

THE ORAL AND WRITTEN INTERFACE ON FACEBOOK: USE OF HAND HELD DEVICES ON USAGE OF SPELLINGS IN BUSINESS SCHOOL IN LAHORE

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ABSTRACT: Facebook as the recent phenomenon, researchers have relatively documented the significance of the Facebook as the novel technique for observing the behavior in the naturalist settings, and recruitment of the participants. The research has been revolving around to investigate and analyze the role of the excessive usage of Facebook by the learners on impacting the learning processes and educational standards, and the increased retention and usage of the Mobile phones, and hand held devices for the instant messaging impacting the spellings of the learners. The research is quantitative in nature. The questionnaire technique has been utilized to collect the data from the respondents. The research data collected has been deeply analyzed through the implication of various regression and correlation tests. The research findings have reflected the oral and written interface on the Facebook impacts the learning skills of the users.

Key Words: Mobile application, language skills, instant messaging and retentions, Usage of Facebook

INTRODUCTION

Computer uses have become increasingly embedded in the daily life[1]. Now a day, students dramatically rely on the technology for the information gathering, to remain updated regarding the social concerns as well as national concerns, for the effective inter personal communication, and considering computer as one of the ways of the learning[2]. It is quite not surprising for finding the similar trends in academic environment[3]. Since recent years, the advancements in technology and digitalization have completely changed the way people interact and communicate with other[4]. Now a day, people are more focused on the effective utilization of the social media tools that are mainly considered as the communication platforms for the users[5]. Facebook has been completely changed millions of people relating to each other and the way of sharing the information[6]. A rapid growing research has revealed a dramatic rise and growth of Facebook as the social scientists in-depth analyses the role of Facebook on the social life and its impact on number of other aspects, such as education, business and many others[7].

Facebook as the recent phenomenon, researchers have relatively documented the significance of the Facebook as the novel technique for observing the behavior in the naturalist settings, and recruitment of the participants[8]. However, various researches on the Facebook emanates from various variety of the disciplines and opening new doors of the efficient ways and methods of conducting research on Facebook[7]. Recent, outbreak of the students as well as educators becoming one of the active users of the social media networking communities, drew high attentions to the capacity of a specified web resources for the fostering of the positive relationship amongst the students, enhancing the credibility of the instructors engaged in the contemporary student's culture and providing the constructive outcomes and individual opportunities and challenges of the interaction with the peer, teachers and native speakers of number of foreign languages[9]. It is analyzed that little is being known of how the social media networks such as Facebook can help and assist in the development of the language community classrooms and how they can have an impact on the growth of the social pragmatic capability in the language learners[7].

In Pakistan, a dramatic shift in the learning processes has been observed from the paper based learning to the digital learning[10]. It has been analyzed that most of the students learn more effectively through the utilization of the technology in comparison to the book learning due to the presence and interaction towards the graphics, interfaces and media[5]. However, it has been observed that most of the learners are the keen users of the social media networks, especially Facebook, not only using it as the medium of communication, but also considering it as the platform for the education[7]. On the other hand, various aspect of the negative impact on the education through the utilization of the social media networks cannot be neglected at any instance. The research study [11]reflected that the learners who are more keen of the using the social media networks, spend lot of their time in using Facebook's only for the time pass and entertainment which negatively impacts their education in directly as well as indirectly ways. "In the last decade much research on emerging technological tools in the context of second language acquisition has surfaced, Computer Mediated Communication (CMC) in the form of asynchronous communication (ACMC) and synchronous communication (SCMC) has transformed learning"[1]. Information technology has positively impacted number of educational aspects, however, the negatively effects of the technology on the educational and learning domains cannot be neglected at any instance. It has been analyzed that the importance and significance of the utilization of the appropriate technological tools, at the appropriate time and for appropriate purpose cannot be neglected at any instance[3]. Facebook, being a social media network has number of advantages and benefits to the users, however, its high utilization can have number of negative impacts on the users, especially students[12].

