THE ARTICLE "PSYCHOLOGICAL FOUNDATIONS OF SPEECH IN THE FORMATION OF SOCIAL NETWORK CORRESPONDENCE"

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Abstract: In today's world, social media is playing an indispensable role on the learning behavior of university students to achieve sustainable education. The impact of social media on sustainable education is becoming an essential and impelling factor. The world has become a global village and technology use has made it a smaller world through social media and how it is changing instruction. This original study is amongst the few to perform a focalized investigation on revealing the relationship between positive and negative characteristics of social media and the learning attitude of university students for sustainable education. However, this study aims to examine the constructive and adverse factors that impact on students' minds and how these helped students to share positive and negative aspects with others. It is increasingly noticeable that social networking sites and their applications present enormous benefits for as well as risks to university students and their implications on students' psychological adjustment or learning behaviors are not well understood. This study adapted the cluster sampling method, and respondents participated from five selected regions. Researchers distributed 1013 questionnaires among the targeted sample of university students with an age range of 16 to 35 years, and they collected 831 complete/valid responses. This study applied the social gratification theory to examine students' behavior practicing social media usage. This study specifically identified 18 adversarial and constructive factors of social media from the previous literature. The findings revealed that the usage of social media in Pakistan has a negative influence on a student's behavior as compared to positive aspects. Results may not be generalized to the entire student community as findings are specific to the specific respondents only. This study presents a relationship between antithetical and creative characteristics of social media and exhibits avenues for future studies by facilitating a better understanding of web-based social network use.
Keywords: Social media; learning attitude; sustainable education; social networking.

Introduction.

In the modern era, social media and social networks drastically influence the student community, and such technology is progressively becoming an everyday part of every individual's life in modern society [1]. Innovations are taking place rapidly in the field of information technologies and are being introduced via numerous social media and networking websites. For example, Facebook, LinkedIn, Twitter, and WhatsApp provide new-fangled social interaction patterns of communication, and some of these methods of communication are neither directed nor reciprocated [2]. Indeed, users of social media can read or see the online, self-published posts of their friends without direct interaction with those friends [3]. This study examines how social media and web-based interactions impact students' communities in their daily lives [4,5]. Thus, social media refers to computer-mediated technology facilitating the growth and sharing of ideas, awareness, career interests, information, and other methods of expression through social networks and virtual communities [6]. The contents generated by social media users, such as comments, posts, digital photos, video sharing, and all online interaction data, are critical and represent the lifeblood of social networking and social media sites [7]. Social media users typically access the services of social media via the internet or other web-based technology on their laptops or desktop computers or by downloading applications that extend the functionality of social media and social networks to mobile devices, such as smartphones or tablets [8]. As a

result of engagement with such services, social media users typically create highly interactional platforms through which individual students or student organizations can share ideas, co-create, modify, and discuss user-generated content or previous content posted online. Social media directs the means of communication between students and other individuals, communities, and large organizations, and such changes are the principal focus of emerging and innovative fields of information technologies [9].

This study included a focused investigation of the prior literature of two disciplines. First, this research focused on finding the association between the productive characteristics of social media on students' communities and how social media facilitates the sharing of opinions of interest with others [15]. Second, it examined the relationship between the adverse physiognomies of social media on select Pakistani university students and the students' communities and how social media has a negative impact when students indulge in excessive use [16,17]. The fundamental advantage of using social media is the building of interpersonal relations through the creation of new connections. Social networks provide platforms to make friends by utilizing inconsequential interactions, communications, or participation in social groups, and enable people to socially support one another [18].

