



COGNITIVE, SOCIAL, AND CULTURAL ISSUES RAISED BY THE USE OF DIGITAL MEDIA IN HIGHER EDUCATION

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ABSTRACT

The current study was aimed to find the veracity of utility of digital media among students of higher education. To find out its impact on cognitive issues, social issues, and cultural issues were also the core of this study. Our everyday life experiences have been immersed in a new reality, which is significantly dissimilar from the habitual realities in which generations have evolved for thousands of years. To gain the desired and designed aims of the research, researcher used a descriptive method and collected data online and offline with the authentic sources. Researcher observed that the digital media has become an intrinsic element of today's society. It is evident that the widespread use of various social platforms has become an integral part of people's existence. However, perhaps the most crucial change relates to the replacement of the traditional concept of the human being as a separate entity by a new ontological self-perception of human beings as interconnected with the entire world through social media. The study on various issues is important in terms of the positive and negative impact of the use of digital media in higher education on students. It is also surveyed that digital media supports students to interconnect and interact actively and promotes various skills development in students like understanding, visualizing, and discussing critical concepts. But in the long run the social media has brought the capacity to easily communicate with every other person and to access myriad forms of information on social media which are many times harmful for students if not utilized in a controlled and proper manner. The addiction of social media has adverse effects on the higher education.[1]

Keywords: cognitive issues, education sector, social issues, cultural issues, digital media, higher education, addiction

1. INTRODUCTION

We live in a dynamic world with the ubiquity of information communication technologies which has transformed the human experience and day to day lives. The unprecedented influence of current digital technologies on the lives of individuals and communities is evident. The new era of the digital age has been a global interest in access to and use of information and communication technologies. Web technology offers immense opportunities for the consumption of information, including the creation, dissemination, and sharing of information on an unprecedented scale. The addiction of social media has also developed some cultural and social issues for the young generation. In the same context, Tashour[2]

described in his studies that “The existing technologies and scientific uprising is completely rest on the boundless and non-renewable source of knowledge and ideas, and scientific advances. They have help in storing, operating, retrieving and transmitting enormous volumes of information and evidences. Technology is related to collecting, communicating, storing, retrieving and processing information. In this research paper we will understand the various effects of digital media on the students and higher education.

Statement of Problem

The core thrust of this study is to provide a persuasive depiction of the various aspects and perceptions towards digital media and its impact related to cognitive issues, social issues, and cultural issues raised by the use of Digital Media in Higher Education.

Hence, the statement of the problem is designed accordingly, - “Cognitive, Social, and Cultural Issues Raised by the Use of Digital Media in Higher Education”.

Objectives of the Study

The general objective of the study was to find out the impact of digital media on Cognitive, Social, and Cultural issues among students in higher education. Hence, the particular objectives of the study were as follows:

- i. To study the impact of digital media on cognitive issues among the students in higher education
- ii. To study the impact of digital media on social issues among the students in higher education
- iii. To study the impact of digital media on cultural issues among the students in higher education

Research Questions

To achieve above mentioned objectives here, the researcher has framed a few question to draw a proper guideline for the execution of the study. Hence, the following questions are marked as research questions -

- i. Does the use of digital media have any impact on cognitive, social, and cultural development / issues among the students in higher education?
- ii. What are the benefits students in higher education derive from using digital media?

Literature Review

While executing the study the researcher came into acquaintance with different aspects and viewpoints of the various other researchers. One of the studies by Omar Hamshari [3] defined in his research the positive and negative impacts and the results of digital culture on students of university. He has chosen his sample from university and taken into consideration students' viewpoint of the educational sciences faculty and their attitudes. Omar has collected (221) students sample in the educational sciences faculty. The outcomes of the study indicate that the personal, social, and economic positive consequences of the digital culture that established high grades, and the academic effects established a medium grade.

Further research executed by Knox, (2014) [4] indicates the inevitability of assimilating digital technology into the educational system to provide an advanced educational environment. He further advocates that digital technologies is supporting the basic structures

and are optimally utilized, as students who used to with advanced digital technologies are able to build through them and their educational experiences by learning how to use multiple sources of knowledge.

