Impact of Social Media in Higher Education

Nagappa Koti[1], Dr. Manjunath B Kori[2]

[1]Research Scholar, BLDE Association's J. S. S. College of Education P G Studies & Research centre Vijayapur-586101 (Department of Education, Rani Channamma University. Belagavi)
Email- nagukotiphd@yahoo.com
[2]Professor, BLDE Association's J. S. S. College of Education P G Studies & Research centre Vijayapur-586101 (Department of Education, Rani Channamma University. Belagavi)
Email- manju.kori47@gmail.com

ABSTRACT

The present paper reveals that, social media has become an integral part of modern life, profoundly influencing various aspects of society, including education. The widespread adoption of social media platforms like Facebook, Twitter, Instagram, has revolutionized the way students and educators interact and learn. Social media facilitates instant communication, information sharing, and collaboration, enhancing the educational experience. Students can engage in online discussions, access educational resources, and connect with peers and experts worldwide. However, the impact of social media on education is multifaceted. While it offers numerous benefits, it also presents challenges such as distractions, privacy concerns, and the spread of misinformation. Moreover, the addictive nature of social media can negatively affect students' focus and productivity. Social media's usage in education has reshaped traditional learning methods, offering both opportunities and challenges. To harness its full potential, educators must strike a balance between leveraging the benefits of social media for educational purposes and mitigating its adverse effects on students' academic performance and well-being. This article aims to provide a comprehensive examination of the impacts of social media on education, exploring the ways in which these platforms have influenced various aspects of the educational experience. It is essential to acknowledge that while social media presents tremendous potential to enhance education, it also brings forth a set of concerns and drawbacks. To understand the nuanced dynamics at play, we must delve into both the positive and negative dimensions of social media's impact on education.

Key words: social media, Facebook, Twitter, Instagram, google, Blog, Education Empact.

INTRODUCTION

Social media is an online platform that people use to create networked or hang out with others that have similar hobbies, interests, backgrounds, or real-world connections. Social networks have a big effect on young people. Social networking websites can help young individuals develop their social skills. A web-based method of exchange of information is called social media. Users can engage in conversations, share information, and produce material to post on the web via social media sites. There are many various types of social media, including blogs, microblogs, blogs, networking sites, sharing of photographs and videos internet pages, messaging programs, widgets, podcasts, virtual worlds, and etc. Advances in information technology in the current era of globalization is very rapid. The progress of information technology is marked by the ease in finding and receiving information, especially in the world of education. So that technology can be used as a tool for students in the world of education by utilizing the internet. The internet is a medium that provides many facilities, one of which is social media. Social media is a means of information and communication that has many impacts and influences in the world of education, both positive and negative impacts. In line with that this research aims to find out the impact of social media and its influence in the world of highereducation.

Social media use in higher education refers to the use of various software tools and web applications to enhance learning, communication, and engagement in academic settings. Social media can be used to attract new students and staff, share important updates, livestream campus life, and engage students on and offcampus. Social media in education is the use of social media to enhance education. Social media are "a group of Internet-based applications…. that allow the creation and exchange of content". It is also known as the read/write web. As time went on and technology evolved, social media has been an integral part of people's lives, including students, scholars, and teachers. However, social media are controversial because, in addition to providing new means of connection, critics claim that they damage self-esteem, shortens attention spans, and increase mental health issues.

REVIEW OF LITERATURE

According to a study by Akram and Kumar (2017) on both the positive and negative impacts of social media on society, while social media has many benefits, it also has some drawbacks. These drawbacks encourage people to embrace social media's advantages while avoiding its drawbacks. Singh et al. (2020) conducted a social media study, and it was said that the purpose of the paper was to comprehend how social media affects user behavior. Siddiqui and Singh (2016) provided an explanation of social media use that covered all facets of it and both its advantages and disadvantages. According to Kaitlin (2010), social networking websites have an impact on how we get news and information.Owusu-Acheaw& Larson (2015) conducted a study on the use of social media and its impact on academic performance, and they found that it had a negative impact on students' academic work. It is urgent to inform students about the readily accessible stories and other information resources or materials that can aid them academically. When researching how students use social media and how it affects their academic performance, Kubey et al. (2001) concentrated on students in industrialized nations

TYPES OF SOCIAL MEDIA SITES:

There are numerous online networking platforms that include but are not limited to Facebook, twitter, Instagram, Pinterest, YouTube, LinkedIn, Google+, Flickr, snapchat, vine, Tumblr. Some of them are explained briefly.

Facebook: Facebook is an American online social media founded by Mark Zuckerberg. Facebook is a popular website that allows users to interact and collaborate within a pre-defined virtual community. Twitter: Twitter is an American microblogging and social networking service on which users post and interacts with messages known as "tweets". Registered users can post, like and retweet tweets, but unregistered users can only read them. Twitter offers a quick way to post class announcements and

reminders as well as real time information on class fieldtrips. It also helps classes track information on any topic.

Blogs: Instead of traditional writing projects, blogs create opportunities for students to write and display their writings on a large scale.