The high usage of the mobile phones with an installation of Facebook apps, retentions of the hand held devices and instant messaging by the students have impacted their communicating skills especially in the use of incorrect spellings and language skills[13]. This research completely revolved around to study, analyze and investigate the role of the Facebook oral and written interface on the language

skills, increasing of the spelling mistakes, and learning processes.

MATERIAL AND METHOD

Problem Statement

Role of education in the growth and development of the individual cannot be neglected at any instance. Since recent years, the high usage of Facebook by the individuals, especially students have being considered as a question of the Facebook impact on the learners. It has being analyzed that the excessive usage of the Facebook can be considered as one of the red mark for the learners as the focus of the learners diverse from the original aspect. This research completely revolves around the presentation of the impact of the oral and written interface on Facebook through its excessive utilization by using Mobile phones, hand held devices on retention and instant messaging impacting the incorrect utilizing of spellings among the youth.

Objectives

The research objectives of the research paper are presented as followed:

1. To investigate and analyze the role of the excessive usage of Facebook by the learners on impacting the learning processes and educational standards,
2. To analyze and examine the increased retention and usage of the Mobile phones, and hand held devices for the instant messaging impacting the spellings of the learners,
3. To identify and evaluate the connection and relationship between the Oral and written Interface on Facebook for the learners.

Structure of Paper

The remaining structure of the research paper is presented as followed:

Second chapter deals with the literature review serving as the main foundation from which the assessment of the current findings is conducted, and the variables are identified in accordance to the current research environment and have being integrated in form of the construction of the theoretical framework model presenting the relationship among the variables.

Third chapter presents the methodology, mainly dealing and highlighting the methods utilized for the conduction of the research. Fourth chapter highlights the data analysis and interpretations, which is further followed by the conclusion and recommendations.

Literature Review

Number of research studies have being conducted by the researchers in highlighting the role of the Facebook in the learning processes, especially focusing on the learner's capabilities and skills[4]. This research paper revolves around to highlight the perspective of the various research studies conducted in the similar domains, the variables are further extracted from the specified research studies and have being integrated in the form of the construction of the theoretical framework model, highlighting the relationships between the variables.

The increased retention of the mobile devices is considered as the way of reflecting warning signs in the educational environment, especially the increased and excessive usage of the mobile sets by the students[13]. The research [14]highlighted that the learners utilize it for the instant messaging which lets them to use short and incorrect language which overall makes the learner to forget the correct spellings and it is clearly reflected from their writing skills and is really worrying for the educationalists.

It is analyzed from past literature that process of face book is interconnected with social media network. The role of the social media network is very important for the advertisement of brands, sharing view, new idea, information and knowledge of company products or services and many other related activities performance[15].This is considered as the best technique of marketing to advertise various brands with the support of social media websites or network[5]. Social media network also used for advertising and switching of brands, is a type of marketing is based on online service technique, where at a time millions or billions of people build contents, share their views and ideas on social media advertisement[1]. The social media advertisement links the advertisements on one network, where most of important information and data can easily be shared on social media network.

The speed of the social media network or websites are very fast and positively associated with general public, companies, information technology industries, which generate the atmosphere using the social media network to advertise their brand in the local and international market[16]. These social media networks are also used for displaying all the relevant information and specification of brands on internet that is helpful for the consumers regarding the selection of the brands[17].

It is fact that in the competitive environment, most of the companies are using various marketing techniques regarding the advertisement of their brands in the local market and international market as well[15]. Many researchers suggest that the role of the marketing department is very important in every organization in respect to advertising, sales promotions, pricing and placement of the brands power which directly affect the return on assets and improving company performances[18]. Face book is a very powerful tool by which most of the company performances combine to make up the company valuable profile and delivery of brands network introduce in the market. The top management of the company is also influenced on the microenvironment that leads towards the marketing environment factor in which job are creating to build up long-term relationship with customers on the usage of Face book with having the latest mobile application and instant messages[4]

FRAMEWORK OF THE STUDY

The conceptual framework model of this research paper is connected with two main variables. These variables are independent and the other one is dependent. According, to the model independent variables are mobile application, language skills, instant messaging and retentions. Dependent variable is usage of Facebook.

