Asian Social Studies and
Applied Research (ASSAR)
Published by ASAR Council

Volume 2 Issue 3
August, 2021
ISSN (E): 2709-9229

Efficacy of Online Media for E-learning among Students: A Comparison between Heavy and Light users.

Dr. MANAN KHAN TAREEN
Research Scholar, Department of Communication Studies,
Bahauddin Zakariya University, Multan, Pakistan.

TAYYABA LATIF
(PhD Scholar), Associate Lecturer, Department of Media Studies,
Islamia University Bahawalpur, Pakistan.
Email: tayyabalatifch@iub.edu.pk

HANNAN KHAN TAREEN
(PhD Scholar), Associate Lecturer, Department of Media Studies,
Islamia University Bahawalpur, Pakistan.
Email: hannankhan.tareen@iub.edu.pk

Abstract

The goal of this study is to determine the trustworthiness of internet media among Islamia University, Bahawalpur students. A survey method methodology was utilized to acquire responses from 300 respondents out of 1100 respondents by using simple random technique, 150 male and female students from Islamia University, Bahawalpur, for the objective of this study. Explore the effectiveness of online media for E-learning. According to the results of careful data collection, It is found that online media is not efficient in e-learning for IUB students. This means that other media are also important for learning. In addition, research has found that regular users of online media tend to know better than light users of online media. In other words, online media has an impact on ordinary users. According to the findings of the study; online media is ineffective in e-learning for Islamia University, Bahawalpur students. This implies that other forms of media are also necessary for learning. Furthermore, research has shown that regular users of internet media are more knowledgeable than casual users.

Key Words: *Online media, E-learning, Effectiveness, Heavy viewers, Light Viewers.*

Introduction

As technology advances, today's students have gotten more comfortable with its use, and in this more technical environment, it is unsurprising, if not surprising, that computers are being utilized more frequently. This has become a popular daily practice for those who employ computer science at work. This situation now appears natural to young students who utilize social media or the Internet in their academics. Students are increasingly content with technology rather than feeling alienated by it. Now, there is nothing wrong with using technology and social media as management systems in your studies to simply redistribute your everyday work to various parts. She now perceives herself as an adult living a normal life. (Jeon& Hong, 2013) according to data from three institutions in a research done by Gikas & Grant, (2013) social media gives options for content production, collaboration, and interaction.

In their book, Dafoulas & Shokri, (2014) demonstrate how the use of the Internet has increased dramatically over the last two decades. We've seen a variety of policies and speculations about the Internet's importance. Other technologies, such as online education systems and learning at all levels, are benefiting from the Internet. The Internet plays an important role in assisting all people and society at all levels. More written works are being generated in order to create and functionalize the aim, theories, and techniques of technical learning in our minds. However, with the introduction of Web 2.0 and, there is a lack of understanding of how various online technologies interact, and how they can interact. This has to do with the student's educational experience. There are many options in our knowledge based on the categorization of websites on student learning experiences. The social form becomes a tool for putting the appropriate things in the proper places. As you can see, they've been put to good use by our pupils. The majority of folks who use Facebook, Wikipedia, YouTube, Short board, LinkedIn blog, and Twitter have a blanket permission procedure to do or modify things. Modern technology has advanced at a breakneck pace. They make every effort to meet people's requirements. They also make an effort to fulfil the demands of teenagers. How can we, as instructors, make the most of this never-ending work? As we've seen, Web 2.0 is advancing, and teachers are seeking for more advanced techniques to develop their skills. Essentially, they want to grasp modern technology in order to assess its potential for learning new skills. The success of social media may now be seen. For us, it is really popular. If we consider Facebook to be the platform for our online learning system, we are still in the early phases. This page assembles the contents of other articles in order to assist you in making a decision. They want to know how the online education system affects students. They seek to change the level of education using the current developments in social networking sites and technical advancement.

E-learning is extremely important in today's culture because, as technology and the Internet improve, global behavior is gradually altering. The need for e-learning is very high right now, even in light of the current circumstances (the Covid-19 pandemic), and it has become imperative. E-learning isn't just for today's problems; it also has a lot of advantages. Encourage the use of distance learning. Allow you to learn whenever and wherever you want. The issue is that the social media platforms under investigation offer fewer areas of instruction, and there is a growing desire for more valuable research in this field. Social media is regarded as merely an entertainment platform; however, it has been overlooked for a variety of objectives due to its entirely educational aspects (such as content creation and blogging).

