



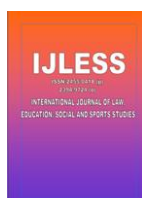
Effect of social media in Education

Ramajansab allasab waddatti¹, Dr. Kirshnapp. N²

¹Research Scholar, DOS in Education, Karnataka State Open University, Mukthagangothri, Mysore.

²Assistant Professor, DOS in Education, Karnataka State Open University, Mukthagangothri, Mysore.

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ABSTRACT

In today's digital age, the role of social media in education has become a subject of increasing attention. Social media, such as Facebook, Instagram and Twitter, have changed students' social interaction patterns, influenced perceptions of self and others, and have significant psychological impacts. This research discusses the role of social media in shaping students' perceptions and social interactions and its implications in learning and education. This research is a literature review that uses a qualitative method approach, which means it will analyse and interpret data by relying on information and text from various sources. The study results show that social media has brought about changes in the way students interact. They not only communicate in person but also through online platforms, creating new dynamics in social relationships. Students' exposure to social media content can affect their self-image and social norms. In addition, social media use can also result in social pressure and psychological impact on students. The implication of the role of social media is the need for social media literacy education, wise use of social media in learning, and necessary psychological support for students. Parents also need to be involved in their children's social media literacy education. With cooperation between educational institutions, social-media platforms, and parents, a safe educational environment that supports students' social, intellectual, and emotional development can be created. Social media can be beneficial for students when used responsibly and in moderation. It offers access to educational resources, facilitates communication, and promotes digital literacy. However, excessive use can lead to negative consequences such as distraction and cyber bullying.

Keywords: Social media, Effect of Social Media in Education.

Introduction

In today's interconnected world, social media has become an integral part of our daily lives, influencing how we communicate, learn, and interact with the world around us. For school students, the impact of

social media on education is profound, shaping their learning experiences both inside and outside the classroom. In this article, we'll delve into six key impacts of social media on education, examining both the opportunities and challenges it presents to students in their academic journey.

Evolution of Social Media

Social media has come a long way since the early 2000s when websites like MySpace and Friendster allowed people to make profiles and chat with friends. But it was Facebook, starting in the mid-2000s, that changed things. With stuff like the news feed and sharing photos, Facebook made social media a big deal; now it's everywhere.

- *Inception and Experimentation (Early 2000s)*: The dawn of the new millennium witnessed the birth of social media with platforms like MySpace and Friendster, where users create profiles and connect with others through messaging.
- *The Rise of Facebook (2004-2006)*: Mark Zuckerberg's brainchild, Facebook, revolutionizes social networking with innovative features like news feeds and photo sharing, laying the foundation for the modern era of social media.
- *Microblogging and Real-Time Updates (2006-2010)*: Twitter emerges as a powerhouse, popularizing microblogging with its concise 280-character format, enabling users to share thoughts and updates in real time.
- *The Mobile Revolution (Late 2000s)*: With the widespread adoption of smartphones, social media has become omnipresent, allowing users to stay connected wherever they go, transforming how people communicate and share information.
- *The Visual Era (2010-2011)*: Instagram's arrival focuses on visual storytelling, while Snapchat pioneers ephemeral messaging, shifting the landscape towards more immersive and instantaneous forms of expression.
- *From Social Networks to Social Ecosystems*: Social media transcends personal connections to become a multifaceted ecosystem, encompassing activism, marketing, news dissemination, and cultural movements, reshaping the fabric of society.
- *Navigating Challenges*: Privacy concerns, fake news proliferation, and mental health issues emerge as pressing challenges, sparking debates about the ethical use and regulation of social media platforms.
- *Constant Adaptation*: Social media continues to evolve with emerging technologies and platforms, presenting new opportunities and challenges as it continues to shape and redefine how we connect, communicate, and interact in the digital age.

Classification of Social Media

Facebook – an example of a social-media site – had over one in October 2012.

Social-media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, micro-blogging, wikis, social network service, podcasts, photographs or pictures, video, rating and social bookmarking. Technologies include blogging, picture-sharing, vlogs, wall-posting, music crowdsourcing and voice over IP, to name a few. Social network aggregation can integrate many of the platforms in use.

