



# Social Media Usage By Teachers And Students In Higher Education Institutions

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## Abstract

These days people can't live without using social media either in personal life of individual or in the academics. All we accept that it is the contemporary technological era, where social media has emerged as a powerful influence across various spheres, including higher education. This study investigates the usage patterns of social media among teachers and students in Higher Education Institutions (HEIs) in West Bengal, India. With the increasing integration of platforms such as Facebook, YouTube, and live-streaming tools into academic practices, it is vital to understand both the opportunities and challenges they present. Utilizing a descriptive survey method, the study sampled 40 teachers and 200 students across five universities using multistage random sampling. Data were collected through two distinct questionnaires developed for teachers and students. Findings reveal that social media is predominantly used for educational purposes, communication, recreation, and encouraging social responsibility. Notably, the COVID-19 pandemic accelerated the shift in perceptions, positioning social media as a critical tool for sustaining education during crises. However, concerns such as privacy risks, distraction, and ethical issues also surfaced. The study underscores the need for strategic policies and training programs to maximize the educational benefits of social media while mitigating its drawbacks. This study may contribute to the growing body of knowledge on digital integration in higher education specially teacher education and offers valuable insights for educators, policymakers, and students aiming to navigate the digital learning environment more effectively.

**Key Words:** Social Media, Teachers, Higher Education Institutions, Facebook, Instagram, Telegram, X, YouTube, WhatsApp

**Introduction:** Social media has become an undeniable force in our lives, and higher education institutions are no exception. Both teachers and students are increasingly incorporating social media platforms into their academic endeavours. This integration presents a unique set of opportunities and challenges that warrant exploration. We know that social media offers exciting possibilities for enhancing the learning experience. It can foster communication and collaboration between students and faculty, provide access to a wealth of educational resources, and create a more engaging and interactive learning environment. On the other hand, there are potential drawbacks to consider. Concerns include issues of privacy, plagiarism, and the potential for distraction. It's crucial to develop strategies to navigate these challenges and maximize the positive impact of social media in higher education. This paper tries to delve deeper into the multifaceted world of social media usage within higher education institutions. It explores the social media usage by both teachers and students. Before the pandemic, people had the view that Social Media was limited to all things photo, video sharing, and entertainment but that attitude has changed drastically, as the entire education system was relying on Social Media. Social Media platforms like live class, Facebook live, YouTube live, etc. have perpetuated the existence of education in times of crisis.

**Rationale:** In this advanced technological era, Social Media has influenced in many ways. All the work of teachers, educators, and educational institutions is being handled by Social Media. We need to know how Social Media is influencing students and teachers. Students in higher education need to know how to use Social Media, and how active and aware students are of Social Media. Various educational movements are taking place through Social Media. We also need to know the use of Social Media in teaching and learning methods. This study was conducted with the following objectives-

### **Objectives:**

1. To study the Social Media usage in Higher Education Institutions of West Bengal.
2. To find out the Social Media usage by the Teachers special with reference to the purpose of-
  - 2.1. Education.
  - 2.2. Social Responsibility.
  - 2.3. Communication.
  - 2.4. Recreation and Entertainment.
3. To find out the Social Media usage by the students with reference to the purpose of-
  - 3.1. Education.
  - 3.2. Social Responsibility.
  - 3.3. Communication.
  - 3.4. Recreation and Entertainment.

**Review of the related literature:** following studies were reviewed on social media in two parts-

### **1. Indian studies:**

**Sengupta and Vaish (2024)** carried out research on write in 'A study on social media and higher education during the COVID-19 pandemic' and it was found that Global research on social media and higher education during the Coronavirus crisis reveals its maximum impact on teaching-learning, discussions, public relations, and networking,

with platforms like WhatsApp, YouTube, Facebook, LinkedIn, Instagram, and Twitter prevalent among stakeholders. **Dutta et. al. (2022)** conducted a study on 'A Preliminary Study on the Use of Social Media in Higher Education'. **Trivedi et. al. (2021)** worked on 'A study on intention to use Social Media in higher education: the mediating effect of peer influence'. **Borgohain (2020)** conducted a study on 'Impact of Social Media in The Student's Academic Performance: An Analysis of The State Universities of Assam'. **Pathak (2018)** carried out a research entitled 'Social Media as an Alternative Pedagogy in Higher Education: A Study'. **Mondal (2019)** carried out a study on 'Attitude of Higher Education Students towards Social Media in West Bengal'. **Raut and Patil (2016)** in their study on 'Use of Social Media in education: positive and negative impact on the students'. **Kasturi and Vardhan (2014)** conducted study on 'Social Media: key issues and new challenges-a study of Nalgonda district' used the survey method.