IMPACT OF DIGITAL MEDIA ON EDUCATION SECTOR

Digital media is communication media used by people to create, view, modify or distribute information. Students use different digital media applications for the acquisition of academic knowledge. However, popular digital social media sites, including Facebook, Twitter, and Instagram, are used for information that is related to academic knowledge. Students use social media to develop communities for sharing experiences, discussing conceptions, as well as creating a space for co-learning. Over the period of time social media has started creating harmful and negative impact by permeating amongst the students. The consistent use of Whatsapp, Facebook and Twitter has also resulted in unhealthy addiction; an addiction which is growing like a virus and multiplying. This affects the other healthy involvements and activities like taking part in sports and concentrating on studies. There is no real life communications and connection to reality. For long hours, majority of the students are occupied accessing various sites other than the educational sites, which creates health problems and impacts negatively on their minds. Their engrossment on such sites depletes the connectivity with their family and also creates a slit with their surroundings. They are more into the online world rather than physically socialising, which has impacted their ability to have face-to-face social interaction. Friendship of Digital world is built by the students of today which are there for long term without ever meeting them physically.[2]

Hence, this descriptive study design was considered the most suitable approach to identify the issues by executing the research. This research design used a social survey research methodology wherein a data was used as the main research tool by using questions which included the demographics, challenges and perceptions[6].The respondents were asked to share their comments and rank on the different questions. This was used to determine the weight or the importance of each challenge and perception. The questionnaires included a combination of structured and semi-structured questions which was validated by pretesting it with a sample of five participants who included two postgraduate and three undergraduate students. [7] and [8].

Cultural issues raised by Digital Media in Higher education

Throughout the world the progress of modern society has become heavily dependent on social media. The recent generation student's cultural, social and academic lifestyle appears to be very closely connected to social media as for the last few decades it has been the transition of social media from fun to necessity. It has been observed that social media has influenced our culture in many negative ways. People can share whatever they want to on social media and some of them might be inappropriate to culture. It reduced physical activities of the students and lack of exercise. Instead of going out and exercising or playing they prefer to sit all day in and access the various social media platforms. Students in their learning age might be affected and manipulated by some sites in which there is inappropriate information. The problematic part of social media is that there is tons of unnecessary information shared. Due to leaking of personal information on media there is bullying and harassment, which leads to depression to students as they scared to share with their family members. The culture is hampered because of false beliefs shared on the social media which easily attracts the young generation.[9]

Cognitive issues of Digital Media in Higher Education

The studies about media multitasking (i.e., using Facebook while watching television) have reported that the individuals engaged in media multitasking showed decreased working memory performance. In the study of Uncapher[10] study sought to examine social media users in general and did not assess for participants media multitasking habits. It is not known if there are differences between those who are high multitaskers [11] and those who are high social media users, especially after taking under consideration the large overlap between social media users and media multitaskers [12].

For finding out **cognitive issues** or involvement among the students while using digital media further studies are pathway for the current research. Hughes and Robertson [13] found in their case study that the use of digital media to promote multi-literacies could act in way to level the playing field in the classroom. They explained how she had been unsure of a certain student's potential prior to a project where students were to compose digital poems using video and (or) photos. The student Brian (pseudonym) was shy, reluctant to engage in class and group work.

Several researchers like Klopfer[14] et. al. who strongly stated that popular social networking sites like MySpace, Facebook, and Bebo have received intense criticism from schools as they are fearful for the online safety of students using these sites, and also the concern that the students will misuse them during instructional time. Some of the studies that report results similar to L. Browning [15] whose study revealed strong favourable perceptions of social media in general and a high degree of willingness to embrace social media portals as a way to deliver the content of the course.

Dube [16] study result indicates when children and teens spend more time on social media, they may develop many problem - prolonged and excessive use of social media presents dangers i.e. suffering from mental health issues. One of the studies [17] also emphasized on the issues through student's responses. These respondents lacked the necessary skills for communicating on the Internet and did not perceive the Internet as an educational communication tool, whereas faculty respondents did! The study suggests that technical difficulties, language and cultural barriers hinder student use of the Internet.

