

SOCIAL MEDIA IN EDUCATION: EFFECTIVE TEACHING LEARNING TOOLS

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ABSTRACT

The growth of social media over past few years has changed the ways in which the internet is experienced by most end users. Social media is built on the idea of how people know and interact with each other. It has made our life easy in the area of entertainment, communication, business, education etc. Social networking features vital influence on our lives because it helps in every field of life such as political, economic and academic field. If we can use social network as a supported tool of education, we may make our classroom education more effective for young generation in continuous learning process. Education sector not being an exception has also been positively affected by the use of social media sites like, Facebook, LinkedIn, Google+, Instagram, Twitter, Youtube etc. Of late many universities and education service providers have reportedly increased use of social media marketing to promote their courses and attract students. Educators are becoming aware of the potential benefits of social media in education. Social media has made us closer to people from different parts of the world. Social media has created a platform where discussions can be held to widen their knowledge. This paper tries to study the use and impact of social media in education sector and provide recommendations for its effective use.

KEY WORDS: Social Networks, Social Media, Technology, Online learning, ICT.

INTRODUCTION

In the past decades, the continuous development of ICT, brought tremendous changes to human's way of living. With a few clicks on the computers million of pieces of information are transmitted through the World Wide Web. In today's society, social media has become a part of our everyday lives. The growth of social media over past few years has changed the ways in which the internet is experienced by most end users. Social media is built on the idea of how people know and interact with each other and making the world more open and connected. People watch billion of video clips on YouTube daily which are being uploaded every hour by users. People have woven different networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments and other tools. Using social media is not limited only to professionals or elders but also it is been

Table 1. Most popular social media networks worldwide as of April 2019 by number of active users (in millions)

S.No.	Social Media Networks	No. of Active Users
1.	Facebook	2320
2.	You tube	1900
3.	WhatsApp	1600
4.	WeChat	1098
5.	Instagram	1000
6.	Twitter	330
7.	LinkedIn	303

Source: Statista, April 2019

Some of the key information from Global Digital Report 2019 includes:

- The number of internet users worldwide in 2019 is 4.388 billion which is up 9.1 Percent year on year.
- The number of social media users worldwide in 2019 is 3.484 billion up 9 percent year on year.
- The number of mobile phone users in 2019 is 5.112, up 2 percent on year.

Social media can be used for socializing to stay in touch with what friends are doing, to share their opinions, to share photos and videos with others and to meet new people. Social media can also be used for entertainment to find funny and entertaining content, to fill spare time and to listen to the favourite music. Research shows that the importance of social media in political campaigns has increased tremendously over the years in comparison to other methods. Social Media can be used to gather information, to stay update with news and current affairs, discussion forums, to gather feedback via surveys and polls, recruitments and teachers inform the parents about the different activities conducted in the schools and built a sense of community.

Social media is used in e- commerce. It has the ability to view and purchase desired goods with a click of a button. It has become a useful marketing channel for businesses of all sizes. The impact of social media has been so much that these days, it's unusual to find a company that does not reach its audience through one social media platform or another. Companies have come full circle in their perception of social media as a tool for interaction between peers to considering it as important for shaping businesses and generating revenue. Businesses that have leveraged on the requirement for people to constantly seek and share data have a lot of knowledge which they can use to generate insights and make product offerings that are more targeted.

Abelardo Pardo, (2013) states that technology offers a platform for innovation, and allows its users to express their opinions about how they feel towards the information being published. Pardo also states that these types of interaction are “an essential part of how humans learn” (Pardo, 2013).

Education sector has started focusing on social media. It breaks down time, distance and accessibility barriers and is being integrated in every way possible including admissions, campus life, online reviews, alumni relations and in classrooms. Social media has changed education sector to a great extent, now a day’s schools, colleges, teachers and student all use social media for getting connected with each other.

METHODOLOGY

Research designs indicate the method and procedures for collecting mandatory information. The exploratory research as well as descriptive research was used for this study. The data was collected, analysed and presented in tabular form.

SOCIAL MEDIA AND EDUCATION

Social Media has increased the efficiency in learning. Blogs, wikis, LinkedIn, twitter, Facebook and podcasts are now common tools for learning in most academic establishments. When discussing regarding the impact of social media on education, we cannot fail to appreciate that it has contributed to the increase in long-distance online learning as the afore-mentioned tools have served to increase teacher-student communication/relationship.

Social media networks are considered crucial for educational and professional skill development now-a-days as it eliminates geographical and time barriers providing scope for wide connectivity to vast community sharing information and interests. It also provides speedy dissemination of information and ideas.

Using social media by students in higher educational level is certainly an interesting part of research for educationists and social scientists. Maintain that in the available literature there are beneficial designs and styles of implementing it at school level.

