Impacts of social media on eduction

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**Abstract**

 With the advancement of time, many changes have been witnessed in the educational system. Technology is taking over all fields of life and at present and social media is one of the main most form of technology. Communication setting of today’s social world is being changed through social media. The academic life of students has been influenced greatly with the emergence of social media. Experts, institutions and academicians are making untiring efforts to introduce the use of social media, hoping to excite critical thinking skills, knowledge construction and collaboration. Higher institutions have accepted the idea of making social media a platform through which students and instructors can interact. Not only students and instructors, but higher authorities of the board are also considered who could have direct access to the students and teaching faculty. Getting information and sharing it with others has been easier than ever through social media. One of the main claim made by most of experts is that the creation of groups for discussion of college projects could be taken as a great example that facilitates and fulfills the educational processes. Posting of the important material, information about seminars, and important advertisement for group mates, could be made easier using social media.

**Introduction**

 Technology has been helping humans by providing them with a substantial medium of interaction for teaching and learning. Social media includes an array of internet-based platforms and tools that enhances and fastens the information sharing experience. Social media has a number of interesting forums that could be used for making the educational processes easy and interesting. According to the reports, 41% of American professors use social media as a tool for teaching. Social media has been turned into an effective platform for education. Social media could be used as a platform of education by accepting the fact that it is an advanced age where things must be changed accordingly. Social media when used for educational purposes provide students an easy access for gathering important information and they could connect various learning groups (Li et al, 2016, p. 18-24). Social media communication and collaboration benefits could positively impact learning outcomes. It could also help students become socially and academically integrated. Schools and educators are trying hard to leverage the engaging qualities of social media for making classes more relevant and interesting.

**Problem statement and research question**

1. How online classes can be authenticated on social media?
2. How a student’s ability to learn online will be distracted?

**Literature review**

 Use of the internet could be seen every field of life especially for educational purposes it’s use is known the most. According to Nicole, teenagers and students particularly, are more indulged in the idea of social media platforms to contact their professors, class fellows and institution managements. Social media usage was more of a hobby in the start for computer literates, but with the exploration of its advantages and wide uses, it has turned into the existence style and a social norm for students around the world. Two types of perceptions can be found when opinions of researchers and experts are analyzed about the impact of social media on education. There are two groups i.e. one who supports social media and claims about its positive impact on education and the second group believes that social media has negatively impacted education and academic performance of students. According to Karpinski, major distraction for the present age is social media platforms such as Facebook, WhatsApp etc. There exists a correlation between dependency on social media platforms and academic performance as per the research work of Kubey, Lavin and Barrows. On the other hand, some scholars believe that social platforms are now used with the desire and enthusiasm for attaining good scores in academia. The ways of using the internet have been altered in modern age by shedding light on how these tools could help in earning good grades by sharing information within no time. The positive impact of social media is also supported by Seo who credits the creativity of students who are use social media platforms through innovative ways. Seo also claims that teenagers have changed the perception about social media influence in the way of thinking, communication and participation. With the extensive usage of social media, many researchers are carrying out studies for exploring impacts of social media on student’s academic performance. Researchers want to know how social media platforms could be used in favour of students so that they could have positive outcomes.

 Hasnain and his co-workers researched studying the relationship between a student's academic performance and social media usage. Results suggested that there is an inverse relationship between social media platform usage and academic performance. This study also suggests that students would gain knowledge and assistance in academia only if they use social media platforms in a positive manner (Greenhow & Lewin, 2016, p.6-30). According to Douglas Thomas and John Seely Browns, advancement in technology has enhanced the new culture of learning that says collective exploration is the base of new learning rather than relying on individual instructions. Social media supports the aspect of knowledge construction and consumption, which are quite different than the principles followed in informal education. All these ideas are being reflected explicitly in the notion of connectivity. Connectivity claims that learning through social media rests upon the ability of the students how they access and use available information. George Siemens claims that learning can be conceived in terms of capacity to explore more through social media rather than relying on one’s prior knowledge. His claim represents the view that social media helps in broadening knowledge. Social media is looked upon as a medium that provides students with a new mechanism for familiar exercise. Raymond believes that social media could be used as a platform of education as it provides a direct medium to the students through which they could evaluate comments regarding a campus’s environment, classes, professors and institutional policies. Also, social media provides a medium through which students, teachers and management could be in touch with each other. It is difficult to deny the positive impact of social media on education since, at present, students communicate through technology and if a student someone linked with education, says no to Facebook and other social media sites. Many teachers are using online technology for delivering lectures. According to Raymond and fellows, social media has opened new ways for discussion and collaboration i.e. it offers an opportunity to students as well as teachers for posting academic content. They can share the helping material and search tools that would help them achieve good grades. Students could gather important information and content that would help them score good marks.

