ROLE OF SOCIAL MEDIA IN EDUCATION: A CONCEPTUAL STUDY

Reshma Basanna
Department of Sociology, Gulbarga University,
Kalaburagi, Karnataka.

ABSTRACT:
Social media is most powerful communication of entire society in 21st century. It has enhanced storage and communication of knowledge and now communication and sharing of knowledge is easier. As such, the students and researchers are getting guidance and teaching online from their teachers. Even the knowledge included in e-books, e-journals, e-articles, etc are easily shared through social media. The article has discussed the role of social media in education in detail.

KEYWORDS: Social Media, Social Networking, Internet, Education, Educational Technology.

INTRODUCTION:

Social media is a powerful new form of communication and the number of users on popular social media sites is growing at exponential rates. Millions of people are using social media tools as part of their everyday lives for work, studies and play because of its ubiquity (Sonawane and Patil, 2015). Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media uses web-based technologies to turn communication into interactive dialogues. Social media is the medium to socialize. They use web-based technology to quickly disseminate knowledge and information to a huge number of users. They allow creation and exchange of user-generated content. A social network is a collection of individuals linked together by a set of relations. Online social networking sites 'virtually' link individuals, who may or may not 'know' each other. They enable rapid exchange of knowledge, high levels of dialogue and collaborative communication through text, audio and video (Manjunatha, 2013).

Social networking is a type of social media; social networking sites allow Internet users to connect with people and create information. Social networking sites are originally used for entertainment purposes however an increase in the use of Internet and information communication technologies has shifted the way people communicate with each other (Yazdanifard and Yee, 2014). Social media is a medium that connects people across different parts of world through Information and Communication Technology (ICT).

ROLE OF SOCIAL MEDIA IN EDUCATION:

When observed, youth are generally dominated in higher education and research. Only few of the younger are employed in organized sector or in professional practice in various professions such as advocates, doctors, chartered accountants, etc. Social media is main source of knowledge for all. It helps professionals to share and communicate information and knowledge at a faster rate and which is

_____
Journal for all Subjects : www.lbp.world

1

most helpful for their occupations. It is useful in getting expert guidance from the senior professionals. Those who are highly educated are getting communication on employment opportunities in various sectors.   The main function of social media is spreading and communicating knowledge and information, it is of more helpful in education.

Social media or social networking is emerging as a most vital tool of different kinds of communication which is equipped with the ability to share information, opinion, connecting individuals and communities and tool of active participation. Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. In India, the number of people actively using social media is about 66 million but it is growing faster with the availability of cheaper broadband connection and internet enabled handsets at very low prices. Social media is transforming the contours of social interaction. Emotions like love, friendship, family bonding, intimacy and language and are finding various platforms and forms of expression (Bala, 2014).   Globally the active memberships on SNS reached 300 million on 2010 (Manjunatha, 2013).

The social media has made it easier to extend friendship and connect the friends from anywhere, anytime through social networking sites. Earlier, it was tough to search for old friends or make a new one and tougher to reach them and costly to communicate with them anytime, anywhere, unless one has to overly going type, able to make conversations with everyone at a party. Social media connect everyone to anyone and let them stay friends with the easy approach at a very reasonable cost. Through social media, any user can share his or her life experiences in various issues and areas through opinions, comments, photos, events, invitations, images, video clips, face-to-face interactions, etc.

Social media networks are considered crucial for educational and professional skill development now-a-days as it eliminates geographical and time barriers providing scope for wide connectivity to vast community sharing information and interests. It also provides speedy dissemination of information and ideas. Within the social media Facebook, Twitter and others are now gaining more and more patronage. These websites and social forums are way of communicating directly with other people socially. Hence, social media has the potentials of influencing decision-making in a very short time regardless of the distance. Social media offers lots of opportunities for learning and interaction.

Students have easy, free access to resources online to help them learn, improve their grades and reduces absenteeism. Report shows 59% of student uses social networking to discuss educational topics and 50% uses the sites to talk about school assignment. The learning of academic material and self-responsible behaviour is assured because teachers utilize method based upon cooperative learning social development research through social media. The youth learner, teachers and administrators in a tribal school or districts also work together in supportive groups. They too enjoy participatory democratic process and creative collegiality under digital environment (Sharma, 2016).

Educators and advocates of new digital literacy are confident that social networking encourages the development of transferable, technical, and social skills of value in formal and informal learning. In a formal learning environment, goals or objectives are determined by an outside department or agency. Tweeting, instant messaging, or blogging enhances student involvement. Students who would not normally participate in class are more apt to partake through social network services. Networking allows participants the opportunity for just-in-time learning and higher levels of engagement. The use of SNSs allows educators to enhance the prescribed curriculum. When learning experiences are infused into a website, students utilize every day for fun; students realize that learning can and should be a part of everyday life (Srivastava, 2012).