Universities and schools must undoubtedly improve their ability to create more effective forms. Retailers are required to show their merchandise, and education can benefit from this. The click and mortar method has replaced the conventional physical method. There may be fewer buildings as a result of the increased Internet presence. Consumers may now shop both online and in stores. Many shops conduct online brick-and-mortar commerce; for example, it is sold online. The publishing industry's business model has shifted. E-books will never be able to completely replace paper books, but it is now important to have both in order for businesses to survive. There is a wealth of information available online, and university textbooks are now available in both paper and electronic formats. Students can complete assignments online and receive immediate feedback using the assignment manager that comes with textbooks. Another scenario is that you have opened a bank all over the world, but the service is given by thousands of ATMs (Friedman, 2013).

Significance of Study

Our research will provide a new technique for understanding and appreciating these technological qualities. Its significance stems from the world's current needs, namely, that the world needs to make use of everything available to a larger audience in order to deliver a large amount of information. Social

learning is becoming a thing, and this research subject has yet to be thoroughly investigated due to a lack of interest among academics. Because new technology features can bring a wide range of benefits, it can also be employed efficiently for educational reasons. Online education has become popular in recent years, and its use will continue to grow. It's only a matter of time before it happens. The importance of this paper, in my opinion, will enable those in charge of educational policy to adopt suitable actions to assure online education or e-learning using social platforms

Problem Statement

The use of social media in e-learning raises severe concerns about privacy and copyright issues. This question must be investigated to see "*which social media platforms can benefit e-learning without posing any risks and how to distinct the awareness level between heavy and light users"*? The restriction that social media can only be used for amusement should be lifted, and it should be encouraged to be used for both education and amusement. In our study, we'll look into the relationship between social media platforms and e-learning, as well as how we can get the most out of it.

Objectives of the Study

- To analyze the distinction in the amount of awareness between strong and mild online media users.
- To collect student comments on the efficacy of online media for e-learning.

Literature Review

In his book, Blaschke (2014) argues that social networks play a significant role in the formation of our society. Our professors are able to engage students in online classrooms thanks to the technology employed in social media. They can also use technology to boost their learning skills and capacities. The goal of this essay is to look at how social media platforms can help you improve your cognitive and metacognitive learning and development capabilities. They also used a hilarious teaching style at the same time. Different types of surveys and interviews were used in this study. Students and professors shared their thoughts on the online classroom's social media platform, along with survey and interview suggestions. They also included suggestions on how social media can be used to alter people's relationships with their learning abilities. The students clearly felt a special meeting format in which things were done with words used to connect other words (Google Docs, Mind Mapping, and Electronic Portfolio Software), with the results clearly showing that the students felt a special meeting format in which things were done with words used to connect other words (Google Docs, Mind Mapping, and Electronic Portfolio Software), with the results clearly showing that the students felt There are sentences for learning procedures, but they don't appear to be anything like this, such as the ability to perform unique cognitive activities. Metacognitive abilities are also important (building new knowledge, returning to internal directions, overcoming the learning process of knowledgeable people). The research also demonstrates that grouping in the style of doing things and the operation, professional knowledge, and capacity to do things well boosts students' knowledge awareness. This document provides an overview of the case workspace's findings as well as general guidance for those who teach how to transition an online education classroom into a company group.

Delello et al. (2015) outlined three key criteria that must be investigated in order to properly use social media in their article. These three elements must be considered if we want to research the productive dynamics of social media as a learning aid in higher education courses. Education, human resource

development (HRD), and marketing are the three factors. We will build a way to focus on learning through reflective analysis by integrating these three forces. Three themes were employed as the foundation for the study. Participation, community enhancement, and personal meaning are the three themes. Then evaluate the topics that emerged from student reflections and surveys using these insights. Seven different social media networks were used in this investigation. He also went with the idea of a mixed technique and multi-case study test. Pinterest, Facebook, Twitter, LinkedIn, YouTube, Second Life, and Skype are among the social media sites used. This study differs in that it appears social in two ways: it discusses how social media can improve both traditional and online education. It's a two-edged sword that cuts across all three areas of higher education, offering tips on how to use social media to boost student learning.

In their article, Kolan et al. (2018) explained the function of social networks as our assistants. He can be a helpful helper, but he can also be a deadly teacher, as we all know. We've also been told that social media is a two-edged sword. This is supported by the services it offers. However, while social media might benefit students, it also poses significant risks. We may easily share information, make connections, participate in group discussions with individuals near and far, and share ideas with the help of social media.

