

SOCIAL MEDIA AS A TOOL FOR EDUCATION AND LEARNING

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Abstract:

India has always believed traditionally. In every aspect, including education. In recent years, new technology are accepted but not used widely. But the pandemic has pushed us to change our ways. Pandemic has brought light to the new technology, or social media and its importance.

Social media is used in different ways to share information with others. It is used by the elderly for inquiring, gaining health details, by women and men for shopping, entertainment, etc. it is also used by children to learn a variety of courses individually. Social media like Facebook, Twitter, YouTube, telegram, Instagram were only used for sharing information and entertainment. Now, with experience, we know that with social media, we promote products, shop also for sharing study material and lectures. Social media is now used widely for learning and education purposes. Not only in the urban area but in rural areas, everyone has promoted and used social media, connected with the Internet for learning.

A child can learn and go through different courses irrespective of time and age. Learning through social media helped the children to understand the concepts with different examples. Social media removed the single-point-failure from learning.

Even if a student is not able to attend the lecture offline they can learn online. The new generation is growing and learning with new technology. We observed the positive and negative implications of social media in education. This research paper showed the increased use of social media in education. Social media is being used for managing the classroom, to sharing the study material. The study was designed and implemented. We believe that social media can be used in college courses to deliver material and engage students and instructors in ways that have never been feasible before.

Keywords: *Social Media, Internet, Lecture, Single Point Failure, Study Material.*

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Introduction to social media:

The use of social media platforms to enhance a student's education is referred to as "social media in education." "A series of Internet-based applications that build on the conceptual and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content," according to the definition of social media.

Websites and programmes that focused on communication, community-based input, engagement, content-sharing, and collaboration are associated with social media. People rely on social media to keep in touch with friends, family, as well as other members of their communities.

Traditional to modern methods:

1. Mode of learning:

In ancient times, we had GURUKUL also known as ashrams. It was a residential place of learning. Situated in the forest, in a serene and peaceful surrounding, hundreds of students used to learn together in a gurukul. Then we have come up with class-based learning. All students with different backgrounds study together under a single teacher. One-size-fit-all i.e., one single teacher teaches all students irrespective of their capacity and capabilities. Capability is what kind of information students can grasp easily and capacity is how much information they can grasp. Capability is the quality of information and capacity is the quantity of information. As a result, the fast learner grasps the content or information immediately that is 100% understanding content. The moderate learner, grasp the content or information 70% and the slow learner only 50%. This class-based learning is lacking to make all students understanding understand the content completely.

In recent times, with the help of technology, the classroom became advanced. Teaching aids like images, videos, interesting presentations with activities, and discussion clear the concept of students. Social media has also played an important role in education. Video can be taken from YouTube or any other website.

Conceptual images can be taken from Instagram or Pinterest.

2. Lecture:

Traditionally, a teacher teaches students to present orally or in written format. The communication between a teacher and a student takes place in a classroom, face-to-face.

In recent times, with pandemics, and with advanced technology like zoom, Google Meet students can learn without being in the classroom. Students can also learn from YouTube online videos and learn the concept.

3. Notes:

Traditionally, the teacher asks students to write down the notes in the classroom. The teacher also shared the prepared notes with them. Students their doubts clear from teachers or by reading textbooks. The information is passed hand-to-hand.

Nowadays, students learn from a teacher. The information or notes are shared between teacher and student through Google drive. The notes can also be shared on different platforms like Facebook, and Telegram. Also, students can get information on concepts from various websites.

Types of Social media:

There are various forms of social media based on the content they give.