With the technological developments in the world, many higher education institutions and teachers now get themselves anticipated to catch up with this world of social media applications and social networking users.

IMPACT OF SOCIAL MEDIA ON EDUCATION

Social media tools are changing the communications scenario. Their rise has affected extensively how learners understand and the way teachers instruct. In advanced education settings, teachers, learners, and others work together on the responsibility of learning development.

The influence of social media on learning and teaching environments is growing every year. Social media applications can reinforce study material and positively influence discussions, collaborative work, and authoring. Researchers are constantly experimenting with different social media technologies with a hope to stimulate critical thinking skills, teamwork, and knowledge creation.

Social media has made distance learning possible in reaching their learners. Many universities are now offering online courses to the public. Teachers now prefer assignments and projects to be submitted to their emails. Notes and learning materials are made accessible by the teachers online for their students.

Students now have the ability to reach out to industry experts across disciplines, and this can help the students locate more authoritative sources of information. Kirschner and Karpinski, talked about Wim Veen’s new term, “Homo Zappiens”, which refers to the learners of the new generation, and the new way they use to learn. This new way is known as “meta-cognitive abilities,” which means they learn on their own without the need for instructions, it is also called “discover-based learning” (Kirschner and Karpinski, 2010).

Table 2 List of some of the top 10 universities of the world using social media for education.

1.	Harvard University	More than 1.6 million facebook and 107,000 twitter followers
2.	Stanford University	More than 1.2 million facebook and 600,000 twitter followers
3.	Yale University	More than 1.3 million facebook followers
4.	Massachusetts Institute of Technology	Nearly one million followers on twitter and more than over one million on facebook and over 62,000 on Instagram
5.	University of Michigan	More than 750,000 followers on facebook
6.	Ohio State University	More than 700,000 followers on facebook
7.	Texas A&M University	About 258,000 facebook and twitter followers
8.	University of Florida	Nearly 181,000 use facebook, twitter and You tube
9.	Louisiana State University	More than a million facebook and twitter followers
10.	Princeton University	About 560,000 on facebook and about 300,000 on twitter

Source:www.bestcolleges.com/features/best-college-social-media/

Students are adaptable in learning by the help of the social media. It has helped the learners to approach their guides and role models. They are able to communicate with these people through the aid of the social networks and also have the opportunities of reaching enterprises and organisations of interest. In addition to this, students with the time spent on computers and mobile

devices are exposed to technology, may develop interest in it and pick it up as a career. Their social lives help in socializing and building up confidence in the future. If the learner uses it properly, they can become a well-rounded knowledge guru, becoming like a walking encyclopedia. Students can make projects immediately and enhance critical thinking capability by participating in scholarly forums, share information quickly to friends and be socially aware of international happenings, news and current events. It is incredibly noteworthy that social media serves as a platform for intellectual students and professionals around the world and most of it is acquired in the social media.

USEFUL QUALITIES OF SOCIAL MEDIA IN EDUCATION

- 1. Flexibility:** It is one of the most striking elements of an on line learning in social networking. Flexible learning expands choice on what, where, when and how people learn. It supports different styles of learning including e-learning.
- 2. Retrievable:** The social networking sites give the opportunity for learners to retrieve the information immediately or later number of times.
- 3. Accessible and Convenient:** The social networking is easy and quick in terms of accessibility, reviewing, updating and editing the learning material anywhere and anytime.
- 4. Connectivity:** The social networking systems have wide reach of connectivity with the entire world that is utilized for providing information and communication. Learners find diverse social media platforms as an opportunity to connect among themselves and share the relevant information.
- 5. Coverage:** It is a great way to reach out to potential students and professional. It gives an opportunity to network with different experts and academicians of different institutions.
- 6. Sharing of knowledge:** It helps in constant sharing of information and providing a platform to discuss problems with the experts. Online teachings are available in the form of videos, audios for students to study at their respective places.
- 7. Competitive Advantage:** According to IMAI (Internet and Mobile Association of India), 65 percent of the population go online to search educational content. The institutes that are available on social media have a chance to promote their facilities and courses available at extended level.

Social media has become an essential part in every student's life. It is convenient to access information and communicate through web-based social networking. Teachers and learners are connected to each other and can utilize these platforms for imparting education.

Online networking helps teachers to be associated to their learners off campus as well as ex-students. Teachers utilize social media as a method for instructing by creating groups and accounts for learners where the information can be accessed. Teachers can impart thoughts with each other and direct learners toward LinkedIn and Facebook. Teachers create Hash tags that allow students to tag their academic posts, and view entries to perceive what the group has creatively produced.

