

## FACTORS INFLUENCING SOCIAL MEDIA USAGE FOR LEARNING AND TEACHING PURPOSES

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### ABSTRACT

In this study, adoption of Social Media for learning and teaching purposes (SL/T) has been analyzed based on a conceptual research model. Factors included in this study have been categorized under two empirical factors, namely, socio-demographic and utilitarian. A survey approach has been adopted for this purpose and the least square regression techniques is used to investigate the relationships among the variables included in the research model. The test results indicate that, except perceived awareness (PAW), all the remaining factors have significant effect on the actual usage of SL/T.

**Keywords:** Social media, learning, teaching, socio-demographic, utilitarian, regression.