

Social Media and Its Role in Increasing Academic Achievement and Information Circulation among Students of the Public Authority for Applied Education and Training

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Abstract

The study aimed to measure the impact of the use of social media on academic achievement and information circulation as one of the modern information sources through which students of the Public Authority for Applied Education and Training in the State of Kuwait seek to permanently expand their use through educational forums, groups via Facebook, Twitter and other forms of social media. Social communication, where the researcher was keen to apply the analytical survey method for a sample of 450 students, using the main study tool (the questionnaire), where the validity of 312 questionnaires was proven. Academic achievement and information circulation, with keenness to form specialized groups that include up-to-date information related to educational courses, with faculty members keen on use. Encouraging faculty members to continue using social media powerless

Keywords:

Social media; Educational forums; Information circulation; Academic achievement; Public Authority for Applied Education and Training

1. Introduction

The tremendous technical development witnessed by the information and communication technology sector in the last two decades has provided tools, technologies, and services that made people around the world as if they were living in one place, and not a small village as it was thought, and the effects of this communication exceeded what was believed in the political, social, economic and cultural aspects [1].

The most important of these technologies is what is known as social networks, through which millions of people participate, each according to their interests and inclinations. Recently, social networks have had a great impact on communication and interaction between individuals and society in a way that no one expected [2].

Where sites such as Facebook, Twitter, YouTube, and others are used all over the world and increase social communication skills via the Internet, and therefore it is possible to take advantage of the advantages of these networks by using them in education [3].

In the past few years, the role of these networks in education has emerged. Thousands of educational institutions from schools, institutes, colleges, and universities all over the world participated in social networks, not to mention the participation of students for the purpose of education, as they benefited from their services within the framework of what is known as blended education, or education on the Internet. Fully [4].

2. The Study's Importance

The importance of the study stems from its scarcity, as well as from its subject, as no similar studies have been conducted on students of the Public Authority for Applied Education and Training for this subject, which represents an important technical and cognitive impact on the circulation of information and the increase of academic achievement for students who use social media in the educational process.

3. The study's Objectives

The study aims to determine the impact associated with the application and use of social media as one of the sources of information in the flow of knowledge and the increase in the academic achievement of students of the Public Authority for Applied Education and Training. Study problem and questions.

The problem of the study stems from the absence of realizing the extent of the impact of the use of social media applications on the flow of information and the increase in the impact of academic achievement among students, so it

was necessary to conduct the study in order to determine this effect. Social communication in the flow of information and increasing academic achievement among students of the Public Authority for Applied Education and Training in the State of Kuwait?

4. Terminology of study

- Social media: a system of the electronic network that allows the subscriber to create his own website and then link it through an electronic social system with other members who have the same interests and hobbies, so it has an effective impact on our lives [1,5].
- Circulation of information: The right to knowledge and the circulation of information is the other side of freedom of opinion and expression, considering the latter of its direct meanings is the right of people to express their opinions and ideas freely, which implicitly includes the right of the recipient of ideas, visions, and information on ways to obtain them without obstacles and restrictions [3,6].
- Academic achievement: Academic achievement means the attainment of a certain level of proficiency in the study, whether in school or university, and academic achievement means the ability to acquire the amount of information and skills that the student can absorb, and this depends on the ability of each student, and academic achievement is measured by the academic performance indicator [7].

3. Methodology

The researcher sought to use the analytical survey method as an appropriate method for conducting the study in order to obtain accurate data and monitor it properly, with the use of the main tool for the study, which is the questionnaire.

5. The study sample

The study sample was represented by the students of the Public Authority for Applied Education and Training. The study sample included 450 students of both types, representing all scientific and humanitarian disciplines. Upon completion of the questionnaire collection, the validity and safety of 312 questionnaires were found.

6. Literature review

Salman's study (2015), sought to provide information and communication technologies every day with new services, including (Web 0.2) services, which are made through social networking sites, which have become of great value and importance for societies, including the student community, this study aims to identify The purposes of using social networking sites and their impact on the life of the individual, especially the youth group, the study used the case study method and adopted the questionnaire as a tool for collecting data from the study sample of 100 male and female students from Mansoura University, each academic year (2012-2013 n. The results of the study showed that there is 37% of The study sample uses social networking sites for educational purposes with a desire to communicate in order to support the curriculum in addition to the economic benefits achieved from these services in communication. It is necessary for students to pay attention to colleges, scientific departments, information centers, and libraries using social networking applications [8].