EFFECTS OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE

Using online communication has both negative and positive effects, because there are harmful ways in which the internet could be accessed. They express that these days, schools are trying their best to control how students utilize digital media in schools (Subrahmanyam and Greenfield, 2008). In few schools, pioneers assume that social networking positively affects the improvement in the education level of the students' (Ahn, 2010). Ahn also expresses that the examples of the media platforms the younger generation uses are: YouTube, to share and stream videos, and Facebook, to have a complete identity online, and a network of friends (Ahn, 2010).

The American Academy of Pediatrics, believe one of the most important benefits of social media is that it enhances how an individual understands himself by engaging with others, and becoming creative through blogging. They also believed that using social media gives students the opportunity to improve their learning, as they get the chance to share knowledge with one another and conduct group projects more efficiently (O'Keeffe and Clarke-Pearson, 2011).

A new term regarding education has been introduced by Jeff Cain and Katherine Chretien and this term is known as 'inter professional education'. This leads to improved outcomes as they learn from each other's experiences. This was first introduced amongst the health departments (Cain and Chretien, 2013). Therefore, there is an opportunity to make use of it within the students and can be achieved by utilising social media which allows multi contact conversations and allow them to share their assignments or by asking their peers questions they don't understand.

As per Napoleon Egedegbe, the outcome that different researchers and scholars have come to regarding the impact of social media on the academic performance of students is that there is no impact (Egedegbe, 2013). On the other hand, Dr. Patient Rambe states that social media has both drawbacks and opportunities that specifically enable and disable possibilities of having face-to-face interaction, as it liberates them to the availability of online media. He further adds that Facebook as a learning environment has allowed to have multiple representations of learners voices and has created an "educative and aesthetic space." (Rambe, 2011).

As Ulbrich et al. (2011) assert "Individuals of the net generation utilize the internet in a different way, and they learn differently. When they begin at university, conventional values on how to

develop knowledge clash with their values. A considerable lot of teaching techniques that has worked for many years do not work any longer in light of the fact that new students learn differently. The net generation is accustomed to networking; its members work collaboratively, they execute several tasks simultaneously, and they utilise the web to acquire knowledge.”

Social media is an online discourse where individuals create content, share it, bookmark it and network at an enormous rate. Due to its convenience, speed and reach, social media is fast changing the public discourse in society (Asur and Huberman, 2010). In the last one decade, the online world has changed significantly, on account of the development of social media, young generation now exchange thoughts, sentiments, personal information, pictures and videos at an amazing rate.

With the prominence of social networking websites on the rise, the social interaction is influenced in multiple ways as we adapt to the increasingly technological world. The way internet users interact and discuss with each other has altogether changed and continues to change.

More and more educational institutes from all over the world are changing over from traditional learning toward learning 2.0, widening their curriculum backdrop by integrating different forms of social media (Grosseck and Holotescu 2011).

Social media not only helps to acquire knowledge but also establishing enduring relationships with real people, connecting with fellow dorm residents through Facebook, Twitter and various social sites can help a student overcome the kind of isolation that otherwise may lead her/him to school dropout. A Twitter account can offer a shy student with information about events that facilitates face-to-face interactions with different students. The strength of social media applications is that they offer a combination of tools that learners can blend and match to best suit their individual learning styles and increase their academic achievement.

Social media did make the globe a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media improved our ability to get information, what would have seemed to be over whelming to someone 20 years ago is normal to us, we have an extreme ease in processing and we are evolving quickly. By investing so much time working with new technologies, learners’ develop more familiarity with computers and other electronic devices. With the concentration on technology in education and business will enable learners build aptitudes that will help them in their lives.

CONCLUSION AND RECOMMENDATIONS

The social networking websites has become essential need in today’s scenario. Social networking sites permit us a fast and free resource for communicating with people in the world. Educators and promoters of new digital literacy’s are confident that social networking encourages the development



of transferable, technical, and social aptitude of significant worth in formal and informal learning. Networking permits participants the chance for just-in-time learning and better levels of engagement. The use of Social Networking Sites enables educators to upgrade the recommended curriculum. When learning experiences are infused into a website, learners' utilize them most of the time for entertainment; they understand that learning can and should be a regular piece in their daily lives.

The most critical challenge for the higher education community at present is to engage in considered and realistic discussions over how best to use social media in proper ways that ideally reduce this eventual disappointment. However these discussions notwithstanding, higher educators confront the prompt undertaking of integrating social media into their present arrangement and practice. With social media becoming an everyday communication method for individuals and organizations, it is appropriate to incorporate its use into instructional environments. At last, social media plays a significant role in higher education. It's a fast developing field, so there's lot of potential to incorporate different tools and social media platforms in student learning. The universities and colleges in our country have to make decisions to integrate social media in our systems that will not only impact higher education but will also contribute to our country's future competitiveness in the global market place.

At last, web based life assumes an inexorably significant job in advanced education. It's a quickly advancing field, so there's a lot of potential to coordinate web based life stages and instruments in understudy learning.

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