# A Comparative Study between the Learning Style of User and Non User Students of Social Media at Elementary School Level

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## Abstract

Primary focus of this study is to know the learning style of students who use social media and those who do not use it. Usages of technological tools for social reasons have been converted into the conventional communication techniques by many people in the past numerous years. In this descriptive Study, population included all the elementary Students studying in Government Schools of Lahore city. Simple Random sampling technique was used to collect the data. After data analysis, it was found that there is slightly positive effect of social media on students in terms of their marks and assignments. So, it is recommended that students should be given limited access to social media with a spy eye of parents and teachers

**Keywords:** Comparative study, learning style, students, social media

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## Introduction

We live in an age of digital revolutions. There are many sources of social media that attracts students interests like a YouTube, Facebook, what's app and Twitter etc. These social sites provides link between students relation and their educational activities. Social media plays a vital role to enhance learning in social sciences and developing social skills among them (Ahn, 2010). Facebook is a source for connecting with friends and people all over the world. It provides a chance for students to generate their ideas about the Global innovations (Mack, 2007).

Social sites heavily focus on building online group of people with common activities. It also help   the students to build leadership skills planning and organizing activities that enhance social change and autonomous commitment. On the other hand, majority of students rely on the availability of information on social media and websites give the answers of their questions. That kind of activity reduced focus on learning and obtaining information from other authentic sources (Rambe, 2011).

In Pakistan the number of social media user students is increasing day by day. The study will help the teachers, parents, school managers to know the effect of use of social media on the learning style of elementary students. With the help of Internet all the social site and various applications are available which can be access easily. It also allow users to interact and converse with one another, to share, edit and create, new forms of textual, audio and visual content. It helps a lot in every field of our life such as educational, political and educational fields and also has influence on our lives. (Valkenburg, 2009).

The uses of social network sites give free hands to instructor to bring improvement in teaching by uploading information on websites. These websites help the students to use these information and they can access to it at any time. Sometime knowledge attained through social media change their perception, beliefs and goals. Students who use social media with their class work demonstrate improved grades when compared with non-user classmates. Social media also enhance memorization of information for long time. It provides understanding to develop relationship with class fellows about class work and assignments. Social media also allows students to develop and share their ideas together (Carl, 2015).

Social media is a source to raise student knowledge through their mutual communications. Students generally know how to use different types of social sites. It is a challenge for educators to use the social media for academic proposes with limited and meager available resources (Gray, 2010).

A researcher establishes that when social media sites are used for an educational purpose, students learn and integrate the expertise into their lives. In this way they may differ from the intentions of the course teacher (Egedegbe, 2013).

The use of social media provides self-confidence among students about educational content that can provide form different educators. Senior Students can better use this media as compare to the adolescent and spend more time on social media. The adolescent are more attracted towards social media which can be harmful for them (Greenfield, 2008). Social sites may have harmful effects on learner's results because they waste too much time on social media with their friends. One clarification of this contact is that social sites offers different temptations and as a result can distract learners from their educational activities (Dabner, 2011).

Undergraduates who waste extra time on social media may have complexity on their online behavior and educational training. Some researchers' argue that utilizing online message has both positive and harmful effects. In the modern age educational institutions have almost failed to manage how students use social media at school level. In various schools, experts believe that social sites have optimistic effects on learner's growth. On the other hands some schools are fail to contact with social media sites. Since they argue that communication with social sites have harmful effects on students' learning (Boyd, 2014).

## Objectives of Study

This study was designed to attain following objectives;

1. To know the learning style of students who use social media.
2. To know the learning style of students who do not use social media.
3. To compare the learning styles of user and non-users of social media.
4. To give recommendations in the light of this study.

## Delimitation of study

1. Study was delimited to the elementary Students studying in Lahore city.
2. Study was delimited to students of public sector schools of Lahore city.

## Population

Population of our research study was elementary level students of public sector schools of Lahore city.

**Sampling**

Social media user and non-user students were identified by the researchers in the classroom with the help of concerned class teachers and students. Simple random sampling technique was used to gather data. Sample was consisting of two hundred students' in which one hundred user and others were non-users of social media in government elementary schools of Lahore city.