Virility

Some social-media sites have greater *virility* - defined as a greater likelihood that users will re-share content posted (by another user) to their social network. Many social-media sites provide specific functionality to help users re-share content - for example, Twitter's retweet button, Pinterest pin

or Tumblers' re-blog function. Businesses may have a particular interest in viral marketing; nonprofit organisations and activists may have similar interests in virility.

Mobile social media refers to the combination of mobile devices and social media. This is a group of mobile marketing applications that allow the creation and exchange of user-generated content. Due to the fact that mobile social media run on mobile devices, they differ from traditional social media by incorporating new factors such as the current location of the user (location-sensitivity) or the time delay between sending and receiving messages (time-sensitivity). According to Andreas Kaplan, mobile social media applications can be differentiated among four types:

1. *Space-timers (location and time sensitive)*: Exchange of messages with relevance for one specific location at one specific point in time (e.g. Facebook Places; Foursquare)
2. *Space-locators (only location sensitive)*: Exchange of messages, with relevance for one specific location, which are tagged to a certain place and read later by others (e.g. Yelp; Qype)
3. *Quick-timers (only time sensitive)*: Transfer of traditional social media applications to mobile devices to increase immediacy (e.g. posting Twitter messages or Facebook status updates)
4. *Slow-timers (neither location, nor time sensitive)*: Transfer of traditional social media applications to mobile devices (e.g. watching a YouTube video or reading a Wikipedia entry)

Mobile social media and business potential

Although traditional social media offer a variety of opportunities for companies in a wide range of business sectors, Economic Sector mobile social media makes use of the location- and time-sensitivity aspects of it in order to engage into marketing research, communication, sales promotions/discounts, and relationship development/loyalty programs.

- *Marketing research*: Mobile social media applications offer data about offline consumer movements at a level of detail heretofore limited to online companies. Any firm can now know the exact time at which a customer entered one of its outlets, as well as comments made during the visit.
- *Communication*: Mobile social media communication takes two forms, the first of which is company-to-consumer in which a company may establish a connection to a consumer based on its location and provide reviews about locations nearby. The second type of communication is user-generated content. This promotion increased check-ins by 33% (from 2,146 to 2,865), resulted in over 50 articles and blog posts, and prompted several hundred thousand news feeds and Twitter messages.
- *Sales promotions and discounts*: Although in the past customers had to use printed coupons, mobile social media allows companies to tailor promotions to specific users at specific times. For example, when launching its California-Cancun service, Virgin America offered users who checked in through Loopt at one of three designated Border Grill taco trucks in San Francisco and Los Angeles between 11 am and 3 pm on August 31, 2010, two tacos for \$1 and two flights to Mexico for the price of one.
- *Relationship development and loyalty programs*: In order to increase long-term relationships with customers, companies are able to create loyalty programs that allow customers who check-in regularly at a location to earn discounts or perks. For example, American Eagle Outfitters remunerates such customers with a tiered 10%, 15%, or 20% discount on their total purchase.
- *E-Commerce*: Mobile social media applications such as Amazon.com and Pinterest are influencing an upward trend in the popularity and accessibility of e-commerce, or online purchases.

According to the Nielsen Company's "The U.S. Digital Consumer Report", almost half (47%) of smartphone owners visit social networks every day via mobile applications. With the rapid adoption of mobile devices, social media has a symbiotic relationship with the mobile consumer.

Social media mining

Social Media Mining is the process of representing, analyzing, and extracting actionable patterns from social media data. Social Media Mining introduces basic concepts and principal algorithms suitable for investigating social live social media data; it discusses theories and methodologies from different disciplines such as computer science, data mining, machine learning, social network analysis, network science, sociology, ethnography, statistics, optimization, and mathematics. It encompasses the tools to formally represent, measure, model, and mine meaningful patterns from large-scale social media data.

Global usage

According to the article "The Emerging Role of Social Media in Political and Regime Change" by Rita Safranek, "The Middle East and North Africa region has one of the most youthful populations in the world, with people under 25 making up between 35-45% of the population in each country. They make up the majority of social media users, including about 17 million Facebook users, 25,000 Twitter accounts and 40,000 active blogs, according to the Arab Advisors Group.

