

# ATTITUDES AND MOTIVES OF USING SOCIAL MEDIA BASED LEARNING LEAD TO CRITICAL THINKING SKILLS: SURVEY AMONG COLLEGE STUDENTS

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## Abstract

*Social media-based learning has become very common in education sector during covid 19. The research attempted to study the attitudes and motives of the student's community toward social media-based learning and its impact on critical thinking skills. The current study is based on social theory, action theory and uses and gratification theory. The study framed a conceptual model and adopted a descriptive and analytical research design. The data collected through the standard scale, which was developed for the social media attitude scale, motives to use social media and critical thinking skills. The study applied a Structural Equation Model (SEM) to test the hypothesis using AMOS. The study concluded that students attitudes and motives to use social media based learning enhance critical thinking skills.*

**Keywords:** Social media-based learning, motives, critical thinking skills and structural equation model

## I. INTRODUCTION

In recent years, Information technology has not only been considered a medium of communication but has also gained acceptance and become part of the educational sector. Academicians and researchers show more interest in knowing about the importance of information and communication technology in students' progress. In various perceptive ways, ICT plays different roles, which can be in the form of teaching, assessment and learning. This research focuses on the learning perspectives that indicate how social network-based learning impacts students' critical thinking abilities. Social Network Sites (SNSs) are receiving more attention in higher education research [1]. The current generation of students is very keen to use technology for academics [2]. Most researchers these days are examining how students perceive utilizing social networking sites for academic purposes.

## II. REVIEW OF LITERATURE

### A. Theoretical framework

The current study is based on social theory, action theory and uses and gratification theory. Social theory is the study of how people understand society in a scientific perspective. The Uses & Gratification Theory which describes "social and psychological" demands for media use. Action theory emphasis the necessity to focus on the micro-level of social life rather than the macrolevel, or how specific individuals are able to connect with one another in personal social interactions.

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