

SOCIAL MEDIA: ITS USE AND IMPACT ON EDUCATION

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Abstract: A collective term social media used for websites and application focus on communication, sharing and collaboration is deeply rooted in our modern culture. Social media is impacting our lives in almost every spheres such as Social, political, economic education etc. In this paper attempt has been to study the use and impact of social media on education. The study is entirely based on secondary sources of data and descriptive method has been used.

Key words: Social Media, Education

INTRODUCTION:

Social media is a collective term for websites and applications. The term refers to computer-based technology that facilitates the sharing of ideas, thoughts and information through virtual network and communities. Social media is internet-based and gives users quick electronic communication of the content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or Smartphone via web-based software or applications (Dollarhide, 2021). Social media the most influential and burning sites of internet, people are growing more curious about social media. Social media is the platform that enables people to communicate at a large with different individuals and social groups. Nowadays social media is becoming more familiar among the people. It is being used as a platform for entertainment, sharing information, expressing skills etc. The social media is now helping people to become more socially capable. Social media is now working at different levels. At individual level it allows communicating with friends relatives and helps in Broadening knowledge in a particular field. At business level, its helps in marketing (Akram ; Kumar, 2017).

Technology is growing rapidly year by year and people are becoming more technophobia. Recently, we cannot ignore the impact of social media on education. In this paper attempt has been made to discuss the impact of social media on education

REVIEW OF RELATED LITERATURE

EI-Badawy & Hashem (2015) conducted a study on the Academic Development of School Students. The researcher distributed the questionnaires through facebook and E-mails to find whether the student's academic performance is impacted by social media or not. The findings demonstrate that there is no relationship between social media and academic performance; this is clearly projected in their overall grade average.

Pampapati & Ranjini (2015) conducted a study on Social Media in Education. The paper presenting the impact of social media in revolutionized education, communication, business and even the way we interact day to day. And also choosing and using the right social media is also most important for all aspect of life together with education. The study reveal that social media offers a mechanism for enhancing the education and expanding the knowledge base of students and teachers in regard to privacy, ethics, health, policy, professionalism and communication, it a viable option for conducting education practice research, data gathering or intervention.

Mensah & Nizam (2016) Conducted a study on The Impact of Social Media on Students Academic Performance – A case study of Malaysia Tertiary Institutions. This study was carried out with the aim of examining the impact of use of social media on student's academic performance in Malaysian Tertiary Institutions. The researcher adopted descriptive and explanatory research design and also employed the cross sectional survey method using survey questionnaires that contains 42 items with a Likert Scale. The sample of 102 students were selected from Erican College using convenient sampling method. The study found abnormal use of social media platform by the students of universities and colleges of Malaysia and found positive impact on their academic achievement.

Raut & Patil (2016) conducted a study on the use of social media in education: Positive and Negative impact on students. This paper tries to highlight how social media influenced our population there good and bad impact on education sectors.

Akram & Kumar (2017) conducted a Study on Positive and Negative Effects of Social Media on Society. In this paper the researcher cover every aspect of social media with its positive and negative effects. Focus is on the particular field like health, business, education, society and youth. The study demonstrated that social media has different merits such as online networking has expanded the quality and rate of coordinated effort for students, yet likewise it has few faults which influence individuals contrarily.

Ansari and Khan (2020) This study is an attempt to examine the application and usefulness of social media and mobile devices in transferring the resources and interaction with academicians in higher education institutions across the boundary wall, a hitherto unexplained area of research. This empirical study is based on the survey of 360 students of a University in eastern India, cognizing students' perception on social media and mobile devices through collaborative learning, interactivity with peers, teachers and online knowledge sharing behaviour. Additionally the interactivity was found having significant impact on students engagement consequently on students academic performance.

OBJECTIVES

- Identifying the popular social media platforms
- To study the use of social media in Education
- To study the impact of social media on education.

METHODS

The research study is conducted on the basis of secondary sources of data. Secondary sources of data have been collected from various books, journals, research article, Internet etc. Descriptive method has been used by the researcher.

SIGNIFICANCE

The study is relevant to understand the role of social media in educational perspective as it studies how social media is used in education. And kind of impact does it exerts teaching learning process both positively and negatively.

POPULAR SOCIAL MEDIA PLATFORMS

- **Facebook**, an American Multi- National online social media platform as well as networking Service Corporation based in California. The website or social media platform was launched by Mark Zukerberg on 4th february 2004. Facebook is a vital digital platform via which we cannot connect with our friends. Facebook has all time exclusive features that will allow a user to enjoy facebook during their entire free time. There is a messenger where one can get messages, save photos, videos.
- **Twitter**, launched in 2003 and now has over 200 million users. It is one of the largest social networks on internet was launches in 2006, It is a free social network and very easy to join, By tweeting one can promote their work or share their ideas and thoughts, it can be used even for marketing (Soffar, 2022).
- **YouTube**, is a video sharing platform that was launched in 2005. It is a key international platform for socially-enabled media diffusion. According to public statistics, more than 48 hours of video content is uploaded every minute and 3 billion views are generated every day. YouTube connects seamlessly with major online social networks such as Facebook, Twitter and Google+ to facilitate off-site diffusion Users may start a channel where they post videos about themselves or their business, its services, and procedures.
- **Instagram**, launched in 2010 and has over 1 billion active users. Users can share pictures, video, reels, stories, and IGTV content from their profiles. Intagram also gives options for business profiles or professional accounts (Kanwal, 2022).
- **Telegram**, is one of the largest social media sites in the world launched in 2013. Telegram stands out from other messengers by offering privacy and security to its officers. Telegram channels are a great, quick way to update information about your products. Telegram also useful as creating live blogs; create a public channels for users who want to up-to-date news regarding what's going on their interest areas.
- **Whatsapp**, founded in 2009 and has 2 billon active users every month, making it the most popular messaging app. Though mainly launched for texting purpose. The platform allows users to voice call or video call their friends, family, and other contacts (Kanwal, 2022).

