

## **An Analysis on Impact of Social Media for Learning in Eastern Cape Universities, South Africa**

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**ABSTRACT** There are a lot of changes in the society through information communication technologies which influence all aspects of life. Social media has exploded as a category of online platform where people create content, share it, bookmark it and network at an amazement rate. This research aims at surveying the impact of social media for learning in Eastern Cape Province Universities, South Africa. Two universities from the province were randomly selected for the study. A descriptive style of design using survey method was adopted for the study and the research instrument was a questionnaire titled Survey of impact of Social Media for Learning in Eastern Cape Province, South Africa. The questionnaires were administered directly to 300 students by stratified random sampling. The results were statistically analyzed using ANNOVA and t-test tools. The results also prove no significant difference between the male and female students on acceptance and impact of social media for learning in Eastern Cape Universities, South Africa. It was recommended that university authority should encourage and provide easy knowledge acquisition skills, dispositions, and social learning practices needed in higher education of learning.