**Instrument**

A self-developed questionnaire about 'Comparative Study between the Learning Styles of User and Non User Students of Social Media was developed to obtain necessary information about learning styles of students at elementary level. The reliability and validity of the instrument was determined by experts' opinion and pilot testing.

**Analysis of Data**

Data was analyzed by using different statistical techniques. An independent sample t-test, Mean and standard deviation were also calculated.

**Table 1**
*Number of hours spent on study.*

| Groups | N | Mean | SD | *t* | *df* | *p* |
|--------|-----|------|-----|-------|-----|------|
| Non User | 100 | 1.48 | .71 | -.100 | 198 | .921 |
| Users | 100 | 1.49 | .70 | | | |

There is no significant difference in users and non-users. It is inferred that user and non-user students of social media spend usually same hours on their study.

**Table 2**
*You make group discussion about study with your classmates.*

| Groups | N | Mean | SD | *t* | *df* | *p* |
|--------|-----|------|-----|-------|-----|------|
| Non User | 100 | 2.57 | .75 | 1.606 | 198 | .110 |
| Users | 100 | 2.39 | .82 | | | |

There is no significant difference in group discussion about study between users and non-users of social media. However, the social media user students are slightly better in discussion about study with their class fellows.

**Table 3**

*You have good attention toward study.*

| Groups | N | Mean | SD | t | df | p |
|---|---|---|---|---|---|---|
| Non User | 100 | 2.40 | .84 | .738 | 198 | .462 |
| Users | 100 | 2.31 | .88 | | | |

It was also found that there is no significant difference in attention toward study between both groups. However, the social media users have slightly better attention towards their study.

**Table 4**

*You can find your home assignments easily.*

| Groups | N | Mean | SD | t | df | p |
|---|---|---|---|---|---|---|
| Non User | 100 | 2.33 | .87 | -2.92 | 183.5 | .004 |
| Users | 100 | 2.65 | .65 | | | |

There was a significant difference between social media users and non-users in finding home assignments. It was found that social media user group finds out their assignments to some extent more easily as compare to non-user group.

**Table 5**

*You got good marks in final papers.*

| Groups | N | Mean | SD | t | df | p |
|---|---|---|---|---|---|---|
| Non User | 100 | 2.42 | .84 | -2.89 | 179.4 | .004 |
| Users | 100 | 2.72 | .60 | | | |

Results show that there is a significant difference in marks obtained students by of social media users and non-users. Social media users have an edge in marks over non users.

**Table 6**

*You have good attitude toward learning styles in class.*

| Groups | N | Mean | SD | t | df | p |
|---|---|---|---|---|---|---|
| Non User | 100 | 2.35 | .85 | -1.21 | 198 | .230 |
| Users | 100 | 2.49 | .78 | | | |

The table explains that there is no significant difference between learning styles of both groups. However, the social media user group has slightly better in attitude towards learning in classroom.

**Findings**

On the basis of statistical analysis of data, it was found that there is no significant difference in number of hours spent on study which shows that user and non-user students of social media spend almost same hours on their study. In response to the statement regarding group discussion, the social media user students are slightly better in discussion about study with their class fellows. Although there has been no significant difference between the groups but attention towards social media user students is slightly better with contrast to other class fellows. The results also show that the social media users have slightly better attention towards their study. The results reflected that there was a significant difference in finding assignments and marks obtained by social media user students. Finally, the academic results of social media users are better than non-users. Although, there is no significant difference between two groups however the attitude towards learning in classroom of non-users group is slightly better as compare to user group.

**Conclusions**

This research was based on comparative study between the learning style of user and non user students of social media. After the analysis of data a conclusion is drawn that in most cases social media have no significant effects on students in terms of their attention, number of hours spent on studying, making group discussion about study and attitude toward learning styles. But there is some benefit of use of social media on students as they can easily find their assignments after access to it and social media users have attained good marks as compare to non-users.

**Recommendations**

In the light of this study it is recommended that

Parents may give limited access to the elementary students to use social media. Moreover, parents should try to know the social media sites which are being used by their children. Likewise, students need to use social media resources for academic purpose. Students must need to set time table for the use of such media. Therefore, institutions must need to provide training to students regarding positive and productive use of social media. Finally, teachers should also educate the students regarding negative effects of social media.

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