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## A STUDY OF THE ROLE OF SOCIAL MEDIA IN EDUCATION

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**Abstract:** Everything is entirely being operated in the modern world because of the inventions and technologies introduced ten or twenty years ago. Social media is also an integral part of this lifestyle change, and it has revolutionized the ideologies of many people and nations. It has provided employment and other opportunities that were never even thought about in the past years. It is well known by people worldwide that social media has its positives and negatives, but awareness is the central aspect that guides people about how to use it efficiently and not get harmed by it. Everything new to the world or already present inside has its positives and negatives, and social media is no exception.

**Keywords:** Social Media, communication, YouTube, Instagram, social bookmarking, social networking sites, virtual world content, technology, ideology, invention.

### [I] INRODUCTION

Social Media With the advent of technology, offline medium of communication and interaction has got replaced by online communication medium named as social media. The Merriam-Webster dictionary defines social media as “forms of electronic communication (as Web sites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).” Social media encapsulates digital tools and activities that enable communication and sharing across the net. This media has made it possible for one to create and easily transmit content in the form of pictures, videos, audios and word. The kind of services available with social media include blogs, wikis, social bookmarking, social networking sites, virtual world content (online gaming sites) and media sharing sites i.e. YouTube, Instagram etc[3].

Mayfield (2008) identified five specific characteristics that underline the operations of all social media: participation, • openness, • conversation, • community, and • connectedness.

According to the Dictionary definition, “Social Media is websites and applications that enable users to create and share content or to participate in social networking.” Social media is not just limited to posting pictures about holidays online[13]. Social media has gained credibility over the years as a reliable source of information and platform where organizations can interact with audiences[10].

### [II] REVIEW OF RELATED STUDIES

There has been a drastic change in the internet world due to the invention of social media sites in the last ten years. People of all age groups now share their stories, feelings, videos, pictures and all kinds of public stuff on social media platforms exponentially (Asur & Huberman, 2010). Youth, particularly from the age group of 16–24, embraced social media sites to connect with their friends and family, exchange information and showcase their social status (Boyd & Ellison, 2008). Social media sites have many advantages when used in academics. The fun element of social media sites always helps students to be connected with peers and teachers to gain knowledge (Amin et al., 2016). Social media also enhances the communication between teachers and students as this are no ambiguity and miscommunication from social media which eventually improves the academic performance of the students (Oueder & Abousaber, 2018). When social media is used for educational purposes, it may improve academic performance, but some associated challenges also come along with it (Rithika & Selvaraj, 2013). If social media is incorporated into academics, students try to also use it for non-academic discussions (Arnold & Paulus, 2010). The primary reason for such distraction is its design as it is designed to be a social networking tool (Qiu et al., 2013). According to Englander et al. (2010), the usage of social media in academics has more disadvantages than advantages. Social media severely impacts the academic performance of a student. The addiction to social 35 media is found more among the students of higher studies which ruins the academic excellence of an individual (Nalwa & Anand, 2003). Among the social media users, Facebook users' academic performance was worse than the nonusers or users of any other social media network. Facebook was found to be the major distraction among students (Kirschner & Karpinski, 2010). However, other studies report contrary findings and argued that students benefited from chatting (Jain et al., 2013), as it improves their vocabulary and writing skills (Yunus & Salehi, 2012). Social media can be used either to excel in academics or to devastate academics. It all depends on the way it is used by the students. The good or bad use of social media in academics is the users' decision because both the options are open to the students (Landry, 2014). Kaplan and Haenlein (2010) defined social media as user-generated content shared on web 2.0. They have also classified social media into six categories

### [III] OBJECTIVE OF STUDIES

The objectives of the project are to determine following in order to assist to derive outcome of the research problem.

1. To study about use of social media in education.
2. To study the need and importance of social media in teaching and learning process.
3. To study the directions of UNESCO about the future of education.
4. To examine the relevancy of using social media in the field of education.

### [IV] HYPOTHESIS OF STUDEIS

The word hypothesis means tentative statement about the solution of the problem. The research hypothesis is a formal affirmative statement predicting the research outcome. The hypothesis focuses the investigations on a definite target and determines what observations as measures are to be used. By formulating a working hypothesis a considerable guidance is oriented for the other steps.

“A hypothesis is a shrewd guess or inference that is formulated and provisionally adopted to explain observed facts or conditions and to guide in further investigation.” According to C.V. Good

- (I) study about use of social media in education is useful or not.
- (II) study the need and importance of social media in teaching and learning process, is acceptable or not.
- (III) study the directions of UNESCO about the future of education ,Significant or not.

(IV) examine the relevancy of using social media in the field of education, significant or not.

#### 4.1 DELIMITATION

Extensive is always desirable but due to time and resource constraint the study will be delimited to the proposals available, its relevance in today's context and recommendations of UNESCO about use of social media for spreading education among marginalised people.

#### 4.2 OPERATIONAL DEFINITIONS OF KEY TERMS

UNESCO: United Nations Educational, Scientific and Cultural Organization

Social media: Social media are interactive technologies that facilitate the creation, sharing and aggregation of content (such as ideas, interests, and other forms of expression) amongst virtual communities and networks.

Inclusive education: Inclusive education broadly encompasses the teaching-learning environment which is welcoming and supports all learners regardless of learning styles, abilities and disabilities.

Collaborative learning: Collaborative learning is an educational approach where students work together in groups to learn, solve problems, and complete tasks. It can involve students working in pairs or in larger groups.

#### [V] Research Elaborations

It is a documentary type of qualitative research adopted to understand the relevancy of use of social media in education, its future in education sector and how it is being utilised by different stakeholders. And since it is a documentary type of research, there is no need of hypothesis and data collection from the people under study. Documentary research is similar to content analysis, which involves studying existing information recorded in media, text and physical items like studying various documents.

#### [VI] RESULTS OR FINDINGS

Students may learn at their own speed and choose their own place, time, and material, as well as the stages of their studies, using e-learning. Students have new and enticing opportunities to express themselves in a number of ways and openly engage in different dialogs to learn new information and cultures thanks to SM. Indeed, users of SM can read or view their friends' online, self-published posts without having to communicate with them directly. Although collecting knowledge may be accomplished on one's own, students' problem-solving abilities are also improved in a collaborative environment. Students may collaborate on projects that are outside their individual capacities using social media. The inclusion of newer data and updates on a regular basis cannot be taught in the classroom, but they can be easily exchanged on social networking platforms, keeping students aware.

#### [VII] DISCUSSION AND CONCLUSION OF STUDIES

The learning environment in the 21st century can be enhanced with the usage of SM platforms in both formal and informal settings. The implications of the SM will further increase due to the increasing number of users and the enhanced penetration of the internet. Understanding the SM integration outcomes can enhance learning in a balanced manner for both the formal and informal environments. However, a proper plan is required to reap the actual benefits. Effective integration would lower the costs, give better and timely results, and improve understanding and engagement along with a better

reach among the students. With the social-media-based support to open and digitized learning tools, many prospects have emerged in this worldwide network for developing interactive learning strategies, which can be more productive and efficient for the ever-evolving learner requirements. Further Numerical problems will help to understand this paper.

## [VIII] ACKNOWLEDGEMENT

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