. *13*(12), 932-952.

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**CERTIFICATE**

It is hereby informed that the thesis titled“\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” is based on original work carried out by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and that has not been previously presented for a higher degree. He / She has done his work under my direct supervision. He/ She fulfilled all the requirements and is qualified to submit the accompanying thesis according to the prescribed format for the degree of Master of English in Linguistics.

**Supervisor**

**SIGNATURE**

Student Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Sig.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Reg.No:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SUPERVISORY COMMITTEE**

1. Dr. Muhammad Asif Chairman (Sig.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Dr. Muhammad Ahsan Member (Sig.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Ms. Ambreen Kaukab Member (Sig.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Teacher Incharge***

Department of English

Faculty of Arts

Ghazi University, Dera Ghazi Khan.