Impact of social media in the field of education

[1] Ms. K.Chitra,[2] Ms. J. Magelin Mary,[3] Ms.Y.Arockia Suganthi
[1]Assistant Professor, [2]Assistant Professor, [3]Programmer
[1]Department of Computer Science,
[1]Holy Cross College (Autonomous), Trichy,India

_____

Abstract— **Social media are becoming omnipresent and need to be managed like all other media employ towards their goals. However, social media are fundamentally different from any other traditional media because of their social network structure and democratic nature. These differences require a distinct measurement approach as a prerequisite for their proper analysis and ensuing management. Face book has over 500 million users, while Twitter has over 200 million. That's not even counting blogs or YouTube video. There's no doubt that students are actively engaged in social media. This is a very big challenge for the teachers and parents to counteract with these activities.**

Keywords— Social Media, social roles, online communities, responsibilities

_____

I. INTRODUCTION

In day today life connected learning, the impact of social media on education is becoming a driving factor. The world is becoming smaller, and through the use of technology such as social media, the way we deliver instruction is changing. The technology referred to here really transpire just social media technologies such as Facebook, Twitter, and Snapchat. The information technologies that allow these platforms to function are also one of the powerful forces behind the impact of this technology on education. There are positive and adverse effects of social networking to students, and the guidelines is still out concerning the long-term effects social media exposure may have.

II. LITERATURE SURVEY

Joanne Gikas , Michael M. Grant(2013) defines learning occurs wherever a learner is and is not tied to a space inside a element and mortar building or even confined to a space inside an online course management system. Learning happens regardless of location. Neil Selwyn(2012) discussed on the growing evidence that social media use is not the unbiased and democratic activity that it is often portrayed to be. Nada Dabbagh, Anastasia Kitsantas (2012) summarized that the Social media is a 21st century term used to broadly define a variety of networked tools or technologies that emphasize the social aspects of the social media as a channel for communication, collaboration, and creative expression, and is often interchangeable with the terms Web 2.0. Tarek A. El-Badawy, Yasmin Hashem(2015) concluded that it is clear that social media does not impact school students academic performance in any way because although they spend hours on social media, they still manage to find time to study, and achieve good marks. According to Kuppuswamy and Shankar (2010) argued social media grasp attention of the students and then divert it towards non-educational and improper actions including useless chatting. Social media can also be a exigent instructional stratagem to incorporate because it attempts to balance the power of the educator with the active participation of the students. Steven(2014), stated Collaboration through social media supports more of a constructive approach to learning, where students and educators can work together to co-create understanding of a particular topic, rather than an approach that prominence of a individual contributions. Sreeja Rajesh Jithin Michael (2015) spoke about the Social media plays an important role in the field of education and   found out that it is very useful tool in education purposes and beyond. Students can make use of the communication services, blogging services, group services in their studies and also use Social Media effectively for search for colleges and career .

III. ROLE OF SOCIAL MEDIA IN EDUCATION

In this connected age, many wonder in the role of social media in education. Of course, the role of internet in education has different meanings depending on which side of the house you sit on. The LMS Blackboard has been used in recent years in assisting numerous primary and secondary education schools by managing administrative work, hosting courses, delivering coursework, tracking student progress, and integrating social learning experiences. The use of LMS's has further expanded the field of e-learning. Many of these systems today have developed entire online curriculums for students, who lack a regular classroom, to complete coursework and earn diplomas and degrees that they otherwise wouldn't be able to obtain. Education has become much more digital based. To flourish in a digital community it's inevitable that LMS be incorporated into a curriculum to enhance student collaboration and social learning skills.

IV. ADVANTAGES OF SOCIAL MEDIA

Social networking has increased the rate and quality of collaboration for student community. They are better able to communicate gathering times or share information quickly, which can increase productivity and help them learn how to work well in groups. Social networking teaches students skills they'll need to survive in the competitive world. By spending so much time working with new technologies, students develop more knowledge with computers and other electronic devices. With the increased focus on technology in education and society, this will help students build skills that will aid them throughout their

lives. The easiness 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. Preparing resumes and personal websites, which are increasingly used as online portfolios, benefit greatly from the skills obtained by customizing the layout and designs of social networking profiles. The simplicity 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 immediate 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 want to pursue.

V.   DISADVANTAGES OF SOCIAL MEDIA

Many students rely on the accessibility of information on social media specifically and the social media in general to provide answers. That means a strong focus on learning and retaining information. Student who attempt to multi-task, checking social media sites while studying, shows reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, stumble upon, Face book or Twitter. The more time students spend on social networking sites, the less time they spend socializing in person. Because of the lack of body notification 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 most of the time on social networking are less able to effectively communicate in person. The attractiveness of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar. This reduces a student's ability to successfully write without relying on a computer's spell check feature. The degree to which confidential 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 providing 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 path.

VI.   ROLE OF PARENTS

Parents lessen the negative aspects of social media while improving upon the positive results by moderating their access to social media is one excellent method. Most of the pessimistic aspects can be overcome by reducing the amount of time spent on social network sites. 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 cookouts. Providing 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. Parents has to provide time to fun, face-to-face social interaction with loved ones.
.

VII.   ROLE OF TEACHERS

Teachers also have responsibilities and concerns that could, perhaps, cause them to think twice about how to use social media. Educators should give the awareness regarding issues in usage of social media. The students must know privacy, appropriate content, comfort level and security. At the same time the students has to know s social media is a powerful tool with some amazing and positive aspects to it as well as reasons to be careful.

VIII.   CONCLUSION

There are always two sides of everything like a coin it depends on your perspective on how you perceive it. This is also same for social media, most people admire it as a revolutionary invention and some seem to take it as a negative impact on the society. This is a challenging task for everyone to guide the student community in a right way with a greater responsibility.

IX.   REFERENCES

[1] Joanne Gikas, Michael M. Grant (2013).Mobile computing devices in higher education: Student perspectives on learning with cellphones, smartphones & social media
[2] Neil selwyn(2012). Social media in higher education
[3] Nada Dabbagh, Anastasia Kitsantas (2012). Personal Learning Environments, social media, and self-regulated learning: A natural formula for connecting formal and informal learning
[4] Tarek A. E Badawy , Yasmin Hashem(2015), The Impact of Social Media on the Academic Development of School Students
 [5] Kuppuswamy, S., & Narayan, P. (2010). The Impact of Social Networking Websites on the Education of Youth. International Journal of Virtual Communities and Social Networking (IJVCSN), 2(1), 67-79.
[6] GRUNSPAN DZ, WIGGINS BL, GOODREAU SM.,STEVANS (2014). UNDERSTANDING CLASSROOMS THROUGH SOCIAL NETWORK ANALYSIS: A PRIMER FOR SOCIAL NETWORK ANALYSIS IN EDUCATION RESEARCH
 CBE Life Sci Educ. Summer;13(2):167-79. Doi: 10.1187/cbe.13-08-0162.
[7] Sreeja Rajesh Jithin Michael(2015). International Journal of Innovative Research in Advanced Engineering (IJIRAE) ISSN: 2349-2163 Issue 10, Volume 2