## 2. Foreign Studies:

**Abubakar and Al-Mamary (2025)** researched 'Exploring factors influencing the intention to use social media and its actual usage in higher education: a conceptual model of effectiveness, effort, communication, self-awareness, social influence, and facilitating conditions.' **Shafiq and Parveen (2023)** mentioned in their article on 'Social media usage: Analyzing its effect on academic performance and engagement of higher education students' that when students use social media's knowledge-sharing capabilities, it improves their academic performance. **Papademetriou et. al. (2022)** in their study shows on 'COVID-19 Pandemic: The Impact of the Social Media Technology on Higher Education'. **Dumpit and Fernandez (2017)** studied on 'Analysis of the use of Social Media in Higher Education Institutions (HEIs)'. **Adalberon and Saljo (2017)** carried out a study on 'Informal use of Social Media in higher education: A case study of Facebook groups.' **Sobaih et. al. (2016)** conducted a study on 'To use or not to use? Social media in higher education in developing countries'. **Kim and Sin (2015)** conducted study on 'Use of Social Media in different contexts of information seeking: effects of sex and problem-solving style'.

## Methodology

**Method:** Descriptive Survey method was used.

**Population and Sample:** Students and Teachers of the Higher Education Institutions (HEIs) of West Bengal.

**Sample and Sampling technique:** 40 teachers and 200 students of five higher education institutions from five districts of West Bengal were selected through Multistage Random Sampling. At first, the researcher randomly selected 5 districts of West Bengal and then randomly selected a single higher education institution from every district.

1. Murshidabad-Murshidabad University
2. Birbhum-Visva-Bharati
3. Burdwan-The University of Burdwan
4. Uttar Dinajpur-Raiganj University
5. Nadia-Kalyani University

**Research Tools used:** Two questionnaires on 'Social Media usage' were developed separately for the teachers and students.

**Data Analysis:** The collected data were analysed objective wise by calculating the percentage only and appropriate graphs were also prepared as follows-

### 1. To study the Social Media usage in higher education institutions of West Bengal.

Table-1 showing Social Media Usage in higher education institutions of West-Bengal

Social Media Platform	Education			Social responsibility			Communication			Recreation and Entertainment		
	total	No. of used	Percentages	total	No. of used	Percentages	total	No. of used	Percentages	total	No. of used	Percentages
Facebook	240	77	32.08 %	228	146	<b>64.03 %</b>	239	127	<b>53.13 %</b>	226	156	<b>69.02 %</b>
Instagram	240	18	7.5%	228	34	14.91 %	239	44	18.48 %	226	73	32.30 %
Telegram	240	113	<b>47.08 %</b>	228	46	20.17 %	239	72	<b>30.12 %</b>	226	34	15.04 %
X	240	16	6.67%	228	25	10.96 %	239	18	7.53%	226	11	4.86%
YouTube	240	208	<b>86.67 %</b>	228	90	39.47 %	239	40	16.73 %	226	174	<b>76.99 %</b>
WhatsApp	240	170	<b>70.83 %</b>	228	147	<b>64.47 %</b>	239	218	<b>91.21 %</b>	226	107	<b>47.34 %</b>

By the observation of the above table, it was found that the most used Social Media platform in education was YouTube by 86.67% of the sample respondents. The second most used Social Media platform was WhatsApp by 70.83% of sample respondents similarly; Telegram was the third most used Social Media platform by 47.08% of the sample respondent.

Similarly, it was found that for the purpose of social responsibility the most used Social Media platform was WhatsApp by 64.47% of the sample respondent, the second-most used Social Media platform was Facebook with 64.03% of the sample respondent, and the third most used Social Media platform was YouTube by 39.47% of the sample respondents.

It was also found that for communication, the most used Social Media platform was WhatsApp with 91.21% of the sample respondent; the second-most used Social Media platform was Facebook with 53.13% of the sample and the third most used Social Media platform for communication purposes was Telegram with 30.12% of the sample respondents.

Similarly, for recreation and entertainment, the most used Social Media platform was YouTube with 76.99% of the sample, the second most used Social Media platform was Facebook with 69.02% of the sample, and the third most used WhatsApp with 47.34% of the sample respondents.

