

Role of Social Media in Learning English Language

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Abstract

This study aims to explore the role of social media in teaching English language to the undergraduate college students. It covers the social media like Facebook, Instagram, Twitter, or What's App. The effectiveness of those social media platforms in learning English language was observed in this study. Quantitative approach is implied with a survey method which includes questionnaires. The Information and Communication Technology (ICT) tools, competency to use social media elements are some parts of learning English language. According to the result, social media play an important role, and they help them improve all their skills in the English language. The findings indicated that the students learn new things, skills and gather new knowledge using social media. Hence, the learners may be encouraged to engage themselves to use social media in English to improve their proficiency.

Keywords: *social media, face book, wikis, what's app, you tube, English learning, informal learning, material sharing, peer interaction.*

Introduction

Background of the Study

It is the age of computer and technology. Advance technology plays a significant role in the sector of education. Computer and technology is used in various sectors which has made the life easier. It is not only used for human life but also for teaching and learning English language. It helps to empower and motivate to the new learners in learning English language. Social media is very common in present time elsewhere and everywhere. It supplies great exercises to cooperate and collaborate in the English language learning process. At present, social media is used as a tool mainly for information and communication. Human beings of any ages use social media as it is one of the famous media platforms.

Kaplan and Haenlein [1] assert that online media platforms are a gathering of web applications that permit the formation of different substances on the planet. There are numerous types of social media like Facebook, Twitter, Instagram, Whats App, You tube etc. In the EFL setting, the utilization of social media gives a few occasions to build up English language abilities for undergraduates. English is one of the dialects generally utilized in web-based media. English is known as a global dialect that is utilized everywhere in different countries in the world. The use of ICT in English language learning can help students to improve their language skills (Khaloufi & Laabidi, 2017). English is utilized by individuals, particularly understudies, as an unknown dialect in some countries. They generally learn English in schools and colleges as an accessible subject. The English-learning students utilize their cell phones or computers with online media platforms to impart one another, and they accept that portable learning can encourage them to learn it whenever and wherever. There is neither a problem for them nor any negative insights in utilizing ICT for the learning of English language. Chomsky (2014) has stated that our language is constantly, inevitably, and naturally changing, transforming and becoming more adaptive to its users due to the changes in our contemporaries. Social network sites have become the main means of communicating and a way to maintain a social life (Li and Croucher, 2020).

So, we can say that social media becomes very essential for the students to learn English language. This study aims to investigate the abilities of the students to use social media that directly associate to improve their skill of English language.

Statement of Problems

Though most of the people use social media in the present day's world, it can create a lot of problems or contradiction on societies. Many language researchers and experts argue that besides the usefulness of using social media in improving English language, it may ruin the potentialities of the students and their creativity in academic field.

Objectives of the Study

In the above context, the objectives of the study are given below.

1. To study the English language in academic field based on social media
2. To explore the effectiveness of social media in learning English language

Research Questions

1. To what extent do the students access the tools of social media?
2. How do the students use social media to learn English language?
3. Can you tell the elements that influence the usage of social media?
4. How are the students engaged to use social media to develop English language?

Significance of the Study

The study shares our case of using social media in English language teaching and explores the use of social media for English language learning. It recommends possible learning activities through social media. Face book, Youtube, Blogs, Twitter, Instagram, Whats App etc. were widely used in teaching English language. The study develops the culture of using social media in learning English language. It mainly helps to develop English language through social media.

Research Methodology

The design of this research is mixed both qualitative and quantitative. The investigation of this research is to examine and measure the role of social media in learning English language by the undergraduate students. An online questionnaire was prepared to collect the data from the respondents. The study was carried among the undergraduate students of Barun Multiple Campus.

It is based on qualitative research design under survey methods. According to this method, it is based on the study of language which was used in different social media by undergraduate students. The researcher used online questionnaires as a research instrument for collection of data and the collected data was statistically analyzed in order to find out the reliable result of the study.

The study was conducted at the undergraduate level for English language learners of Bachelor's Level though most of the students did not have any prior experience with social media learning. The sample comprised of 50 students of Barun Multiple Campus. Out of them, 35 students were girls and 15 students were boys in Bachelor's level with their age ranging 18-23 years. The students are all native speakers of Nepali language. They hardly speak English outside the class. Most of them have a little interaction with native speaker outside the classroom. Though the classes were taken online, the examinations were conducted in campus. The percentage of male students is 30 and female is 70.

