

## Digital Learning Content: An Intersection Between Learning Function and Entertainment on Social Media

المحتوى التعليمي الرقمي: تقاطع بين الوظيفة التعليمية والترفيهية عبر السوشل ميديا

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### Abstract:

Digital learning content is an evolving field that combines modern communication methods with social media to enhance the learning experience, its key feature is the integration of entertainment with learning functions, which improves the experience for both content creators and consumers, resulting in the provision of a new learning approach.

This research paper explores the function of learning content on social media, focusing on its convergence with entertainment to create a new genre, while identifying its opportunities, challenges, and future prospects in the context of artificial intelligence. It concludes that entertainment-infused learning represents the new model for teaching communication, leveraging the benefits of these platforms to create an effective digital learning experience.

**Keywords:** Digital Learning Content; Learning Entertainment Content; learning; Entertainment; Social Media.

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## 1. INTRODUCTION

The rapid evolution of technology has greatly enhanced learning communication, improving both learning experiences and effectiveness, and the internet's rise in the past two decades has enable access to a vast amount of information through digital platforms, shifting how learning content is delivered. This includes videos, interactive platforms and online courses, making learning more flexible, diverse and accessible anytime and anywhere.

With the rise of modern technology, social media has become a key platform for spreading learning content, connecting learners and content creators globally. This transition from traditional to digital interactive formats has revitalized the teaching landscape, promotion active participation and allowing teachers to offer diverse content like YouTube, Instagram, and TikTok blend learning with entertainment that making it easier and effective through enjoyable methods, in contrast to traditional approaches. These approaches enhance the learning experience by encouraging more interaction among participants. Thus, integrating entertainment into learning activities on social media lightens the teaching methods and presents content in diverse, engaging ways.

This observation prompts the question: **How is the integration of learning and entertainment functions in content creation managed effectively?**

## 2. Nature of Digital Learning Content:

### 2.1. Concept of Digital Learning Content:

Digital content is defined as diverse, interactively featured information that is edited and published to articulate and deliver a topic with high quality to build audience trust (Sholpan, Gulzat, & Gulmira, 2023). Digital learning content for merges two concepts: comprehensive learning content that covers the basic components of a learning program, providing individuals with clear and precise information about a specific subject to help

them understand concepts, develop skills, or acquire knowledge (Bao, 2023); and digital content, which involves three sectors: the production of content in digital format, the distribution of multimedia products in the digital environment, and the consumption and digital transfer of content by individuals on electronic devices without compromising its quality (Sholpan, Gulzat, & Gulmira, 2023).

Advanced communication technologies have transformed the dissemination of this content by integrating digital tools into e-learning frameworks, enhancing open online learning through increased collaboration and interaction among teachers and learners. This simplifies communication, positioning learning content in its digital form as both a product and a companion to digital literacy, which involves the awareness, behavior and skills necessary to effectively use interactive tools for identifying, accessing, managing, and evaluating digital resources. Therefore, digital learning content is multimedia content created with digital technologies, including a virtual learning environment (VLE), and personal learning network (PLN). It is designed to fulfill learning requirements and delivered digitally through electronic devices, using texts, images, videos, or podcasts.

## **2.2. Forms of Digital Learning Content:**

It manifests in various forms, such as Visual Learning Content (images, videos, and animations), Auditory Learning Content (lectures, podcasts, and audio books), and Readable Learning Content (books, articles, and various digital resources).

Regarding the content specifics, it can be classified as follows:

- **Learning Videos:** Combine audio-visual elements to explain topics commonly sought by learners, these videos range from explanatory and narrative formats to lectures and lessons, using dynamic visuals to engage the audience and improve learning and emotional connection (Rajadell & Garriga-Garzón, 2017), that we can find it in YouTube channels such as Easy English, and Speak English With Vanessa.

● **Learning Stories:** Are narrative videos that depict the characters' actions to convey cognitive concepts to learners. Viewers are encouraged to engage in critical thinking skills to understand the concepts presented such as "Learning English Through Stories" and "Best English Stories".

● **Live Streaming:** It is the direct transmission of information to learners in real-time, enabling interaction through comments and discussions, which enhances the learning experience, particularly in introducing new concepts (Yigeng, Fabio, & Thamar, 2024). For example Khan Academy use it to explain lessens in mathematics, science and programming, it offering an interactive learning experience with students' questions.

