Influence of Social Media on Education

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ABSTRACT

Social media has become an irreplaceable part of our lives. It is an essential form of knowledge along with a stream of fun. Nowadays, the use of Social media is being swiftly increasing. It is not only being used by the working people but also there is heavy rise in the use of social media by the students or we can say in education and society. It has become an invaluable tool not only for communication & marketing but also in the field of education as well. Generally, students use social media to share & get instant quick information, reviews & solutions to their problems. Not only the college students but also the educators, and they belief about social media sites because in general social media and internet were very helpful; they have found what they needed in education. Facebook for example, it is the resources for education, which are linked to other sources.

Keywords: -Social media, WhatsApp, Facebook, Internet, Education

INTRODUCTION

According to most of the population, social media is considered a diverting tool for students. Social Media has affected the route of learning among students. But in context to today's scenario, social media has a positive effect on students. As we all know, effective communication plays an important role in a student's life. If proper communication is not attainable then it will be difficult for both students and teachers in terms of learning. However, social media grants masses of online records which college students are more frequently interested to read.

Online messages, comments, news, articles, e-Journals and eBooks provide an infinite amount of content to be read. This will bring college students closer to learning. Social media is a high-quality online gaining knowledge platform for students. Social media gives extra possibilities to share the content enjoyably and interestingly.

What is Social Media:
According to the Dictionary definition, "Social Media is websites and applications that enable users to create and share content or to participate in social networking." Social media is not just limited to posting pictures about holidays online. Social media has gained credibility over the years as a reliable source of information and platform where organizations can interact with audiences.

Social Media in Education:

Today, we can see educational institutions adapting these developments into their systems and relying on group resources and mechanisms to improve student life. The use of social media in education helps students, teachers and parents to get more useful information, to connect with learning groups and other educational systems that make education convenient.

Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, we can incorporate social media plugins that enable sharing and interaction. Students can benefit from online tutorials through YouTube, online courses delivered by universities abroad through Skype and a wide array of resources that are shared through social networks.There is valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purposes. As an educational institution, it is crucial to be active in many social platforms possible, this helps create better student training strategies and shapes student culture. The great thing about using social media in education is that you soon learn who the experts are in different fields and subjects. When you start following these experts you learn more and gain useful content from them, this empowers you to produce great results. Social media has the ability to broaden your perspective on various subjects and give illuminating,instant content that is new.

Learning colleges have the ability to connect with students through social media networks such as Facebook, Google Plus groups, and YouTube. These channels can be used to communicate campus news, make announcements and provide students with useful information. This builds engagement between the college and students which help tackle many student issues through the group interactions.

Teachers also use social media as a medium to get new resources to support their lessons, activities to teach particular concepts, bulletin board ideas, information on new apps to do a follow up of certain topics as well as to network and know what is happening in schools all over the world.

The bottom line is that social media is a big part of our day to day life and there's no point of keeping it away from the education process. School, college and university staff should be encouraged to make use of technology for student and parent communication. The benefits are obvious, starting with healthier parent-teacher relationships and all the way to permanently changing the way our children will learn.

Blogging

Blogging is used in different educational purposes; for example, it is used for:
- Publishing research papers and school homework. Hosting system where students use the blogging system in publishing their research papers and homework electronically instead of the traditional way.
- Creating an environment of cooperation and constructive dialogue between the students byfollowing up on the blogs of their colleagues and commenting on them (Al-Khalifa: 2008, Kenna & Hensley: 2019, pp. 86-94).

Facebook

Educators and students can use Facebook in Education to create a Facebook page or group for educational purpose by:
- Inviting teachers and students to participate by exchanging information and sharing and exchanging Internet links related to the educational topic.
- Upload educational pictures and videos related to the educational topic, then teachers and students can share, discuss and comment on them (Madge et al.: 2009, pp. 141-155; DeSchryver et al.: 2009, pp. 329- 336).

Twitter

Livingstone (Livingstone: 2008, pp. 393-411), reported that Twitter is used in education to:

- Follow-up conferences and seminars.
- Update courses; a teacher of any course can make a Twitter account for that course
- Facilitate project management; students or instructors working together on a project can communicate with each other Twitter utilization. They remind each other of project matters and the status of the project
- Activate debate and discussion; the interactivity of Twitter could help a group of people through creating channels for debate and discussion about certain topics (univ, 2016).

Instagram

Instagram was launched as a photo-sharing platform and over time other new features such as video, texting, and story sharing have been added which contributed to its growth greatly (Ellison: 2017). In terms of language learning, Handayani (Handayani: 2015, pp. 320-327), argues that Instagram can be used as a source for applying several activities in language classrooms like digital storytelling, grammar activities through photos, role plays, reading, speaking activities through videos, etc. Thus, Instagram addresses to four language skills to practice the language in and outside the classroom. Additionally, some studies were conducted on Instagram for developing writing skills (Ahmad & Ahmad: 2018, pp. 44-49; Soviyah&Etikaningsih: 2018, pp. 32-38). These studies showed that Instagram was an effective tool for improving students' writing skills. Furthermore, it was found that Instagram increases students' motivation to learn and their participation in classroom activities (Purnama: 2018, pp. 94-103). Among the studies conducted on Instagram regarding its use for language learning, Mansor and Rahim (2017), found that it is an effective platform that it encourages students to interact with their peers in the group works related to videos they share about tasks led by the teacher.

