

## **Mobile Learning: The Effectiveness of Social Media Platforms in Enhancing Collaborative Learning in Mobile Learning Environment**

**Authors :** Adry Bin Kamarul Azman, Arif Syahmi Bin Mohd Rashidi, Muhammad Adam Hakimi Bin Mohd Azwarizal, Muhammad Ammar Hakimi Bin Shamsul Bahri, Muhammad Eidlan Bin Rasidi

**Abstract :** With the increasing reliance on mobile technologies for education, the integration of social media has gained prominence as a tool to facilitate interaction, knowledge sharing, and teamwork among learners. This study was conducted to examine the effectiveness of social media platforms in enhancing collaborative learning in the mobile learning environment. In efforts to gather data and findings in this research, a mixed-methods approach was adopted to gather insights on students' and teachers' experiences in mobile learning environments. Surveys were used to gather quantitative data, while interviews were conducted to gain qualitative insights. Major findings from the survey revealed that most respondents face difficulties using mobile learning tools. On the other hand, the interviews highlighted the practical challenges faced by them, including privacy concerns and adaptability to using social media as a medium for learning. In conclusion, while social media platforms have the potential to enhance collaborative learning in mobile environments, significant challenges such as privacy concerns and adaptability need to be addressed. The research will outline a few key recommendations, aiming to improve the integration of social media in mobile learning and foster more effective tailored to students' and teachers' needs and secure learning experiences.

**Keywords :** collaborative learning, challenges, education, social media, learning tools

**Conference Title :** ICETLI 2025 : International Conference on Educational Technology and Learning Innovation

**Conference Location :** Sydney, Australia

**Conference Dates :** August 28-29, 2025