YouTube: YouTube is an American online video-sharing platform headquartered in San Bruno, California. The service, created in February 2005 by three former PayPal employees Chad Hurley, Steve Chen, and Jawed Karim was bought by Google in November 2006 for US$1.65 billion and now operates as one of the company's subsidiaries. It is like a Facebook; YouTube is an excellent option of flipping classroom in that students can watch lectures and resources before entering the classroom. Instagram: Instagram is an American photo and video sharing social networking service owned by Facebook, created by Kevin Systrom and Mike Krieger and originally launched on iOS in October 2010. "A picture is worth thousand words". Instagram can showcase student work by offering a place to feature student hard work or even interesting details about a student.

Google Docs: Google Docs is a word processor included as part of the free, web-based Google Docs Editors suite offered by Google. The service also includes Google Sheets, Google Slides, Google Drawings, Google Forms, Google Sites, and Google Keep. It is a popular technology with teachers and students. Students and teachers can use these tools to collaborate on assignments, projects, newsletters among other things. It allows more than one person to work on a particular document at the same time. Google docs can promote the team work.

SWAYAM: The Swayam program offers digital classrooms with the help of internet and satellite connectivity to the remotest corners in the country. Swayam will provide online study material to students free of cost and the courses will be taught via digital classrooms.
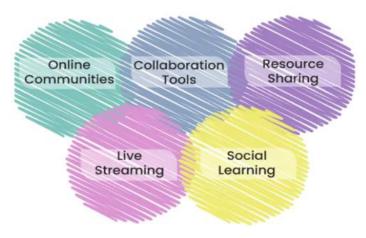
IMPORTANCE OF SOCIAL MEDIA IN EDUCATION:

The use of social media in higher education is changing the nature of the relationships of learners and teachers. Social media provides a unique stage for interaction amongst students and teachers and amongst students themselves. Through social media, students find it easy as well as convenient to communicate, access information, and to provide information. Studies have shown that in the recent years academics have been expanding their social media usage to offer after-hours support for students, deliver and host lectures, disseminate information and engage in discussion. The use of social media has also demonstrated increased teacher-student and student-student interaction. With social media, students also become adept at the use of online technologies in learning environments. Studies have indicated that the use of social media in higher education has enhanced learning, increased participation and engagement, improved content dissemination and improved pedagogy and information sharing.

Apart from the use of social media for learning and teaching, it is also being used for creating awareness and advertising. Social media enables educational institutions to provide stakeholders with information about new research programs, changes to policies, events, job vacancies, alumni engagement and institutional news. Some colleges and universities also use social media as a tool for recruiting students. Social media provides a perfect platform to highlight new courses, research and teaching staff and campus facilities in an attempt to attract more students. However, the use of social media in higher education is not without some inherent limitations. Its limitations include technological and privacy concerns, dominance of academics, passive behavior of students and absence of academic language usage. And to add to this list is the lack of awareness of the functionality offered by the social media platform.

SOCIAL MEDIA USES IN HIGHER EDUCATION: Now that we've looked at the role of social media in higher education, let's look at some of the specific uses of social media in this context.

Social media uses in Higher education

ONLINE COMMUNITIES: Students and teachers can connect and work with others in their field through various online communities that social media platforms like Facebook and LinkedIn offer. These online communities offer a space for idea exchange, scholarly discussion, and professional networking.

COLLABORATION TOOLS: Various collaboration tools on social media platforms like Google Drive, Dropbox, and Evernote can be used to improve productivity and teamwork in higher education. These tools allow teachers and students to collaborate on projects, share files, and give each other real-time feedback.

RESOURCE SHARING: Sharing educational resources and materials can be done effectively using social media platforms. Teachers and students can use social media to share videos, articles, and other resources and exchange notes and other study materials.

LIVE STREAMING: There are many opportunities for teachers to deliver live lectures and tutorials to their students through live streaming platforms like YouTube and Facebook Live. It can be especially helpful for students who live in remote areas or cannot travel to class in person.

SOCIAL LEARNING: Various social and educational opportunities are available on social media platforms, which may increase student motivation and engagement. Teachers can use social media to set up online tests, games, and other interactive activities to encourage student participation and teamwork.

ADVANTAGES OF SOCIAL MEDIA IN HIGHER EDUCATION:

- Increased Student Collaboration
- Increased Student Participation
- Team Projects are easier to review
- Rich eLearning Media available
- Video Conferencing abilities

DISADVANTAGES OF SOCIAL MEDIA IN HIGHER EDUCATION:

- Student distraction can become an issue.
- Lack of control for inappropriate content
- Relying on social media for all contact

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- Diminishes Understanding and Thoughtfulness

CONCLUSION

Social media is effective tool for educationalists like students, teachers and research scholars for sharing and communicating the information. An e-learning system can play a very important role for students in order to cooperate and work together through the social media channel. Social media can prove to be a helpful research tool for students and can help them in their studies.The role of social media in higher education has expanded engagement, communication, and collaboration opportunities. It has also become an essential part of academic life.

Although there are some drawbacks to social media use in this situation, there are also many advantages that can help improve communication and collaboration, increase student engagement, and offer teachers and students valuable opportunities for professional growth.

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