The framework model is as followed:

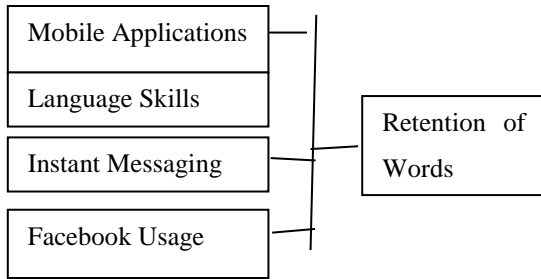


Figure 1 Framework

Hypotheses

Some of the suggested hypotheses derived from framework model are as followed:

H 1: Use of Mobile application is positively correlated with Retention of words.

H 2: Language skills are positively correlated with Retention of words.

H 3: Use of instant messaging is positively correlated with Retention of words.

H 4: usage of Facebook is positively correlated with Retention of words.

RESEARCH METHODOLOGY

Research methodology plays a dynamic role leading towards the conduction of the research paper[19]. The research methodology of this paper is revolving around the primary sources and secondary sources of information. People are more focused on the effective utilization of the social media tools that are mainly considered as the communication platforms for the users. Facebook has being completely changed millions of people relating to each other and the way of sharing the information[20]. A rapid growing research has revealed a dramatic rise and growth of Facebook as the social scientists in-depth analyses the role of Facebook on the social life and its impact on number of other aspects, such as education, business and many others. Facebook as the recent phenomenon, researchers have relatively documented the significance of the Facebook as the novel technique for observing the behavior in the naturalist settings, and recruitment of the participants[21]. The figure of research methodology is as followed:

The process of research methodology is composed of different phases, which are helpful for the data collection. In the initial phases, the research problem related to the oral and written interface on Facebook is associated with the role of education in the growth and development of the individual cannot be neglected at any instance. Since recent years, the high usage of Facebook by the individuals,

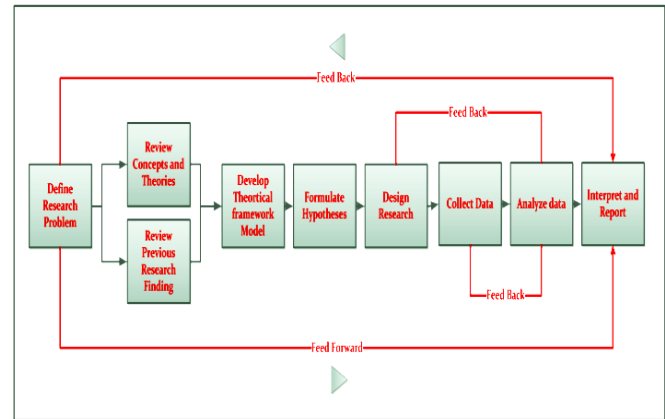


Figure 2 Research Methodology

especially students have being considered as a question of the Facebook impact on the learners. It has being analyzed that the excessive usage of the Facebook can be considered as one of the red mark for the learners as the focus of the learners diverse from the original aspect. Second phase is about the literature review is designed with the support of similar, past literature; model and theory used for proposed the theoretical framework model of this paper. Then, design and formulation of hypotheses suggested from framework model followed by the research design based on questionnaires. Self-administrated questionnaire was used to collect data. Research methodology is analyzing the research data and interprets its reports based on suggestion and further improvement of oral and written interface on Facebook by using the mobiles application, hand held devices on retention of words and use of spelling connect with youth. Simple random sampling method is used for data collection. This technique of simple random sampling is cover under the non-probability sampling technique. Sample size is denoted by “K”. The limit of sample size is not more than one hundred and twenty one (121) respondents using Facebook. The software development tool of this research paper is considered as the software application which normally used or utilize for processing of the research data. In this research paper, SPSS software will be used for processing and identifying the impact of oral and written interface on Facebook by using different mobiles applications, hand held information technology devices based on retention or usage of spellings as well. The SPSS is stand for “software package used for statistical analysis” is designed and developed by IBM version 19.0 used for data entering and processing of research data[22]. The main functionality of SPSS software will be processing defined variables such as mobile application, language skills, instant messaging, retentions and usage of Facebook by applying the test of correlation and multiple regression analysis models. The correlation analysis is normally use for testing of the suggested hypotheses and multiple regression analysis model is a statistical process for estimating the relationships among variables.

