

Influence of Social Networks amongst Undergraduates in Higher Educational Institutions

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Abstract— *These days society is being mesmerized of the words “Social networks” and “socially networked individuals” respectively. The same is applicable to the university community specially undergraduates. More number of undergraduates are almost addicted to the social network tools such as Facebook, WhatsApp, Twitter, YouTube and LinkedIn in despite of original purpose of the tools. In fact, the undergraduates have started to utilize the social networks for networking, entertainment, learning and etc. Ongoing study shows that roughly 95% of the undergraduates have been using the social networks during the academic hours or off academic hours. End user privacy is under alarming level in despite of plat forms, devices and accessibility to the internet when the social network tools are being used. Learning environment, confidentiality, privacy, motivation, ease of use, availability, effect on health, satisfaction, file sharing and storage are the major challenging factors in contemporary social networking tools and social network users, especially undergraduates must be knowing on all those characteristics for proper use of social network and to protect themselves from unwanted issues. This research work analyses the most interesting issues among popular Social Networks media and direct undergraduates to focus on their education in a proper way. Facebook is a prominent social networking tool among undergraduates though it partially contributes to the academic activities. Most students desire to use WhatsApp due to the security and user friendliness (convenient functions) comparing with other social networks. This study answers, better social network tools for educational activities in its own capacity.*

Keywords— *WhatsApp, security, social networking, higher education, Facebook.*

I. Introduction

Social Networking (SN) is a procedure of interfacing individuals utilizing the idea of web through Internet or it tends to be characterized as a web or portable based social space where individuals can associate, impart, make and offer substance with others. In contemporary SN is one of the biggest and prevalent tools which have been utilized by assortment of individuals in around the world. Most known and prominent social networking apparatuses are Facebook, Twitter, YouTube, WhatsApp, and LinkedIn.

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This whole social networking idea has been presented after the second era of World Wide (web 2.0) which has disposed of all different past technique like radio, wire and other electronic correspondence [1]. Web 2.0 has given scope of web administrations, for example, Facebook, YouTube, Twitter and other web related social networking administrations [2]. Likewise this web 2.0 furnishes office to working with social networking if there should arise an occurrence of constant just as virtual condition[3].

This sort of social networking destinations is now utilized by numerous individuals for numerous of reasons. A large portion of public utilizes this SN to upload photograph, recordings, install applications, message companions, write blogs, dating, promote gathering, listen music and so on. SNs set up a great deal of intrigue in view of the substantial consideration rate over the world.

Social networking media have made correspondence, joint effort and cooperation conceivable very effectively. Thus, they have been acquainted with help instructive exercises [4].SNs is most popular among the undergraduates in many nations spanning from 18 to 24 in age [5][6]. Higher educational institutes in all nations have been looking new advancements to rearrange instructive issues[7]. At present, SNs are utilized by undergraduates and university teachers to conquer a few instructive issues.

II. LITERATURE REVIEW

In view of various researches, we became more acquainted and with that, a large portion of social networking tools have been introduced &utilized intreasury education. Most popular social networking engines are Facebook, Twitter, WhatsApp, LinkedIn and YouTube.

A. Facebook

According to Adam Mahamat Helou at el, we understand that Facebook supports socializing activities rather than learning objective and a student consuming more time in Facebook for different purpose than learning activities. which de-motivate a student from gaining knowledge; thus the student's attentions will be diverted from education[8]–[10].

Heba Mohammad and Hatem Tamimi stated that Facebookhas made 42% negative impact among higher education studies and 38.6% students' response reported that Facebook is time wastage to higher education students. It obviously shows that Facebook miss to motivate the students in education site and it provide some other motivation than study such as making friends, chatting, playing games and sharing files and also it de-promote to engaging learning environment and it provide other entertainments instead of that [11].

R. Forste at el. reported from their study that, students are using Facebook 52 minutes in a day approximately for a few purposes which indicate the availability and adaptability of Facebook concurrent situation[12] and also Abraham et al conveyed from their sample that 91% of students have Facebook accounts and the percentage of students joining amount of Facebook increased in between 2015 to 2018. Also 2.7% students using Facebook as social media in daily usage and they are using different purpose. The most important purpose is sharing files[13].

