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## Impact of Courseware App's during pandemic: social media diminishes Social Distancing

Dr Aayesha Sagir Khan<sup>1</sup>, Dr Sagir Ahmed Khan<sup>2</sup>, Ms. Samar Alnmer<sup>3</sup>

<sup>1</sup> Assistant Professor Department of English Language and Translation, King Khalid University Abha KSA.

<sup>2</sup> Associate Professor Department of Computer Science, I K College DAVV India.

<sup>3</sup> Head of the Department, English language and Translation, King Khalid University Abha KSA.

aayeshasagir@yahoo.com<sup>1</sup>, snkhan39@yahoo.com<sup>2</sup>, saalnmer@kku.edu.sa<sup>3</sup>

### Abstract

The new kind of applications known as social electronic applications (or "social e- app's") aid with networking, other applications, known as social networking apps (or "social networking apps" or "SNApp's") and social networking sites (or "SNS's") have become widely used as resources in academics during pandemic. Students have been accustomed to using SNApp and hence participate in non-academic activities on a regular basis. This study examines the impact of widespread use of SNApps on students' academic achievement as well as how these SNApps influenced their commitment to their studies post lockdown after the widespread of "Covid-19". Because the use of SNApp daily has may harm their performance, it is critical to encourage students to adopt comparable technologies that are solely used to supplement classroom work. SNApp began as a networking communication tool, but it has evolved into much more. "How much time the kids spent on social media" and "How many hours, minutes, and seconds they spent reading messages or going through all of their followers' photographs on these Apps" are never realized. The study examines how the social App influences students' academic performance, focusing on a KCU (Saudi Arabia) students. The study proves that "Covid-19" has forced the students globally to use social networking apps for academic activities. Even if COVID-19 numbers are decreasing, some of the emerging tendencies have remained consistent over time. To get insight into emerging patterns that will have a long-term influence during COVID-19.

**Keywords:** Social electronic Applications (Social e-App's), Social Networking Sites (SNSs), Social Networking App (SNApps), Academic Communications, Educational Performance

### 1. Introduction

The epidemic of COVID-19 caused a quick change to distant learning. Using social media to assist active learning is one method to get over these constraints, especially when we do not have enough luxury of re-imagining everything. The internet has changed significantly during the last decade because of Social Media (SMe). SMe makes it possible for students and educational scholars from all around the world to communicate and collaborate on projects during this ongoing pandemic. Interpersonal communication comprises

of the things people interact, how they communicate, and who they communicate with. Because of the familiarity with Mobiles, real-time messaging application services for those linked to a network were upgraded because of the internet. SMe is the foremost advanced technology in its area, and this proved to be very beneficial at the time of Covid-19 crisis. SNApp was created to be a network communication tool, but much more is possible because of it. The most widely used and useful social media applications include Twitter,

Facebook, WhatsApp, YouTube, and Instagram including few more came up during ongoing pandemic especially for academics. Particularly in Covid-19 some videoconferencing application play the Insufficient roll in academic system. “Google Meet (formerly known as Hangouts Meet) is a video-communication service developed by

Google” [1]. “During the 2020 COVID-19 pandemic, the use of Meet grew by a factor of 30 between January and April 2020, with 100 million users a day accessing Meet, compared to 200 million daily uses for Zoom as of the last week of April 2020” [2-4].

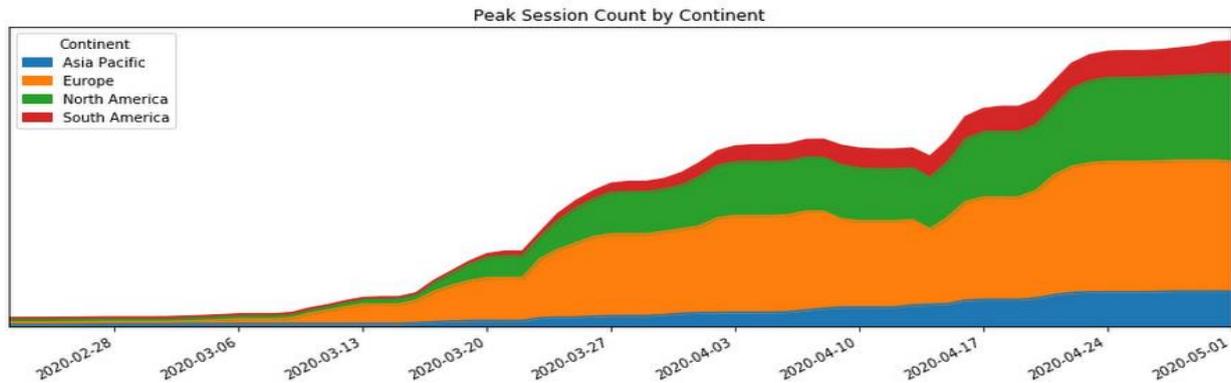


Fig.1 “Google Cloud” [5].

