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**Sonali Hota**  
 Assistant Professor,  
 Department of Integrated  
 B.Ed., Gangadhar Meher  
 University, Sambalpur,  
 Odisha, India

## Influence of social media for competitive examinations preparedness: A thematic review

**Sonali Hota**

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### Abstract

This abstract explores the positive influence of popular social media platforms, namely WhatsApp, YouTube, Facebook, and Twitter, on enhancing individuals' career prospects. In today's digital age, these platforms have evolved beyond mere social networking tools, playing a pivotal role in shaping career development and success. WhatsApp fosters seamless communication, facilitating networking and collaboration. YouTube offers a vast repository of educational content, aiding skill development and knowledge acquisition. Facebook serves as a platform for professional branding and networking, while Twitter provides real-time updates and industry insights. Together, these platforms contribute to skill acquisition, networking, and career advancement. This abstract highlights the multifaceted benefits of utilizing social media in achieving a successful career trajectory, emphasizing the transformative impact of these platforms on contemporary professional life.

**Keywords:** Social media, competitive examinations, competitors

### Introduction

Twitter, Facebook, LinkedIn, You-tube are popular social media platforms each of it being used by different stakeholders and students across the world to interact with each other. Social media is interactive and networked. Every individual is motivated towards participating in virtual communities in exchange for rewards in form of friendship, appreciation, knowledge, participation (Sipahi, 2017) <sup>[15]</sup> leading to crowd wisdom, financial support, collective creation, and many more. Individuals on social media are both producers and consumers of information. This had led to new term "pro-consumer". Organizations used social media for reaching potential customers (Buechel & Berger, 2018) <sup>[16]</sup> and shaping consumer's opinion regarding products (Ruggeri & Samoggia, 2018) <sup>[11]</sup>. Social media empower individuals in decision-making (Zhang *et al.*, 2017) <sup>[4]</sup>. Similarly social media strengthens organizations relationship with stakeholders. Careful adoption of social media is beneficial for the organizations for increasing sales, customer acquisition, corporate reputation (Sipahi E. ve Artantaş E, 2017) <sup>[15]</sup> and many more (Ancillai *et al.*, 2019) <sup>[17]</sup>. Mismanagement of social media may lead to negative perception among stakeholders.

The influence of the content posted on social media depends on communicators, receivers, and contextual scenarios. Consumers experiences present on social media (Xie & Lee, 2015) <sup>[18]</sup>, can be used for market intelligence (Aswani *et al.*, 2018) <sup>[3]</sup> for driving traffic and increasing sales (Bao & Chang, 2014) <sup>[19]</sup>. Alalwan, Rana, Dwivedi and Algharabat (2017) <sup>[20]</sup> had presented the role of social media in promotions, advertisements, branding (Ramadan *et al.*, 2018) <sup>[21]</sup> and customer relationship management. Reviews present on social media influences the shopping and dining out choices of the customers. Positive messages are associated with higher sales while negative messages are associated with lower sales (Rui *et al.*, 2013) <sup>[22]</sup>. To best of our knowledge there is no article in literature which illustrates how individual decision making is being effected by social media posts in different contexts such as organizations, marketplace, social environment and education. The prominent of the technological devices used by the young generation is the smart mobile device. The use of these smart mobile devices for education or for the access to various resources and lesson grades paves the way for them to access the information they wish regardless place and time (Göksu and At | c | , 2013) <sup>[23]</sup>. On one hand, the students can access the information through

**Corresponding Author:**  
**Sonali Hota**  
 Assistant Professor,  
 Department of Integrated  
 B.Ed., Gangadhar Meher  
 University, Sambalpur,  
 Odisha, India

searching on the Internet when they want, on the other hand; they can communicate with their surroundings by signing in their social media accounts or by following their friends and spend their times when they desire. The time saved for the social media in our daily lives increases day by day (Karaaslan, 2015) <sup>[24]</sup> and if this is the case, the students affect their education, daily lives, physical and mental health negatively. In a study by Carrigan (2016) <sup>[25]</sup> on academicians, the educators design in education gave positive opinions about social media use. With regards to the findings of an engineering study by Palmer (2016) <sup>[26]</sup>, the students thought that they establish communication especially through social media. According to a study on medical students by Sterling *et al.* (2017) <sup>[27]</sup>, the students had stated positive opinions as well as Roy's (2016) <sup>[28]</sup> social media use analysis study shows the students accept that the social media use is beneficial. Therefore this article tries to explore the following research question through systematic literature review: How does social media influence an individual's students perception in the contexts of competitive exams?