Learners from social networking learning knowledge by interacting with different expertise from different place using virtual environment[14] hence students are able to study different field without any barrier by overcoming time and cost constrains.

Most of the case most people in Facebook they have shared their personal information without any knowledge of what they are dealing with and how it is going to be. Few people only aware on privacy issues while they are using it. Except a few higher educational students and professionals, the obvious truth is almost every people have lost their privacy while using Facebook[15],[16]. There is a possibility of suffering mental health issues of a person by spending more time on social networking. Facebook gives different engagements in a different level to the students. Results, spending more time on it without considering the necessary sleeping hours, thus traps a student in to weak health[16].

According to Ali Mohamed Elkaseh at el social networking media like Facebook, twitter, YouTube, what sapp and other social networking tools are considered Perceived Ease of Use tools and which study followed based on a standard method called Technology acceptance model (TAM). From the result of TAM reason of students adapt in Facebook is easiness of use.[17].

B. WhatsApp

WhatsApp serves as a communication media in higher education institutions. It is a one of the better and foster technologies in education at present generation and also Heba Mohammad and Hatem Tamimi said that WhatsApp got second place as communication media from their higher educational analysis and student's most encouraging communication SN tool. It indicates easiness of communication by WhatsApp in virtual environment and also provides efficiency of communications[11],[18]–[20]. WhatsApp is the one of the better communication media rather compared with other available SNs and students and Teachers use WhatsApp for easy communication in their higher education filed which simplify them to share information between each other's.

According to the result from Mona M. Hamad WhatsApp gives a huge support to develop listening, speaking, reading, writing, enrich vocabulary, and in English language familiarization. So here we resolutely conclude that WhatsApp gives a major support and engagement in learning, meanwhile it gives approximately 50-50 chances to motivate and de- motivation. Further, students get higher ability result after using WhatsApp in their educations. Thus, it indirectly explains the engaging factor of WhatsApp. It can be extended that, WhatsApp is easy to download and use rather compare with other social networking tools[21].

A study from Hani called "The Impact of WhatsApp Group's Utilization of EFL Students" says that, WhatsApp has been providing very huge support to increase the writing skills, vocabulary and voice skills. It indirectly explains that WhatsApp provides huge contributions in engaging the learning environment[22].

Mahmoud Aburezeq at el conveyed in their study that using WhatsApp able to exchange significant amount of information anytime and anywhere. It indirectly indicates the availability of WhatsApp and further it is being used for exchanging information which include the file sharing property[19][23]. In addition to above, Heba Mohammed and Hatem Tamimi stated from their study that, WhatsApp has got third place in sharing file in between students [11].

From Dshen at el., Teachers and students using WhatsApp for sending and correcting answers plus sharing materials and also some other relevant learning activities with availability of WhatsApp. File sharing is one of the very advanced features of WhatsApp among majority of higher educational students and teachers.[24]

Telecommunication Union (ITU) (2015) and Arab social media report (2015) explain that WhatsApp is a one of the mostly used social networking tools among higher educational students [25]. According to the Heba

Mohammad at el, WhatsApp got number one place among mostly used social networking tools for different purposes among students and public[11].

According to Church & de Oliveria, WhatsApps been maintaining its confidentiality rather compared with other social networking sites. This justifies that, it may be the most vital reason for WhatsApp reflecting as a most usable social networking tool and also accepted by various levels of undergraduates. Especially, Confidentiality is a one of the most important property for mitigate security issues, thus WhatsApp maintains its security indirectly[26].

WhatsApp increases availability in education by studying outside the class by sharing information and other relevant features which support to work with virtual environment with gaining knowledge from expertise. It gives availability of teachers without having a class room which is one of the advantages for the students and they could learn from expertise without having a face-face conversation

A pilot study shows that WhatsApps having its own privacy safeguarding compared with other SNSs. It's also one of the major aspects of WhatsApp becoming a popular SN tool nowadays[27].

