

# Effects of Social Media on the Acquisition of English Language Skills by Students at University of Finance-Marketing

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**Abstract:** This article examines the impact of social media on the learning of English language skills among students at the University of Finance-Marketing. It investigates the available English learning opportunities through social media and evaluates their effectiveness. Additionally, the challenges faced by students when learning English using social media are explored. The study utilizes a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather data. The findings provide valuable insights into the role of social media in enhancing English language acquisition and highlight the potential challenges that need to be addressed for effective learning outcomes.

**Keywords:** Social media, English language skills, learning opportunities, challenges

## 1. Introduction

Social media has been a prominent part of modern society, and its effects are felt in various aspects of life, including communication, entertainment, and learning. Its influence is seen across many domains, including education, where it is considered a valuable tool in language learning. One of the languages that social media has had a significant impact on is English, and particularly for Vietnamese students. This research article examines the effects of social media on the acquisition of English language skills by students at University of Finance-Marketing, with the specific focus on listening, speaking, reading, and writing skills. This research seeks to:

1. Determine how social media impacts the learning of English in students at university of Finance-Marketing
2. Examine what English learning opportunities are available through social media and how effective they are;
3. Identify the challenges experienced by students at university of Finance-Marketing when learning English using social media.

## 2. Content

### 2.1. Literature review

\*Social Media and Language Learning

Social media platforms offer a multitude of opportunities for language learners to enhance their English language skills. Firstly, the accessibility and convenience of social media make it an attractive

option for students to engage in language learning activities at their own pace and time. With just a few clicks, students can access a wide range of language learning resources, including interactive exercises, videos, podcasts, and online language courses (Li & Wang, 2019). Secondly, social media provides a platform for students to engage in authentic language use by interacting with native speakers and fellow learners from around the world. This exposure to real-life language situations can greatly enhance their language proficiency and cultural understanding (Junco, 2015).

*\*The Impact of Social Media on English Language Skills*

Numerous studies have investigated the effects of social media on English language acquisition, yielding both positive and negative findings. One area of impact is vocabulary acquisition, with research suggesting that social media platforms, such as online forums and language learning communities, can provide learners with opportunities to encounter and practice new vocabulary in context (Chen & Fu, 2020). Additionally, social media can facilitate grammar development through exposure to authentic language use and the sharing of language learning resources (Kessler, 2016). Furthermore, social media platforms that encourage speaking practice, such as language exchange apps and video chat platforms, have been found to enhance students' oral communication skills (Lomicka & Lord, 2018).

### *\*Social Media Tools and Strategies*

Several social media tools and strategies have been found effective in supporting English language acquisition. For instance, microblogging platforms like Twitter can be utilized to practice concise writing skills and engage in language-related discussions (Junco, 2015). Language learning apps, such as Duolingo and Memrise, offer gamified language learning experiences that can motivate and engage students (Li & Wang, 2019).

### *\*Previous Researches*

Previous studies have explored the relationship between social media and the learning of the English language for non-native speakers. Al-Tamimi and Shuib (2017) recognized social media's potential in language development, specifically improving students' language vocabulary, listening, and speaking skills. They found that students could access a broad range of online language-specific content, communicate with native speakers and peers, and receive timely feedback on their activities. In contrast, a study by Ahmed and Ghobadi (2018) indicated that while students perceived that social media has a positive effect when learning English, its use was limited. They found that fear of orthographic, grammatical, lexical errors and spelling mistakes led to students' reluctance to post publicly and engage in communication, hinders the translation of personal interests to the language environment, and constrained meaningful and holistic language experiences.

Furthermore, studies have identified numerous online learning platforms such as Duolingo, Babel, and Rosetta Stone, which can improve English language proficiency among learners. Social media, on the other hand, represents a low-cost, scalable platform. However, it has largely been abused for entertainment and socialization instead of being utilized for specific academic purposes. In contrast to traditional forms of English language learning, social media learning offers flexibility, accessibility, and mobility, addressing the lack of conversational practice and authentic spoken language exposure that learners often miss.