Excessive use of social media could be counterproductive. It will take our attention away from our daily life, which will have major ramifications for student education. Students must be guided in this regard. Different types of seminars should be held by educational institutions to help students comprehend the potential effects of social media on our academic achievement. Students should not be prohibited from accessing social media during these classes. They must, however, carefully lead them in their usage of social media. This is for the benefit of the students' advancement, so that their studies are not jeopardized. Teachers at educational institutions must devise innovative methods for transforming classroom discussions and assignments into social networks. This will encourage pupils to develop the habit of accessing instructional websites to better their future prospects. Students should also limit their time spent on social media platforms and refrain from engaging in lengthy conversations with others. University officials must play a role in reducing the usage of social media during school hours. They should restrict access to websites that may be the primary source of student distraction during class hours.

In their research, Ansari and Khan (2020) explained the use and utility of social networks. This study will look at how social media and mobile phones may be used to convey data from one location to another. It also aids in determining the relationship between it and student academics. None of this has been explained in any field of study. A poll of 360 students was performed to this goal, in which they shared their opinions about the University of Eastern India. They seek to understand about students' attitudes toward social media and cell phones through group studies, interactions with friends and professors, and their significant impact on students' academic careers. A structural equation model based on potential variance is employed for the instrument's certification and measurement. The structural equation modelling method based on latent variance was employed in this work, and it was utilized to verify the instrument and measurement. The study's findings revealed that collaborative learning through online social networks has had a significant impact on student-teacher interactions and online sharing practices.

In their research, Salmon et al. (2015) discovered the application of social networks in online education systems. In an online learning environment, there are numerous advantages to adopting social media. This article focuses on the usage of Facebook and Twitter in the Mass Open Online (MOOC) curriculum, which is designed to allow instructors to quickly seek out learning in the process of learning models. Social media is a digital device, according to the definition. It is sometimes referred to as an environment

outside of the university's formal learning management system. Surveys and interviews with MOOC participants are used to gather data. They also leveraged the entire MOOC's members to post various pieces of content on social media. Its goal is to inform members about the differences, differences, and reasons why they use social media in their online learning. It was also discovered that some members reaped the benefits of social media by blaming it on it. Networking and information exchange possibilities are two examples of certification. On the other side, some people are opposed to it because they believe it is a waste of time. In MOOCs and formal digital learning environments, the author advises using social media for online learning.

In his book, Sabino (2010) explains the emergence of Web 2.0. This is a completely new concept that allows you to not only view but also present the most recent stuff. This also gives us a way to contact with the original content's author and other people who utilize it. Web 2.0 provides a fundamental framework for people to communicate with one another. The Internet provides an open forum for many people with similar interests to exchange their knowledge and experiences. People nowadays are particularly fond of online social networking services. Every day, the number of users in the world increases dramatically. Its notoriety stems from the fact that it delivers services to users. Web 2.0 encourages users and creates a good environment, allowing them to express themselves freely. It will be highly fruitful if we apply these principles to our educational system. These ideas are going to be fascinating. People are becoming more and more familiar with the concept of online learning. However, there are issues with this system's content. They are an excellent source of information, but they have not shown to be particularly popular with students. Several ideas must be implemented in order to change students' learning processes. Community, relationships, and communication are examples of concepts. These concepts must be present in online social networking sites. These concepts will help students develop a critical mindset and problem-solving skills, allowing them to become active participants in the learning process.

Palvia et al. (2018) found that, as a result of the convergence of new technologies and the networks and the Internet's complete self-sufficiency, various forms of online education have been continuously rising around the world. There is a growing demand for skilled labor, which evolves on a set schedule to keep up with society's constant evolution of digital, electronic benefits, money, and commodity jobs. In the past, it has been predicted that by 2025, online education will be the dominant mode of instruction. This part contains the document's viewpoints as well as the elements that influence the time and quality of online education on a national level. Industry (company); local, state, and coalition government levels; national regulations; ICT space; the spread of mobile technology and the Internet; and the separation of revenue and numbers from electronics are all aspects to consider. We keep track of the country's and the Earth Organization's online education.

Hypothesis

H1: When compared to light users of online media, heavy users of online media are more likely to have more awareness.
H2: Online media is more likely to be extremely effective for E-learning among Islamia University Bahawalpur students.