C. Twitter

Twitter is not considered as a popular social networking tool among students as well as professionals including teachers. Most of the teachers using different social networking tools frequently for higher educational activities meanwhile twitter considered as occasional usage social networking tool for supporting higher educational activities. The percentage of usage of Twitter in higher education is very less and professionals are using Twitter for some other reasons apart from learning [28]. But the same time twitter is popular among students for giving motivation than other popular social networking tools although it considered as occasional SN tool. And also, it supports students to involve in the particular specific area whilst it miss to improve the teaching quality. Though it is considered as motivation tool but it does not support teaching skills and it is one of the disadvantages of Twitter. Even twitter misses to improve the teaching quality, it provides support for learning new things from outside world, virtual environment and variety of expertise. It dramatically helps a student in improving knowledge when he/she experiences problems in classroom activities[29],[30].

Twitter is considered as a most powerful communication among undergraduates & professionals and it is one of the foster technologies among students[31]. Though twitter consider as most powerful communication tool, a user can send only 140 characters to pass any message. This is the major drawback of twitter while it has a good communication media and still twitter retains its communication skills in between students and teachers though it has shortcoming[32].

According to the result of Eva Kassens-Noor Twitter is measured as readily available tool for sending and receiving instant messages. Availability is a very important aspect for every social networking tool which makes better perception and relationship with student and teachers to have a good motivation in studies[33].

65 million people using twitter form all over the world especially younger and higher educational students using from 2008, which indicates the user satisfaction of twitter all over the world. Youngsters (students) get engagement in learning, gaining knowledge these days. Roughly 65 million youngsters using since the adaptability and easiness among user of twitter[34].

Oblivious known truth is privacy of students or any professionals has been violating while any individual using any social networking tools, of course even twitter has done same things like other most valuable social

network does. Twitter collects all individuals' personal information and it share that information in between third parties and also they have rights to sell the individual information to desire place and they have been mentioned about all this detail into their privacy policies[34].

D. LinkedIn

LinkedIn is one of the famous social networking tools among professional and students which they used for teaching and learning activities via online. According to Stefania M at el, LinkedIn granting support to higher education students by providing learning environment which offer by creating a virtual environment to study through internet. Nowadays most of students have smart phone so it is easy to operate LinkedIn plus they engage environment as well as it increases the motivation slightly to the student by sharing documents and posting important technological by expertise of particular subject. [28]

The LinkedIn websites available in 24 languages all over the world thereby it considered as a well perfect communication media which a students and professional used to share their knowledge for higher educational process and also this is the most availability among most students all over the world because of the language availability. Ashraf Jalal and Yousef Zaidieh said that a very few people only considering the privacy issues while they using the social networking tools[16]. In the case of LinkedIn student's and professional's privacy has been disclosing by same manner what we have followed in Facebook. All students and professionals losing their privacy in several ways such as using own picture for profiles, sharing all documents, achievement and others.

The most LinkedIn users are students who are following higher education institutes and college level for attaining there degree program so this LinkedIn mostly satisfied social networking tools among students for their study related events and the LinkedIn also one the most used social networking tools in between students and professionals.[28] Almost more than 15 million students and professional using this social network because of the easiness of the access.

E. YouTube

YouTube is a one of the famous social networking tools among students in higher educational institutes which a students and teachers used achieve different kinds of works. As regular as other social networking tools even YouTube has under threaten of privacy issues. The most important influence for that is, posting new videos, subscribe a channel and comment the video without considering any idea of privacy issues. Although YouTube has privacy issues, it is one of a social networking Tools where a greater number of users are engaged for different purposes. YouTube becomes in third place within the list of the most commonly accepted on the web sites[35][36].

YouTube is considered as a one of the most important sites for sharing the video for public usage which include educational, motivational, commercial, music, collection of videos and so on. All those videos have been produced by other people for the purpose of sharing knowledge, ideas and some other intensions [37].

YouTube/EDU services had been introduced in 2009 for the purpose of produce education related video for helping students and engage students and teachers to improve their knowledge. YouTube provides advantages to improve the knowledge in educational sites to the end users who may be undergraduates. It improves the knowledge by sharing the videos from expertise in the particular subject area which engage and making vast knowledge to the students rather than learning in the other learning methods [38],[39].

