

EFFECT OF SOCIAL MEDIA ON ENHANCEMENT OF ENGLISH LEARNING PROFICIENCY AT UNIVERSITY LEVEL IN KHYBER PAKHTUNKHWA

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ABSTRACT

Social media is one of the most important sources of communication in this technological age which enables the people to share their views and thoughts with other friends, relatives, colleagues, class fellows, and teachers without any problem of distance. Therefore, purpose of this study was to highlight the role of social media, and to compare the views of male and female English as foreign language (EFL) learners regarding the use of various social media sources in English language learning proficiency at university level. The data for this descriptive study was collected through self-made questionnaire. The participants of this study were one hundred (100) university level English learners (50 male and 50 female). The result of this study showed that social media sources have a positive effect on English learners at university level because social motivate the English language learners and arouse their interest towards English language learning proficiency at university level.

KEYWORDS: Social Media, Social Media Tools, English Language Proficiency University Level EFL Learners