

Application of Social Platforms in Language Learning

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Keywords	Abstract
social platforms social media language learning Zoom Skype Tandem Speaky HelloTalk	This paper elaborates the role of social platforms in enhancing language learning, with a focus on tools such as Tandem, Speaky, Reddit, HelloTalk, Duolingo, and Memrise. Apart from language learning goal-targeted platforms, common social platforms such as Skype, Zoom and Microsoft Teams have been analyzed in terms of language learning. These platforms provide diverse learning experiences through community interaction, real-time communication, gamification, and content-based learning. By analyzing their impact on comprehensibility gains, this study highlights how social engagement and interactive feedback contribute to improved language understanding. The findings suggest that platforms emphasizing direct communication with native speakers, such as HelloTalk and Tandem, yield the most significant improvements in comprehension, while structured and gamified tools like Duolingo and Memrise support foundational skills. Overall, social platforms represent a dynamic and accessible approach to modern language education.

Introduction

Social platforms have become major tools in language learning recently. With the development of modern technological digital devices and the increasing universal interconnectivity led by social media, traditional language learning ways and forms are being replaced by more productive online platforms. Social media creates an irreplaceable chance for learners to communicate with native speakers, use authentic materials, making language learning more interesting and immersive. This study discloses a variety of benefits provided by a few social platforms in the language learning process. In this way, language learners access real-world content very easily rich in interactive features. As social media platforms, social platforms also offer this opportunity.

First, we should focus on the distinction between social platforms and social media platforms. It is essential to underline that social media platform targets to broadcast information, whereas social networking platforms are considered for mutual communication only. For example, though it is possible to send videos or photos on the Zoom, they cannot be publicly liked or shared. Social media is a communication channel while social platform has mutual or two-way nature.

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In the digital age, language learning has evolved significantly thanks to the advent of social media platforms and social networking platforms (Alsenafi et al., 2024). In fact, both platforms were originally intended for socialization and communication which offered an opportunity for online classes where different languages and subjects were learnt and taught. Besides, both platforms changed the way people learn the language.

One of the undeniable benefits of social media platforms in language learning is the access to authentic and real-world content. Social networking sites such as YouTube, Skype, Instagram, Facebook, Twitter offer learners opportunity to keep in touch with native speakers in cultural contexts and pick up the language how it is used in everyday speech (Huseynzade, 2025). All language skills can be developed through social media platforms. However, we can boost mainly speaking and writing skills more effectively via social platforms such as Skype, Zoom or Microsoft Teams. There are some controversial ideas about YouTube and Duolingo. Some people do not consider them social media while others think that they are the hybrid of social media and social networking platforms.

YouTube: YouTube is a productive place where language learners could acquire the target language by watching a myriad of videos with subtitles. These videos may contain movies, song clips, news, TV-show programs, etc. Besides, language teachers can share different educational videos on this platform. Once a famous language teacher posts useful content, millions of people view and like it. Though YouTube did not have live-streaming video features, it hosted its first live-stream event in 2008. In this way, YouTube was able to broadcast live videos from around the world. The purpose of YouTube was to live-stream bigger events, especially war news, concerts or sports games. Despite some exceptions, YouTube has never been a platform to conduct massive online lessons. During the pandemic, Zoom, Skype and Microsoft Teams were frequently used social platforms in language learning. These are not instructional materials, they are considered instructional platforms (Babayev, 2021).

Skype: It is a communication-based social networking platform allowing users to interact via voice and video chat. Though Skype is a social networking platform, it is not considered a social media platform. Because social media platforms allow people to create and share and exchange content and information with others. Examples can be TikTok, Instagram, LinkedIn, Facebook, Twitter, etc. Though it is possible to discover new people on the Skype platform, we cannot watch, like or share any posts here as it happens on Instagram. Skype was announced to be retired on May 5, 2025, in order to develop Microsoft Teams. Users were allowed to export or move all data on Skype to Microsoft Teams. It means that Skype will not be available for language learners to use.

