



The Impact of Social Media on Students Learning and Behaviour

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Abstract

This study 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 behaviour 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 optimised to support positive educational outcomes while minimising negative behavioural impacts.

