

## **Social Media as a Tool for Research among Postgraduate Students in a South African University**

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**ABSTRACT** This paper looks at social media usage as a tool for research among postgraduate students at a South African university. The study adopts quantitative research design and data was collected using structured questionnaires administered to 310 postgraduate students' that are representative of the student population. 264 questionnaires were returned and analysed using SPSS Statistical software and Chi-square test. Findings revealed that social media has, to a large extent, improved students' research activities, as they frequently seek practical knowledge for demonstration and tutorship from social media platforms. The findings also showed that postgraduate students regard social media as a good platform for finding published research work, identify new research topics and also for gaining access to scholarly papers, journals and books as well as other research works in audio and video formats. The study concludes that social media is indeed a valuable tool for research.