● **Learning Podcasts:** Use sound and its effects to captivate listeners, hosted by individuals, they offer insightful content that is accessible for free on any device without time or location constraints (Rime, Pike, & Collins, 2022). It offering convenience by integration into daily activities, with diverse formats like dialogues, reports, films, and podcast lectures like "English 5Days", "Speak English with Class", "Pod English", "Easy English Podcast", and "Listen & Speak English" in YouTube.

● **Successful Learning Experiences and Autobiographies:** Sharing personal experiences online across various digital platforms greatly improves learning, it offers a wide range of learning opportunities through observing of others' experiences and provides valuable information to guides individuals make informed choices (Mutenda, 2020).

● **Online Video Courses:** They deliver digital learning content aimed at deepening understanding. Often free or low-cost, they focus on learning, attracting audiences and generating revenue for platforms (Mutenda, 2020). These courses allow practical application of theoretical knowledge, enhancing learning and spreading personal expertise through platforms like Coursera and LinkedIn.

- **Digital Textbooks:** are electronic versions of traditional textbooks, available online with interactive features that enhance engagement and understanding, it can be in various formats like Word, PDF, etc, supplementing learning materials. Many learners prefer them for their convenience, easy download, and the ability to read in multiple formats, saving time and effort compared to and physical books.

- **Learning Apps:** Technology-driven learning applications address various challenges, particularly in language learning. They act as supplementary tools, providing notifications and reminders to motivate learners to engage with content and complete interactive lessons (Tohirova & Muminbekova, 2023).

### 3. Social Media in Learning

#### 3.1. Definition of Social Media and Its Advantages in learning:

Social media includes websites for social networking that allow users to create, share and interact with content, as well as connect with others through networks and communities, and its advantages include:

- **Global Connectivity:** Social media connects people worldwide, enabling smooth interactions across cultures and strengthening relationships.

- **Access to Knowledge:** It opens a vast gateway to learning, connecting users with global experts and specialists, and provides real-time updates and access to specialized learning.

- **Staying Updated with Learning Developments:** By following learning platforms and thought leaders, increasing user engagement and interaction with content.

- **Enhancing Active Learning and Collaboration:** It facilitates communication between content creators and learners outside classrooms, by tools like messaging apps, chats, and digital discussion, fostering collaboration and shared learning goals.

- **Creative Promotion:** These platforms showcase learning creativity, enabling global talent sharing, fostering feedback and inspiring others to explore new ways of expression.

- **Developing Communication Skills:** Creating digital learning content requires communication skills, boosts confidence, and raises awareness. It provides a platform for practicing these skills, expressing knowledge, and building trust while addressing learning challenges (Varthana, 2024).

- **Content Flexibility:** Social media transforms learning content into an interactive, dynamic experience, promoting discussions and collaboration, it creates a bidirectional environment, blurring lines between creators and audiences, and evolving content to better suit learner's needs.

- **Tool for Learner Engagement and Interaction:** Digital platforms create opportunities for learners to engage and discuss ideas anytime and anywhere. Sharing digital activities supports communication, increasing engagement with modern materials, and fostering an interactive environment that aligns with learners' needs (Purwanto, Khaerul, & Cahyono, 2023).

### 3.2. Prominent Educational Social Media Platforms:

- **Facebook:** Provides tools for creating and sharing learning content, leveraging its vast user base for global reach, Features like pages and groups foster learning communities, enabling resource sharing interactive discussions, which enhance participant involvement.

- **Instagram:** excels digital learning content by integration multimedia through photo posts, short videos, Stories for temporary content, and Live broadcasts for real-time interaction, it also uses enhance Hashtags and Tags to organize content for easy audiences access.

● **YouTube:** Is a key platform for audiovisual learning, offering global access and enabling knowledge exchange and skills. Its interactive features boost audience engagement and support various learning formats.

● **LinkedIn:** It is a professional networking site, ideal for e-learning and professional development, it promotes article posting, updates, and engagement through shares, reviews, and comments. Users can also create groups to share opinions, experiences, seek guidance, and cultivate meaningful connections around educational content (Matt).

● **TikTok:** This platform excels in creating and sharing short visual and musical content, positioning itself as an alternative to YouTube due to its technical capabilities that enhance the appeal of its content. These include advanced features such as filters, musical effects, and creative additions like Stickers, GIFs, and Emojis enabling the creation of artistic and engaging videos that captivate audiences (Al-Matiri, 2023).

● **Telegram:** Is an alternative to WhatsApp, it facilitates comprehensive instant messaging services, text messaging, video files, and voice notes, and voice/video calls. It supports large channels with features such as Likes, comments, and discussions to refine content. It ensures data encryption and privacy, setting it apart from other platforms (Roca, 2022).