Excessive usage of digital media has also been associated with mental health problems. It was positively correlated with depression, social anxiety scores and personality traits. High levels of digital media usage have caused less sleep, difficulties to fall asleep at night and to keep awake during the day, in college. This has affected the academic performance of the students, as they are unable to concentrate or pay attention to what is taught; which has been resulted into negative academic performance and other school related variables. For instance some studies report that heavy media multitasking students are less efficient academic learners. They may possess less courage in the ability to maintain perseverance and feel bored with the tasks, which are essential for academic achievements. The simple act of writing something by hand has slowing, stimulatory effects as the students are out of practice and which needs both learning and memorization. There is hike in digital media consumption; especially among the students which has raised the societal question of its impact on their cognition, mental health and academic achievement. [18]

Some studies state that digital information impacts the learning ability, focusing on the meaning and interpretation of information instead of gathering or memorizing the data. Due to digital media it is easy to access information by visualizing, which has adverse effects on education. Digital information is a visual representation that aids the understanding of abstract concepts and not understanding the practical and factual concepts. [19]

Social impacts and issues of the use of Digital Media

The sites of social media allow the teenagers to accomplish many of the tasks online that are important to them offline by staying connected with friends and family, making new friends, sharing pictures, and exchanging ideas (Ito, 2008)[20]. The increase in growth of ideas from the creation of blogs, podcasts, videos, and gaming sites; expansion of one's online connections by including others from more diverse backgrounds (such communication is an important step for all adolescents and affords the opportunity for respect, tolerance, and increased discussion about personal and global issues); and fostering of one's individual identity and unique social skills (Boyd, 2007 [21]; Boyd, 2008) [22]

Terrorism is one of the social issues raised by Weimann [23] in his research. He said people involved in terrorism has been using social media for their benefit by gathering information, recruiting members, fund raising, and for propaganda schemes.

The use of digital media in higher education raised some social issues like social inequality, availability of tools, and educational affordances. Besides, the impact of digital media on cognitive ability and social behaviours needs to be studied in perceptive of increasing its use in higher education in terms of challenges and opportunities with a focus on the paradox that accompanies convenience and also value in use, with data control loss. It is important to see personal and institutional use of data in terms of authorized as well as unauthorized use. On the other hand, according to some critical reviewers, social media is not conducive to education. The digital social media bias towards conviviality and homogeneity lacks the critical parts of discourse and disagreement. The students spend more time on social sites and less time socializing in person. There is lack of body signals and other nonverbal cues, like tone and inflection. Social networking sites are not an adequate replacement for face-to-face communication. Students who spend a great deal of time on social networking are less able to effectively communicate in person or socialize. [24]

Issues raised by Digital media

In today's era students depend on the accessibility and availability of information on digital media for their studies. Such dependency affects their capability to study and create their own notes and thesis. The research states the harmful effects of social media, like Instagram, Facebook, and WhatsApp etc. on the personal behaviour of the students. They believe and trust the knowledge they get from the various sources of digital media. It also has an adverse impact on their practical knowledge of any academic topic or subject. The access to social media has also obstructed their creativity as they get ready-made information. This is one of the major reason which leads to deviation from their goal in life. The maximum time of the students is spend in chatting and gossiping or uploading status to show-off and flaunt. They also get attracted to false and flattery pictures of life due to social media. The innate qualities of the student are destroyed and they start living in a world which is not real. Some of the students get instigated with wrong information and video shared by the digital media and get attracted towards anti-social activities and terrorism. [25]

Initially digital media was just an electronic connection between users, but unfortunately and gradually it has become an addiction for students. The real impact of digital media networking has a deleterious effect on the students attaining higher education. It's not only ruining their present but also their future. There is no interest and consistency in studying and hence in the long run will affect the career and goals of the students. There is non-stop hindrance in the studies of the students and waste of money and time is because of their total interest in social networking sites like LinkedIn, Facebook, Twitter and Orkut, etc. Social media has created very bad impact on the health of the students and the youngsters. As per the survey it is observed that students don't take their meals on time. Also, they do not have enough sleep or rest on time which creates health issues. They are more confident in the world of digital media than in real life and this has killed their inner self confidence forever. [26]