Al-Tamimi's study (2016), aimed to reveal the impact of social media on library services and information centers: the experience of the King Fahd National Library. Especially Arab libraries and the study tool was the questionnaire, and the study showed that the first appearance of the concept of Web 2.0 was in 1999 in an article by an expert in electronic information design, who mentioned that the Web at the end of the nineties carries

with it the first signs of the emergence of Web 2.0, which will allow individuals to communicate with each other about Through computers, cell phone, or any other means of communication. The study indicated the pros and cons of using social media, and the results of the study concluded that the King Fahd National Library uses only three means of social media to communicate with its beneficiaries, which are Facebook, Twitter, and YouTube, with a clear absence of other social media. Finally, the study recommended The need to change the misconception about social media as entertainment, in fact, it is an effective medium that the library must invest in to serve the beneficiaries of the advantages of these means, as they are free, easy to use, and widespread [9].

Al-Mousawi's study (2017), where the emergence of social media has helped to open unprecedentedly to all cultures and societies, giving its users unlimited opportunities to influence and create their own sites and link them through an electronic social system with other members who have the same interests and hobbies., There is no doubt that the basis of the library achieves many goals, on top of which is the provision of services to its beneficiaries, whether direct reference services such as personal assistance to the beneficiaries and conducting guided tours inside the library or technical such as classification, indexing, and provisioning. A large number of means of communication have helped social media: websites, forums, Instagram, WhatsApp, Facebook, and Twitter in overcoming the difficulty of reaching the beneficiaries, as they can reach the largest segment and the farthest geographical location after the emergence of the Internet in particular, so libraries have special sites that offer their services to them and communicate with other libraries, Therefore, this study aimed to know the impact of social networks on the marketing of the services of the National Library, using the A survey approach to measure and compare the like rates of

users of social networks and their interaction, after distributing a questionnaire to a sample of library users [10].

8. Social media and information technology

The information revolution is a distinctive feature of the twenty-first century in the third millennium AD, and that revolution touched all dimensions of the life system, as it contributed to a state of rapprochement, communication, removing breaks, and following up on events, with its capabilities and many technical means, to which new technologies are added every day. To make the world a tiny cosmic village that is interconnected amazingly and quickly [3,11].

Given that social networks are the fastest growing e-learning sectors in recent years, educational policies in general in the world, and education plans in the Kingdom of Saudi Arabia in particular, have sought to shift from the level of focus on educational content that all students must teach to focusing on finding optimal ways that enable students From learning, where students are able to build new relationships with others and share their intellectual and cognitive output, and disseminate all this through multimedia, including text, audio, image, and video, from technologies that have become one of the most important features of the next generation of the Internet [5,9,12]. Social networks via the Internet are one of the latest and most popular products of the information revolution, and although these sites were established for social communication between individuals, their use extended to include all political, social, and cultural activities, and social networks are online communities made up of people They share interests and activities, and these networks also provide many and varied ways for users to interact, through conversation, messaging or by e-mail, and that most of the existing social networks are websites that provide a set of services to users such as private messages, video, and blogging, file sharing and other services [1,6,9].

9. The importance of the role of social media in the educational process

The importance of the topic is due to the increased awareness of faculty members, male and female students, and everyone who has a role in the educational process with social networks in education so that the exit from the educational process is effective and influential in society and thus contributes to the process of developing teaching and learning [9,13].

10. Social networking concept

Social networks are: "One of the new means of communication, through the Internet, that allows the subscriber or user to communicate with others, and provides various services in many areas." [14].

It is also "a popular Internet site that provides its subscribers with mechanisms to form relationships with peers, create pools, and share information and events using Web2 technologies."

Thus, they are "networks established and programmed by major companies to gather users and friends, and aim to connect them and get to know them according to specialization, place, and the nature of special goals and interests." [5,11].

Also, "Social networking is a social network on a website that allows its users to enter their personal data and exchange information and other information with the users of the site." [6, 12].

11. Types of social networks

There are two main types of social networks [15]:

1- Basic type:

This type consists of user-profiles and general services such as personal correspondence and image sharing, audio and video files, links, text, and information, based on

specific classifications related to study, work, or geographical scopes such as Facebook and MySpace [8,13].
2- related to work:

The idea of this type of network is to link work friends, business owners, and companies professionally, and it includes user profiles that include their resumes what they have done in their school years, their work, and whom they have worked with, such as LinkedIn [3,7].

The role of social networks in the educational field

The use of social networking in education led to a development in the educational process, and also had a positive impact on the way of performance. Among those roles played by social networks in the educational field are as follows:

Information storage tool

Contributed to interest in individual or self-education [16]

- Develop students' information capabilities
- Develop scientific thinking skills.
- Helps develop creative thinking
- Achieve some learning objectives.
- Helps in finding strategies and plans to solve some educational problems.

