The Influence of Social Media on Visual Communication Learners

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Abstract— The aim of this research is to study the social media's influence among the learners. Also, it investigates the influences of social media in the current educational scenario. The opinion of adult learners between the age groups of 19 to 21 is gathered through well-constructed questionnaire to study the influence of social media on the B.Sc visual communication learners. An opinion survey was also conducted among the B.Sc visual communication learners to study the influence of social media such as WhatsApp, Twitter and Facebook. Adult learners' have self-reliance, maturity, independent thinking capability, and decision-making ability. Even though many research works support the social media's influence among the adult learners, social media usage affects their exam performance. Furthermore, this research reveals the negative side of social media messages. The adult learners believe the social media messages without any verification. Social media use is very common among the tech-savvy new generation learners. It helps to form the social media groups in the educational set-ups. Also, it helps to communicate the information in group project works, continuous assessment works and internships. There is a link that exists between the high-level exam performance and the usage of social media. There is a link that exists between the social media message usages' duration and exam performance. The social media usage between 4 to 6 hours per day reduces the exam performance. The over usage creates a stress during the learning period. The social media usage between one and less than one hour per day develops the exam performance.

Keywords—Social media, adult learners, self-reliance, exam performance, group, opinion

I. INTRODUCTION

Many information and communication tools are used to enhance the current learning environment. Social media and new media help to communicate with more flexibility. Also, social media help to communicate, interact and share information among the learners. Many research studies support the addition of social media tools and their positive impact on the learners of different age groups [1]. Development of the digitization of educational data enhances the possibilities to share the educational information without any barriers such as cost, technology, complexity and availability. Also, it changes the way of communication between the teachers and learners. Visual communication learners' course contents require a more specialized approach to teaching because social media is also a part of their curriculum. Even though many research works have been conducted to study the impact of social media for the past ten years, there are many research problems exist in the visual studies.

This research work tries to address the issues facing by the visual communication learners. In this research work, section 1 discusses the introduction of the research problem, section 2 tries to trace the related research works related to social media, section 3 describes the research methodology, section 4 analyze the research findings and future directions, and section 5 helps to write the solution and conclusion arrived from the research.

II. RELATED WORK

Paul A. Tess conducted research among the university students and he found out the links between the learning and social media usage. That research result showed the social media usage and its connection between exam performances. Also, it showed the methodology and self-study mode of research works of the previous researchers. Many of the research works based on the survey, questionnaire and content analysis which was self-mediated reports and findings [1].

Ute Kraidy's research in the field of digital and education helped to study the links between the cognitive ability such as memory, perception and attention etc. It showed the visual-abstraction and the understanding development among the learners. Also, that research showed the three processing advantages such as parallel processing of information,

visualization of information, and processing of parallel data. Furthermore, visual-based representation was better to understand the visual courses [2].

Nada Dabbagh and Anastasia Kitsantas conducted research which helped to understand the concept such as personal learning environment and self-regulated learning methodology and its positive impacts. Also, it discussed the three stages of the integration of social media in the personal learning environment [3]. Crook' s research showed the use of games, facebook, blogs and other social media among the students [4]. Guess found out the use of Facebook among the university students. Also, he used to enhance the educational communication [5]. Arrington found out the use of YouTube video for teaching. That research work showed the flexibility of the tool, content delivery and its advantages [6]. Marc Pernsky found out the digital environment surrounded by the students. According to him today' s learners were more tech- savvy and lived around all the new digital tools and social media [7]. Some social media like a wiki library had many contributors and written in more than 200 languages. According to the research by the Berinstein wiki was viewed by 2.5 billion per month, which had more impact [8]. Klopfer studied the use of digital tool and learning. Their research showed the needs to connect the real world problem to the learning problem. [9]. Liu investigated the social media tools' impact on the university students of Houston. That research focused on the perceptions and attitudes of the learners towards the social media and its effects.

III. METHODOLOGY

An opinion survey was conducted among the visual communication learners between the age groups 19 to 21. B.Sc animation and B.Sc visual communication students' opinion collected using questionnaire. Furthermore Pre- test conducted using the questionnaire to find out the difficulties. 30 questions related to mobile usage, family background, exam performance and social media usage were given to investigate the data. The research aims to study the influence of social media technologies and the performance. Also, It aims to study the stress level due to the over usage and dependency on mobile phones.

[a] OBJECTIVES OF THIS STUDY
The main objectives of the influence of social media are as follows,
* To study the opinion of the adult age groups between 19 to 21 among the B.Sc Viscom and B.Sc Animation.
* To investigate the differences between the performance of the learners.
* To examine the opinion of the B.Sc Visual communication and B.Sc Animation learners regarding the dependency on the digital medium.
* To find out the stress level among the learners.

