



The Impact of Social Media on Learning Education and Behaviour

Dr. Parmod Kumar, Assistant Professor, Sunrise College of Education, E-mail:- parasharparmod1984@gmail.com

Abstract

This article examines the impact of social media on student learning and behaviour, focusing on the role of deep learning techniques in filtering and ranking relevant social media data. While existing research addresses the general influence of social media on education, this study uniquely integrates a fusion model combining text, image, and audio modalities to predict student behaviours and learning outcomes. Through a mixed-methods approach, including qualitative interviews and quantitative surveys, the research explores how social media influences student learning experiences and behavioural changes. The study's findings offer new insights into how social media platforms can be optimized to support positive educational outcomes while minimizing negative behavioural impacts.