It made it easier for individuals to contact educational institutions in between far-flung countries of the world.

12. Features of social networks

Social networks are characterized by [3,9,14,17]:

- 1- Global: where geographical and spatial barriers are eliminated and international borders are destroyed.
- 2- Interactivity: as the individual is in it as well as a receiver and reader, he is a sender, writer, and participant, it eliminates the abhorrent negativity in the old media.
- 3- Diversity and versatility, so the student uses it to learn, the scientist to spread his knowledge and teach people, and the writer to communicate with the poor.
- 4- Ease of use: Social networks are characterized by simplicity in use and do not require focused training.
- 5- Saving and economic: in terms of being economical in the effort, time, and money.

13. The field study

Study procedures: To achieve the objectives of the study, the researcher did the following:

Determine the study population.

- Building and developing the study tool and verifying its validity and reliability.

Distribution of the study tool to the study sample

- Unpacking the responses of the study sample, and conducting statistical analyzes using the SPSS program.

13.1 Study community:

The researcher resorted to studying the community through a sample that is representative and a subset of this community. The sample of the study community consisted of 412 students of both types, who were chosen in a stratified random manner, representing the scientific and humanitarian disciplines in the Public Authority for Applied Education and Training in the State of Kuwait, the Northern Border University in all the colleges and branches of Jam, according to the following:

Table No. (1) Gender distribution for the study sample

Gender	Male	Percent	Female	Percent	Total
	325	57%	177	43%	412

Table No. (2) Distribution of scientific specializations for the study sample

Typ e	Scientifi c fields	Percen t	Humanitie s fields	Percen t	Tota l
	161	39%	251	61%	412

13.2 Building and developing the study tool and verifying its validity and reliability

The objectives of the questionnaire.

The researcher designed the field research tool represented in a questionnaire to obtain data from its original sources. The questionnaire aimed to identify:

Detecting the availability of social media skills in the educational process

- Recognizing the reality of social media applications in academic achievement

Contribute to the development of proposed solutions to activate the role of social media in the circulation of information from the student's point of view.

13.3 Resolution setting

The researcher referred to the theoretical literature and previous research related to the current research and related to the reality of the use of social media as one of the sources of information circulating and related to academic achievement among students.

The following was taken into account in constructing the questionnaire:

The main question of the research problem, and previous related studies, the theoretical framework of the research.

The steps for constructing this questionnaire proceeded according to the following:

Drafting the initial image of the questionnaire, presenting the initial image of the questionnaire to a number of specialized arbitrators, and preparing the questionnaire in its final form.

The validity of the questionnaire: Presentation to the arbitrators: The questionnaire was presented to some specialists in pedagogy, library, and information sciences, to explore their views on the extent of clarity of the vocabulary and the extent to which it relates to the axis to which it belongs, and in light of this, some of the statements that the majority of the arbitrators agreed on the necessity of deleting them because they do not belong to them were deleted. Because of the dimension in which it was classified or because it was duplicated and some vocabulary of the questionnaire was reformulated until it became in the appropriate form for application.

The most important remarks of the arbitrators included the following:

- Modify some words and phrases.
- Adding some responses to some of the statements included in the questionnaire.
- Adding some variables to the basic data.
- Delete some phrases.

Practical procedures for the study:

- Work has been done on the following set of procedures:
- List of standards in its final form: The list of standards in its final form has been defined, consisting of (3) main themes:
- Standards for using social media among students for the exchange of information.
- Standards for using social media among students in order to increase academic achievement.
- Obstacles to using social media among students of the Public Authority for Applied Education and Training.
- The arbitrators' sincerity: In order to ensure the validity of the questionnaire, the questionnaire was presented to 3 experts and arbitrators who specialized in the field of sports arbitration. The Cooper equation was also used in order to reach a measurable rate and percentage of agreement between the group of arbitrators, where the percentage of the actual agreement reached for the resolution (95.00%), which is a very high percentage, which indicates the validity of the resolution.
- Internal consistency validity: For the sake of the quality of the study, the researcher was keen to

verify the internal consistency coefficient of the questionnaire by measuring it according to the following:

Table No. (3): Correlation coefficients for the study's questionnaire criteria

sub-phrase	The correlation coefficient of the sub-statement with the total score of the axis	sub-phrase	The correlation coefficient of the sub-statement with the total score of the axis
1	0.683**	10	**0.765
2	**0.774	11	**0.738
3	**0.689	12	**0.778
4	**0.775	13	**0.698
5	**0.798	14	**0.769
6	**0.639	15	**0.785
7	**0.759	16	**0.638
8	**0.695	17	**0.745
9	**0.735	18	**0.728

(**) Function at (0.01)

It is clear from Table (3) that the degrees of the correlation coefficients for the responses between the questionnaire statements, and the final total score for each paragraph ranged between (0.649), and (0.768), which are all statistically significant at the level of stability (0.01), and accordingly, it is considered significant The coherence of the questionnaire statements; It is characterized by effective internal consistency.