Theoretical Framework

Theoretical framework is described as the theory that the researcher uses in order to test the study through data collection and determine whether the theory supports the investigation based on its outcomes. The following is the theoretical framework used in this research:

Cultivation Theory

The development hypothesis (also known as the development theory or development test) was developed by Professor George Gerbner, a key figure at the University of California's Annenberg School of Communication, according to Hawkins and Pingree (1983). The University of Pennsylvania is located in Philadelphia, Pennsylvania. He went on an exploring journey of "social indicators" in the mid-1960s to see if sitting in front of the TV would influence the audience's impression of the common world's similarities and ways. As the inventor of nurturing theory, Gerbner (1984) argues that the more time people spend with media, the more they need to trust the social material that these media provide. As a result, this cultivation theory can be utilized as a guide for examining the relationships between large and light social media customers in order to observe their perceptions of the reliability of content exchanged across networks. Experts investigated similar situations and Gerbner's distinction of overpowering and thin customers in detail. People who spend at least four hours per day on social media are classed as overwhelming social media observers, while those who spend less than four hours per day are classed as moderate observers. As a result, this growth hypothesis is also linked to the use of social media. People who spend four hours a day on social media may recognize religious information and share it with their groups on a regular basis. The impact of practice theory on individuals is what makes it so important. In this idea, farming does not refer to the cultivation of soil or land, but rather to the development of human perspectives as a result of the variety of media that people use or come into contact with. Clearly, social media is a well-known media tool nowadays, with a significant impact on people's lives. This is a fantastic word that encompasses a variety of channels for sharing your thoughts, and many people utilize social media to cultivate the minds of others who are seeking to establish their own point of view.

Methodology

Survey Methodology

This is a quantitative study in which researchers has collected e-learning data from IUB students via survey methodologies. To obtain student data, the researchers has chosen acceptable sample of 300 respondents from the 1100 population that was composed of students of Islamia university of Pakistan.300 number of students are segregated from the population of 1100 students by using the yamana formula of drawing the appropriate sample Both female and male students were included in this study to explicit their ideas and to engage in the survey in order to examine the different gender' usage trends. The researchers gathered information from the students of media studies and international relation department and only that population was targeting that were fully aware with the social media and possess social media accounts ,this was done due to the level of understanding regarding the prevailing study. The age range is 18 to 30 years old.

Sampling Technique

The researchers selected students from Islamia University, Bahawalpur and collected data from them using a simple random technique. In order to acquire information about university participants, the research used sample facilities, sampling from IUB students, and distributed questionnaire survey procedures. Data is obtained from accessible student participants using an easy-to-use sampling method based on the researchers' understanding. The researcher has the option of selecting data from his point of view and excluding data based on personal experience.

Population

The research is conducted in IUB and students of the same university were taken as a population. However, targeted population was composed of those students that were from the departments of media students and international relations and having the understanding of social media and e-learning.

Sample Size

This study has a sample size of 300 participants who were chosen at random from IUB. This study required 150 males and 150 females, who were chosen for the study.

Results and Data Analysis

It is more likely that online media is highly efficient for E-learning among students of Islamia University, Bahawalpur.

When the relation between two variables is tested, it is usually done by the use of chi-squared test that test the independence of two variables.

Table No 1: Online media* Online media is efficient for E-learning

		Online media is efficient for E-learning					
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	Total
Online media	Yes	31	89	4	43	18	185
	No	11	48	12	21	23	115
Total		42	137	16	64	41	300

The cross tabulation of the two variables being test can provide a glance of how each category of variable changes with the change in the other variable.

Table No 2: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.560	4	.000
Likelihood Ratio	22.326	4	.000
Linear-by-Linear Association	5.809	1	.014
N of Valid Cases	300		

Result

The chi-square test yielded a test statistic of 22.560, with a p-value of 0.000. This suggests that internet media is ineffective for e-learning at Islamia University, Bahawalpur. This implies that mastering various forms of media is likewise essential. As a result, if there is no evidence to support the theory, it is reasonable to reject it.

Ordinary users of internet media are more likely than light users of internet media to understand:

The chi-square test is commonly used to determine the independence of two variables while examining their relationship.

Table No 3: Time spent in using online media * Heavy user vs light user

		Heavy user vs light user			
		Yes	No	Not sure	Total
Time spent in using online media	< 1.0	27	21	16	64
	1.0– 2.0	24	33	31	88
	2.0– 4.0	40	32	34	106
	> 4.0	22	13	7	42
Total		113	99	88	300

The cross tabulation of the two variables being test can provide a glance of how each category of variable changes with the change in the other variable.