### **2.2. The study**

In this research, a mixed-methods approach was employed to gather data for this study. A quantitative methodology was employed to investigate the impact of social media on the development of English language skills among students enrolled in the English for Specific Purposes (ESP) program at the University of Finance-Marketing (UFM). To gather

data, a survey was administered to 100 ESP students, focusing on various aspects related to social media's influence on their learning outcomes. The survey aimed to explore the extent to which social media platforms contributed to their language acquisition, the potential of social media in addressing language challenges, and how learners utilized these platforms to enhance their language skills. The survey included questions about the frequency of social media usage for English learning purposes, the perceived effectiveness of different platforms, and the types of learning opportunities utilized. Additionally, qualitative interviews were conducted with a subset of survey participants to gain deeper insights into their experiences and challenges faced when learning English through social media. To analyze the collected data, the researchers utilized SPSS software, which enabled them to examine correlations, frequencies, and conduct association tests to derive meaningful insights from the data.

### **2.3. Findings, Discussion, and Recommendations**

#### *\*Findings*

#### *a. The Impact of Social Media on English Learning*

According to the findings of the survey, it can be observed that social media plays a crucial role in influencing the development of English language proficiency among students enrolled at the University of Finance-Marketing. A significant number of participants acknowledged employing various social media platforms, such as YouTube, Facebook groups, and language learning applications, as a means to enhance their English language abilities. The respondents emphasized that these platforms offer them a diverse array of genuine English materials, including videos, articles, and interactive conversations, which ultimately contribute to the improvement of their language skills and cultural awareness.

#### *b. Effectiveness of English Learning Opportunities on Social Media*

The study found that students perceive social media as a highly effective means of learning English. Among the various platforms, YouTube stands out as the most popular choice for language learning. Its extensive library of educational videos, tutorials, and language lessons make it an invaluable resource. Additionally, Facebook groups and language learning apps were found to be beneficial in terms of practicing English conversation, receiving feedback, and engaging in language exchange with native speakers. Overall, these findings highlight the significant role

that social media plays in providing English learning opportunities, with YouTube leading the way and other platforms also contributing to the students' language acquisition journey.

### c. Challenges Faced by Students

Although there are advantages to learning English through social media, students have mentioned various difficulties they face. The most prevalent challenges involve the absence of personalized feedback, the requirement for self-discipline and effective time management, and the presence of distractions on social media platforms. Moreover, certain students have expressed worries regarding the dependability and precision of information shared on social media. This emphasizes the significance of critically evaluating and verifying sources. Despite the benefits, students have reported encountering multiple obstacles when utilizing social media as a tool for English learning. These challenges encompass the lack of individualized feedback, the necessity for self-discipline and effective time management, and the distractions present on social media platforms. Furthermore, concerns have been raised by some students regarding the reliability and accuracy of information shared on social media. This highlights the importance of critically evaluating and verifying sources.

### 2.3.2. Discussion

The findings of this study highlight the significant impact of social media on the acquisition of English language skills among students at the University of Finance Marketing. The availability of diverse English learning resources through social media platforms provides students with flexibility, convenience, and access to a wealth of learning opportunities. The interactive nature of social media also allows students to engage in authentic communication, which enhances their language proficiency and fosters cultural understanding.

However, it is essential to address the challenges that students face when learning English through social media. Distractions on social media platforms can divert students' attention away from focused language learning, necessitating the need for effective time management and self-regulation strategies. The lack of personalized feedback can hinder students' progress, and efforts should be made to provide constructive feedback and guidance through online platforms. Additionally, ensuring the credibility of online resources is crucial, as students need reliable and accurate information to support their language learning journey.

### 2.3.3. Recommendations

In order to maximize the benefits of social media for the purpose of learning English, it is important for educators, institutions, and policymakers to offer guidance and assistance to students. To achieve this, it is necessary to integrate digital literacy skills into language learning curricula, enabling students to navigate social media platforms with proficiency and to evaluate online resources in a critical manner. Furthermore, the establishment of a supportive online learning community can promote collaboration, peer learning, and the exchange of ideas among students. By taking these steps, we can ensure that students are able to make the most of social media as a tool for English language learning.

### 3. Conclusion

Social media plays a crucial role in shaping the English language proficiency of students enrolled at the University of Finance-Marketing. Although it presents a wide array of learning prospects, it also brings forth certain obstacles that must be overcome. These challenges include the potential for distractions, the absence of personalized feedback, the need to assess credibility, and the prevalence of misinformation. However, by harnessing the power of social media in a strategic manner, offering guidance to students, and fostering the development of digital literacy skills, educators and institutions can elevate the English language learning journey for students and equip them with the necessary tools to thrive in an increasingly interconnected and globalized world.

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