A graph was prepared by calculating the percentages of the received responses as data.

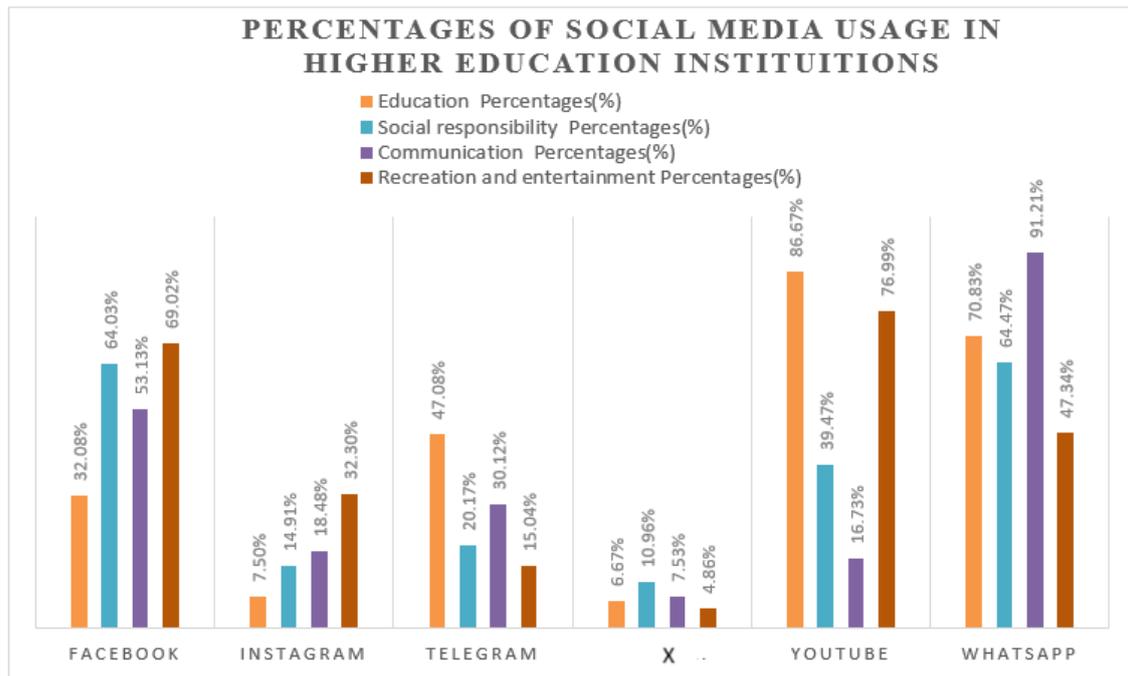


Figure1: Social Media usage in higher education institutions

**2.1. Objective-To find out the Social Media usage by the teachers with reference to Education.**

**Table-2 showing Social Media platforms used by Teachers for educational purpose**

Social Media platform	Total respondent Teachers	No. of user	Percentage
Facebook	40	20	50%
Instagram	40	4	10%
Telegram	40	20	50%
X	40	6	15%
YouTube	40	28	70%
WhatsApp	40	35	87.5%

By the observation of table-2 it was found that WhatsApp was the most used (87.5%), YouTube was the second most (70%) and both Facebook and Telegram was the third most used (50%) Social Media platform used for educational purposes by the sample teachers in higher education institutions.

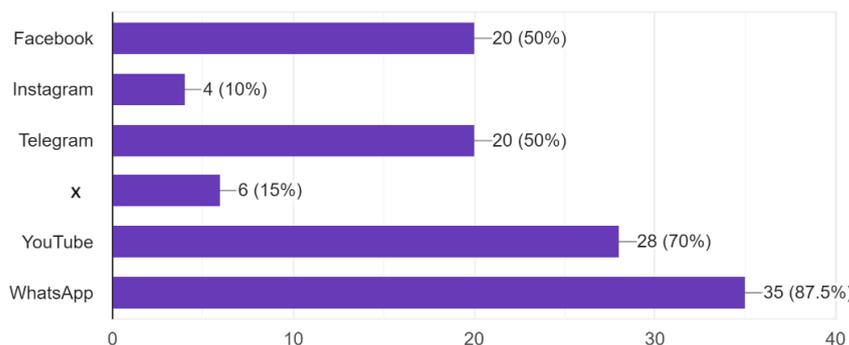


Figure2: Social Media platforms used by Teachers for educational purpose

**Table-3 showing Social Media platforms used by Teachers for social responsibility purpose**

Social Media platform	Total respondent Teachers	No. of user	Percentage
Facebook	40	31	77.5%
Instagram	40	8	20%
Telegram	40	11	27.5%
X	40	7	17.5%
YouTube	40	13	32.5%
WhatsApp	40	29	72.5%

By the observation of table-3, It was found that Facebook was the most used Social Media platform (77.5%), WhatsApp (72.5%) was the second most and YouTube (32.5%) was the third most used Social Media platform for social responsibility purpose by the sample teachers in higher education institutions.