USE OF SOCIAL MEDIA IN EDUCATION

The use of social media in education is growing as it becomes an integral part of our daily lives also in our education. It provides with multiple opportunities to the students institutions in improving their learning strategies. Teachers, students, researchers and academicians are using social media from different perspective. The teachers are using the social media for enhancing their teaching competencies, to make teaching learning process simple, easy and understandable for the students. Students using social media for making their learning effective and efficient, researchers using social media for exploring their interest areas. Some of the points mentioned below will highlight the use of Social media in Education.

- Students in order to share information doesn't require to make call or any physical interaction, they can share information with just a click through various social media apps which makes their learning easier and quicker.
- We know that previously students need to travel far away from their homes in order to pursue degrees from different institutions. But now social media has made it possible to pursue degrees from different institutions without travelling by sitting at home through social media
- Facebook pages are now using to broadcasts updates and alerts, stream live lectures and host discussions. Face book groups also uses for engaging alumni with the institutions even after distance.
- From the very primary stage to higher education we can see the use of whatsapp in educational perspective. Student's teachers, institutions using whatsapp groups for discussion, sharing documents, notes, notices etc.
- Use of Telegram in educational aspect is growing rapidly. Channels in the telegram are very useful for students because they can join in the interest based channels and get information from those channels.
- Social media is nowadays also uses for educational marketing. Marketing of education through social media enables the students and their parents to get information regarding different institutions located in different areas. For attracting new students sharing photos and videos of school events on social media profile of the institutions.
- We cannot ignore the use of youtube in education. Teachers can use you tube to find videos that will help make their lessons more understandable and enjoyable, and students can use youtube videos for learning lesson more clearly. Videos on youtube can be rewatched which helpful for the slow learners who cannot get the gist on first watched.

IMPACT OF SOCIAL MEDIA ON EDUCATION

We know how the advent social media impacting our lifestyles, habits our entire day to day life. There is no doubt that social media is making our life easier, smoother and comfortable. But there are also some negative impacts of social media which cannot be denied.

Positive impacts of Social media on Education

- Students are now easily accessing all the important and authentic information shared by others by joining the various social media groups related to their educational field and they can also share their ideas which lead to development of self confidence among the learners
- Groups on social media enabling the educators to connect with the students to share important instructions for the classes and important study material for students. Students are also getting opportunity to share their innovative ideas, clearing doubts related to their studies leads to improve their knowledge.
- Social media also helping in collaboration. If the students are working together on some project groups. Social media enables them to communicate and exchange information for the project easily without consuming lots of time and energy.
- Youtube is having millions of educational videos, which help the students to broaden their scope of knowledge as well as develop various other good skills and talents. youtube videos are making the teaching learning process more flexible, providing opportunity to learn at their own pace.
- Online classes on social media platform making the teaching learning process dynamic. Some students do not prefer the traditional mode or offline mode of classes for various reasons in such cases they prefer online study and discussions on social media.
- By spending much time with new technologies, students develop more familiarity with computers and other electronic devices.
- Social media also provides opportunity to students to learn the use of internet for productivity.
- Social media making young and adult students concern regarding their career and future. And helping them determining their aims and ambition of life.
- The world of literature is also get influenced by social media. Students who are good at writing can use social media platform to express their writings.

Negative impacts of Social media on Education

- Delayed in works can be seen among the students teachers and others due to a lot of time spending in social media.
- Social media leads to downfall of learning and research capacity, decrease of reading habits among the students. Making the learner dependent on social media and technology.
- Social media also impacting on physical and mental health of students. Childrens skipping their meals in order spend time on social media excessive use of laptop mobile also affecting their eyes.
- While using social media certain unwanted post can pop up on the app and distract the child from their main aim such distraction includes pornographic images and videos.
- Social media also hampering students writing skills now they use short forms of words or phrases everywhere as they use to write in text messages For example- 'k' instead of

'okay'. Making students less concern towards proper grammar and spelling. Reduces student's ability to effectively write without relying on a computer's spell check features.

- As the students who don't prefer offline face to face classroom communication with their teachers and mates only feel comfortable with online classes. As a result they may not develop good communication skills, lower their self-confidence and also possible to develop and sense of inferior complexity among themselves which also hinders also hinders them academically.
- Social media also reducing the capacity to keep records and willingness to spend more time on study as on one tap one is getting access to the data on social media.

CONCLUSION

Social media is the most influential platform which influences each of our lives in almost every aspect but this paper mainly concern about the educational aspect and identify the most popular social media platform where we find the users from the whole world. This paper also highlighted the use of social media in education and also it's positive and negative impacts on education. Thus, it can be concluded that even if the social media making our life easier and smoother, providing opportunity explore the things, with the help of social media different technologies have been introduced in teaching learning process. But we cannot ignore its drawback as due to its attractive and dynamic features people easily get addicts to social media as a result spend lots of time on social media. Much time spending on social media has its benefits consecutively may degrade students ability, efficiency, creativity and learning. So it is suggested for moderating the use of social media.

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