Other issues of digital media on students:

Research also confined other issues raised by digital media which cannot be ignored. Privacy- Many of the students are engrossed with social networking sites like Facebook, Twitter and many more, with help of which they come in contact with many other people whom they never had met before, seen before or even had talked before. They share their very personal and private information which many times may be used for wrong deeds also. Students and many others start believing very easily on strangers and share their private talks which may be misused.

Health Issues- Due to the use of social networking sites for long hours create multiple of health issues, mentally and physically, such as eyesight problem, back pain because of sitting in same position for long hours and fatigue because of less sleep and untimely meals.

Real Friendship- Through social networking, students make many friends who have false identity and not reliable and they do not give exact age and location. This can lead to bad company and contacts. These are virtual friends who are not real or may be fraud. [27]

METHODOLOGY

In this present research study, survey method has been used to collect the data that is quantitative in nature. The survey method was used to solicit data and information from a sample of students. Most of the authentic information taken in this review is from published articles, research papers, research studies, thesis etc. The study has the descriptive research design also the survey research methodology was used. The data was collected from the students of few institutions of higher educational institutions. To achieve the main research aim and its sub-objectives, the research relied on the analytical descriptive method, and the research relied on the field study that included data collection from the students.

The available literature has all been reviewed for the knowledge on subject matter to verify the significance, nature, characteristics, and social media's role, not including the key challenges imposed by this form of media. Opinions of high school students from all Maharashtra have been taken into consideration for arriving at a conclusion. An equal representation of boys and girls aged belongs to high school education has been considered for the study. Social survey aims at understanding some specific problems at a particular time and so study opinion attitudes towards major social, economic and political problems and issues (Fraenkel & Wallen) [28]

With the increasing use of digital media, the daily life of humans is influenced in various dimensions. Therefore it is quite essential to evaluate the impact of digital media in education. Nowadays, higher education is demanding the use of digital media with several benefits over traditional education beyond the limitations of space and time. While benefitting the education, it has highlighted some issues raised in terms of social and cultural impacts across the world. The researchers also raised the cognitive impact of digital media in higher education. The researcher focused on cognitive issues, social issues, and cultural issues in higher education due to the use of digital media and set objectives to discuss the impact on the educational system.

The researcher focused on the subject “Digital Media in Higher Education” for discussion of the impact of Digital Media. With raised utilization of digital media, it is observed that a large young population is involved in social sites for different motives including information, entertainment, connectivity, sharing values, etc. As the time engaged in social media activity is influencing the lives of youth that directly affect their educational growth, it is essential to work on the implications of social media in terms of their social life, cultural changes, and cognitive development for the development of future generations.

Before the digital era students had great connectivity with their classmates and made friends. They were in touch with their teachers and had a strong bonding for acquiring knowledge. They took part in allocation competitions like Spell Bee and Debates on various topics, which enhance their communicative and interactive talents. Today due to social media they have developed into introverts and cannot have face-to-face conversation. The students using social media have lost the confidence for human interaction. Excessive usage of digital media has detrimental effect on the students’ academic output. Students use social media to access information and details on various topics. At times it leads to inappropriate content such as pornography or inappropriate content which can be harmful for them. The students can access such sites anytime and it is difficult to monitor. This distracts the students from their academic knowledge and they inclined and interested in damaging knowledge. Some of the students experience cyber bullying through social media websites, which creates risk of anxiety disorder and depression.[29]

The researcher found that bad effects of social media include addiction, affecting concentrating on studies, taking an active part in sports, real-life communication, and ignoring ground realities. The time spent on Digital media by students in higher studies is significantly large while use for academic associated activities is considerably small. There are several fake accounts on social networks leading to embarrassments and disappointments causing a large youth to be depressed. Without risk awareness, youth always lack public awareness and get higher and higher graphs of using these media affect the field of education. To study the impact on cognitive skills due to non-productive activities of higher education students are therefore essentially should be prioritized. The researcher also highlights the impact of the same age group on social issues and cultural issues raised by the use of Digital media in higher education. To study the overall impact of digital media focusing on higher education, the researcher defines some objectives.