Effects of using social media for news purposes

Just as Facebook turned a nation of people who *listened* to media content into *watchers* of media content, the emergence of social media has created a nation of media content creators. According to 2011 Pew Research data, nearly 80% of American adults are online and nearly 60% of them use social networking sites.^[18] More Americans get their news via the Internet than from newspapers or Whatsapp as well as three-fourths who say they get news from e-mail or social media sites updates, according to a report published by CNN. The survey suggests that Facebook and Twitter make news a more participatory experience than before as people share news articles and comment on other people's posts. According to CNN, in 2010 75% of people got their news forwarded through e-mail or social media posts, whereas 37% of people shared a news item via Facebook or Twitter.

For children, using social media sites can help promote creativity, interaction, and learning. It can also help them with homework and class work. Moreover, social media enable them to stay connected with their peers, and help them to interact with each other. Some can get involved with developing fundraising campaigns and political events. However it can impact on social skills due to the absence of face-to-face contact. Social media can affect mental health of teens. Teens who use Facebook frequently and who especially susceptible may become more narcissistic, antisocial, and aggressive. Teens become strongly influenced by advertising, and it influences buying habits for the future. Since the creation of Facebook in 2004, it has become a distraction and a way to waste time for many users.

In a recent study conducted, high school students ages 18 and younger were examined in an effort to find their preference for receiving news. Based on interviews with 61 teenagers, conducted from December 2007 to February 2011, most of the teen participants reported reading print newspapers only "sometimes," with fewer than 10% reading them daily. The teenagers instead reported learning about current events from social media sites such as Facebook, MySpace, YouTube, and blogs.^l Another study showed that social media users read a set of news that is different from what newspaper editors feature in the print press.

Using nanotechnology as an example, Runge et al. (2013) studied tweets from Twitter and found that some 41% of the discourse about nanotechnology focused on its negative impacts, suggesting that a portion of the public may be concerned with how various forms of nanotechnology are used in the future. Although optimistic-sounding and neutral-sounding tweets were equally likely to express

certainty or uncertainty, the pessimistic tweets were nearly twice more likely to appear certain of an outcome than uncertain. These results imply the possibility of a preconceived negative perception of many news articles associated with nanotechnology. Alternatively, these results could also imply that posts of a more pessimistic nature that are also written with an air of certainty are more likely to be shared or otherwise permeate groups on Twitter. Similar biases need to be considered when the utility of new media is addressed, as the potential for human opinion to over-emphasize any particular news story is greater despite the general improvement in addressed potential uncertainty and bias in news articles than in traditional media.

On October 2, 2013, the most common hash tag throughout the country was “#government shutdown,” as well as ones focusing on political parties, Obama, and healthcare. Most news sources have Twitter, and Facebook, pages, like CNN and the New York Times, providing links to their online articles, getting an increased readership. Additionally, several college news organizations and administrators have Twitter pages as a way to share news and connect to students.

Benefits of Social Media in Education

Social media has become more than just a way to connect with friends online. It’s a powerful tool that can supercharge your learning experience in several ways:

- **Access to a World of Knowledge:**

Forget bulky textbooks and limited resources. Social media platforms offer a gateway to educational content from all over the world. You can learn from engaging YouTubers explaining complex concepts or join online communities and forums brimming with experts, gaining diverse perspectives at your fingertips.

- **Active Learning and Collaboration:**

Social media fosters active learning and effortless collaboration. Imagine working on a project with a classmate who lives in another state! Social media platforms allow you to:

- Share research findings
- Brainstorm ideas together
- Edit documents collaboratively in real-time.

- **Express Yourself Creatively:**

Social media empowers you to express your creativity in new ways. Whether you’re a budding writer crafting poems or a visual artist showcasing your work, you can share your talents with a global audience and gain valuable feedback.

- **Develop Communication Skills:**

Social media platforms provide a safe space to practice and develop your communication skills. Engaging in discussions online allows you to articulate your thoughts clearly, learn to debate respectfully, and understand different viewpoints.