#### **4. Between the learning and Entertainment Functions on Social Media:**

##### **4.1. The Function of Digital learning Content:**

Digital learning content is a dynamic form of communication that facilitates the exchange of knowledge between the content creators, like teachers, experts, and learners. It simplifies concepts and develops skills through promotion active engagement. Its learning function aims to the learning process using various communicative tools, including social media, and focuses on personalizing learning experiences and providing platforms for

ongoing engagement (Al-Zeidnin, 2023). The key aspects of the learning function in content on social media are:

- **Knowledge Transfer:** By publishing lessons or lectures in various formats on social media such as images, videos, interactive posts, and infographics, to increase accessibility.
- **Independent Self-learning:** By providing learning content that allows users to explore various curricula independently, enhancing research skills and self-reliance.
- **Collaborative Learning:** Through collaboration of learning stakeholders, fostering effective communication and success in the learning environment.
- **Immediate Interaction and Participation:** Social media fosters direct interaction, reducing isolation and building community, while improving communication skills and enhancing learning quality and system development.
- **Customization and Adaptation:** By offering resources tailored to learners' needs, ensuring personalized based on learners' abilities and circumstances.
- **Innovation in Teaching Methods:** Facilitates the widespread dissemination, comprehension, and engagement with educational resources, breaking the monotony of traditional learning.
- **Immediate Feedback:** After consuming digital content is essential for evaluating both teachers and learners, enhancing learning skills, and deeper understanding (Sobhi, 2022).

### 4.2. Integrating Learning and Entertainment in Digital Learning Content:

The modern transformation in communication has compelled learning institutions to adopt strategic methods to address challenges and achieve goals, with one of the most effective being learning through entertainment. This approach, typically used during leisure for amusement, helps divert routine while keeping attention and focus intact. Known as 'Edutainment', it combines education with entertainment to develop learners' behaviours by

incorporating humour and playful elements into daily learning content. It provides enjoyment while and making learning principles more accessible, broadening learners' perspectives (Abou Hajr, 2019). When learning through entertainment is well-planned and properly supervised, it enhances traditional learning by motivating learners' mental energy, facilitating quicker understanding, and fostering creativity while developing cognitive focus skills.

The learning function holds significant importance for both parties involved in the learning process, with notable benefits for each:

- **For Content Creators:** It aids in understanding various methods and strategies, like learning through enjoyment, and encourages the innovation of fun-based activities, leading to broader dissemination growth at all levels.

- **For Consumers of Content:** It enable personal and behavioural development by allowing interaction with the environment, offering opportunities for emotional expression, and addressing issues of isolation and introversion among learners. By creation a simple, spontaneous, and comfortable atmosphere, it reduces the pressures of excessive seriousness and breaks the monotony of dull learning routine (Abou Hajr, 2019).

Integrating entertainment into digital learning content enhances learning by capturing attention and boosting engagement, it improve retention, reduces boredom and isolation, and creates a more enjoyable learning experience. This approach fosters curiosity, stimulates critical thinking, and helps address learning challenges.

## 5. Digital Learning Content Integrated with Entertainment on Social Media

### 5.1. Forms of Digital Learning Content Integrated with Entertainment:

- **Digital Learning Games:** Are based on programs, designed by teachers to help learners apply knowledge while having fun and entertainment, these games engage learners

in active learning and promote positive interaction, enhancing the overall learning experience (Al-Majali, 2023). Like "Criminal Case", "Spelling Quiz", and "Math Land".

● **Learning Dramatization:** It involves portraying learning scenes by presenting a variety of topics that stimulate critical thinking, leading to the raising of important questions and discussions. It is characterized by its simplicity, clarity, inclusiveness and diversity, making it highly suitable for learning (Manon, 2021). So, it enhances communication by mimicking behaviour and encouraging participation through speech and body language, making it an effective learning tool that fosters creativity and expression skills, thereby increasing engagement in the learning process, like "Oxford English Daily Conversation" in YouTube.

● **The Digital learning Storytelling:** It programs integrate learning content with multimedia elements such as images, text, music and movement to create immersive learning experiences, particularly those aimed at children. It helps learners engage in dialogue and discussion effectively (Hassouna, 2022). This is adopted by YouTube channels such as "Fable Cottage", "English-American Eagle Academy", "English Crunch", and "Story Light" for teaching English language.

