



Impact of Social Media on Student Perception towards Higher Education

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I. INTRODUCTION

Over the years, many new technologies are invented and changed the lifestyle of people. One of these is the Internet, and over time, it was fashionable to social networking sites. The main goal of this website is to interact with your family and friends as well as with people, whether they are nearby or far away. The internet has given us the ability to connect with people from around the globe with a few clicks of a button. And you can easily send information to a friend or get information. Social Medias such as Facebook, Instagram, Twitter, and Snap chat etc., have attracted millions of users, many of whom have integrated these sites into their daily practices.

social media have got credibility over the years as a trusted source of information and platform where organizations can interact with audiences. Social media tools make the students and institutions with multiple opportunities to enhance learning methods. Through these networks, people can incorporate with social media plug-in that enable sharing and interaction. Students can be benefitted from online tutorials and e-resources that are shared through social networks and LMS's. There is valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purposes. Social media is also a medium where students can establish beneficial connections for their placements. As an educational institution, it is crucial to be active in many social platforms possible; this creates better student training strategies and shapes student culture.

Use of social media and mobile devices presents both advantages as well as challenges, mostly its benefits seen in terms of accessing course contents, video clip, transfer of the instructional notes etc. Overall students feel that social media and mobile devices are the cheap and convenient tools of obtaining relevant information. Studies in western countries have confronted that online social media use for collaborative learning has a significant contribution to students' academic performance and satisfaction (Zhu, 2012). The purpose of this research papers was to explore how learning and teaching activities in higher education institutions were affected by the integration and application of mobile devices in sharing the resource materials, interaction with colleagues and students' academic performance. The broad goal of this research was to contemporise the in-depth perspectives of students' perception of mobile devices and social media in learning and teaching activities.

II. OBJECTIVE OF THE STUDY

The objective of this study is to explore students' beliefs with regard to social media use in higher education and the consequences of such use on the perception of their academic performance.

The objective of this study is to determine the major influential factors with regard to social media use in student learning settings as a means of enhancing their performance.

The Student Perceptions

Student perceptions are thoughts, beliefs, and feelings about persons, situations, and events.

Social media can influence students learning and promote positive change

Social Media helps boost creative skills in students by permitting them to learn and later execute the same by doing it themselves. Quite frequently, a student's hidden talent is revealed when he/she starts to take pictures and use online editing skills to make it look aesthetically appealing. It helps you in analyzing the different answers and different opinions of different students. It increases your imagination and creative skills. Social media helps in delivering the training to students with the help of the latest methodologies and help in shaping their future. Social media promotes self-directed learning, which prepares students to search for answers and make decisions independently. When reinforced in a classroom setting, these social media skills can be guided and refined to produce better learning outcomes and critical awareness.

Social media important in higher education

A key advantage of social media in higher education is that it allows students to connect. That might be from home, different campuses, work study programs, or at a conference. Not all students live on campus. That doesn't mean they're less motivated to engage and participate in student life.

Benefits of social media for students

Learning & Networking, For Creative Expression, Experience Global Exposure, Employment Opportunities, Social Media Marketing

The Advantages of Social Media Use

The Following advantages of using social media.

Build relationships. Social media is used for more than just brand-customer interaction., Share your expertise. You have the chance to talk about what you know and what you want to be recognized for on social media., Increase your visibility., Educate yourself., Connect anytime., Global connectivity., The right place for noble causes., An excellent tool for education., Information & updates., Share a large amount of information daily., Join a community., Drive traffic to your website., Access to paid advertising services., Connectivity. Connectivity is among the most significant benefits of social media., Education. The use of social media in education is commendable., Information and Updates., Awareness., Share Anything with Others., Helps in Building Communities., Noble Cause. And Mental Health.

Challenges of social media

Homesickness. One of the first challenges you may face in university is missing home., Transitioning to university life., Roommates., Effective studying., Time management.

Budgeting., Relationships., Partying., Physical and mental health., Cost of an education and student debt.

Healthy Relationship with social media

Avoid looking at images you know trigger your thoughts of comparison by following accounts on social platforms that you often compare yourself to. Try to spend less time on social media. If you find this difficult, remove the apps from your phone, so they aren't as easy to log in to. Try to understand why you are making comparisons because looking like they do won't make you happy. Most importantly, stay focused on you!

The Disadvantages of using social media by college students

The Following Disadvantages of using social media.

Inadequacy about your life or appearance, Fear of missing out and social media addiction, Isolation, Depression and anxiety, Cyberbullying, Self-absorption, A fear of missing out can keep you returning to social media over and over again, Lacks Emotional Connection, Gives People a License to be Hurtful, Decreases Face-to-Face Communication Skills, Conveys Inauthentic Expression of Feelings, Diminishes Understanding and Thoughtfulness, Causes Face-to-Face Interactions to Feel Disconnected and Facilitates Laziness.

III. CONCLUSION

Social media is the latest technology that helps all students in gaining information and knowledge by adopting different methodologies. The utilization and involvement of social media in education helps students, teachers, professors, and parents to get specific information. They can connect themselves with different learning and educational groups and can achieve success. Social media platform continues to transform pedagogy and can be used to uphold learning and teaching activities that were traditionally confined to classrooms. The use of social media platform in higher education institution presents many challenges but its importance cannot be ignored. Research has established that a most of academics are of the perception that social media may be employed successfully in supporting the provision of student-centered learning approach. With the help of social media, students no longer continue to remain passive absorbers of knowledge but become co-producers' and contributors. In the current situation, educational environment, learning has become more of a social process and the use of social media strengthens the learning and teaching process. The use of social media, like in most of the areas, is here to stay in higher education settings too. All the above-explained points describe the benefits of social media and its various platforms. By reading all the points, students can understand the importance and value of social networking websites in the educational field.

IV. REFERENCES

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