

The Impact of Social Media Application in Promoting Speaking Skill of Iraqi University learners of English: A Skype-based Study

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Abstract

The purpose of this study is to investigate the impact of applying social media, specifically, using Skype devices in teaching the speaking skill (Male/Female) as a supportive environment of English language teaching. Moreover, this study seeks to find whether the designed questionnaire enjoys the required validity and reliability. As a case study, the sample of the experiment consists of seventy sophomores major in English at Mustansiriya University in Iraq. The researcher randomly divided the participants into control and experimental cohorts. The two groups submitted to the pretest and posttest. The participants of the study reported their responses to a six-statement designed questionnaire on suitable ways of improving the speaking skill. Statistical data have been collected based on the Likert Scale questionnaire, while the statistical values, such as mean, t-value, standard deviation, and chi-square, have been employed. The normality, confirmatory, validity, and reliability of the questionnaire were measured by using SPSS and LISREL programs. The research findings indicate that there is a significant difference in the speaking achievement between male and female participants who subjected to social media after receiving instructions via Skype devices. Based on these results, the impact of social media on students' achievements in speaking skills urges the need for a rethinking of the traditional method of teaching English. Further, educators should pay more attention to the process of employing social media applications in the educational domain.

Keywords: questionnaire, Skype, social media, speaking skill

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