

Impact of Social Media Platforms as a Learning Tool on Management Students

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Abstract: Social media usage is rapidly growing and influencing younger minds. The algorithms that they use for increasing the users' screen time give rise to a variety of content. This paper deals with the relation of usage of different social media platforms and how useful management students feel or use these social media platforms as a learning tool. The paper starts with how social media usage is increasing and connecting people. The paper is built on primary research in which a questionnaire was circulated through online sources to management students and graduates to find out their viewpoints on the impact of social media as a learning tool. The data collected was analyzed and interpreted that students are highly using social media platforms and the majority of the students are using these platforms as a learning tool for attaining different skill sets.

Keywords: Social media, Digital learning, E-learning, Hybrid learning

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