 According to Dewing, students and teachers both use social media for communicating with each other as a group outside the class. For arranging sessions, social media has become an important tool that conveys messages to the students about where and when they have to meet up. Making groups on social sites facilitates students and teachers in spreading useful academic information in no time. According to Tamayo and Dela Cruz, social media and academic performance of students are closely linked. They claim that social media influences attendance and impede the learning of students. Social media has become a tool that adss value to both teaching and learning. Staff and students must realize that social media would improve their academic performance only if they use it effectively. Dabbagh and his colleagues in their research claim that it depends on the user (students, teachers and management) how they are use media channels for enhancing learning and teaching. The Community of Inquiry model suggests that there are three components that play a significant role in learning and these components are teaching presence, cognitive presence and social presence. So it would be tempting to conclude that social media utility lies first in facilitating social presence (Altinay et al, 2016, p. 89-99). In today's world, no student could stay socially separated when the whole class and professor interact on social media platforms. Interaction on social sites has been accepted as well as appreciated by teachers and management if students are spending time on these sites for academic purposes. Social media also supports and facilitates cognitive presence, students construct meanings through communication and teacher presence, which includes active learning. Georgios Zachos and his co fellows believe that social media has created a new perspective for acquiring knowledge as many social sites allow students and teachers to participate in both formal and informal learning conditions. Social platforms help in communication as people share their educational experience from which others learn a lot. Student interaction on social media with people of same mindset help in exchanging knowledge that broadens their views in solving many academic issues. Students are encouraged to produce and share their academic notes and work through social sites. Andreas Kaplan and Michael depicted in their work that social media is being used as a tool by the students, and provides platforms to students and rest of the population linked with education, for conveying their ideas, information and thoughts via social media sites.

**Methodology**

To evaluate the impacts of social media on education and how it could be used as a platform of education, the qualitative method is chosen (surveys and interviews are conducted). In the field of education, there are three main groups from which information could be gathered regarding how social media is influencing the academic performance of students and how it could be used as a platform for education. Primary data was collected by distributing the questionnaire. For acquiring primary data, questionnaire (for a survey) could be used to know the point of view of the target population. One of the main things in both survey and interview would be asking questions that would help in getting reliable answers. Respondents would be chosen as per the topic of the survey, so the survey conducted for this report must include all people who are linked with education. Qualitative method (Interview and survey) is used for collecting the data in a natural setting and knowing the views of participants.

**Interviews**

It is a technique used in qualitative research for exploring the intensive individual perspective on a particular idea. For knowing influence of social media on academic performance, interview could be conducted from individuals who are directly or indirectly linked with academic grades. The viewpoint of the interviewee would also help in letting us know how social media could be used as a platform for education (Zheng et al, 2016, pp. 419-428). Four groups are formed for conducting the interview and these groups are students, teachers, management and parents. A structured interview is conducted in which predetermined questions would be asked from each of the participants. Questions need to be more straightforward so that answers could be compared.

**Interview from students**

Ten students from five different universities were selected for face to face interview in which the same questions were asked. Two of them were international students., four of them were females and six were males. They all were master’s students and mentioned that they use social media for getting help in their subjects. It is important to know that participants were studying different subjects.

**Interview Questions**

1. Communicating with teachers through social media helps solve queries?
2. Does a social platform distract students from their academic aims?
3. Can social media be used as a good platform for education?

|  |  |  |
| --- | --- | --- |
| Participants Gender | Males | Females |
| Numbers | 6 | 4 |
|  |  |  |

**Participant 1**

According to the first student, living in digital age means, one needs to behave as per the demands of this scientific age, when technologies are there to facilitate us then one must take full advantage of it. The response of the first participant is :

* Yes, communication with teachers over social platforms helps in resolving the queries on time.
* It depends on how one is using social platforms
* Yes, it helps a lot in gathering relevant material.