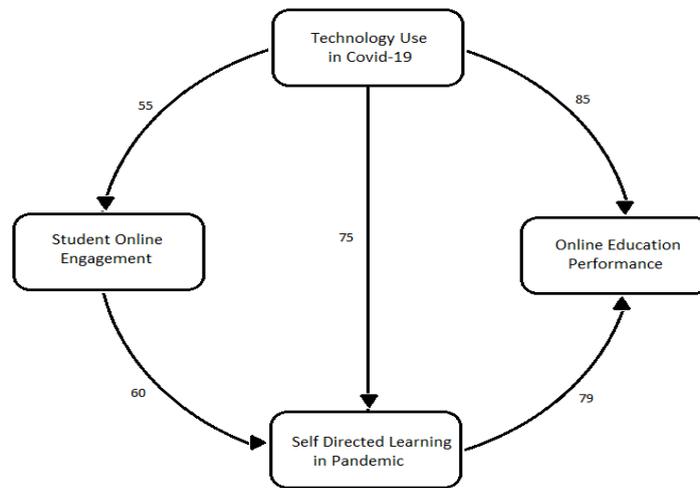
As COVID-19 progressed, many people began exploring for video conferencing to keep up with their social, educational, and business lives when meeting in person was increasingly difficult. As illustrated in the graph above, this adjustment has resulted in a massive increase in Google Meet users. Because of the virus's expanding influence on how people worked, learned, and socialized with friends and family, many more individuals turned to Google Meet to stay in touch. In the quarantine time and global lockdowns, the social media has gained popularity among all the people including students which was clearly observed in the study done among the students of KKU. However, some people still believes that social media deteriorate the performance of students, but during on going pandemic it taught the students to make the maximum benefits out of it in academia as well as their social life. “Zoom Video Communications Inc, provides videotelephony and online chat services through a cloud-based peer-to-peer software platform and is used for teleconferencing, telecommuting, distance education, and social relations” [5,6]. “Beginning in early 2020, Zoom's software usage saw a significant global increase after quarantine measures were adopted in response to the COVID-19 pandemic” [7]. “The former Yahoo workers Brian Acton and Jan Koum created WhatsApp Inc.” Over the past decade, SME has provided an essential means for people throughout the world to engage with each other. The widespread influence

of SME was felt throughout the world following the introduction of Facebook and Myspace in the early part of the decade of the 2000s. The use of IM, chatting, and Twitter updates or statuses to communicate information in the classroom happens when these Social-e-Apps are accessed by the students. According to some research social networking sites also alter the way one obtains information and reports. The company's outstanding financial results were driven by consumers' increasing demand for video conferencing once the coronavirus epidemic struck. While zoom cited the global pandemic as the reason for the huge increase in users, some experts believe there are long-term development potential for the video conferencing platform. Many different sites present new vistas and produce an abundance of diverse facts. Nevertheless, SNApp has gained wide recognition among the population. It should also be noted that these applications are very habit-forming to students and could have a substantial impact on their academic performance, which becomes very impossible to undo. SNApps can influence the dedication of students to learning. Recently, with the progress of technology, social networking sites have emerged as an important component in high school students' lives. Thus, individuals began to concern themselves with the vast amounts of SME sites used by students, which influences their education.

**2. Statement of the problem**

There have been several study publications in which dispute has taken place on the definitions of social media. These technologies provide numerous uses, their effects on users, and their societal ramifications are always evolving. Rapid growth of technology rapid growth has a significant influence on the way people engage with one other daily. Today's rising use of SME among academic students cannot be stressed enough. Academic performance may be adversely influenced by several different factors, one of which is the significance of SME. "Today people spend extra time on social media sites on communicating and exchanging their thoughts and ideas with each other" [8]. "Considered that the utilization of internet has positive or negative

effects on the pupil's academic performance" [9,10]. One or both good and bad impacts on academic achievement may be attributed to using the internet. It is a subject of worry since, in most cases, parents are concerned about the students since they have the tendency to spend an inordinate amount of time on SME sites which may have a negative impact on their homework time. In addition, some parents are concerned about the frequent usage of SME websites. In polls, it has been determined that many students regularly use various sites for studies. The research is carried out to assess the percentage of students that have a greater exposure to SME sites on their education in COVID-19 pandemic. Faculty and students utilized Facebook and WhatsApp the most as social media platforms.



