

The Use of Social Media in E-Learning

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Abstract

The rapid development of computer technology and the immense usage of the Internet has had a great impact on education. No longer are students' experiences with new languages limited to their textbooks or immediate environment. The rise of E-Learning changed the education system worldwide. To achieve higher levels of motivation, student satisfaction and interactivity, several changes should be implemented in online learning and one important issue is the use of social media paradigm for online course learning. Nevertheless, in Albania, online learning was first introduced during the Covid-19 pandemic. Although social media is widely used for several purposes, it is not common for students and teachers to use it as a learning method. For this reason, there are two important aims to this study. The first aim is to understand the effect of using social media in learning to students. Another purpose is the implementation of social media for learning purposes and the challenges that it faces. Complementing this, a mixed approach is used for the study, a survey through questionnaires to students. 215 students from different towns in Albania took part in the questionnaire. Based on students' answers a mixed combination between traditional classes, online learning, and using social media as a learning tool is the most effective and motivating way of learning.

Keywords: E-learning, social media, motivation, impact, implementation.

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