● **Digital Role Play:** Is a collective learning method that relies on dramatic scenes of real or imaginative situations to achieve specific learning goals. Participants exchange roles in a planned simulation within a digital environment, enhancing learning by storing experiences and facilitating discussions (Hassouna, 2022). Like "Geeky Medics" channel in YouTube that uses role-playing to train practitioners in medical examinations and treatments, simulating interactions between patients and healthcare professionals.

● **Digital Apps:** Technological advancements have introduced mobile apps solutions to many learning problems, especially in language learning. These apps complement e-learning by sending notifications and reminders to encourage learners to complete courses

and interactive lessons (Tohirova & Muminbekova, 2023), like Rosetta Stone, ABA English, Duolingo, and British Council EnglishScore for learning English language.

- **Learning Music:** Songs and music are used as tools to enhance understanding and memory from childhood, and repetition with rhythms facilitates learning, activating and strengthening memory, aiding in information retention (Sudhakar, 2017). For example "The Alphabet Song" for English and "Five Little Ducks Song" is used to teach counting, addition, and subtraction in Math as seen on YouTube channels: "Super Simple Songs-Kids Songs", "English Singing", and "Kidi Fun" on Facebook.

- **Animated Videos (Cartoons):** Are fun videos, engaging tools designed to simplify concepts for learners of all ages, especially children, they make it more enjoyable by combining visuals and sound to create an appealing learning experience (Tahraoui, 2021), like "The Fable Cottage" that present a lot of cartoons to learn English for kids.

- **Learning Comics and Memes:** Whether in the form of illustrated stories or videos with humorous captions, contribute to interaction and simplifying concepts in fun ways, thus fostering a more engaging and less stressful learning environment, Such as the "Coding Train" used memes in programming lessons, like a Loop meme expressing fatigue which helped enhance understanding.

## 5.2. Opportunities and Challenges of Integrating Entertainment with Digital Learning Content:

There are many opportunities that entertainment provides in learning, notably:

- **Breaking away from routine and boredom:** Integrated digital learning content with entertainment reduces the feeling of boredom and task-related pressure, making learning more enjoyable and spontaneous compared to its traditional form.

- **Improving communication between content creators and their consumers:** Entertainment helps learners feel comfortable, alleviates anxiety, fosters communication and

dialogue, reduces introversion, combats isolation, increases their self-confidence, and breaks down barriers of shyness and fear.

- **Increasing information retention:** Relying on entertainment for learning stimulates memory, supports learner's concentration and enhancing their ability to retain information.

- **Increasing activity and enthusiasm:** Learning through entertainment creates an engaging atmosphere, increasing learners' excitement to consume content.

- **Moving away from mechanization:** Entertainment moves away from a command-based approach, recognizing learners as learning beings who share information and actively participate in its creation.

- **Creative innovation in learning content forms:** This involves using entertainment to inspire change and creativity in editing written, auditory, or visual content, based on learners' characteristics and needs.

- **Feedback and increasing opportunities for adjustment:** Entertainment enhances comfort and belonging, allowing learners to express their opinions and suggest adjustments based on their desires and curiosity (Skinner).

From the identified opportunities, several significant challenges emerge regarding the integration of entertainment in learning:

- **Balancing entertainment and learning:** The difficulty of balancing entertainment and learning often leads to distraction, making it challenging to create engaging content that effectively achieves learning goals.

- **Training for Content Creators:** There is a significant gap in training content creators who can professionally integrate entertainment with learning, which can lead to an imbalance, with a focus on entertainment over learning value.

- **Acceptance by Learners:** Some learners may resist this hybrid approach of learning entertainment content, struggling to adapt to new learning methods, which can negatively impact their engagement and response.

## **6. The Future of Digital Learning Content Between learning and Entertainment:**

### **6.1. Requirements for Digital Learning Content Integrated with Entertainment:**

- **Digital Literacy:** Is essential for engaging with digitally integrated learning content, this includes teaching internet skills and fostering critical thinking to identify, review, and verify information sources, helping to combat misinformation.

- **Cybersecurity:** It is crucial for online safety and privacy protection, educating users on responsible behaviour and the personal data protection ensures secure navigation of social media, thereby promoting positive learning experiences.

- **Understanding the Impact of Social Media on the Learning Process:** It is important to explore how social media can enhance digital learning by creating engaging learning experiences that align with its dynamics. This also involves promoting responsible online behaviour and raising awareness of risks such as misinformation or cyber threats.

- **Promoting Open Communication:** Creating secure digital communication spaces for sharing learning experiences and discussions can help address challenges, strategize solutions, and foster a supportive, dynamic learning environment.