Reliability Statistics

Reliability statistic of this research paper is considering as for showing the overall consistency of related measure. This measure is further interconnected with inner consistency based on number of various research items. According to the result of reliability statistics, it is analyzed number of items are 23 and having the value of Cronbach's Alpha i-e .716. This Value of Cronbach's Alpha is considered as good and supports this paper for further proceeding. The result of reliability statistic is as followed:

Table 1 Reliability Statistics.

Reliability Statistics	
Cronbach's Alpha	N of Items
.716	23

RESULTS

Correlation Analysis

The result of correlation analysis is as followed:

Table 2 Correlations

Correlations						
		Mobile Application	Language skills	Instant Messaging	Retention	Usage OF Face Book
Mobile Application	Pearson Correlation	1	.629**	.536**	.536**	.548**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	121	121	121	121	121
Language skills	Pearson Correlation	.629**	1	.275**	.275**	.640**
	Sig. (2-tailed)	.000		.002	.002	.000
	N	121	121	121	121	121
Instant Messaging	Pearson Correlation	.527**	.810**	.125	.125	.503**
	Sig. (2-tailed)	.000	.000	.172	.172	.000
	N	121	121	121	121	121
Retention	Pearson Correlation	.536**	.275**	1	1	.501**
	Sig. (2-tailed)	.000	.002			.000
	N	121	121	121	121	121
Usage OF Face Book	Pearson Correlation	.548**	.640**	.501**	.501**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	121	121	121	121	121

** . Correlation is significant at the 0.01 level (2-tailed).

These main variables are mobile application, language skills, instant messaging, retention and usage of Facebook. These variables are positively interconnected with each other and play a dynamic role leading towards the completion of the research paper. Results have indicated that the hypotheses are proved and there is a positive relationship between the variables. Some of these important results are as followed:

The result of correlation analysis is based on the testing of hypotheses derived from theoretical framework model. According to the first hypothesis is about the mobile application is positively correlated with usage of Facebook. So, it simply means that mobile application having the correlated value i-e .548**, significant level i-e .000 and n=121, this hypothesis support the model.

Second hypothesis is about the language skills are positively correlated with usage of Facebook. So, it simply means that

Data Analysis and Interpretation

Data analysis and interpretation of research paper is considered to be the heart of the study. After the complete process of data analysis, results and their interpretation are presented in an organized form with the presentation of the results and required data obtained. This research paper chapter presents an overview of the data analysis and presentation of the data which is described with the details of the collected data, results, data presentation, process of data collection and data interpretation. Correlation analysis and multi regression analysis tests are applied to find the relationship amongst the variables. The main functionality of correlation analysis is use for testing of suggested hypotheses derived from theoretical framework model. Then, researcher applies the multiple regression analysis models for determine the relationship of variables is presented and explained.

language skill having the correlated value i-e .640**, significant level i-e .000 and n=121, this hypothesis support the model.

Third hypothesis is about the instant messaging is positively correlated with usage of Facebook. So, it simply means that instant messaging having the correlated value i-e .501**, significant level i-e .000 and n=121, this hypothesis support the model.

