

## The Use of Social Media and Its Impact on the Learning Behavior of ESL University Students for Sustainable Education in Pakistan

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**Abstract :** The aim of this study is to find out the negative and positive impacts of social media platforms on the attitude of learning and educational environment of student's community. Social Media platforms have become a source of collaboration with one another throughout the globe making it a small world. This study performs focalized investigation of the adverse and constructive factors that have a strong impact not only on the psychological adjustments but also on the academic performance of peers. This study is a quantitative research adopting random sampling method in which the participants were the students of university. Researcher distributed 1000 questionnaires among the university students from different departments and asked them to fill the data on Lickert Scale. The participants are from the age group of 18-24 years. Study applies user and gratification theory in order to examine behavior of students practicing social media in their academic and personal life. Findings of the study reveal that the use of social media platforms in Pakistani context has less positive impact as compared to negative impacts on the behavior of students towards learning. The research suggests that usage of online social media platforms should be taught to students; awareness must be created among the users of social media by the means of seminars, workshops and by media itself to overcome the negative impacts of social media leading towards sustainable education in Pakistan.

**Keywords :** social media, positive impact, negative impact, learning behaviour

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