- **Collaboration with Stakeholders:** Addressing the digital challenges posed by digital media requires a collective effort. Collaboration among stakeholders strengthens relationships and improves content delivery, ensuring it aligns with followers' interests in a competitive digital landscape.

- **Leveraging Learning Capabilities:** Utilize social media platforms to deliver engaging learning content in formats like videos, comments, stories and courses to meet the diverse needs of learners.

- **Utilizing the Positive Impact of Digital Learning Content:** Content creators should harness the positive aspects of social media in learning, such as fostering communication, relationship building, and interactive discussions. These elements help create a dynamic learning environment, promote knowledge exchange, and enhance content comprehension.

- **Adding Communication Enhancements to Content:** To increase the reach and impact of learning content, it is recommended to adopt a mix of communication channels like WhatsApp, email, and internet links for wider accessibility and distribution (Varthana, 2024).

## **6.2. The Future of Digital Learning Content Integrated with Entertainment in the Era of Artificial Intelligence:**

The introduction of artificial intelligence in learning has significantly changed the dynamics of the learning process as follows:

- **Smart Virtual Teacher:** Is an advanced learning system that provides personalized, interactive learning experiences using machine learning algorithms and natural language processing. It analyzes learner interactions to understand queries, provide accurate responses, and generate reports highlighting areas for improvement, keeping learners engaged (Marr, 2024). It offers personalized learning, global accessibility, immediate feedback, and resembling a human teacher's learning experience. It utilizes big data analysis to provide insights, transforming learning into a more interactive and adaptable experience that meets global learner needs.

●**The Content Creator as an Engineer:** With artificial intelligence advancements, learning content creators, whether professionals teachers or enthusiasts, have evolved from traditional methods become architects of information. They now use AI tools to design tailored experiences and analyze learner performance data to identify strengths and weaknesses (Hammer, 2024). This approach delivers interactive content through simulations to meet individual needs and enhance engagement. Additionally, content creators serve as mentors, offering guidance, uncovering potential, and supporting learners in achieving their goals for a successful learning journey.

●**Partnership Between Learning Content Creators and Artificial Intelligence:** Artificial intelligence enhances the learning process through technological solutions. While content creators focus on human aspects of learning, like communication skills, empathy, and critical thinking-traits beyond machines' capabilities, AI delivers smart technological innovations (Hammer, 2024). These solutions include simulating activities and automating learning tasks and human skills thorough data analysis and personalized learning. Consequently, learning content creators employ AI to refine the methods of publishing and distributing content.

●**Learning through Virtual/Augmented Reality (VR/AR):** These technologies are transforming learning by creating immersive, interactive environments that cater to individual learning needs. These also enhance active learning through realistic simulations, allowing learners to move beyond traditional methods, experiment, make decisions, and cultivate critical thinking skills (Hammer, 2024).

## **7. Study Results:**

- Entertainment serves as an innovative learning tool and creative approach in digital learning content creation, enhancing the effectiveness of learning by leveraging the features of social media.

- Integrating entertainment into learning creates an enjoyable and engaging learning environment, free from stress, reducing the monotony of traditional learning and increasing learners' receptiveness to knowledge.
- Digital content creators utilize entertainment needs of learners, providing balanced content that combines both learning value and entertainment.
- The integration of learning and entertainment functions through social media platforms enriches the learning experience, going beyond traditional methods and their objectives.
- An excessive focus on entertainment may lead to the dominance of entertaining content over learning aspects, diminishing the perceived importance of learning and disrupting the balance between learning seriousness and engagement.

### **8. Recommendations:**

- Digital content creators should integrate both learning and entertainment to maintain engagement while ensuring content effectiveness.
- Encourage learner interaction through social media tools like polls, quizzes and discussions to improve understanding and participation.
- Use a variety of content formats such as videos, animations, podcasts and illustration to simplify complex ideas and keep learners engaged.
- Stay update with technological advancements like augmented and virtual reality to create immersive and interactive learning experiences.
- Ensure content maintains learning and ethical integrity, balancing entertainment with the goal of enhancing learning.

### **9. CONCLUSION:**

Digital learning content has become a vital intersection between learning and entertainment functions, especially on social media. This fusion creates engaging learning

content that combines learning and enjoyment, capturing learners' attention, stimulating them in unique ways, and enhancing their experience.

Entertainment activities add excitement and intrigue, enhancing the learning process by fostering creativity, critical thinking and motivation for both content creators and learners. Despite challenges, they offer endless opportunities to shift learning from traditional, serious methods to a more engaging and flexible experience, meeting the interests and desires of both parties in the learning communication.

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