Categories	Services	Websites
Communication Model	Blogging	WordPress, Blogger
	Microblogging	Twitter, Me2Day, Tumbler
	Social Networking	Facebook, LinkedIn, Cyworld, Myspace, Google+
	Instant Messaging	KakoTalk, WhatsApp, Line, Viber
	Video Conferencing	Skype, Google Hangout
Collaboration Model	Wikis	Evernote, Twiki
	Social Bookmarking	Delicious, Diigo, Pinterest, Flipboard
	Review & Opinions	Eopinions, Kindle, Amazon
	Community Q&A	Yahoo! Answers, Askville, Spring.me, Quora
Sharing Model	Photo	Flickr, Instagram
	Video	YouTube, Vimeo
	Livestreaming	Ustream.tv
	Audio & Music	iTunes, Last.fm, Soundcloud
	Documents, Files, Books, Magazines	SlideShare, 4shared, Google Docs

Few famous social networking sites are:

1. Facebook:

Regardless of your sector, there is a place for you on Facebook, despite changing demographics.

Finance sector, online shopping, marketing, videogames, entertainment, multimedia, telecommunications, technology, commodities, and automobile enterprises are among the most popular industries on Facebook.

While business posts are progressively being suppressed in the News Feed, there are still ways to increase engagement without spending money on ads. To increase your participation, consider joining (or creating) groups, using a Facebook Messenger chatbot, or using live video.

2. YouTube:

YouTube is the official video social media platform, and it has a stronghold on the sector, with 2 billion active users.

YouTube offers a wide range of topics, including cosmetics, sports, education, and home improvement. Most firms invest in this platform, as video is the fastest-growing medium for content marketing.

YouTube has a large user base that spans all generations. With 38 percent of US adults utilising the network, it's second only to Facebook in terms of reaching the tricky 65+ group.

3. WhatsApp:

WhatsApp is still the most popular social messaging service, with Facebook Messenger trailing far behind. The restricted messaging app may not appear to be the most apparent solution for businesses. When you consider that SMS has a 98 percent open rate against 20% for email, you can see that it's a captive audience. WhatsApp messages, unlike SMS, are free to send.

If you use WhatsApp for customer support and retention, you'll quickly understand that the platform's potential for brands is enormous. You have a direct marketing conduit to your audience if you can crack WhatsApp.

4. Instagram:

Instagram is a social media platform that is ideal for product-based businesses, influencers, and instructors.

Since the introduction of shoppable posts in 2018, the potential ROI for product-based businesses has increased more than ever before — not only can B2Bs engage with a large audience, but they can also link product information and purchases directly from the Instagram platform.

Instagram is a gold mine if your target group is under 35: 75 percent of 18-29-year-olds use the platform every day, with 67 percent of Generation Z.

5. Pinterest:

Fashion design, culinary, architecture, weddings, paintings, graphics workouts, and DIY-related pins are among the most popular on Pinterest.

Furthermore, anything with a lot of images and gifs can do well on Pinterest.

81 percent of Pinterest users are female, which is a strong argument to invest time in social media marketing on Pinterest if you have a largely female audience.

That isn't to suggest that males aren't on Pinterest; in fact, men account for 40% of new Pinterest signups.

6. Twitter:

If your company is in the entertainment, sports, economics, technology, or advertising industries, you stand to gain a lot of attention on Twitter.

Brands can use Twitter to develop and refine their voice - there's space to be smart and charming as well as informational and useful.

Join the never-ending dialogue by jumping into threads, adding value, sharing your own and everyone else's ideas, and providing value.

7. LinkedIn:

LinkedIn has more than 61 million users in senior positions within its huge network of professionals.

LinkedIn is the place to be if you're looking for decision-makers who can hire your company, stock your product, or partner with you.

Did you know that 44% of LinkedIn users earn more than the national average? Or that LinkedIn is used by over than half of all Americans with a college diploma?

LinkedIn is a very specialized social networking platform, and as a result, it has limitless possibilities for connecting with a select set of people who can help your company succeed.

How social media has overcome the situation in pandemic?

We were able to conquer the pandemic thanks to social media sites such as Facebook, Twitter, Pinterest, Instagram, YouTube, and many others. It enabled us to form bonds with one another.