Objectives of Current Research are the following aspects:

- i. To identify the social issues raised by digital media in higher education
- ii. To find out the cultural issues raised by digital media in higher education
- iii. To identify cognitive development through digital media in higher education

- iv. To study the impact of digital media in higher education

These above mentioned objectives in the use of social media may have also contributed to the high rate of examination malpractices by students since most of them are unprepared before examinations. Academic activities and orientation campaigns are now being organized for all students to be informed on their expected attitudes and behaviours while in class.

Many students are also fond of shying away from lectures even when they are in school as they prefer instead to stay outside snapping selfies or photographs with peers and uploading the same on the social media. It has been surveyed that the students Cross River State University have diverted their focus on reading and gathering academic information and attending lectures to concentrate more on things like chatting, watching status, online dating, viewing movies and videos. During their exams they are more involved in posting their remarks on status and post pictures on the various social media platforms they access. They are not properly prepared for their examination which leads to low scoring and grades. [30]

Fig.1. indicates the utilization of various social media platform like Facebook, YouTube, WhatsApp, Instagram, Twitter, Telegram, Eskimi, Snapchat, WeChat, and skype, by the university students of Cross River State, Nigeria.[31]

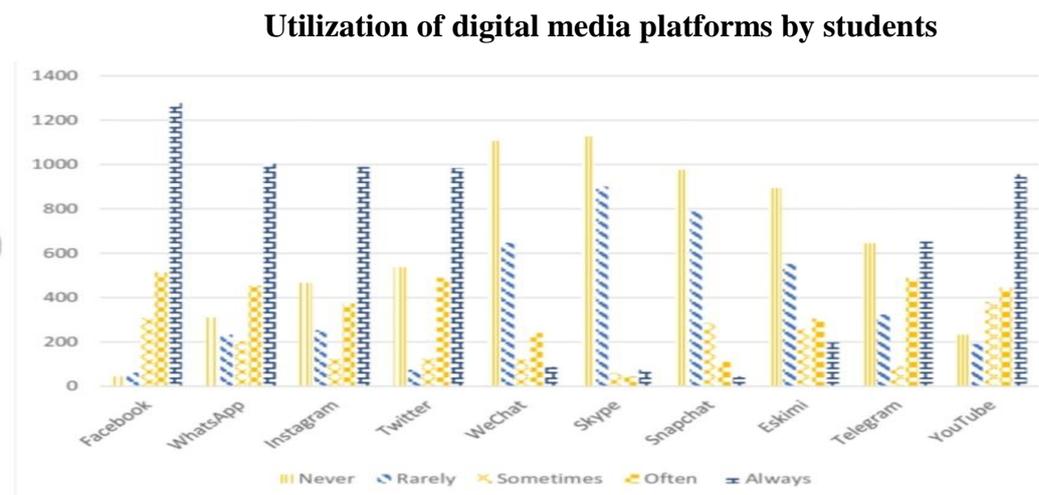


Fig.1. Utilization of digital media platforms by students

A study on the use of digital media for higher education has evaluated the revolution in education. Tools like Twitter, LinkedIn, or Facebook are increasingly being used for the potential of students larger than teachers. They have transformed the higher education system by engaging students with positive motivations to eliminate passive behavior in students towards the education process. According to the researcher, instructional and educational environments on social networks influence students in learning, sharing creative expression and active participation in communication and publishing the content for educational purposes. The researcher found that digital media platforms are more helpful to open valuable information and knowledge sharing in different fields through sites such as SSRN, Social Science Space, Academia, and ResearchGate. However, students are connected to Social media and different forms of information including learning experiences on a particular topic. On the other hand, social networking engages a large time of students affecting their academic achievements as these applications are not limited to educational purposes. The