Students are getting to explore and experience the world not only by books and assignments; but also, by adapting social media. Students and teenagers can produce and retain information, in today's world; contacts, networks and communications are very important; students who are accessing facebook, twitter and other such social networking site to connect and share information have good contacts. Social media gives teens with unusual interest and hobbies a place to share information and

_____
Journal for all Subjects : www.lbp.world

2

ROLE OF SOCIAL MEDIA IN EDUCATION: A CONCEPTUAL STUDY   VOLUME - 11 | ISSUE - 12 | JANUARY - 2022

enthusiasm. Teens who are differently abled and have other challenges can communicate with other teens with similar problems.

Friendship network often necessitate access to information and knowledge directly and indirectly and the friendship network effect on students' academic performance has been has been confirmed. Harnessing properly the opportunities that are bound through these networks tend to help the students lots in a positive manner and can be channelled into helping others. A student who records a high ingenuity on social networks has the tendency to make lots of friends online and also may translate same to his normal daily academic life. The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence and help them decide what career path they may pursue.

Social media has increased the rate and quality of collaboration for student. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups. On the other hand, by spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help them build skills that will aid them through their lives.

CONCLUSION:

To conclude, social media has revolutionized entire society. It has increased knowledge of each and every individual, thereby everyone is aware about his rights and duties in society. The knowledge is spread faster through social media, it is easier to communicate different persons living across various states and nations across the world. The students are most significant beneficiaries of social media as they are getting latest knowledge, communicating to their friends and society, possessing skills pertaining to their professions in future and so on. Still, many of the studies which were already made across different parts of India have revealed that, there is increase in disadvantages and demerits of social media, which include cyber-bullying, blackmailing, defamation of persons, spread of fake news and consequent violence, etc. To avoid such disadvantages, it is essential to join individual identification cards such as Aadhar to social networking site accounts of the members and in case of any suspicious activities by such members, then there is need to punish them for various mischievous acts in social media. Hence, presently social media has become boon for students pursuing higher education and research.

REFERENCES:

1. Akashdeep Bharadwaj, et al (2017): Impact of Social Networking on Indian Youth: A Survey. *International Journal of Electronics and Telecommunications*, 7(1), September 2017, pp. 41-51.
2. Bala, Kiran (2014): Social Media and Changing Communication Patterns. *Global Media Journal*-Indian Edition, 5(1), June 2014, pp. 01-06.
3. Balappanavar, Aswini R, et al (2013): Social Networking and Oral Health Education. *International Journal of Scientific Study*, 01(01), April-June 2013, pp. 16-19.
4. Bhatt, Vinod, et al (2018): The Authenticity of Social Media Information among Youth: Indian Perspective. *Journal of Content, Community and Communication*, 8(4), December 2018, pp. 42-45.
5. Jain, Madhur Raj, et al (2012): Impact of Social Networking Sites in the Changing Mindset of Youth on Social Issues: A Study of Delhi-NCR Youth. *Researchers' World: Journal of Arts, Science and Commerce,* 3(2)(2), April 2012, pp. 36-43.
6. Kalra, Jaya and Dhingra, Shweta (2016): Use of Social Networking Tools by the Libraries of Central Universities of India: A Study. *International Journal of Library Information Network and Knowledge*, 1(1), February 2016, pp. 1-13.

_____

7. Manjunatha, S (2013): The Usage of Social Networking sites Among the College Students in India. ***International Research Journal of Social Sciences***, 2(5), May 2013, pp. 15-21.

8. Sharma, SheshkumarRamachandra (2016): Impact of Social Media on Tribal Youth. ***International Journal of Peace, Education and Development***, 4(2), December 2016, pp. 59-63.

9. Sonawane, KalpanaShamrao and Patil, Pradip Tulshiram (2015): Social Networking Tools for Academic Libraries. ***Knowledge Librarian: An International Peer Reviewed Bilingual E-Journal of Library and Information Science***, 02(04), July-August 2015, pp. 1-13.

10. Srivastava, Preeti (2012): Social Networking & Its Impact on Education-System in Contemporary Era. ***International Journal of Information Technology Infrastructure***, 1(2), November-December 2012, pp. 11-18.

11. Yazdanifard, Rashad and Yee, Lim Tzen (2014): Impact of Social Networking Sites on Hospitality and Tourism Industries. ***Global Journal of Human Social Science: Economics***, 14(8), 2014, pp. 1-6.

_____
Journal for all Subjects : www.lbp.world

4