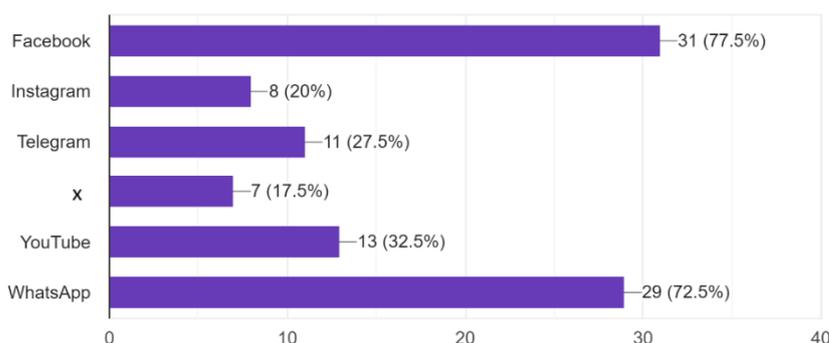


Figure3: Social Media platforms used by Teachers for social responsibility purpose

**Table-4 showing Social Media platforms used by Teachers for communication purpose**

Social Media platform	Total respondent Teacher	No. of user	Percentage
Facebook	39	25	64.1%
Instagram	39	8	20.5%
Telegram	39	12	30.8%
X	39	8	20.5%
YouTube	39	11	28.2%
WhatsApp	39	36	92.3%

By the observation of table-4, it was found that WhatsApp (92.3%) was the most used, Facebook (64.1%) was the second most used and Telegram (30.8%) was the third most used Social Media platform for communication purpose by the sample teachers in higher education institutions.

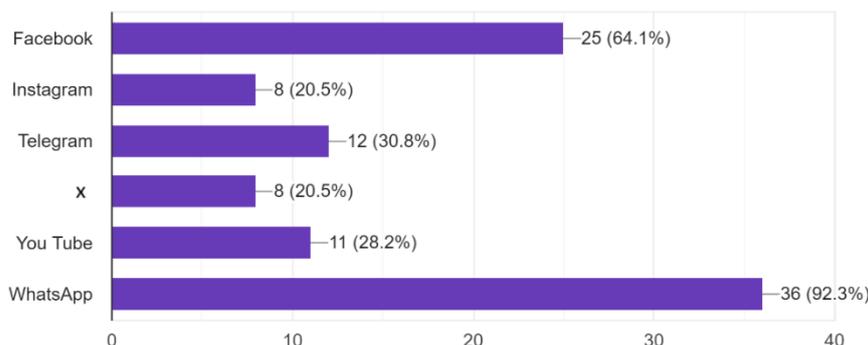


Figure4: Social Media platforms used by Teachers for Communication purpose

**Table-5 showing Social Media platforms used by teachers for recreation and entertainment purpose**

Social platform	Media	Total respondent Teachers	No of user	Percentage
Facebook		39	26	66.7%
Instagram		39	10	25.6%
Telegram		39	10	25.6%
X		39	4	10.3%
YouTube		39	31	79.5%
WhatsApp		39	24	61.5%

By the observation of table-5, It was found that YouTube (79.5%) was the most used, Facebook (66.7%) was the second most used and WhatsApp (61.5%) was the third most used Social Media platform for recreation and entertainment purpose by the sample teachers in higher education institutions.