An increase in different social media usage is shown below:

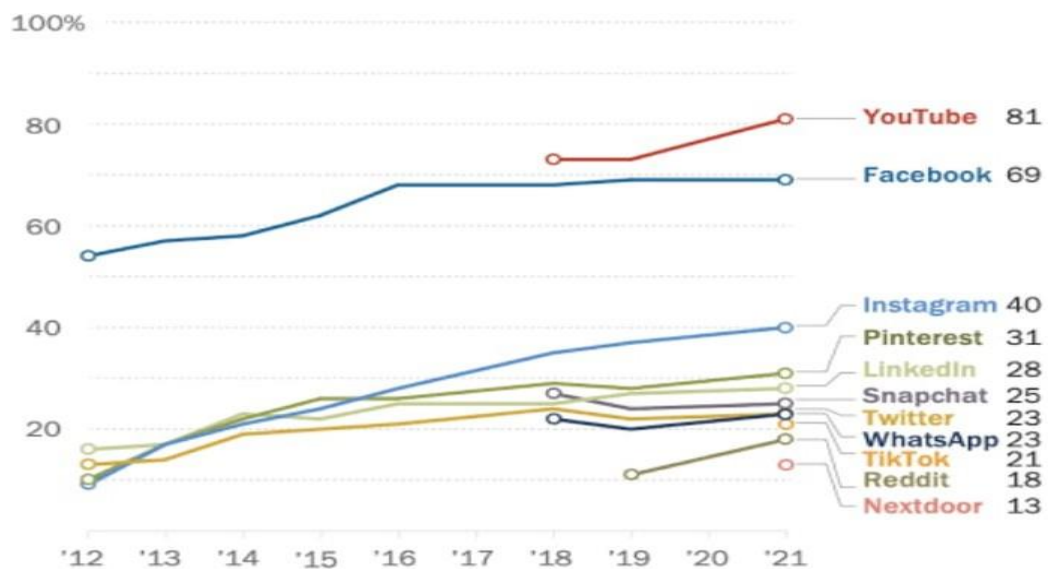


Image taken from Pew Research Center.

The increase in usage among students is shown below:

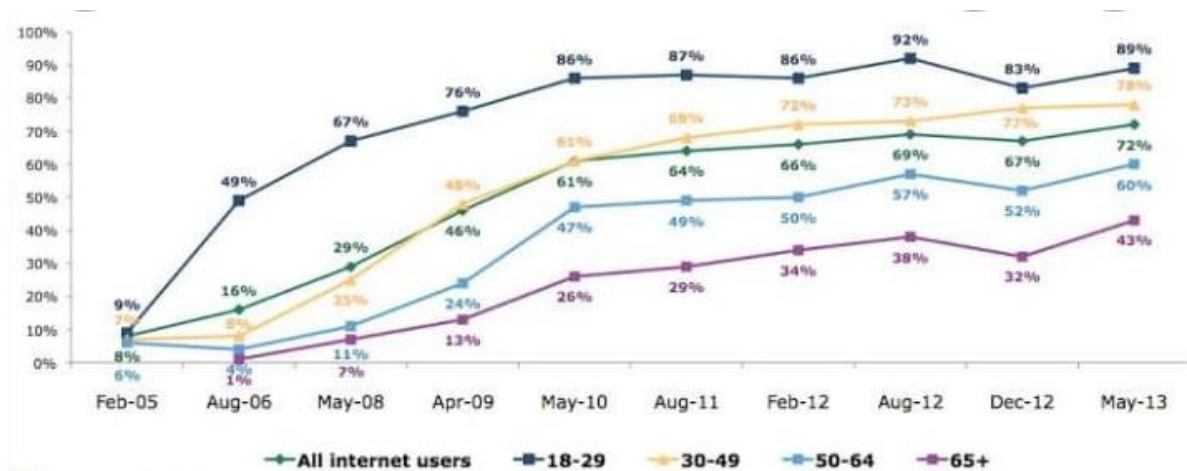


Image taken from The RainMaker Blog

In the field of education, social networking sites are helpful in bringing teachers and students together. Anyone can conduct or attend lectures via the internet. It assists students in receiving recorded lectures.