non-educational purposes affect the academic life of students resulting in a severely affected learning experience. These applications are higher insecure despite the revolutionary features are offered with new enhanced technology. More popular entertaining media applications impact on learning performance of students and make them distractive, addictive, and negatively associated with GPA. Furthermore, these media adversely affect academic work completion, emotional health, their social interactions, and more negative impact as compared to benefits on their success. It is also found that students who largely use sites like Facebook those score lower in their academics as they are engaged for a larger time in social networking sites than the required time. The issue raised in academic growth as well as privacy issues resulting in a minimal contribution of students and plagiarism in outcomes. However, the ability of digital media provides simple and positive networking to students and teachers which is a significant benefit of digital media. [32]

According to studies, young people are supposed to be passive spectators and subordinated to cultural industries. However, cultural studies show their active attitude towards media consumption as well as the interpretation of texts. In the digital age, they are receiving and equally producing messages. Higher education tends to use digital media with increased participation of students in the media environment. Communication and information are widely becoming a concern to demonstrate critical thinking, reflective distance, and creativity of higher education students due to digital media. While the biases like bondage, disconnection from reality as well as disturbing social and educational order, etc. are raised for influencing students. The study also discusses the need to develop technical competencies for the expanded gap between digital natives and digital immigrants.

Students actively participating at one end separate students with a lack of competencies and on the other end struggling to catch up with these technologies. The cognitive issue of developing skills to use newer technologies is raised by using Digital media in higher education. The increasing confusion between media in education that is an educational use of a medium and an analysis of the media called media education is faced with the use of new digital technologies in terms of risks and opportunities. Education is separated into sage and rational use of technology and on the other side essential issues for social, personal, and professional integration. Therefore the study indicates that, in changing environment, the articulation of the digital media does not denote to the same level for everyone [33]

RESULTS AND DISCUSSION

According to the researcher, digital media is not only going online for learning but blending education with online components using the digital platform with flexibility of time and space. Higher education is today's most demanding field for digital use as a large youth population is engaged in using this platform for both entertainment and information. They tend to learn digital skills with the potential value of social media. However, academic use of social media results in modest opportunities for learning and social interaction that also enables preferences, interests, learning goals on their own. The personalization of these terms decides their participation and online communities while using social media platforms. The role of digital media largely known as social media is important in teaching and learning and hence widely accepted with traditional education models with today's enhanced tools and technology. The researcher found that the outcomes are related to the network literacy of teachers and professional development in using these tools. Digital media is found helpful in increasing interactions, availability of more shared and tailored information to help professionals. The researcher found that social media upturn and extend the access to

information with the support of networking people, peers, and others for their emotional needs. It also helps in developing supportive policies and public surveillance including several benefits of social media for professionals in different fields including education. According to a study, higher education teachers more frequently use social media for personal use instead of teaching. Therefore sharing with students and lack of knowledge indicates less use of social media in formal teaching programs despite the large exposure to the technology with the widespread use of social media. It is found that the importance and way of using social media are needed to develop awareness in teachers with the benefits to increase their use in formal education.

As social media is suspected inherent commercial bias that promotes consumption of advertised goods and services, using social media for educational purposes can be anathema, given the predominance of advertising revenue from several academic journals including newspapers and television for digital media usages in higher education. Data trails created by students are unable to understand by both students and teachers and consciously or unconsciously exchanged time and data with the smaller cost for an obvious educational benefit. For instance, attention towards promoted goods or services receives the students some value like social or educational connection, giving access to preferred news, entertainment, or learning opportunities. The process allows companies to collect data and quantify to track monitor and profile students for selling target adverts to haunt them. Insights from others shared on particular networking sites, notify participation and engagement in learning creating value for attention. Whereas, it is unknown the future value that is more concerned with personal and institutional privacy. Some reviewers have suggested that social media is not conducive to education as it contains an explicit bias towards conviviality. [35]

The researcher found that digital reality is the basic transformation with the blurring of reality and virtuality. The study on blurring the distinction between Reality and Virtuality reflects societal norms, values, conventions, and beliefs. The digital age has changed the common perceptions of physical reality. Today, the difference between reality and virtuality has become difficult to identify. By blurring the difference, the digital transformation compromises dualist forms of thinking reinvigorating different ways of thinking that critically develop a worldview. Therefore, the use of digital media in education has another perceptive of reality and virtuality to recognize with adverse effects.