WhatsApp

Results of the Cetinkaya's study (Cetinkaya: 2017), showed that students developed positive opinions towards the use of WhatsApp in their courses. They demanded the same practice in their other courses as well. They reported that learning could also take place unconsciously and the messages with images were more effective for their learning. However, a few students have expressed adverse opinions about the timing of some posts and the redundant posts within the group. Finally, it is suggested that the use of WhatsApp in the education process be encouraged as a supportive technology for students and the possibility of coming across in potentially harmful friendships.

Effect of social media in education:

It has become an invaluable tool not only for communication & marketing but also in the field of education as well. Generally, students use social media to share & get instant quick information, reviews & solutions to their problems. 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 over come the kind of isolation that otherwise might lead her to leave school. A Twitter account can provide a shy student with information about events that facilitates face-to-face encounters with other students. Such personal interactions are vital to creating and sustaining a sense of belonging. Using technology to accommodate students" different learning styles is not novel. The strength of social media applications is that they offer an assortment of tools that learners can mix and match to best suit their individual learning styles and increase their academic success. The social networking sites focus heavily on building online communities with common interests or activities. Social networking sites also can help students develop leadership skills, from low-level planning and organizing to activities that promote social change and democratic engagement. Social media tools and networking sites encourage students to engage with each other and to express and share their creativity. Such personal interactions are vital to creating and sustaining a sense of belonging. As there are positive effects of social media there are some negative effects also.

Positive and Negative Impact of Social Media in Education

Positive Impact Social media did make the world a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media improved our ability to absorb information, what would have seemed to be over whelming to someone 20 years ago is normal to us, we have Following are the Positive Impact of Social Media on Education: -

1. Google and education, Google has helped over 20 million student in their education using their tools.

2. By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices.

3. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.

4. Talents got discovered faster, students who were good at programming got their name out their easily, student who were good in music, got their videos out and shared leading them to their dreams.

5. A lot of the students were able to inform public about their issues – using social media whichbrought awareness and helped solve a lot of problems.

6. The ease with which a student can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools.

7. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue. Negative Impact The prime bad effect of social media is addiction. Constantly checking Facebook, Twitter, LinkedIn other social media updates.

This addiction could negatively affect other valued activities like concentrating on studies, taking active part in sports, real life communication and ignoring ground realities. There are hundreds of thousands of fake accounts on social networks who are boys pretending to be girls to be friends with girls and in most cases this leads to embarrassments and disappointments which finally result in depression. If there is awareness about the risk of social media in our community it will not lead to anything bad but there is always lack of public awareness and as mentioned above that the graph of internet users is getting higher and higher while we are still far behind in the field of education thus public awareness is very difficult in societies with lack of education. Following are the Negative impact of Social Media on Education: -

1. The popularity of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar. The reduces a student's ability to effectively write without relying on a computer's spell check feature.

2. Many students rely on the accessibility of information on social media and the web to provide answers. That means a reduced focus on learning and retaining information.

3. Our ability to retain information has decreased, and the willingness to spend more time researching and looking up good information has reduced, due the fact that we got used to the ease of accessibility to information on social media.

4. Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, Facebook or Twitter.

5. The more time students spend on social sites, the less time they spend socializing in person. Because of the lack of body signals and other nonverbal cues, like tone and inflection, social networking sites are not an adequate replacement for face-to-face communication. Students who spend a great deal of time on social networking are less able to effectively communicate in person.

6. The degree to which private information is available online and the anonymity the internet seems to provide has made students forget the need to filter the information they post. Many colleges and potential employers investigate an applicant's social networking profiles before granting acceptance or interviews. Most students don't constantly evaluate the content they're publishing online, which can bring about negative consequences months or years down the road. 7. Students are having a harder time getting to communicate face to face with people, and are losing their people skills, due to that they are spending more and more time talking from behind a screen.

CONCLUSION

According to the above study we came to know the various positive and negative impacts of social media on education or students. It is very important to overcome this problem. How can parents alleviate the negative aspects of social media while improving upon the positive results? Moderating their access to social media is one excellent method. Most

of the negative aspects can be overcome by reducing the amount of time spent on social network sites. Paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies. Provide ample time for face-to-face social interaction, like having some family leisure time in which you discuss their studies in a relaxed atmosphere or inviting friends and family over for get-together, providing fun, face-to-face social interaction with loved ones. All this we help us to reduce the Negative impact of social media on the students which will in turn benefit our young generation.

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