

Social Media and Its Impact on Education

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Abstract: *Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. In this paper we cover all aspects of social media with its positive and negative effect. Focus is on the particular field like business, education, society and youth.*

Keywords: Communication Gap, Community building, connectivity, platforms, Visibility Advantage

1. Introduction

In today's world social media has been the important part of one's life from business to education, online shopping and advertisements. Today it plays an important role in transforming people's life style. It includes social websites and blogs where users (people) can easily connect with each other. Social networking sites like Twitter and Facebook as platform for communication, opinion sharing, ideas sharing; information sharing, shopping and advertisements have been widely used across the globe today. These social sites have become a day to day routine for the people. Social media has been defined as a tool that can be used to "publish, share and access information, to share one's idea and build relationship".

2. Impact of Social Media on Education

As per the survey of previous research, more than 90% of the university/college students are using social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each other through various social sites like Facebook, Twitter, LinkedIn and Instagram etc. It is also important for students to do some practical work instead of doing paper work. They can also write blogs for Teachers as well as for themselves to enhance their knowledge skills. Social networking sites also conduct online examination which plays an important role to enhance the students' knowledge.

Positive Effect of Social Media on Education

Effectiveness: Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments.

Freedom of expression: Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.

Teaching through Social media: Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them.

Marketing: It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.

The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity.

Few ways in which social media is helping professors, students and universities are mentioned below, take a look:

Social media plays an important role in every student's life. It is easier and convenient to access information, provide information and communicate via social media. Teachers and students are connected to each other and can make good use of these platforms for the working of their education.

Professors are expanding their Twitter usage to host live lectures, offer off-hours support for students, or even host student debates. This type of social-media-meets-office-hours path is relatively unpaved, but if teachers are to keep pace with the changing nature of learning in the modern world, they should be open to exploring it.

Social media helps professors to be connected to their students off campus as well as with their ex students. Professors use social media as a way of teaching by creating groups and accounts for students where the information can be accessed. Professors can share ideas with each other and point students to LinkedIn and Facebook. Professors create hash tags that allow students to tag their academic posts, and view submissions to see what the collective has creatively produced.

Negative effect of Social Media on Education

Distraction: It is the first concern that immediately comes to mind about negative aspect of the social media. Students can easily get distracted in the class and even

teachers were not able to recognize who is paying attention in the classroom.

Unwanted stuff on social media: There is lot of unwanted stuff in these sites which can easily influence the students and can lead them to the wrong path.

Privacy: It is one of the biggest breakdowns of social media in education. Issues like posting personal information on online sites, location tracking and hacking are some serious ones. Student community is highly prone to such issues and even in some of the scenario there were much inappropriate information posted which may lead the students to the wrong side?

Communication Gap: It is because of social media students lose their ability to engage themselves for face to face communication.

Invalid information: this is one of the most serious issue as students nowadays spend more time on surfing these sites rather than reading books. As many of the bloggers and writers posts wrong information on social sites, student community is highly affected which directly or may led to the serious negative effect on education.

Social media for Educational institute: Communication methods have changed over the past decades, with Twitter, Facebook, Instagram, LinkedIn and many such platforms on the go, it comes as no surprise that there is a close connection between social media and students. It has become the easiest and the fastest way of connecting. However, the question remains of, how can social media influence educational institutes for engaging students and their parents? Here in lies the answer!

Connectivity: Social media networks are designed in such a way that communal connections can be established. These platforms are used by students to connect among themselves, institutes constantly communicate through websites, social media presence sharing relevant information.

Community building: A great way to reach out to potential students and professionals. It gives a chance to network with different industry experts and faculty of different institutions, social media can provide a better industry exposure.

Stimulate Knowledge and discussion: There is constant Sharing of information, content on Social media, giving and receiving information at rapid speeds. These include views and opinions, knowledge and many more.

Parental involvement: When it comes to engaging parents and encouraging them for their involvement, social media networks prove to be valuable tool for education institutes. Having an online presence through social media, Parents can easily access and view institute's curriculum, understand class and teachers better.

Visibility Advantage: According to IMAI (Internet and

Mobile association of India), 65% of the population go online to search educational content. Thus institutes with online presence have an advantage of being more visible. Also, having an online presence often contribute towards a positive approach towards the institute.

3. Conclusion

As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. Business uses social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organization. Youngsters are seen in contact with these media daily .Social media has various merits but it also has some demerits which affect people negatively. False information can lead the education system to failure, in an organization wrong advertisement will affect the productivity, social media can abuse the society by invading on people's privacy, some useless blogs can influence youth that can become violent and can take some inappropriate actions. Use of social media is beneficial but should be used in a limited way without getting addicted.

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