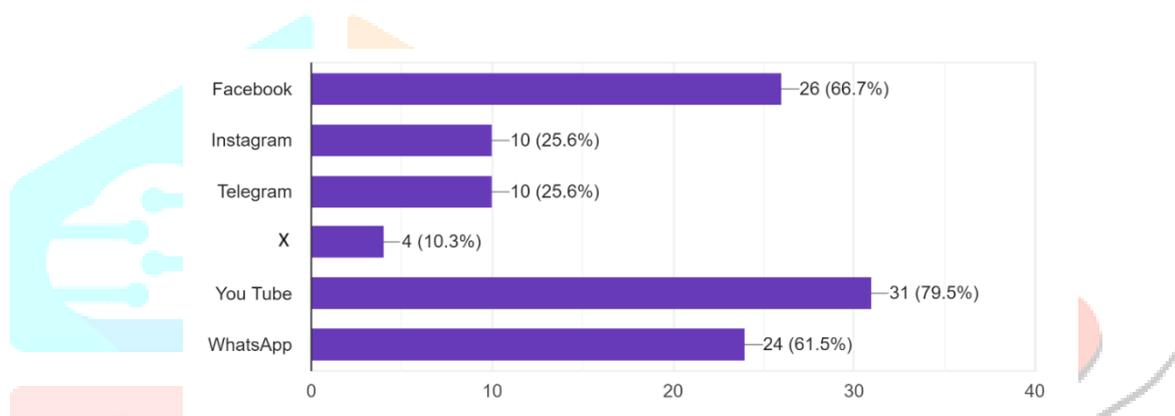


Figure5: Social Media platforms used by Teachers for recreation and entertainment purpose

**Table-6 showing Social Media platforms used by students for educational purpose**

Social platform	Media	Total respondent students	No. of user	Percentage
Facebook		200	57	28.5%
Instagram		200	14	7%
Telegram		200	93	46.5%
X		200	10	5%
YouTube		200	180	90%
WhatsApp		200	135	67.5%

By the observation of table-6, it was found that YouTube (90%) was the most used, WhatsApp (67.5%) was the second most used and Telegram (46.5%) third most used Social Media platform for educational purposes by the sample students in higher education institutions.

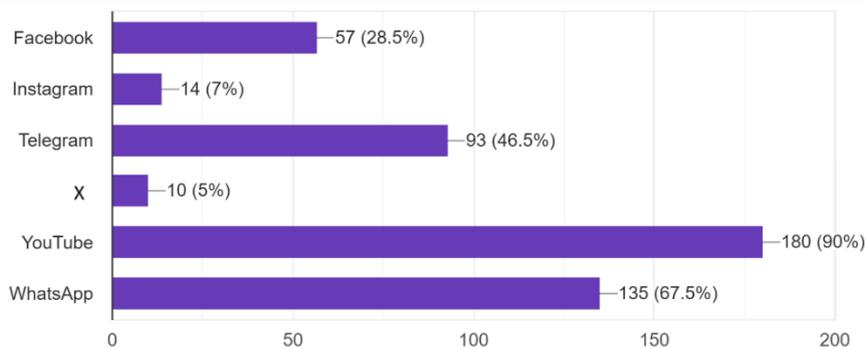


Figure6: Social Media platforms used by Students education purpose

Table-7 showing Social Media platforms used by students for social responsibility purpose

Social Media platform	Total respondent student	No. of user	Percentage
Facebook	188	115	61.2%
Instagram	188	26	13.8%
Telegram	188	35	18.6%
X	188	18	9.6%
YouTube	188	77	41%
WhatsApp	188	118	62.8%

By the observation of table-7, It was found that WhatsApp (62.8%) was the most used, Facebook (61.2%) was the second most used and YouTube (41%) was the third most used Social Media platform for social responsibility purposes by the sample students in higher education institutions.

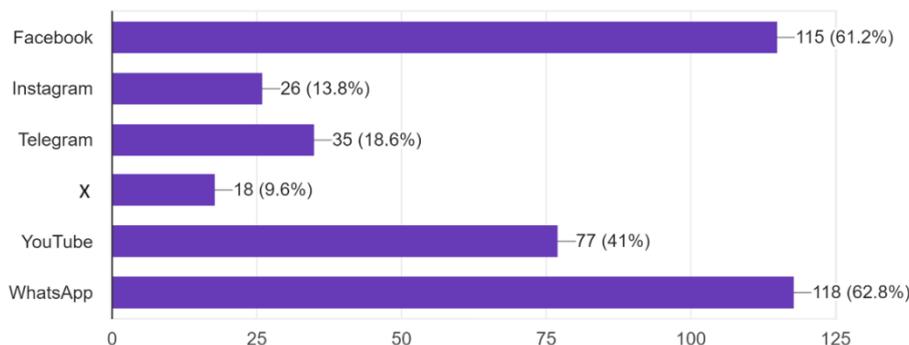


Figure7: Social Media platforms used by Students for social responsibility purpose

Table -8 showing Social Media platforms used by students for communication purpose

Social Media platform	Total respondent students	No. of user	Percentage
Facebook	200	102	51%
Instagram	200	36	18%
Telegram	200	60	30%
X	200	10	5%
YouTube	200	29	14.5%
WhatsApp	200	182	91%

By the observation of table-8, it was found that WhatsApp (91%) was the most used, Facebook was the second most used (51%) and Telegram (30%) was the third most used Social Media platform for communication purpose by the sample students in higher education institutions.