Fourth hypothesis is about the retention is positively correlated with usage of Facebook. So, it simply means that retention having the correlated value i-e .501**, significant level i-e .000 and n=121, this hypothesis support the model.

Regression Analysis

The result of regression analysis is as followed:

Table 3. ANOVA

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	548.444	4	137.111	32.048	.000 ^a
	Residual	496.276	116	4.278		
	Total	1044.720	120			

a. Predictors: (Constant), Retention, Instant Messaging, Mobile Application, Language skills
 b. Dependent Variable: Usage OF Face Book

The result of ANOVA shows the variances in the theoretical framework model. This variance is determined with the help of Frequency. This frequency is denoted by F i-e 32.048% shows variance in the model. So, main predicators are retentions, instant messaging, mobile application, language skills and usage of Facebook.

Table 4 Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.985	1.576		15.216	.000
	Mobile Application	-.076	.209	-.035	-.363	.000
	Language skills	-.361	.090	-.482	-4.018	.000
	Instant Messaging	-.067	.146	-.051	-.458	.000
	Retention	-.512	.117	-.343	-4.393	.000

a. Dependent Variable: Usage OF Face Book

This coefficient table is connected with having the value of standardized coefficient, which is known as beta. This table is normally use for finding the best predicators extracted from theoretical framework model. According, to the result it is analyzed that the application of mobile is considering as the best predictor having the value of beta i-e (.035), second best predictor is the instant messaging having the beta value i-e (.051). Both of these two main variables are very helpful for improvement in the oral and written interface on Facebook.

CONCLUSION

It is concluded that Facebook plays a very important role for interacting millions of users at one unit. Today, competitive business environment Facebook works in various multiple dimensions ways for increasing the user’s skills, knowledge, information, learning outcomes, views, options and many other related function activities performed in the favor of user. So, it simply means that the role of Facebook especially in the area of oral and written Interface, use of mobiles or hand held devices on retention and usage of spellings in term of youth enhance user’s skills with the help of Facebook technology. It is true that motivated people always ready to act. The user of Facebook act is influenced by his or her own negative and positive perception of the situation using various

options of Facebook. The outcome of this paper is emphasis that all of us learn by the flow of information through the latest information technology websites such as Orkut, Facebook, My Space and many other reliable sources. Users of Facebook can form different perceptions of the same stimulus because of three main perceptual processes. These processes are selective attention of the user, selective distortion information of the Facebook user and selective retention of user by using Facebook technology. User of Face book is exposed to a great amount of stimuli every day. It is observed from data analysis results that person pay attentions to all of these stimuli connect with the selective attention of the Facebook user. This selective attention leading towards the tendency for people to screen out most of the relevant information technology processes due to which they are exposed. Most of the users tend to retain the information technology that supports their attention through attitude and beliefs due to operationalized the process of selective retentions leading towards the success of Facebook. Number of various research papers is working on the psychologist and consumers or user researchers have found on link between the subliminal messages and users behavior. It appears that subliminal advertising simply doesn’t have the power attributed to it by its critics. Most of the Facebook advertisers scoff at the notion of an industry conspiracy to manipulate the user through invisible message. Facebook technology emphasis on the change in an individual’s behavior arising from experience based on the user act what they learn from different features or options of Facebook through learning process. Facebook can be utilized as an effective tool for the monitoring and learning processes. It can be analyzed from the results that the graphical tools and techniques such as ascientific learning tends to overall improves the thinking skills and capabilities of the learners . It has being observed that the learners improve and enhance their way of grabbing the concepts when they learn something with their interest and are motivated through the learning from various other mediums. Most of the learning theories are interconnected with different human behaviors learns through inter play of drives, stimuli, cues, response and reinforcement.

FUTURE DIRECTION

In accordance to my viewpoint, Facebook is a very important topic with respect to the student’s skills, abilities and its impact on the learning process. This research study due to the restriction of time interval and cost, more aspects and domains are not studied. However, more research studies should be carried on in the similar domain to extract more effective results and outcomes.

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