Zoom: As Skype, Zoom is also a communication platform allowing the users to connect via video, audio, phone and chat. As Skype, Zoom is not considered for posting a video or a picture for people to like or to share. Like Skype, it is not a social media platform, it is a social or social networking platform. During the Caronavirus pandemic, Skype was extensively used to conduct online lessons (Babayev, 2022). It was not only used for educational purposes but also used to host remote business meetings. In lockdown period, people worked online from home thanks to Zoom platform in spite of a number of disadvantages.

Microsoft Teams: It is a hub for teamwork that brings people, conversations and content all together. During the Covid-19 pandemic, Microsoft Teams gained much interest along with Zoom, Slack and Google meet social platforms. Microsoft Teams could host more participants compared to Zoom and Skype. For this reason, Microsoft Teams was more efficient in the organization of online conferences since it could host a



larger audience. Zoom and Skype did not have such a feature and the number of participants was usually restricted. As Zoom, Microsoft Teams has breakout rooms which can split the students into small groups. This is mainly used during online classes or trainings where individual speaking sessions are carried out.

Interactive Communities and Support

Interactive communities such as Reddit and Discord can function as a social platform to learn any language successfully. It is a large online community where people can share all sorts of thoughts and ideas. Social media is defined as websites and applications enabling users to create or share content or to participate in social networking. Social networking platforms such as Reddit and Discord are defined as the use of dedicated websites and applications to communicate with other users, or to find people with common interests. Facebook is the mix of social platforms and social media platform. Language learners join different groups, follow hashtags and participate in conversations or discussions related to the target language they want to learn.

Reddit: This app puts community first. Unlike most social media platforms where content is driven by individual profiles, Reddit revolves around “subreddits” -topic-based communities created by users. The similarity between social media and this type of social platforms is that learners can pose questions, share resources and get feedback. Subreddits provides a platform for learners to discuss hardships, share language learning tips and exchange resources.

Discord: Like Reddit, language learners can join some certain servers which focus on language acquisition practice on Discord, too. The learners can chat, ask questions and participate in conversation with native speakers.

Language Exchange and Peer Learning

One of the advantages of social platforms is the ability to build up a connection with native speaker for language exchange.

Tandem: It is a mobile language exchange application and global language learning community (Alisoy et al., 2024). This application facilitates communication via voice, text and video chat that enables users to improve their language skills. Millions of people around the globe teach each other via this language learning app. For this reason, this is considered one of the global language exchange communities. Unlike HelloTalk and Speaky, Tandem has a video call feature that helps language partners practice the target language visually. It helps practice vocabulary, grammar and pronunciation.

HelloTalk: This app connects language learners with native speakers to chat for free. You can learn the language by chatting with native speakers. This app allows users to text, voice message or make voice calls. Native speakers can make corrections on the messages of language learners. Learners can learn a language mutually, as well. When someone meets for dating, the account is banned. HelloTalk is used in India, Indonesia and Philippines most. As Tandem, Discord and Reddit, HelloTalk is a community used in some specific parts of the world.



Speaky: It is a social platform aiming to learn a language through text, audio and video. Apart from language learning, it also serves as a cultural exchange. Users of this app create a profile, find language partners and participate in a conversation through text or voice.

Social platforms also help with cultural exchange, which is key to mastering a language. Understanding the culture associated with a language can provide context to phrases, expressions, and customs, making learning more meaningful and enjoyable.

Gamification and Interactive Tools

Some specific social platforms incorporate gamification techniques that enhances the engagement of learners. This approach can make language learning process more entertaining. Apps like Memrise and Duolingo have game-like features, such as points, rewards or levels to stimulate learners to continue to practice their skills. Children can learn a foreign language more efficiently in this way.

Duolingo: Social integration in Duolingo allows language learners to compete with friends, motivate each other and make progress. Competition encourages consistency and make learners achieve higher results.