Quantitative approach to data collection has been employed. It was analyzed applying the descriptive analysis by counting the answer to find the percentages. Google forms were used for this survey. The forms were sent to undergraduates of Bachelor's degree along with a request to fill the forms through the social media. (Whats App)Then, the result was properly analyzed. A questionnaire was the tool that was used in order to collect data. The questionnaire consisted of ten questions. Thick description and reflective thinking are the two most important elements that have been used while analyzing and interpreting the data.

Results and Discussion

This section presents the findings of the study and their discussions. In the scheduled questionnaire, the researchers set certain questions to gain a wide range of answers and opinions regarding the impact of social media platforms on learning English language. The raw data collected were analyzed and described on the basis of its conclusion that how social media helps in learning English language. Majority of the undergraduate students those who are using social media platforms, communicate orally or in written forms, discuss or chat to each others.

Fifty students were continuously using different social media for learning English language learning. Out of 50 students, 35 students were girls and 15 students were boys.

The given table shows the percentage of different social media users (daily, weekly or monthly) for learning English language.

Table No. 1: *Percentage of Different Social Media Users*

S.N.	Tools	Male (%)	Female (%)	Overall (%)
1.	You Tube	36%	40%	38%
2.	Facebook	25%	20%	23%
3.	Whats App	20%	15%	17%
4.	Wikis	10%	10%	10%
5.	Instagram	6%	8%	7%
6.	Blogs	3%	7%	5%

Source: Survey, 2025

The table shows that 36 percentage of male students and 40% of female student's use You tube in learning English language. The overall percentage of You Tube users is

38%. Similarly, Face book users are comparatively less than You Tube. 25% of male and 20% of female students use Face book in learning English. 20% of male and 15% of female students use Whats App. Overall Wikis users are 10% where male and female students are equal in average. Similarly, few of them use Instagram and blogs in learning English language.

Based on the table given, You Tube was highly identified as the top English learning tool of our students. After You Tube, Facebook was also highly used. Whats App was also used frequently but rest of other social media, like Wikis, Instagram or blogs were comparatively used less in order to learn English language.

The given table shows that to what extent do the students of BMC have access to ICT tools?

Table No. 2: *Extent the Students of BMC have Access to ICT Tools*

S.N.	ICT items	Yes (%)	No (%)
1	Do you have access to a computer?	20 (40%)	30 (60%)
2	Do you have a smart phone?	48 (96%)	2 (4%)
3	Do you have a Tablet?	5(10%)	45 (90%)
4	Do you have access to the internet	40 (80%)	10 (20%)
5	Do you use social media?	49 (98%)	1 (2%)

Source: Survey, 2025

In the given table, 40% of the students have computer access and 60% of them do not have computer access. Similarly, 96% of students have smart phones and 4% have still no smart phones to access internet. Very less no of students have Tablets i.e 10%. Similarly, 80% of the students have internet access and 20% of them still away from internet access. 98% of students use social media and 2% still do not use social media.

This table shows that how competent are the students using different social media.

Table No. 3 : *The Students Using Different Social Media*

S.N	Social Media	Weak	Moderate	Good
1	I am competent to use You Tube	2	10	38
2	I am competent to use Face Book	3	9	38
3	I am competent to use Instagram	18	15	17

4	I am competent to use What's App	8	16	26
5	I am competent to use to use Twitter	23	12	15
6	I am competent to use blogs	17	17	16

Source: Survey, 2025

The given table shows how competent the students are in using social media tools. Out of 50 students in our study, 76% of them use You Tube competently. Similarly, 20% of them are moderate and 4% are still weak in using You Tube. Similarly, 76% of the students are competent in using Face Book and 18% of students are moderate in using Face Book. And 6% of them are still weak in using it. Comparatively, very less of them are good at using Instagram. 36% of the students are weak in using it. 30% of them are moderate and 34% of them are good using it. Similarly, 52% of the students are good using What's App and 32% of them are moderate and 16% of them are still weak. Twitter and blogs users are comparatively less in number. 46% of students are weak

The given shows the number of students how do they use social media.