Based on empirical survey, it is being identified that, YouTube is a better communication tool among students for gaining knowledge and clearing doubts as well. Majority of the undergraduates have been satisfied all time by YouTube, which is one of the most prominent social networking tools.

Ftoon Ahmad Othman said that to the usage of YouTube does not require a huge knowledge of how to updating and downloading a video as well as browsing internet. It is easier to work with and very simple to share the video with others which evidently indicates the easiness of operational features of YouTube and Also Ftoon Ahamad Othman said that in YouTube variety of people have been posting variety of videos which may be study related and other videos therefore students focus may be attracted by other popular videos than education related videos so it misses to motivate the student meanwhile it provide a best education video for well understanding study related work. YouTube does not provide a specific feature like create a separate account or separation for students and others thus motivation of YouTube dependent to the students from their intention.[40]

The most number of users of the YouTube is falling from 18 to 24, which indirectly proves undergraduates' contributions in YouTube and they use YouTube for different goal [36].

In YouTube several people share several documents and someone posting very sensational videos which lead students and younger to mental health issue. Most of sensational videos has been viewed by all most all undergraduates and they are tend to try those activities because of the mental issues [41],[42].

III. COMPARISONS AND DISCUSSIONS

Based on the survey all selected five social networking tools were compared against thirteen factors which can influence the stability of the tools. A five-point scale was used for each item. SA, strongly agree; A, agree; N, neutral; D, disagree; and SD, strongly disagree. According to the Table 1, following discussions were made.

TABLE I. Comparison and Discussion

Characteristics	Facebook	Twitter	WhatsApp	LinkedIn	YouTube
Provides engaging learning environment	D	SA	SA	A	A
Confidentiality	D	D	A	D	D
Communication media in higher education	A	A	A	SA	A
Privacy issues	SA	SA	N	SA	SA
Motivate in educations	D	A	N	A	N
Ease of use	SA	SA	SA	A	A
Availability tool among higher	SA	A	SA	A	SA

education students					
Student learn from expertise	A	A	A	A	A
Most used social networking tool in Higher education students	SA	A	SA	A	SA
Effect on health	A	N	D	D	A
student satisfaction	SA	A	A	A	A
File Sharing for education purpose	SA	A	SA	A	SA
Storage issues	SD	SD	SD	SD	SD

In the case of Engaging learning environment Facebook missed to provide engaging among higher education students compared with other social networking tools. The reason for this may be Facebook provide other non-education aspect like playing games, posting information, video, photo, chatting with friends and so on. But Twitter and WhatsApp provide most contributions for providing learning environment even though it has same features as Facebook.

When we consider the confidentiality feature of Social Networking tools, only WhatsApp provide that features compared with other social networking tool because of the end to end encryption facility in WhatsApp. In other social networking tools every message, photos and other all things have been monitoring by third party but WhatsApp security protocol are different from other SN tools[43].

According to the table, it can be identified that all those five social networking tools are considered as very good communication media in higher education hence a student and an expertise are able to communicate for their specific needs.

When we consider the privacy issues all social networking tools are having the privacy issue but WhatsApp differ from this case because of end-to-end encryption technology. Even though it has end-to-end encryption facility, it does not provide support for group message therefore we cannot say the privacy issues of WhatsApp whether it has or not. But one thing we could say that the privacy issues of WhatsApp depending on individual and group message. therefore it is better to a students to don't post more information into any social networking tools for any purpose[44].

When we point to the motivation structure of social networking tools only Twitter and LinkedIn provide greater support to education motivation apart from other three SN tools. Facebook fails to motivate the students to go for higher education because it has lots other diversion like updating photo, videos, chatting with friends so a student has been diverting from education relevant activities. Twitter and LinkedIn are used by most of the professionals and students rather than all user in the world so it only targets with education and professional things thereby it supports students to motivate in higher education.