Table No 4: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.266	6	.119
Likelihood Ratio	10.803	6	.099
Linear-by-Linear Association	.259	1	.615
N of Valid Cases	300		

Result

The chi-square test yielded a test statistic of 10.266 and a p-value of 0.119. This suggests that, when compared to casual users of online media, regular users have a higher level of awareness. To put it another way, Internet media has an impact on regular people. As a result, the evidence supports the hypothesis, and it is not necessary to reject it.

Discussion and Conclusion

The major goal of this study is to see how online media affects students' e-learning at Islamia University, Bahawalpur. Learning possibilities are available through social networks with a variety of technical programs. Little is known about the network, including how it delivers learning methodologies and resources for the learning process. There is minimal study on the role of social media or online media in encouraging students to participate in e-learning. The study hypothesis are being discussed according to the findings of the current study.

H1: With respect to H1 it was stated that whencompared to light users of online media, heavy users of online media are more likely to have more awareness.Moreover, It was sought that heavy or regular users are more inclined towards social media for e-learning as compared to light users as light users

possess less understanding and know how related to e –learning as compared to heavy users and thus the hypothesis was approved.

H2: With respect to H2, it was stated that *Online media is more likely to be extremely effective for E-learning among Islamia University Bahawalpur students.*It can be observed with the results that online media does not seems effective for E-learning and student's opinion about using the online media for e-learning is not positive and they prefer physical learning instead of online learning.

The findings of the study demonstrate how e-learning regarding internet media can help to improve educational quality. There is no doubt that new technologies give new functionalities and technological platforms for improved learning, and the primary goal of study is to determine the characteristics and applicability of e-learning technology, as well as its impact on industry education. Our research focuses on developing new approaches and gaining a better knowledge of technical aspects. The media is shown to have a vital role in students' lives and has a significant impact on e-learning. It has also been discovered that while students do not consciously learn e-learning, they do notice the impact of media on their learning and research abilities. According to the findings of a thorough data collection, online media is ineffective in e-learning for Islamia University, Bahawalpur students. This implies that other forms of media are also necessary for learning. Furthermore, research has shown that regular users of internet media are more knowledgeable than casual users. To put it another way, Internet media has an impact on regular people.

References

Ansari, J. A. N., & Khan, N. A. (2020). Exploring the role of social media in collaborative learning the new domain of learning. *Smart Learning Environments*, *7*(1), 1-16.

Blaschke, L. M. (2014). Using social media to engage and develop the online learner in self-determined learning. *Research in Learning Technology*, *22*.

Dafoulas and AzamShokri Computer Science Department, School of Science & Technology, Middlesex University. The Burroughs, Hendon, NW4 4BT, London, UK (2014).

Delello, J. A., McWhorter, R. R., & Camp, K. M. (2015). Using social media as a tool for learning: A multi-disciplinary study. *International Journal on e-learning*, *14*(2), 163-180.

Friedman, M. J. (2013). Finalizing PTSD in DSM-5: Getting here from there and where to go next. Journal of Traumatic Stress, 27, 000–000. Q4 doi:10.1002/jts.21840.

Gerbner, G., & Gross, L. (1976). Living with television: The violence profile. Journal of Communication, 26(2), 173–199.

Hawkins, R. P,.&Pingree, S. (1986). Activity in the effects of television on children. In J. Bryant & D. Zillmann (Eds.), Perspectives on media effects (pp. 233–250). Hillsdale, NJ: Lawrence Erlbaum Associates.

Kolan, Bernard John and Dzandza, Patience Emefa, "Effect of Social Media on Academic Performance of Students in Ghanaian Universities: A Case Study of University of Ghana, Legon." (2018). Library Philosophy and Practice (e-journal). 1637

Palvia, S., Aeron, P., Gupta, P., Mahapatra, D., Parida, R., Rosner, R., & Sindhi, S. (2018). Online education: Worldwide status, challenges, trends, and implications.

Sabino, F. M. R. (2010). *Contributions of online social networks for e-learning* (Doctoral dissertation).

Salmon, G., Ross, B., Pechenkina, E., & Chase, A. M. (2015). The space for social media in structured online learning. *Research in Learning Technology*, *23*.

Tareen& Adnan (2021). Political Communication With Social Media In Pakistan: Internal And External Efficacy. *Global Social Sciences Review* ,VI(II),130-138, doi:10.31703/gssr.2021(VI-II).14