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## **THE IMPACT OF SOCIAL MEDIA ON EDUCATION: ADVANTAGE AND DISADVANTAGE**

**Abstract:** There are given information about social media networking sites that's effecting on education system and its advantage and disadvantage to teaching student in this article. Also, you can know how to use them on your classroom and on students.

**Keywords:** Social media, education, Facebook, sites, massagers, students, telegram, advantage and disadvantage, WhatsApp, YouTube.

In today's world of connected learning, the impact of social media on education is becoming a driving factor. The technology referred to here really transpires just social media technologies such as Facebook, Whatsapp, YouTube, Telegram, Twitter, and Snapchat. There are a lot of workshops, conferences, online courses, webinars, meeting and trainings in this social media networking sites. The technologies that allow these platforms to function are also one of the driving forces behind the impact of this technology on education. There are positive and adverse effects of social networking to students to students, and the jury is still out concerning the long-term effects of social media exposure may have. Social media and education are not historically allies and many educators see social media as a deterrent to real learning. This is changing as the cloud-based nature of social media for collaborating on projects is growing into a pertinent and useful technology. Facebook has the ability to create rooms and video chat with invitees.

This is great for student projects which rely upon successful collaboration as the global pandemic shut down many face to face interactions.

For example, video presentation platforms, such as Zoom, Google meet, Skype, Google Hangouts, or Web video conferencing such as Cisco Webex, have allowed instruction to be delivered across great distances. No longer is it necessary for a faculty member to be in the same room as the students. These technologies have given rise to the flipped classroom model and changed the way knowledge is conveyed to students. Faculty today must be more technologically savvy than any generation previously as the students not only prefer communication through these mediums, they expect it. The adoption of social media in everyday life is one of the driving forces behind these changing expectations and how social media is changing education. Today's students want to connect with other people in higher numbers than us old educators may think. There is a complete industry of applications that are designed to help people increase their social media following.

The impact of these technologies on education can be considered positive but also has some negative consequences. It's not clear what the positive effects of social media on students or negative effects will have on long term development, but there are some downsides.

It's no secret that most students and teachers have smartphones and have used social media in education. In fact, there are apps and web tools that offer social media in an educational context.

With faculty using a variety of software tools and free web applications to enhance learning, communication, and engagement, the use of social media is on the rise in higher education classrooms. Compared to traditional learning method that provide few opportunities for learners to develop and maintain their own learning activities, learning platforms based on social media place the control of learning into the hands of learners themselves. A growing number of research

efforts have been made to support teaching and learning using a variety of social media tools. Social networking sites for college students have been developed aiming at enhancing both collaborative study and social interaction. The research tells that making social media tools a part of traditional learning is attractive to students and can motivate their participation in the learning process. E-Learning, the social network sites handled the big problem by providing information to the educators in the recent period. However, Social networks have helped to resolve some of these problems, by adding interactive side with a student, and make the participation of the students in the educational process which leads to an increase to attract them toward e-learning and to clarify the reason behind the attraction educated about social network sites.

### Ways To Use Social Media in Education to Impact Student Learning.

#### 1. Use social media as an online "classroom"

Social media doesn't have to take students attention away from their school work. It can actually provide the forum you need to reach your students in a more meaningful way. By creating a private Facebook group, you can post assignments, lecture via Facebook Live, and answer student questions via comments and private messages. While face-to-face teaching has definite advantages, this is a great way to connect with students who would otherwise be unable to attend a traditional classroom (for health reasons or because they live in a remote area, for instance). Such a class could also be used to augment the standard curriculum for students who fall above or below the norm.

#### 2. Keep students involved during snow days and school breaks

One of the key challenges for educators is to keep the momentum going when students are on spring or winter break, or when they have to stay away from school due to harsh winter weather. Posting assignments, projects, and discussions on social media can help students keep up the momentum in their school work and

help you, as an educator, avoid having to go back and review quite so much material at the end of the break. This would be a good occasion to use a learning management system (LMS) that keeps track of student assignments and records delivery of student work.

**3. Encourage collaboration and teamwork.** Encouraging teamwork and collaboration can be difficult in classrooms with limited time, especially if your institution covers a broad geographic area that makes it hard for students to get together after class. Social media can provide the forum a student group needs to share work, critique projects, and to collaborate on an assignment. One educator, a professor of art at Penn State University, created an iTunes U class where students could view and evaluate each other's projects. She amassed more than 58,000 students.

#### **4. Interact with parents and advisors**

While parents and advisors are a vital link between educators and students, it can sometimes be tricky to forge a relationship and start a dialogue with them. It's not always realistic to send messages home with students and busy schedules often mean that the parents and advisors who would benefit most from a one-on-one conference are unable to attend such a session.

#### **5. Continue the discussion**

With most classes, you only have an hour or two, at the most, to get students excited about the topic and encourage them to share their thoughts and opinions. If the discussion is slow getting started, you might have to shut it down just when it was getting beneficial. With social media, you can transfer the classroom discussion to a Facebook group or similar forum and keep the discussion going long after class has adjourned.

#### **6. Hone students' Internet writing and online research skills**

Writing has evolved in the Internet age from writing in a vacuum to participating in the worldwide conversation. Writing on the web is much different from writing for an academic journal. Such writing requires shorter sentences, shorter blocks of texts, links to sources, and graphics to break up the "sometimes considered boring" text. However, these are skills most students will need as they begin their careers. Having students create and write a blog has many advantages. It not only introduces them to the quirks and special format of web writing, but it gets them researching a particular subject or topic by reading articles online and in the habit of writing regularly.

A good blog also requires students to respond to comments and questions, be able to source copyright-free images (and upload their own images), and cite sources. It also provides a good start to a digital footprint for potential employers to see when it comes time for them to start their job search.

#### 7. Learn from your colleagues around the world

It's now easier than ever to share ideas and successes with other educators from around the United States and beyond. By "friending" and following educators you admire, you can see what is working for them in a similar setting to yours and adopt their techniques to help your students succeed. In this global age, no educator has to recreate the wheel. They just have to put together a strong professional learning network.

The prime bad effect of social media is addiction. Constantly checking Facebook, Twitter, LinkedIn other social media updates. This addiction could negatively affect other valued activities like concentrating on studies, taking active part in sports, real life communication and ignoring ground realities. Following are the Negative impact of Social Media on Education:

1. The popularity 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 effectively write without relying on a computer's spell check feature.

2. Many students rely on the accessibility of information on social media and the web to provide answers. That means a reduced focus on learning and retaining information.

3. Our ability to retain information has decreased, and the willingness to spend more time researching and looking up good information has reduced, due to the fact that we got used to the ease of accessibility to information on social media.

4. Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, Facebook or Twitter.

5. The more time students spend on social sites, the less time they spend socializing in person. Because of the lack of body signals 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 great deal of time on social networking are less able to effectively communicate in person.

6. The degree to which private 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 granting 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 road.

7. Students are having a harder time getting to communicate face to face with people, and are losing their people skills, due to that they are spending more and more time talking from behind a screen.

According to the above study I came to know the various positive and negative impacts of social media on education or students. It is very important to overcome this problem. How can parents alleviate the negative aspects of social media while improving upon the positive results? Moderating their access to social media is one excellent method. Most of the negative aspects can be overcome by reducing the amount of time spent on social network sites. Paying 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. 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 get-together, providing fun, face-to-face social interaction with loved ones. All this we help us to reduce the Negative impact of social media on the students which will in turn benefit our young generation.

## **Referances**

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