### **Background of the study**

In present 21st century each and every job requirements selection held via appearing competitive examination. As an author of this study author listen the interview of 189 selected candidate and toppers from various job background. 50 interviews from TGT candidates, 48 interviews from OES School branch, 33 UPSC toppers interviews, 29 OAS interviews, 19 Assistant Managers interviews, 10 interviews on Indian Railways Employee. From above interview investigator observe that Social Media like WhatsApp, Twitter, YouTube and Facebook impact the great positive influence on learning style of competitors.

By using social media competitors plan and organize their study materials, understand the syllabus of examination, practice and revise the question papers regularly by giving online test, stay calm during the hopeless situation, learn from mistakes, stay consistent and motivated by listening motivational video, balanced social life and stay updated on exam notification irrespective of any geographical and time barriers.

### **Influence of Various Social Media Preparing for Competitive Examination**

#### **Role of WhatsApp for preparing competitive Exams**

WhatsApp can be a powerful tool for exam preparation, it's essential to use it judiciously to avoid distractions and maintain a healthy balance.

#### **Instant communication**

WhatsApp provides a platform for competitors to instantly communicate with study groups, friends, or mentors. You can discuss doubts, share notes, and clarify concepts quickly and easily.

#### **Collaborative Study Group**

WhatsApp groups can be created for collaborative study efforts. Group members can share study materials, schedule study sessions, and discuss challenging topics.

#### **Notification and updates**

Educational institutions, coaching centers, or exam authorities often use WhatsApp to send important

notifications and updates related to exam dates, syllabus changes, and other relevant information.

#### **Study Reminders**

Participants in study groups can set study reminders and share daily or weekly study goals to keep each other on track and motivated.

#### **Sharing Resources**

WhatsApp makes it easy to share study materials, links to educational websites, PDFs, and other resources that can be beneficial for exam preparation.

#### **Peers Support**

Competitors can provide emotional support to each other, sharing their experiences, challenges, and successes. This can boost motivation and reduce anxiety.

#### **Practice Quizzes**

Competitors can send each other practice questions and quizzes related to the exam, helping everyone to assess their knowledge and identify areas that need improvement.

#### **Solving Doubts**

WhatsApp can be used to ask and answer each other's doubts and questions regarding exam topics, making it a valuable platform for peer learning.

#### **Quick Updates from Teachers and mentors**

Teachers and mentors can create WhatsApp groups to provide quick updates and answer students' queries, creating a direct line of communication.

#### **Collaborative Note Taking**

Participants can collaboratively take notes on important topics, which can then be easily shared among the group members.

#### **Motivational Messages**

Sending and receiving motivational messages, quotes, and success stories via WhatsApp can keep competitors inspired and focused.

#### **Role of Facebook preparing for competitive Exams**

Facebook can be a valuable resource for connecting with peers, accessing study materials, and staying updated on exam-related information. However, responsible and focused usage is essential to ensure that it supports your exam preparation efforts effectively.

#### **Joining Exam specific Group**

Many Facebook groups are dedicated to various competitive exams. Joining these groups can provide access to a community of like-minded individuals who share study materials, strategies, and tips.

#### **Information and Updates**

Educational institutions and coaching centers often have official Facebook pages where they share important updates, exam notifications, and relevant information. Following these pages can help you stay informed.

**Networking and Collaboration:** You can connect with other exam aspirants through Facebook. Form study groups,

discuss challenging topics, and collaborate with peers to enhance your preparation.

### **Expert Guidance**

Many experts, teachers, and successful candidates create Facebook pages or groups where they offer guidance and advice. You can ask questions and seek assistance directly from experienced individuals

### **Video Tutorials and Live sessions**

Facebook allows for live video streaming. Many educators and coaching centers conduct live sessions, webinars, and tutorials that can be beneficial for exam preparation.

### **Study material sharing**

People often share links to study materials, articles, blogs, and websites on Facebook. You can discover a wealth of resources through shared content.

### **Motivational Content**

Following motivational pages and groups on Facebook can keep you inspired and focused on your exam goals.

### **2.8. Discussion Forum**

Some Facebook groups function as discussion forums where participants can ask questions, share their insights, and engage in productive discussions related to the exam.

### **Practice Test and Quizzes**

There are Facebook pages that share daily or weekly practice tests and quizzes related to various competitive exams. Participating in these can help you assess your knowledge.