Calculating the stability of the resolution: where the set of simple correlation coefficients (Pearson's coefficient) was obtained between all the degrees of the two halves of the resolution, which were corrected through the (Spearman-Brown) equation, and the researcher was keen to apply the Guttman equation to calculate the stability of the resolution according to Table (4)

Table No. (4): The values of the reliability coefficient for the study questionnaire expressions using the split-half method

Questionnaire	Stability with Pearson's coefficient	Stability coefficient (Spearman-Brown)	Guttman parameter
Resolution Elements	0.768	0.853	0.875

The values in Table (4) show that the resolution enjoys a high degree of stability, and this indicates that the available values are appropriate to a large extent, and they can be procedurally reliable and have validity and applicability, distribution, and actual analysis.

14. Analyzing the results of the applied study

14.1 First: Standards for using social media among students in order to exchange information.

Table (5) average and correlation coefficient (criteria for using social media among students for information circulation)

S.	Phrase	Average	correlation coefficient
1	Contribute to the exchange of information between colleagues to a strong degree.	17.47	0.678
2	Contribute to the up-to-date information in educational forums.	34.97	0.656
3	Achieve a high degree of information flow and continuity.	27.17	0.718
4	Check a great deal of course coverage.	82.47	0.812
5	Check the continuous degree of communication.	91.67	0.767
6	Encourage students to circulate information efficiently.	76.57	0.779

Axle Stability Coefficient 0.833

14.2 Second: Standards for using social media among students in order to increase academic achievement.

Table (6) average and correlation coefficient (criteria for using social media among students in order to increase academic achievement)

S.	Phrase	Average	correlation coefficient
7	Helps to raise the degree of educational attainment.	87.17	0.678
8	Assist in the circulation of tests and assignments.	26.97	0.656
9	Contribute to permanent communication with faculty members.	38.97	0.768
10	Covers multiple aspects of the course.	17.27	0.872
11	Helps to raise the degree of educational	48.47	0.767

satisfaction of students.

12	Students gain self-learning skills.	62.77	0.779
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Axle Stability Coefficient 0.915

14.3 Third: Obstacles to using social media among students of the Public Authority for Applied Education and Training.

Table (7) average and correlation coefficient (obstacles to using social media among students of the Public Authority for Applied Education and Training).

S.	Phrase	Average	correlation coefficient
13	Difficulty creating groups and forums.	56.47	5.678
14	Technical difficulties in maintaining communication with colleagues.	76.97	646.8
15	Constant lack of internet service.	29.87	765.9
16	Lack of interest by some faculty members in these services.	19.47	875.7
17	The lack of up-to-date information circulated among students.	93.77	3.767
18	The reluctance of some students to use social media to exchange information.	81.27	80.27

Axle Stability Coefficient 0.798

15. Discussion

Through the results of the study according to the three main axes of the questionnaire, we find the following:

With regard to the circulation of information, the results show that there is a noticeable interest among students of the Public Authority for Applied Education and Training through the use of various social media, and these means are important with regard to the establishment of educational forums and groups through which information related to courses is received and sent through those means. technological means.

Social media also contributes to a high degree in increasing students' ability to achieve academic achievement and deal with colleagues as well as faculty members, which positively affects the high degree of academic achievement. However, students face many technical problems in the use of social media, represented in the weak use of the Internet on campus, in addition to the reluctance of many students to participate in educational groups and forums, in addition to the discouragement of a section of faculty members to use social media in Circulation of information and the permanent search for knowledge, and encouragement of continuing education.

16. Recommendations

The study recommends that the following decisions should be taken:

The importance of adopting social media as a major component of information exchange among students.

Formation of accredited supervisors to be chosen by faculty members to manage groups and forums.

- Periodic update of information circulated within social media.

The necessity of effectively linking the information to the courses.

- Permanent measurement of the extent of the increase in academic achievement resulting from the use of social media.

- Developing the services and continuity of the Internet for all employees of the Public Authority for Applied Education and Training.

- Organizing quarterly courses and workshops to raise awareness of the importance of using social media in circulating information.

Preparing regular studies to measure the use of social media in the educational process, information circulation, and what is related to increasing academic achievement.

- Providing learning resource centers in the Public Authority for Applied Education and training for multiple sources of information sources and making them available through links to educational forums and groups.

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