**Participant 2**

According to the second participant, being engaged on social media has become a part of the routine and using social platforms for interacting with the class fellows, professors and institution’s management has become essential for achieving academic success. Responses of second participants are:

* Yes, it makes things clear and help in understanding things well
* Sometimes, it distracts.
* Yes, it could be used as an effective platform for education

**Participant 3**

When face to face interview was conducted, the third participant shared his view about the impact of social media on education and said; in most cases, students are using social platforms for non-academic purposes. They interact with others just for having a good conversation that mostly does not help them academically. Responses of the third participant are:

* Yes, it would help in having an understanding of things that remain unclear during the lecture.
* Yes, it distracts when not used for academic purposes.
* Yes, social media could be used as a good platform for education only if parents and teachers have a check over the user.

**Participant 4**

When the fourth participant was interviewed, he shared his views over social media and its influence on academic performance by claiming that as per the statistics, a person on average spends two and half hours daily on social media and most social platforms are used for chatting and informal communication especially students spend their time on dating sites, games, snap chat and Facebook. The response of the fourth participant is

* It would be effective to get in touch with the professors but students usually do not add their teachers on the social media platforms.
* It distracts students from their academic goal.
* Internet could be, but not social media platforms could be used for educational purposes.

**Participant 5**

When the fifth student was interviewed, he claimed that social media is one of the only things that keep students updated about their classes and assignments. Mostly they take online classes so it could be said that social media platforms are helping students to communicate with class fellows, teachers and institutional management. The response of the fifth participant is

* Communication with teachers through social sites and platforms helps in resolving academic queries.
* Social media platforms could become a source of distraction only if not used sensibly.
* Yes, social media could be used as a good platform for education if teachers and management cooperate.

**Participant 6**

The sixth participant when interviewed shared his thoughts saying that social media connects people across boundaries and one can get helping academic material from other countries as well. The response of the sixth participant is

* Interacting over the social platforms with teachers would help in resolving queries of students.
* It does not distract but as everything has its pros and cons so if not used carefully, it may distract.
* Yes, social media could be used as one of the most effective tool and platform for education.

**Interview from teachers**

Teaching faculty are viewed as the second most important group who are using social media for communicating with their students. Teachers as a group outside the class used to plan things when they have to plan any events. A phone call and We Chat are used for communication but when it is about sharing of material and ideas among group social platforms are used. Social media is influencing teaching ways and helping teachers in having effective communication. Some teachers believe that good relationship with students helps in making them understand better the lecture and this communication could be improved by interacting and assisting students on social platforms (Chugh & Ruhi, 2018, p605-616). For knowing the perception of the teachers regarding the use of social media an interview has been conducted. In this structured, face to face interview, five teachers were selected from different five different universities who were teaching different subjects to their students.

**Interview Questions**

1. How helpful is social media in improving communication between you and your students?
2. Is social media source of distraction for your students?
3. Can social media be positively implemented in curriculum vitae?

**Teacher 1**

The first teacher shared his views regarding social media and education, who was a teacher of international relation. He claimed that it is an exciting experience to be in touch with students over social platforms and know their level of understanding well. Response from the first teacher is

* In the present age, social platforms could be looked upon as the best tool for improving communication between students and teacher.
* Excessive and unnecessary use could distract students.
* Yes, social platforms could be positively implemented in curriculum vitae if managed properly.

**Teacher 2**

The second teacher when interviewed shared her view regarding social media platforms how they could be used for improving the academic performance of the students. She claims that social media is used to achieve good grades could improve the academic performance of students. Response from the first teacher is

* Social media is very helpful for improving communication between student-teacher as it helps in building a strong association between them and facilitates the sharing of academic material and ideas.
* It depends on students if they are going to misuse the social sites then they would be get distracted off course.
* Yes, social media could be positively implemented if proper planning and strategy are used.

**Teacher 3**

According to the third teacher, social media platforms are difficult to handle by the teachers as most of the teachers are mature and finds it difficult to use technology and the latest gadgets. Inability to effectively use social media platforms creates distance between some teachers and students as well. Response from the third teacher is

* For some teachers who don’t know how to use social platforms cannot use social media so in some cases where teachers don’t know how to use social platforms it creates a gap among teachers and students.
* Yes, most students use social media for games and chatting.
* No, not in all cases, social media can be positively implemented.