* To find out the relationship between the family background the social media usage.
* To study the influence of mobile games and the exam performance.
* To find out the improvement areas required in the digital media usage.
* To create the awareness among the young learners about the social media dependency.

[b] HYPOTHESIS
* There is a significant relationship exist between the social media usage and the exam performance among the learners.
* There is a not significant relationship exist between B.Sc visual communication and B.Sc animation students between the age groups 19 to 21.
* There is no significant awareness among the mobile gaming and learning and its influence.
* There is a relationship exists between the stress level and social media usage.
* There is a significant relationship exists between the village, rural and city-based social media user groups.

[c] SAMPLING
The learners between the age groups 19 to 21 from the visual communication and BSc Animation were selected using the convenient sampling method. The opinion of the visual communication learners and their stress level gathered using a well-constructed questionnaire. A total of 120 students from the B.Sc Animation and B.Sc Visual communication selected for the research work. Randomly selected learners participated from the B.Sc Animation and B.Sc visual communication learners.

Table -1: Opinion about the positive influence of Social media

No.	Answers	Number of students	Percentage
1.	Strongly disagree	10	8
2.	Disagree	5	4
3.	No opinion	3	2
4.	Agree		
5.	Strongly agree	92	76
Total		**120**	**%**

Table 1: The result shows the percentage of learners' agreement with the positive influence

Table-2: opinion about the stress level and social media usage

No.	Answers	Number of students	Percentage
1.	Strongly disagree	12	10
2.	Disagree	3	2
3.	No opinion	2	1
4.	Agree	8	6
5.	Strongly agree	85	70
Total		**120**	**%**

Table 2: It shows the stress owing to social media usage
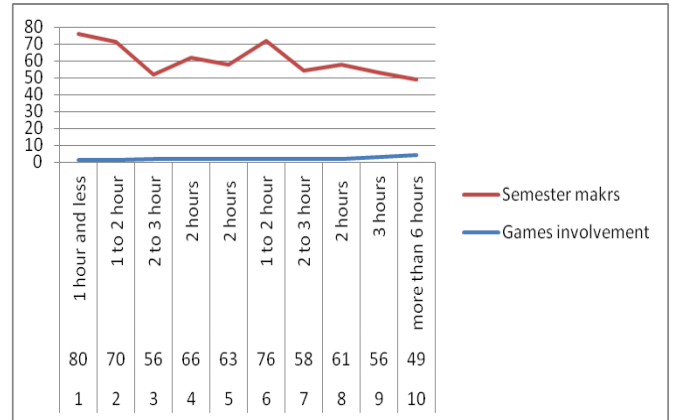
Table -3: Mobile games and the learners response

No.	Answers	Number of students	Percentage
1.	Strongly disagree	80	66
2.	Disagree	10	8
3.	No opinion	4	3
4.	Agree	6	5
5.	Strongly agree	20	16
Total		**120**	**%**

Table 3: Learners favours the mobile phone usage

Fig.1. Games involvement

GRAPH: 1 GAMES AND MARKS

IV. RESULTS AND DISCUSSION

The B.Sc Visual communication and B.Sc Animation learners favour the usage of the mobile phone in their learning environment. But they do not have the favourable opinion on over usage i.e., more than 6 hours per day. The B.Sc Animation and B.Sc Visual communication learners' exam performance have the significant relationship with their social media usage. Seventy-six percentages of learners' have the favourable opinion about the mobile games. The result shows the mobile games and their exam marks. There is a significant relationship exist between family background and the mobile game's usage. Even though more than 98 percentages of the smart mobile phone users favours the concept of social media, they also accept the mild stress due to the mobile phone.

V. CONCLUSION

This opinion research clearly shows the relationships between the social media involvement and the exam performance. Many of the B.Sc Animation and Visual communication learners favour the usage of mobile phones and social media usage in their learning set-ups, but they do not favour the concept of over usage i.e., more than 6 hours per day. The finding of the research work shows the links between the mobile and the dependency. More than 99 percentages of mobile users' have smart mobile phones and they also expressed their views with over dependency. Their opinion showed the dependency and the stress level. More than ninety per cent learners' have the positive influence of the social media. There is no significant relationship exit between the BSc Animation and BSc Visual communication students in the usage of mobile phone. Furthermore, there is significant difference exists between the girls and boys in the social media usage. This research also shows the stress level due to the social media and mobile games.

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