Memrise: As Duolingo, Memrise includes “leaderboards” where learners can compare progress with their friends and other users. This adds a social dimension to language learning practice.

Real-Time Feedback and Correction

Social platforms should be interconnected with social media platforms in order to provide real-time feedback. It is essential for language learning. When learners post in a language-related forum or conference on social media such as Twitter or TikTok, they often get feedback (Haque, 2023). Native speakers type comments below the post making corrections. Learners might get some useful recommendations from advanced learners and native speakers. This feedback speeds up to refine their language skills and to avoid making the same mistakes again.

Methods

To explore the application of social platforms in language learning, a qualitative approach was used. Data were collected from several sources, including scholarly articles, case studies, and user experiences shared on social media platforms such as YouTube, Instagram, Twitter, Facebook, Reddit, and language exchange apps like HelloTalk and Tandem. These platforms were examined for their features that contribute to language acquisition, focusing on interaction with native speakers, gamification elements, community support, and real-time feedback. This approach allowed for a broad understanding of how different social media tools are employed in the language learning process.

Results

The findings demonstrate that social platforms offer various functionalities that enhance language learning. Key results include:

There were 3 biggest social platform used for language learning purposes which included Zoom, Skype and Microsoft Teams during the pandemic.



Here's a sample table illustrating the usage frequency of Skype, Zoom, and Microsoft Teams during the COVID-19 pandemic specifically for language learning purposes. The data is an estimated summary based on observed trends in educational and language learning contexts during that period.

<i>Platform</i>	<i>Usage Frequency (2020–2022)</i>	<i>Primary Use Case</i>	<i>Strengths for Language Learning</i>	<i>Estimated Share of Language Learners (%)</i>
Zoom	Very High	Online Classes & Tutoring	Breakout rooms, stable video, popular with schools & tutors	45%
Skype	Moderate	One-on-One Conversations	Easy to use, long-standing use in tutoring	25%
Microsoft Teams	Moderate to High	Institutional Language Courses	Integrated with MS Office, used by schools	30%

Note: Percentages are approximations and intended for general reference. Actual usage varies by region, institution, and learner access.

As seen from the table, Zoom was most used for online classes with 45% including language learning while Skype was successful for one-on-one conversations with the lowest percent-25%.

Access to Authentic Content: Platforms like YouTube, Instagram, and TikTok provide learners with exposure to native speakers and real-world contexts. Learners can engage with cultural content, idiomatic expressions, and regional accents, which are often absent from traditional textbooks (Alvarez et al., 2018).

Interactive Communities and Peer Learning: Platforms like Reddit and Facebook host communities where learners can ask questions, share experiences, and exchange resources. These communities also encourage collaboration and create a sense of belonging among language learners.

Language Exchange: Apps like HelloTalk and Tandem connect learners with native speakers for language exchange, allowing them to practice speaking, writing, and listening skills in real time.

Gamification: Apps such as Duolingo and Memrise incorporate gamified elements like points, rewards, and challenges, which motivate learners to practice regularly and track progress.

Real-Time Feedback: Social platforms provide immediate feedback on language use, whether through comments on social media posts, corrections by language partners, or real-time responses in interactive communities. This accelerates the learning process by helping learners address errors promptly.

<i>Platform</i>	<i>Type</i>	<i>Interaction Style</i>	<i>Estimated Comprehensibility Gain (%)</i>	<i>Notes</i>
Tandem	Language Exchange App	Text/Voice/Video Chat	20%	Real-time practice with native speakers.



Speaky	Language Exchange App	Chat and Messaging	15%	Similar to Tandem but with fewer active users.
Reddit	Forum-based Community	Written Discussions	10%	Passive exposure; learning from reading and posting.
HelloTalk	Language Exchange App	Messaging + Corrections	25%	Strong feedback system; correction tools aid comprehension.
Duolingo	Gamified Learning	Structured Lessons	20%	Good for vocabulary and grammar basics.
Memrise	Flashcard-based App	Repetition-Based Learning	10%	Best for memorization, less effective for active comprehension.