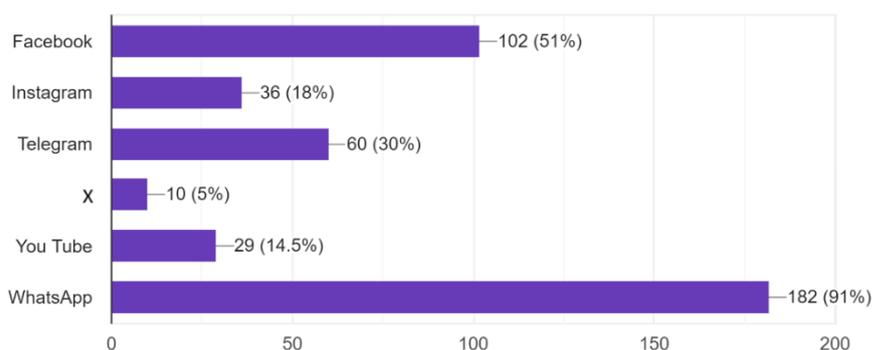


Figure8: Social Media platforms used by Students for communication purpose

**Table-9 Social Media platforms used by students for recreation and entertainment purpose**

Social platform	Media	Total respondent students	No. of user	Percentage
Facebook		197	130	66%
Instagram		197	63	32%
Telegram		197	24	12.2%
X		197	7	3.6%
YouTube		197	143	72.6%
WhatsApp		197	83	42.1%

By the observation of table-9, it was found that YouTube (72.6%) was the most used, Facebook (66%) was the second most used and WhatsApp (42.1%) was the third most used Social Media platform for recreation and entertainment purpose by the sample students in higher education institutions.

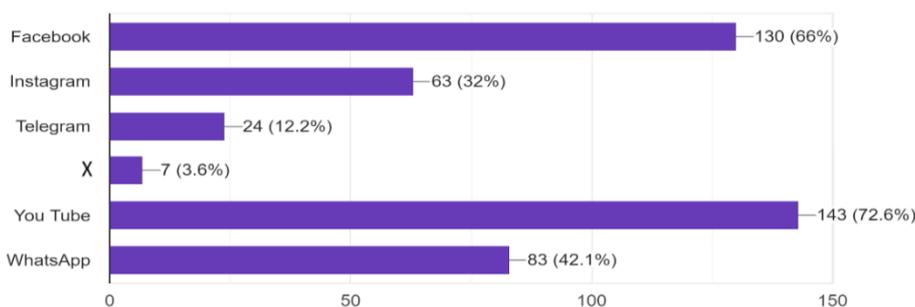


Figure9: Social Media platforms used by Students for recreation and entertainment purpose

**Major findings of the study:**

1. There is a widespread use of Social Media in higher education in West Bengal, the use of Social Media is seen in all aspects of higher education.

2. Teachers using Social Media to give class information, conduct online classes, to send study materials. For communication with students, and with friends teachers make extensive use of Social Media for recreation and entertainment, reels, status, watching favourite videos, etc.

3. Students watch various videos and collect notes for study. They utilize it for social responsibility like Blood donation in case of emergency needs, floods, disasters, etc. For communication, share text, call, image, etc. with family, friends, and classmates. Create and watch short videos, reels, and memes, for recreation and entertainment. This means that in all cases students use Social Media and it has become important for students.

**Conclusion:** After completing this study researchers can conclude that Social Media has become an important tool in all aspects of education, in all aspects of social responsibility, all areas of communication, and in all areas of recreation, and entertainment. It has become an integral part of all fields for the positive uses of Social Media. And especially in educational institutions, Social Media has been used in a significant way and Social Media has become popular in the field of student studies.

When there was pandemic, the whole education system was dependent on social media. Exams, assignments, projects, practical, job interviews, research presentations, and student selection for new courses are all handled by social media. In the post-epidemic education system, most educational activities are conducted through social media.

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