Table No. 4

S.N.	Items	Disagree	Agree	Neutral
1	I use online media to speak with friends	11	2	12
2	I use online media to speak with family	8	25	17
3	I use online media to learn new things	1	40	9
4	I use online media to learn English language.	7	30	13
5	I use online media to pass my free time	19	20	11
6	I use online media to gain knowledge	3	33	13
7	I use online media because my friends use it.	26	12	12
8	I use online media because it is useful for me.	2	40	8

Above table shows that 22 % of students disagree that they use online media to talk to their friends. Similarly, 54% of students agree this matter and 24% are in neutral. 16 % of students disagree using the social media for family only and 50% of them agree this matter and 34% of them are neutral. 2% of the students disagree using

social media in useful things where 80% agree this matter that they use social media for useful things. 60% of students agree that they use social media to learn English language in item no. 4. Similarly, for item no.5, 38% of students disagrees in social media to spend their free time where as 40% of the students agree and 22% of students are neutral in this item. 66% of students use social media for gaining knowledge and 6% students disagree on this matter and 28% of students are neutral. 52% of students disagree about using social media to copy their friends and 24% of them still agree that they use social media because their friends use it. 12% of students are neutral in this matter. For the item 8, 'I use online media because it is useful for me,' 80% students agree that social media is really useful.

The given table shows that how the students use social media to learn English language?

Table No. 5

S.N.	Items	Yes (%)	No (%)
1	I like to use English when I use social media.	40 (80%)	10 (20%)
2	I improve my speaking skill using social media.	38 (76%)	12 (24%)
3	I feel good writing in English.	36 (72%)	14 (28%)
4	Social media helps me to improve my English.	44 (88%)	6 (12%)
5	I frequently post in face book to improve my writing skill.	34 (68%)	16 (32%)
6	I believe that social media is the right platform to improve English language.	48 (96%)	2 (4%)
7	Social media develops interaction with classmates and lectures; helping in my academic performance.	43 (86%)	7 (14%)
8	I am confident correcting my mistakes on social media.	36 (72%)	14 (28%)

Source: Survey, 2025

Based on the table 5, it is clear that 80% of the respondents use English language when they use social media. But still 20% of the students hardly use English language while using social media. Similarly, it seems that students improve their speaking skill through social media. 76% of the students agree and still 24 % of them have

problem in learning speaking through social media. The study tells that 72% of students feel good in writing in Facebook.

The study reveals that 88% of students feel that social media has improved their English and 12% of them are not sure about it. Similarly, 96% of students are sure that social media has improved their English best and 4% of them have not improved their English through social media. Majority of the students feel that social media has helped them interacting in English with their teachers, colleagues and lecturers, i.e 86% The percentage of the students who are confident correcting their mistakes on social media is 72% and 28% of them still cannot correct mistakes on social media.

Final results confirmed that the utilization of social media has been significantly perceived in learning English language in terms of writing style, reading skills, listening and lexical variation, communication skills and grammar usage. So, this study identified the impact of social media on learning English language. Hence, the study suggests that the positive impacts of various social media platforms might be taken into consideration to enhance their skills in the English language and help the college students to improve their personality too.

Conclusion and Implication

The current investigation aimed to explore the role of social media among the undergraduates in learning the English language. In the study, all the popular social media platforms like Facebook, Twitter, Instagram, YouTube, Whats App, blogs etc were taken into consideration, and it was investigated whether they learn English using social media. A remarkable finding is that most of the undergraduates think that they learn English language when they use social media platforms, such as WhatsApp, Facebook, Instagram, YouTube but some of them find Facebook to be a waste of time. They also learn interesting words, phrases, or sentences from social media and copy them in their notebooks. Moreover, the attitude of the students toward the social media platforms is comparatively encouraging and positive. They also feel that social media is one of the best ways to practice English language. To sum up, social media has a great role in learning English. The outcome of this study recommends that the learners must be motivated to engage themselves to use social media in English to master this language and improve their English proficiency.

Findings of the study contributed that English language is learnt through social media. Final result confirmed that the undergraduates have perceived the utilization of social media to have positive impact in learning English language in terms of writing style, reading skills etc.

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