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SOCIAL MEDIA AND THE LEARNING DYNAMICS OF STUDENTS

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Social media is a continuously changing platform for young people as it can be used for a variety of purposes, including conversing with current friends, making new acquaintances around the world, studying online, listening to lectures by renowned speakers from other continents while sitting at home, and obtaining ebooks without visiting the library. It has given rise to a new cultural paradigm that pushes technology, education, and businesses while altering people's interactions. Social media is a twoedged sword as a tool. While it has numerous advantages, it can also have a negative impact on children. On that note, this article offers to concentrate on the various ways in which social media is affecting the way the educational system operates through the effects created by the usage of different social media applications.

As an educational tool, social media increases learning by allowing students and teachers to connect in fresh and engaging ways, supporting a flexible form of learning. Flexible learning broadens people's options for what, when, and how they learn. It supports a variety of learning techniques, including E-learning, which is widely used around the world. In this same direction, students learned more vocabulary, improved their writing skills, and reduced their spelling errors by using social media.

As much as it is a powerful weapon to increase learning, social media platforms are a big component that cause distress and mental blockage. Students nowadays tend to lose focus when studying and instead prefer to browse social media. All of these amounts to wasting time disrupting the usual work submission dynamics of students. In addition, With the widespread usage of social media, students are increasingly relying on such



platforms to gather information and knowledge rather than searching for it in books, journals, or notes. Students' reading habits, as well as their learning and research skills, are deteriorating as a result of the ease with which data may be obtained online.

In conclusion, the nature of social media as a useful servant but a dangerous master and a two-edged sword has been evident, with the benefits that students can derive from it such as information sharing, relationship building, and participation in group discussions from near and far, among others, there is to some extent, addiction and distraction of attention. Both, negative and positive effects, encompass certain feats and not in the learning behavior of students.

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