Social networking tools are free available everywhere and nowadays almost fair number of students and teachers have their own Smartphone and they have all the SNs apps in their own phones so they can be used this SN subject everywhere and anytime with their desire. SN tools are available for education in any movements

In the case of learning from expertise all social networking tool provide its own support for the students. Hence a student used to study virtual environment using this kind of social networking tools and he or she become a complete knowledgeable person in the particular subject area.

while we think about most used SN tools among undergraduates, all social networking tools are considered as most used tool among students and also Facebook, WhatsApp and YouTube are very famous than LinkedIn and Twitter because of the features and services. In the case of LinkedIn and Twitter most of the time it concerns with the education related things but Facebook, YouTube and WhatsApp encompass other facilities like finding friends, chatting sharing information and so on. Consequently, it very much famous relatively compared with that LinkedIn and Twitter.

If the usage of this social networking tools analysis is viewed the side of the health issues, Twitter, WhatsApp and LinkedIn don't give any problem to the students' health but in the case of Facebook and YouTube there are issues. The students viewing all sensational documents, photos and videos from Facebook and YouTube lead students to persuasive behind those kinds of activities so he/she may feel emotional mind problems which ruin their studies and also the addiction of these networks leads the mental issues to the undergraduates. In case of students' satisfaction is highly depending on the ease of use.

Significant number of Social networking tools share the files and obey the file sharing characteristic rules. Almost all SN tools support for file sharing and it is the best way of sharing the documents and important file, relatively compared with other all manual methods. Also sharing file using social networking tools are very easy, few amounts of time consuming, speed, efficiency and it maintains the quality of a file which is being sent. Ultimately file sharing is very much famous and major advantage of any social networking tools to undergraduates and others as well.

There are no storage issues of any social networking tools which are at present since each and every student is using large memory in his / her phones and if he / she wanted to install social networking tools, he / she needs less amount of space thus there is no problem of storage issue.

When we judge the security problem like confidentiality and privacy among those five SN tools WhatsApp only provide the confidentiality plus relatively small amount of privacy problem. Apart from WhatsApp other all SN tools do not provide the security significantly.

Facebook comparatively provides less support than other SN tools in learning, providing learning environment and motivation for undergraduates, whereas other social networking tools provide it full support as well as provide a contribution for learning activity.

Once we compare with the characteristics of communication medium and student's satisfaction, every SN tools obey both from our table. From that it can be concluded that a student or any person could be satisfied on a particular social networking tool if and only if considering language is not a barrier. In other word all social networking tools guarantee the communication. Considering these factors these social networking tools are most used by undergraduates. For an instance, suppose a student does not understand the language or other

communication related thing he/she does not follow those particular matters. Here SN tools overcome that barrier.

The characteristics of motivate in education and health issues it could be said that, only Facebook demotivate in higher education meanwhile it produces some health issues to the student. So, we obviously conclude that there is a relationship between health issues and de-motivate in education.

Even though all four social networking tools except WhatsApp have security issues, those tools are trendy along with students and it measured as the majority used social networking tools. It can be concluded that a large number of students don't have knowledge of security issues while they using social networking tools.

Though Facebook not provide the support to motivate the students in higher education, it provides the facility to learn virtually so any students have interested in study related activities rather than other effort in Facebook can improve their knowledge.

IV. CONCLUSION

This study examined the education related matters like motivation, learning environment, sharing document, student's satisfaction and other characteristics for five social networking tools. This survey produces following conclusions. 01) WhatsApp is a better social networking tool among undergraduates since the availability of advanced features and easiness to work with as well as only the tool provides few security features to all users when compared with other social networking tools. 02) Although Facebook is very popular among all undergraduates, it does not provide full contribution in education but contributes partially to the education related activities to the students. 03) All social networking tools are accepted by undergraduates and each of these five social networking tools are prominent in different characteristics. For an instance, from a survey we got to know that Facebook is very famous among Jordanian Students and WhatsApp is very famous among Saudi Students[11]. Working with all social networking tools are easy and each social networking tools are providing file sharing properties to all students as well as communication of all social networking tools are accepted by the all higher education students.

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