- **Stay Updated on Current Events:**

Social media keeps you updated on current events and global issues. Following educational news outlets and thought leaders can spark your curiosity about the world and different cultures, making you a more well-rounded student.

So, the next time you log on, remember that social media can be a valuable asset in your educational journey. It can transform learning from a passive activity to an interactive and engaging experience.

Importance of Understanding the Impact of Social Media on Education

Understanding the impact of social media on education is essential for informed decision-making and enhanced teaching and learning practices. Educators can create more engaging learning experiences by leveraging social media platforms while promoting digital literacy and responsible online behavior among students. Awareness of social media's potential risks, such as misinformation and cyber bullying, enables proactive measures to address these issues and foster a safer online environment. Moreover, familiarity with social media prepares students for future academic and professional endeavors, equipping them with the digital skills needed to succeed in an increasingly interconnected world. Overall, knowledge about social media is integral to promoting effective and responsible use in education.

Positive Effect of Social Media Education

Positive impacts of social media refer to the beneficial effects that social media platforms can have on individuals, communities, and society as a whole. These impacts encompass various aspects of life, including communication, education, relationships, entertainment, and activism. Here we discuss the impact of social media on school-going students, this may include:

1. Access to educational Content and Resources:

Social media platforms like YouTube, Khan Academy, and educational blogs grant school-level students access to diverse educational materials, from videos to articles, fostering independent learning. This accessibility empowers students to reinforce classroom lessons, explore niche subjects, and deepen their comprehension of academic topics. By offering supplementary resources beyond the curriculum, social media platforms enable students to learn at their own pace, catering to individual learning styles. This flexibility encourages self-directed learning and enhances students' academic growth, equipping them with valuable knowledge and skills for success in and beyond the classroom.

2. Enhanced Communication and Collaboration:

Social media platforms enable school-level students to communicate and collaborate with classmates, teachers, and peers outside of traditional classroom settings. Messaging apps, group chats, and online discussion forums provide avenues for students to ask questions, share ideas, and collaborate on projects in real time. This enhanced communication fosters a sense of community among students, encourages peer-to-peer learning, and facilitates teamwork, regardless of physical distance or time constraints.

3. Promotion of Creative Expression and Engagement:

Social media platforms empower school-level students to express themselves creatively and engage with educational content in innovative ways. Platforms like Instagram, TikTok, and blogging websites allow students to showcase their creativity through art, videos, writing, and multimedia projects. By sharing their work and ideas with a broader audience, students can receive feedback, gain recognition, and inspire others. Additionally, social media challenges, contests, and interactive features encourage students to actively participate in learning activities and explore new ways of expressing themselves creatively.

Conclusion

Social media platforms have become an undeniable force in the lives of students. It's shaping their experiences and interactions in profound ways. While it presents both benefits and challenges, it is essential to foster responsible and mindful social media usage among students.

Social media in education plays an important role in today's tech-driven world. It has made it easier for students to gain knowledge and learn on their own abilities. Students have easy access to various

social media platforms such as YouTube, X (Twitter), Instagram, Facebook, WhatsApp, and many more. It is crucial for students to utilise social media more carefully, as it can lead to negative consequences. Social media can be dangerous if you don't use it properly.

Social media has greatly impacted the way we communicate and interact with each other, and that same impact is evident in the world of education. The integration of social media into modern education creates a unique dynamic that both teachers and students have to navigate. On one hand, it enables easy access to valuable resources and encourages collaboration and communication. On the other hand, it carries with it some downsides of information overload, distractions, and cyberbullying. There is no perfect answer for how exactly social media should be used in education but it's clear that thoughtful consideration needs to be given so students can reap the most benefit from its use

Hence, be mindful when using social media and do not share recklessly your confidential and sensitive information on platforms, as it can put you at risk. Social media provides collaborative learning platforms where students gain knowledge effectively and actively with their peers. Students can get easy access to various online educational resources and work together with their peers. K.R. Mangalam World School, Best Pre-Wing School in Vikaspuri, is one of the esteemed schools that carefully take initiatives to educate students about digital literacy and the right ways to use social media platforms.

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