



## Online Social Networking Services Impact on Big Data

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**Abstract** – Online Social Networking Services(OSNs) , such as Facebook, Twitter and MySpace, are used on a regular basis by many millions of people. Social media has very popular among young adults over the last decade. Social media is defined as web-based and mobile-based Internet applications that allow the creation, access and exchange of user-generated content. This research is focused to find the use of social media in education. Social media provides an opportunity for students to expand their learning environment, which in turn helps to strengthen the creative learning process. A growing body of research has examined the usage of social media and effects of using social media on the social capital communication and interpersonal relationships and self-concept among college students. Social media, Internet-based tools that promote collaboration and information sharing can be used in academic settings to promote student engagement and facilitate better student learning. However, relatively few studies have focused on the educational role of social media for learning. Even smaller quantity studies have examined students' use of social media and the effects of social media usage on their learning. This study aims to describe the usage of social media as an educational tool

among students. It also aims to look at predictors for students' perceived helpfulness and the use of social media in education.

**Keywords:** Education, Social services, Social media.

### 1. INTRODUCTION

Social media is playing a significant role in daily routines of communication with people all over the world. It has been widely flourished among popular with young adults over the last decade. Growth in web-based technologies has increased the use of interactive social media that enables users to upload images and videos on the Internet. A growing body of research has examined the usage of social media and effects of using social media on the social communication and interpersonal relationships and self-concept among college students. We have access to all type of information on the palm of our hands through our cellphones, iPads and other handheld devices. These handheld devices provide us with a weather forecast in ten seconds or less, e-mails, banking, and most importantly, social media. Social media, such as Facebook, Twitter, etc., has taken the



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technology world to a whole new level. This paper focuses on the educational role of social media for learning. There are many features of social media tools for the improvement on educational processes. It can be used in education processes of improving communication skills of students and teachers, expanding participation, capacitate peer support, realization of collaborative learning. Social media also provides facilities which are enriching the learning and teaching processes with text, video, audio materials, supporting learning processes of students and supporting teachers' teaching and evaluation processes. We have examined social media and the effects of social media usage on their learning. This study aims to describe the usage of social media as an educational tool of students. It also aims to examine predictors for students' perceived helpfulness of and the use of social media in education. This paper organizes related work and conclusion

## 2.RELATED WORK

Abu Elnasr E.Sobaih et al., described the use of social media as effective teaching and learning tool higher education in developing countries. Pretested questionnaire was used as a survey instrument to investigate different aspects as perceived by faculty members. The Statistical package for social science (SPSS version 21) was used as questionnaire data analysis tool. Techniques like descriptive statistics, Paired -sample - t- test and Eta Squared to provide an indication of the use of social media in education. The author said that Social media is an emerging interactive learning tool in higher

education and have a unique advantage in communication and connecting students and faculty in virtual community. [1]

Reynol junco et al., developed a survey questions for usage of Facebook. Two variables were created from Facebook usage to measure how much time students spent multitasking (doing school work at the same time as using Facebook) and a measure of how much non multitasking time student spent on Facebook. Analyses of variance (ANOVA) tool in Tukey's Honestly Significant Difference, Post- hoc tests were used to evaluate differences in time spent on Facebook among students whose were in different grade. Hierarchical Linear regression analyses were conducted within each class rank to determine which Facebook use variables predicted overall college GPA. The result shows that students interact less with Facebook as the progress in class standing. [2]

Jieun Lim et al., had taken the questionnaire to identify student's use of social network sites and perceptions of using SNS for educational purpose. Data was collected through the Qualtrics online survey software. The survey consisted of two parts; The social networking use survey and the social presence survey. The author has to be calculated descriptive statistics (Frequency, Percent, Mean and Standard deviation) to examine students' perception of using SNS for educational purpose. This studied also identified positive correlation between the intensity of using SNS and students perceptions of using SNS for educational purposes. [3]

Tugberk kaya et al., said that to examined students behaviors on Facebook, whether there was a positive relationship between confidence and social



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media participation was analyzed. This research focused on to determining the social network use of students, and to figure out respondents' behaviors among the facebook use. Questionnaire has been used as a methodology tool prepared by the author. This method evaluated the confidence level and the effect of educational studies. In this paper, T-test One way ANOVA and mean statistics were calculated by using IBM SPSS statistics, helped to observe the students behaviors on social media. [4]