Regarding the productive aspects of social media, previous studies have focused on how social media usage is associated with social capital [19,20]. Thus, it refers to the "characteristics of social systems and organization, for instance, social networking, social norms, values, or social belief and trust by coordinating the cooperation to facilitate that coordination and cooperation to ensure reciprocal benefit" [21,22]. Communication is a way of interacting with diverse communities and individuals who are different from oneself, and it is indispensable to appreciating and comprehending various viewpoints of different kinds of people [23]. Thus, traditional societal settings, including communities, churches, schools, diverse volunteer groups, organizations, and workplaces, are crucial places for people to interact and communicate with heterogeneous individuals [24]. In the environment of digital and social media, there are more opportunities to engage with people with diverse perspectives, and such platforms offer diverse types of information sharing and means of exchanging opinions, ideas, and viewpoints with other people [25]. Several recent studies have examined how social media and other online platforms facilitate interactions and communications with different types of people—a phenomenon called network heterogeneity . among users. Ultimately, the best observation of the current social atmosphere refers to the relevant emerging social media of the time, for instance, Facebook (2004), Twitter (2006), and WhatsApp [45]. Several scholars have attempted to define social media, but the most adequate description and definition of social media came from Andreas Kaplan and Michael Heinlein, and they also critically distinguished the literature associated with social media.

Andreas Kaplan and Michael Heinlein depicted social media as a gathering of internet tools and applications typically based on the philosophy underlying Web 2.0 and the mechanical establishments that authorize the creation, sharing, and the trade of customer-produced content or site-generated data of social media users. Social media provides platforms that enable university students and the rest of the population to trade their ideas, thoughts, information, and conclusions; talk with each other about the substance of information; and create contacts via social networking [38]. Hence, via social media, individuals may plan content, have a sound idea involving information sharing, videos, pictures, correspondence, or coordination based on joint efforts, and create social connections with others [46]. Social media incorporates websites, wikis, video- or photo-sharing sites, and other diverse platforms. At present, participating in digital media sharing and social networking is not only beneficial, but it also facilitates individual social

interactions, as well as communication, by allowing users to building brands and create professional opportunities [47]. The emerging and evolving concepts of social media tools, usage, applications, and gratification encourage us to examine the relationship between social media users and such technologies [48]. The uses and gratifications theory (UGT) refers to an approach that helps to understand the logic behind why and how individuals actively seek out specific social networking and media outlets for the satisfaction of their particular, personal goals [49]. In other words, UGT is an audience-centered method for understanding the subject of mass communication [50]. This theory deviates from other, diverse, new methods and approaches for understanding social media consequences that raise the question: what does new media do to specific individuals?

The theory of uses and gratification focuses on the actions of people and their responses to social media. Using this approach, this communication theory refers to positivism, which is based on the communication tradition of socio-psychology, and it focuses on individuals' communication at the media technologies scale. Several driving questions arise with respect to UGT: Why do people utilize mass media? What does people's usage of new media mean? Thus, this theory of UGT describes the ways in which social media users deliberately prefer media platforms that will satisfy their given desires and permit them to enhance their desired areas of interest, such as knowledge, relaxation, friendship, information sharing, ideas, social interactions, entertainment, and escape. In this sense, UGT is a human-centered approach focusing on new media, and it assumes that users have several alternatives from which to choose, allowing them to select the option that best meets their particular needs.

Conclusions

This research focused to investigate the positive and adverse effects of social media on students' learning environment. In the current era, the traditional teaching "models" and learning environment receive heavy criticism because of their inability to provide students room for variation, and the incredibly increasing popularity of social media has made the transition to supplementary flexible models of teaching a necessity. This work contributes to the pertinent literature by investigating social media use based on the data of this population. This study argues that it is a novel contribution to scientific knowledge as there was no prior existing literature evidence that bridges and integrates the students' views on the adoption of social media as a supporting tool in higher education. Students and educators are recognized as the most pertinent stakeholders from an educational point of view as these two-use social medial applications to facilitate learning environment and co-creation of knowledge .

The positive aspects of social media include its technical contribution to educational institutions and several industries, such as health, services, tourism, and communities. The positive characteristics include the sharing of opinions with others; the raising of awareness; the sharing of knowledge; the building of relationships, identity, reputation, and contacts; the improving of social influence; and the development of other communication skills. Social media is increasing across the world, and an increasing number of adolescents, student communities, and others are joining these social media sites to interact with friends, family, and strangers. Social media influences human behavior, and technological advancements have contributed technically to improve learning and social interactions, information sharing, and the receipt of updates through social networks. Social media applications are beneficial in educational institutions, medical sciences, and business firms. Social media has significantly transformed over the last decade the ways in which people, social communities, and other organizations create, share, and consume information. The emergence of social media has shaped the world in many ways, and it has been affecting people of all walks of life.

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