**Teacher 4**

According to the fourth teacher who was interviewed, he uses Skype and other social media platforms for arranging lectures by cutting short the hassle of students when arranging a class on campus becomes difficult. According to him, some educational experts claim the erratic behaviour of students is because of the absence of connection between students and teacher. If communication between professor and student is not strong, the feedback process would remain vague and thin.

* Social media is improving communication between me and my students as I could get timely feedback from them that helps in understanding each other.
* No, social media could not distract students if they are made clear by the professor how to use it effectively for enhancing their academic performance.
* Yes, social media could be implemented positively in curriculum vitae as it would help

**Interview from educational institutional management**

Many researchers in their work have mentioned that social media could be used for serving many academic purposes. For management, social media has become an important tool for resolving the internal issues of students. When students would be given a peaceful environment and get updated about the latest happenings and class or seminars through social networks, it would be helping the struts to get good grades.

 **Interview Question:**

1. Is there any influence of educational institution management and its use of social media on the academic performance of students?
2. Is it possible for the management of the educational institute’s at present to perform their duties without using social media networks?

**Management 1**

Management Social media networks are helping and bot teachers and students in teaching and learning by making advance learning management systems through which students and teachers communicate. Managements of two universities were interviewed for knowing their perception regarding. The response of first management is

* Yes, management and its use of social media network influence academic performance of students as if students are not updating on time about important accouchements, students won’t be able to participant in examinations and seminars etc.
* No, without social media networks educational managements could not perform their duties well.

**Management 2**

Management in educational institutes needs to communicate with teachers, faculty members and students for which they have used to make different groups on social networks so that they could approach others in no time. The response of second interviewed management is

* Yes, management and its use of social influence academic performance of students.
* No, it would become difficult for management to operate and perform its duties without using social media.

**A survey conducted by students**

To know to the impact of social media and knowing how it could be used as an effective platform for improving the academic performance of students a survey was conducted from university students randomly. 170 students with different subjects were selected as a participant. In this survey, even a questionnaire was filled by some students who were having online classes from some universities and were living aboard.

**Table 2. Use Aims of Social Media by Students**

|  |  |  |
| --- | --- | --- |
| Social Media Use Aims % | f | % |
| Texting | 170 | 100 |
| Friend following  | 168 | 99 |
| News update165 97 | 165 | 97 |
| Sharing of media files  | 158 | 93 |
| Being updated trends happenings | 155 | 91 |
| Music  | 150 | 88 |
| Use of other Applications  | 146 8 | 86 |
| New social friends  | 129 | 76 |
| Location check-in | 111 | 65 |
| Application download  | 70 | 41 |
| Total | 170 | 100 |

**Instrument**The questionnaire was used as an instrument for conducting the survey and the questions are listed at the end.

**Audience**

The audience for this research would be students, teachers, institutional management and the general public. Any individual who is linked with the academic performance of students could be the audience, such as students, social media users and the people who are interested in the use of social media for knowledge.

**Limitation**

Untiring efforts were made for conducting error-free research but there has been witnessed few elements that could have been considered carefully before conducting research. This research could be used for educational purposes as well as the making of the stats when any wants to know how teachers, management and students see the relation of social media and education. This fact cannot be denied that despite trying hard, there remained some loopholes that other experts could avoid in their work for making their research more effective and usable. The first limitation in this research is that the number of participants (whether students, teachers and management of universities) are small in number.

**Conclusion**

This paper aimed to address the impact of social media on education. It is asserted that social media is one of the tools that can bring people close to each other not only by reducing the distances but it also helps people to come closer to each other in terms of knowledge sharing and the use of online media a to share opinion. Social media is one of the tools that can help students to get in touch with the students who are residing in other parts of the globe. Students can not only learn from them but also share their cession and get lessons from the. Moreover, social media is one of the networks that have made peopleware of international scholarships and other sources of knowledge that can be effective and fruitful for a student in the long run. In conclusion, research asserted and proved that social media can play a major role in bringing a positive shift in education.

**Survey Questions**

1. Role of social media in education?
2. How social media facilitates product knowledge?
3. Is social media a tool for promoting education?
4. How social media has brought people together?
5. Is social media facilitating new knowledge?
6. Is social media productive for students?
7. Our online study materials a positive contribution?
8. Is social media empowering cooperative learning skills?
9. Is social media source of sharing knowledge?
10. Is social media a tool for exchanging knowledge?

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