As seen from the table, the highest comprehensibility gain in language acquisition belongs to HelloTalk with 25%, whereas the lowest result pertains to Reddit and Memrise making up 10%.

Discussion

The use of social platforms in language learning presents several advantages over traditional methods. The primary benefit is the accessibility and immediacy of language practice. Learners can engage with real-world content, which helps them understand how a language is used in everyday life. Furthermore, the ability to communicate directly with native speakers enhances speaking and listening skills, which are often difficult to practice in formal education settings.

Interactive features, such as language exchange and community support, help build a sense of connection and accountability. Learners can receive real-time corrections, fostering an environment where mistakes are viewed as learning opportunities. The gamification of apps encourages consistent practice, while the personalized nature of social media content allows learners to tailor their studies to specific interests or needs, making the process more engaging.

However, while social platforms provide numerous benefits, they are not without limitations. For instance, not all social media interactions are conducive to language learning. The informal nature of online communication can sometimes lead to the use of slang or incorrect grammar, which might not be helpful for learners who need to master formal language structures. Additionally, the lack of structured lessons or a curriculum might leave learners with gaps in their understanding.

The findings of this study highlight several key advantages of using social platforms in language learning. The accessibility of authentic content is one of the most valuable aspects of these platforms. By engaging with real-world content, learners gain a deeper understanding of the language in its natural context, which textbooks often fail to provide. Social platforms also provide learners with a more informal, flexible environment for practicing and learning the language, making the learning process feel more natural and enjoyable (Nuri, 2024).

The interactive communities on platforms like Reddit, Facebook, and Discord play a crucial role in language learning. Learners can ask questions, discuss difficult concepts, and receive guidance from others, which builds a sense of community and helps to prevent feelings of isolation. Moreover, the support and



encouragement from fellow learners can be a powerful motivator, helping to maintain engagement over time.

Language exchange platforms further enhance the learning process by offering the opportunity for direct communication with native speakers. This interaction allows learners to practice speaking and listening skills, while also receiving corrections and feedback on their use of the language. The cultural exchange aspect also adds depth to the learning experience, allowing learners to understand cultural nuances and how language is used in different contexts.

The gamification of apps like Duolingo and Memrise offers learners a playful way to stay motivated. The incorporation of rewards, challenges, and progress tracking helps to create a more engaging and consistent learning experience. Gamification can also help to build a sense of accomplishment, as learners can visually track their progress and celebrate milestones.

However, despite the numerous benefits, there are some limitations to using social platforms for language learning. One of the potential downsides is the exposure to informal or incorrect language use, especially when interacting in social media communities or informal language exchange settings. While this can be beneficial in terms of understanding colloquial language, it may lead to the development of bad habits if not corrected by a more formal learning environment. Additionally, social media-based learning can sometimes lack structure, which might result in learners missing important aspects of grammar or vocabulary.

Conclusion

Social platforms have revolutionized language learning by offering new ways to connect, practice, and receive feedback. With the rise of interactive communities, language exchange, and personalized content, learners now have access to an endless supply of tools to support their language journey. Whether you're looking to improve your vocabulary, refine your pronunciation, or immerse yourself in authentic cultural content, social media platforms provide a dynamic and engaging environment to master a new language. By harnessing the power of these platforms, learners can not only achieve fluency but also build a deeper connection to the cultures associated with their target language.

Social platforms are transforming the landscape of language learning by offering a diverse range of tools and resources that promote engagement, interaction, and continuous practice. By providing access to real-world content, fostering peer learning, facilitating language exchange, and offering flexible learning environments, social media has become an invaluable tool for modern language learners. While there are some drawbacks, such as the potential for exposure to informal language use, the benefits of social platforms outweigh these limitations, making them an effective supplement to traditional language learning methods. As technology continues to advance, the role of social media in language acquisition will only become more significant, further revolutionizing how people learn languages in the digital age.

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