When compared to before the epidemic, the use of social media surged by a factor of ten. The digitized notes are shared among the students. Discover new things that pique your curiosity.

Importance of education in career and society:

One Child, One Teacher, One Book, and One Pen Can Change the World. - Malala Yousafzai.

Role of education:

- *Enhance one's knowledge.*
- *Bring awareness about oneself.*
- *Get rid of superstitious beliefs.*
- *Improves the understanding of environment.*
- *Empowers one by providing values, morals, and skills that are needed for living.*
- *Bring self-confidence.*
- *Improve mental health.*
- *Make us scientific temper.*
- *Developed a positive attitude in the society.*
- *For the growth of healthy body and mind.*
- *Bring patience and tolerance to one's behavior.*
- *Helps us understand the culture of different people.*
- *For reasoning and making our own choice.*
- *Make us self-independent and confident.*
- *Reduce poverty.*
- *Promote economic growth.*
- *Provide various career opportunities.*
- *Bring peace and prosperity.*
- *Key to meaningful success.*

Advantages:

It is not unnecessarily pricey. The majority of social networking websites and applications are either free or relatively inexpensive.

It's more productive. Different presenting strategies, such as audios, video clips, and interactive Question and answer, can be used by teachers. Preparing learners to lead and solve challenges in any paradigm that is similar.

It gives you easier access to professional experts in a certain sector. Through professional social networks, general knowledge about a specific subject could be replaced with more specialized knowledge.

It provides users with unrestricted access to resources. The best retrievable and searchable catalogues and libraries are social media sites. Unlike books, PowerPoint presentations, and audios, almost every post is preserved there for a long time.

Surfing the scholarly social media sites leads to more friendly interactions. Online programmes allow instructors to feel more connected to their students, who are mostly younger and have fewer boundaries. In a classroom setting, many students are hesitant to ask questions. They do, however, become increasingly interactive on media platforms.

It allows for quick and accurate surveys. Furthermore, poll robots may easily conduct polls, evaluations, audits, and assessments on such sites. Because the results of those investigations are shown in front of the participants' eyes, they are more reliable and accepted.

It keeps users up to date. One cannot keep up with the proliferation of information in the medical field, which is always changing. The average time it takes to publish a book is between one and three years. Due to frequent changes in the medical sector, it may need to be revised by then. Learners, on the other hand, can find out about new changes by

searching for them on associated websites and apps.

It is not necessary to go thousands of kilometers for education. Traditionally, a discussion panel meets solely in person.

Disadvantage:

For elder generation faculty, a lack of information technology (IT) expertise could be a barrier, making them hesitant to use computers for educational objectives.

When using a public source, subscribers must verify the information. The most serious disadvantage of social media is that a scientific topic might be broadcast anonymously or by someone who lacks sufficient scientific competence. There is, for the most part, no systematic moderation or control over the transmission of inaccurate posts. Users may be misled by unprofessional administrators. Most social media sites are supposed to follow certain rules; for example, they are required to remove inaccurate information when users report it. Could these rules ensure that information is accurate across a network? It goes without saying that even a school atmosphere is never perfect and spotless. Despite the fact that this appears to be a major problem, most educators have the vision to recognize and employ more credible and dependable sources.

Getting in touch with professionals in the same industry can take a long time for both instructors and pupils. The challenge is how these newer ways may be effectively used to establish a link amongst members in order for them to respond to the training offered.

The possibility of a service outage or a lack of internet availability in some locations ought not to be overlooked. Effective communication can take time and effort. Only if the individuals are confident in the professionals' legitimacy can an interactive conversation in a group with a clear aim occur. As a result, it will last better and provide many more opportunities for learning.

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