The study is needed to focus on the perceptive for students' development. In addition, access to information helps students to act better with gaining knowledge eliminating mistakes and misconducts. But social networking platforms are more related to the ability of students to pay attention. On the other hand, information of students like recorded interactions, online activities, and physical activities that include locations, coordinates, interests, tastes, purchases, etc. is globally growing exponentially. This fundamental shift in consciousness has a significant impact on human culture. Digital media includes various types of manipulated data, information, and knowledge from unreliable sources, which must be accountable with new filtering activities like digital curation. Today, an intensive and unlimited growth of data leads to dominating peoples' lives. Data flow on basis of the surrounding reality called Dataism contributes to data processing and is an important research question as the transformation in informational abundance plays an essential role in forming a digital society. [36]

It has become a part of the lives and culture of the students for social networking. The technology of digital media may be an instructional tool to advance academic learning. On the other hand, it is important to consider that social networking sites have put students in potential risks that affect their academic performance. This has reduced the face to face interaction of the students as majority of them communicate through social media platforms. They spend too maximum time on social media and experience emotional, behavioral, and social challenges based on the content that they follow. They are more comfortable to access information through social media and virtual learning. However, spending maximum time on the internet may lead young learners to miss many opportunities to interact physically in their life. Social media could improve students' academic levels, but it may lead to adverse outcomes if it is misused. They get eliminated from real-life experiences due to these kinds of evidences.

Findings:

Evidence of issues and consequences raised by digital media is presented in this study. Usage of digital media has both the sides positive as well as negative. Students in higher education are habitual in using digital media for their knowledge up gradation which indicates their cognitive development. They are socially and virtually connected with the world, people from the acquaintances and at global distances. They are creating their identities for themselves to engage through various activities and moving from unknown to awareness and shaping opinions and uniqueness. Culturally they are connected with not only their home ground but all over the world. They belong to the era of global cultural harmony.

Also, it was observed and studied that the students in higher education have a favorable insight towards use of social networking sites in higher education. This result is in agreement with what previous researchers in developed countries established

CONCLUSIONS

The researcher found that cognitive issues related to students in higher education have positive and negative sides. Social media help students in academic discussions and connections to other students. Students have openly expressed their feelings and concerns with learning to adjust and offer mutual feedback and support for secure lives. The study highlights social networks' impact on the student while using to communicate, interact, update and socialize. They share and search for information, entertainment or leisure, and knowledge on social media. Students' behavior in real life and online social interactions influence the creation and exchange of information on social networks, and also the success of the promotion campaigns as they spend a lot of time on social media sites daily.

The interaction of personality cognition behavior with the use of network influences personality traits like aggression, conscientiousness, extroversion, as well as neuroticism, and openness to experience. The students create various groups, forums directing their values, needs, interests, and cultures. The research shows enhancement in students to interact with different peoples and digital literacy is increased due to social media use. According to the results, the students are well skilled in collecting information, researching, helping communities, and developing social views that impact their future. Various educational tools available on digital media help them grow with updated knowledge, learn demanding skills, and implement learning skills in addition to opportunities to interact with teachers, experienced professionals.

On the other hand, social issues like incompetency, unavailability of technology, and knowledge to use them, students lagging behind as compared to benefited students increase the gap between society in terms of knowledge and education. Increasing use of digital networking has an impact on academic learning engaging the students in social media sites lacking face-to-face interaction capacity, creativity, concentration, and academic success. With these cognitive issues in students, it is essential to study for their mental, physical and social developments. Multicultural interaction raised cultural issues to interact with people that help to support students learning or settling in different cultures. It has improved their thinking and broadened their thoughts for people in different cultures to easily accept cultures. Today, digital media is largely accepted as new learning technology for significant outcomes. It should be more deeply studied for impact on students in different perspectives is the need.

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