



Addressing the Diverse Needs of
**HIGHER EDUCATION IN
TWENTY FIRST CENTURY**

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ISBN 978-81-952659-6-1

SOCIAL MEDIA INFLUENCE ON HIGHER EDUCATION

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Introduction

With the increase in the number of internet users, the use of social media has grown over the past decade. More concretely the usage has progressively grown from personal to also formal aspects. University students are active users of social media for academic as well as for personal purposes. Social Media represents one of the most direct and effective tools for students to communicate and interact with the proper subjects (Beqiri, 2014). Social media is basically associated with the exchange of computers or any human communication or information. Which is obtained through computer, tablet or mobile? There are many more websites and apps that make this possible. Social media is now becoming the largest medium of communication and is rapidly gaining popularity. Social media enables you to share ideas, content, information and news etc. with each other very fast (Beqiri, 2014).

In the last few years, the usage of social media has increased unexpectedly and it has brought together millions of users from all over the world. Social media is playing a big role in our lives today. With the press of a button, we have access to very detailed positive and negative information of any kind. Social media is a very powerful medium and it affects everyone. It is difficult to imagine our life without social media, but due to its excessive use, we also have to pay its price. A lot of arguments have been presented about the influence of social media on higher education.

Positive effects of social media on higher education

Social media contributes to the development of the education and also helps in growing many programmes. It provides tools such as social media, marketing that reach millions of students. We can easily get information and news through social media. The use of social media is a good tool to create awareness about any social cause. Interested people also get help from this. It can help individuals to develop and interact socially with the world without hesitation. Many people use social media to listen to the encouraging speech of high officials. It can also help you to interact with people.

It is a good tool for education. This can create awareness for many social issues. Online information is transferred rapidly, with the help of which users get information instantly. It can also be used as a news medium. It also has some social benefits such as being able to communicate with long-distance friends and relatives. These provide online employment opportunities. We believe that the social network has positive effects but like everything else, it too has some evils (Rodriguez, 2011).

Negative effects of social media on higher education

Many practitioners believe that social media is a factor causing frustration and anxiety in student. It is also causing poor mental development in children. Excessive use of social media affects sleep. There are many other negative effects like cyber bullying, image degradation etc. Social media has greatly increased the 'fear of being lost' (FOMO) among the youth. We cannot ignore the fact that social media is one of the biggest elements present in our lives today. Through this, we can get any kind of information and talk to our loved ones in any corner of the world. Social media is an attractive element and today it is associated with our lives. The youth is the future of our country, they can make or break the economy of the country, while their most active on social networking sites, is highly impacting them. Helps to cheat in exams. Impairs the academic grade and performance of the students. Lack of privacy. Users can be victims of cyber-crimes like hacking, identity theft, phishing crimes etc.

Impact of social network on youth

These days everyone likes to stay connected with social networking sites. Some people believe that if you are not present in digital form, then you do not exist. The increasing pressure and impressive profile of attendees on social networking sites is affecting youth in a big way. According to statistics, a normal teenager uses an average of 72 hours of social media per week, leaving little time for other tasks that cause serious problems within them. Now we have more and more indirect friends than real friends and we are losing connection with each other day by day. Along with this, there are many dangers to strangers, sex offenders, giving their personal information.

Importance of social media in education

Today platforms like Face book, Twitter, LinkedIn etc. are being widely used. They have become very popular among teachers, professors and students. Social media plays a very important role for a student as it helps them to share information, get answers and connect with teachers. Students and teachers can connect with each other through social media platforms and share information using this platform well. This is the age of using smart phones and micro blogging. Whatever we need to know, we can get information about it by just one click. Social media is the most widely used tool by all age groups today, but it is more popular among youth and students (Alexander, 2009). Keeping this in mind, researchers believe that social media can play a very important role in the field of education. A large group of academic thinkers believe that social media acts as a spoiler for students, but it can be highly effective if used wisely. Instead of calling social media good or bad, we should find a way to use it to our advantage. The question still remains as to how social media can be used to our advantage in education.

There are several ways through which teaching learning process is interesting through the social media. Its influence has created great development among students as well as teachers. Nowadays many professors are conducting live video chats on Skype, Twitter and other places for their lectures. It helps the students as well as the teacher to learn and share something sitting at home. Education can be made easy and convenient with the help of social media. As we can use social media at any time of the day and after class can take support and resolution of questions from the teacher. This practice also helps the teacher to understand more closely the development of his students. Many teachers feel that the use of social media makes their work easier. It also helps the teacher to expand and explore his / her abilities skills and knowledge. Classes conducted on social media platforms are more disciplined and structured because they know that everyone is watching it.

Social media helps students to increase their knowledge through the many teaching materials made available online. Through social media, students can watch videos and pictures, check reviews and instantly clear their doubts while watching live processes (Rutherford, 2010). Not only students, but also teachers can make their lectures more interesting by using these tools and teaching aids. Students can increase their knowledge by reading blogs, articles and writing by renowned teachers, professors and thinkers. In this way good content can reach a wide audience.

Conclusion

Today the teaching and learning methods are totally based on social media. Students have to regularly use the media for learning. This pandemic has brought changes to the education system. As good as social media is, it is even more deadly. It promotes cybercrime the most. Impacts negatively on the minds of children. It can mislead people, which can take people's lives. Students should use social media as per the time limit. There should be internet access for proper usage. Students can also use it for their studies. If students are addicted to it, then they should try to overcome from it. Students can watch videos of their studies instead of watching movies on YouTube. Can see good things. Students should do everything according to the rules and should not use social media the whole time.

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