**Fig.2 Link of Technology and Education**

When social distance or physical separation is involved with a public health concern, the new normal, social media offers a relief from being alone. During the Covid-19 outbreak, there was a worldwide rise in social media usage, according to recent figures. Such freely available digital tools provide affordances for schooling in an emergency, in addition to reducing loneliness. The findings of a review of almost a decade of study are summarized in this article.as well as current case studies on the advantages of using social media in higher education. According to Chapman [11] one way that teachers' incorporation of Twitter enables and encourages students to interact with elected officials, subject-matter experts, and members of their community is that Twitter enables and encourages people to interact with these people in a way that they could not do

previously without using social media.

**3. Review of related work**

Year 2020 marked major changes we have seen so far; it is possible that there will be some significant ones that have happened "unintentionally." Universities through the world have experienced a significant change away from traditional brick and mortar classrooms and toward online platforms and studying from home for most of the year. While the discussion about the importance of online learning and social media in education is not new, we have seen it move from theory to practice this year as the epidemic drove us to adopt a new way to keep safe from the virus. Because the universities did not have physical access to offer information to its pupils, administrators at productive university turned to social media as a solution. University use social media to share timely information on

attendance, new measurements, and how to get educational resources, tools, and courses. Social media is also being used for professional and educational objectives by faculty members [12]. KKU have been able to publish information bulletins on their public sites, which parents and students may follow to boost the probability of it reaching them. Numerous studies were done by the researchers to appraise the utilization of SMe platforms by pupils and their effects on them. Other studies have found that social media usage is particularly valuable for student engagement and the productive classroom experiences of students [12]. Owusu-Acheaw, & Larson “performed a study on Koforidua Polytechnic pupils in Ghana to find the pupils' utilization of social media and analyze its result on scholastic performance” [10]. The studies showed that most pupils tend to pass the time over 1/2 to 3 hours a day over their smartphones with Internet facility and over the social media sites. Emeka & Nyeche “performed a case study over the under-graduate students in the University of Abuja to ascertain the influence of Internet Usage on their studies. The outcome discovered that the Internet usage was an advantageous tool among students, and it boosted up their capability and skills which assisted them in studies and carrier [13]. Few researchers highlighted how SMe influenced the education sector, and the study indicated a variety of beneficial and unfavorable effects of SMe on the pupils' education. Few researchers found out the consequence of hiking utilization of SMe sites on the university pupil's studies. Random sampling over 300 pupils depicted that the ascendancy of SMe over pupils is positive.

### 3.1 Disadvantages

Although previous research demonstrate that Facebook has a link to students' academic failure, it has not been shown that the usage of Facebook causes low educational achievement. Research has found that excessive Facebook use is negatively associated with student engagement [14]. Krutka and colleagues propose that ideal methods for teaching using social media involve training students to identify and combat social media pitfalls, particularly when it comes to profiting and protecting personal privacy [15]. To develop or emphasize school rules on utilizing social media for online learning, schools should introduce or

emphasize them. Educators should closely examine their plans for utilizing social media, as well as the nature and potential utility of that platform, before introducing new technologies to their students. Students should evaluate these factors, particularly the privacy and equity dangers that social media platforms bring, against the social good that these tools may accomplish.

### Conclusion

Major Universities like KKU, which were already working with the teaching tools like Black Board but not 100% through it, such universities did not face much problem due to the sudden shift from traditional to remote learning. The online teaching and learning before pandemic no one thought that soon education will totally move shift online. The universities who started online after pandemic and opted for easily available sites for teaching and learning faced problems of privacy.

Too much involvement in social media use, especially on college campuses, leading to the distorting of the border between academic and personal life, and students who do not have social media accounts or who have slower internet connections may be excluded. The ongoing pandemic made as comprehended that academic must move on with the time as like use of technology. As the universities can work now to develop their own applications, as per requirements and the norms of their own, this will help both the faculty and the students. Technological advancements have made SMe usage more common all over the world. It was the main goal of this research to find out what kind of academic achievements the students who spent most of their time on such websites should expect. Most students spend their whole class period on the SMEs for entertainment and study, because to the continuing epidemic. Even if COVID-19 numbers are decreasing, some of the emerging tendencies have remained consistent over time. To get insight into emerging patterns that will have a long-term influence during COVID-19. This is the first time in the history of any living generation that a pandemic of this magnitude has occurred, and we are just now beginning to comprehend social media's eventual role. It will serve as an exceptionally accurate case study in the ways the public and companies respond to such a historic global event in the years to come, and how those

reactions on a public platform affect not just individual actions, but corporate and government activities as well. Social networking platforms such as Facebook, Twitter, Instagram, and YouTube are common examples. These social media sites are a significant part of students' life, and they are frequently used on a regular basis. Around 57 percent of social network users are between the ages of 18 and 29, and they also have multiple social media accounts. According to Kubey et al., [16] impairment of educational performance and internet dependency are correlated by utilizing synchronous communication programme including internet sites and forums.

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