### **Events and Workshops**

Educational events, workshops, and seminars are often promoted on Facebook. These events can be a valuable source of additional learning and networking opportunities.

### **Influence of YouTube for preparing competitive Examination**

YouTube is an incredibly valuable platform for individuals preparing for competitive exams. It offers a wide range of resources and benefits for exam preparation.

### **Educational Channels**

Many educational channels on YouTube provide comprehensive lessons, tutorials, and explanations of various exam topics and subjects. These channels often have experienced educators who can simplify complex concepts.

### **Video lectures**

You can find video lectures from renowned professors and subject matter experts covering a broad spectrum of subjects, including mathematics, science, history, and more.

### **Visual Learning**

Video content is highly visual, making it an effective way to learn complex concepts. Visual aids, diagrams, and animations can aid in understanding difficult topics.

**Access to Diverse Content:** YouTube has content in multiple languages and caters to various competitive exams, allowing you to find specific resources that suit your needs.

### **Self-paced Learning**

You can learn at your own pace, pausing and rewinding videos as needed to grasp the material. This self-paced learning can be particularly helpful for exam preparation.

### **Practice Problems**

Many channels provide practice problems and solutions, helping you test your understanding of the subject matter.

### **Live sessions and webinars**

Some educators and institutions conduct live sessions and webinars on YouTube, providing the opportunity to interact with instructors in real time.

### **Tips and Strategies**

Exam preparation is not just about subject knowledge; it also involves effective strategies for time management and test-taking. YouTube offers tips and strategies from experts.

### **Motivation and inspiration**

Many YouTube channels and videos share success stories and motivational content to keep you inspired throughout your preparation.

### **Mock test and sample papers**

You can find channels that provide mock tests and sample papers for various competitive exams. Solving these can help you assess your readiness.

### **Community Engagement**

The comment section of YouTube videos often becomes a place for learners to ask questions, clarify doubts, and share additional resources.

### **Cost-Effective Learning**

Many educational YouTube channels offer their content for free, making it an affordable option for exam preparation.

### **Influence of Twitter for preparing competitive Exams**

Twitter, when used strategically, can serve as a valuable source of real-time information, networking opportunities, and access to educational content. However, it should be used alongside other study methods to ensure comprehensive exam preparation. Additionally, it's important to manage your time on Twitter to avoid distractions and maintain a productive study routine.

### **Access to Educational Content**

Many educational institutions, educators, and exam-preparation websites maintain Twitter profiles where they share valuable resources, exam updates, and educational content.

### **Quick Updates**

Twitter's real-time nature makes it an excellent source for receiving instant updates about exam notifications, changes in exam patterns, and last-minute announcements from exam authorities.

### **Networking and Information Sharing**

You can connect with peers, mentors, and experts in the field of your competitive exam through Twitter. Engaging with this network can provide you with insights and guidance.

**Curated List**

Twitter allows you to create lists of profiles that share relevant content. You can curate a list of educational institutions, exam authorities, educators, and peers to easily access their tweets.

**Hashtags**

By following relevant hashtags, you can stay updated on discussions related to your competitive exam. It's a way to discover study tips, exam strategies, and additional resources.

**Exam Strategies**

Many successful candidates and educators share their exam strategies and tips on Twitter, which can be valuable for your own preparation.

**Link to Resources**

Twitter is a platform where links to educational websites, blogs, articles, and study materials are frequently shared. This can help you access additional resources.

**Motivation and Inspiration**

Inspirational quotes, success stories, and motivational content are commonly shared on Twitter. These can help you stay motivated during your exam preparation journey.

**Interactive Learning**

Engage in discussions and ask questions to clarify doubts or gather insights from experienced individuals. Twitter provides a platform for meaningful interactions.

**Conclusion**

The positive impact of social media on job hunting and career advancement is undeniable. Social media platforms have transformed the job search process, making it more accessible and efficient for individuals seeking employment. These platforms enable job seekers to connect with potential employers, access a wealth of industry-specific information, and showcase their skills and qualifications to a broad audience. Furthermore, social media offers a dynamic and interactive space for networking and professional development, allowing individuals to stay updated on industry trends and build valuable connections. The influence of social media in job hunting is a testament to the evolving digital landscape and its power to reshape traditional practices for the better, ultimately providing individuals with greater opportunities to crack the job market and secure fulfilling careers.

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