Sujeat kumar Sharma et al., illustrated to predict that affected students' intention towards academic use of facebook. The result obtained from Structured equation modeling. It showed that resource sharing is the most influencing determinant in the decision of facebook usage in higher education. The SEM was used as input to the neural network model and results showed that collaboration is the most important predictor of facebook adoption for academic purposes. This study can be used to enhance the use of social media tool like facebook for teaching and learning purposes. And also analyzed facebook adoption for academic purposes by using a linear and nonlinear modeling. A survey question was designed to collect data from undergraduate students to examined the hypothesis of this study. The author proposed the neural network model developed using SPSS 21.0 was performed using the multilayer perception training algorithm to predicts the factors influencing the students intention towards facebook usage in higher education. [5]

Waleed Mugahed Al-Rahmi et al., illustred the potentials of social media in the academic setting by collaborative learning and improve the students'

academic performance. The data was collected by way of survey questionnaire. SPSS application was used to analyze the data. The author said that three predictors of using social media for improve students' academic performance. They are collaborative learning among students, interactivity with peers, interactivity with teacher and engagement. The author used Pearson correlation to prove the student academic performance in social media. [6]

Ali Mohamed Elkaseh et al., said that social networking media have offered new opportunities for sharing, creating and interacting between students and teachers. A quantitative research method was employed utilizing survey method. Research data collected from a sample of teachers and students from four universities in the Libyan higher educational sector. The author proposed a research model for structure equation modeling was carried out to examine the predictive behaviors of students and teacher. The aim of this paper helps to predicting a students' and teachers behavior intention to use social networking media for e-learning in Libyan higher education. [5]

Olutola et al., described social media utilization and study habits of students of tertiary institutions in katsina state. The descriptive survey design was adopted for this study. Analysis of data was carried out using frequency, percentage, mean, t-test, regression and pearson correlation statistics at 0.05 alpha level. The author said that the use of social media is an important factor in predicting students study habit. This studied revealed that the more the use of social media by the students. The positive use of social media should be encouraged



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to improve students' performance and to increase their study habit in tertiary institutions. [6]

M.I.Lopez et al., described about to predict the final marks in a university course on the basis of forum data. Several clustering algorithms using the proposed approach were compared with traditional classification algorithms in predicting whether students pass or fail the course on basis of their Moodle forum usage data. They used different classification algorithms they are Rules-based algorithms, Tree –based algorithms, Randomforest, Function-based algorithms Bayes –based algorithms. All the algorithms obtained a good accuracy with more similar values. The author said that students who show a great level of participation in the forum was classified as PASS, and students who show a very low level of participation in the forum are classified as FAIL. [7]

Xing Wanli et al., illustrated Learning analytics approaches, educational data mining and HCI theory to explore the development of more usable prediction models. They used the approach an advanced modeling technique; Genetic Programming underlies the developed prediction model. Three genetic operations are crossover, selection and mutation. This paper describes a methodology which connects perspectives from learning analytics, EDM, theory and application to solve the problem of predicting students performance in a CSCL learning environment. [8]

### 3.CONCLUSION

An education supported by social media is a development of online learning technology, which

is a complementary method to the traditional educational learning. Social Networking Websites like Twitter, Facebook, Myspace and Youtube are becoming more popular and have become part of daily life for growing number of people. Students use such technology often to support their educational learning. Because of their attractive features, young people are attracted to Social Networking sites. The Study reveals that, Facebook ,Whatsapp is the most popular sites among the youths; it provides individuals with a way of maintaining and Strengthening social ties which can be beneficial to both social and academic settings. Social media support the online learning and collaboration/cooperation, which supports academic learning process. The result of this study shows, almost all students are frequent use social media in a similar way to interact with other engaged factors.

Moreover, the usage of social media to support student' collaborative and cooperative learning is guided by the teaching strategies and other influential factors. The use of social media is an important factor in predicting students study habit. The study revealed that majority of the respondents had mobile phones with internet facility and had knowledge of the existence of social media sites. This study also identified positive correlation between the intensity of using SNSs and students perceptions of using SNSs for educational purposes.

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