



Role and Impact of social media on Teaching and Learning in Higher Education

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ABSTRACT

The communication environment in today's social world is evolving quickly thanks to social media. The emergence of social media is having a big impact on student's academic lives. Institutions and academics are constantly experimenting with social media tools in an effort to stimulate collaboration, critical thinking, and knowledge creation. Since social media is now approved by higher education institutions, it serves as a forum for students to interact with their professors, fellow students, and other higher authorities. This therefore called for the study to explore and examine the role of social media and how it has impacted teaching and learning in higher education.

Keywords: social media, social networking platform, COVID-19 pandemic, communication, higher education

I. INTRODUCTION

"Social media are interactive media technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks" ("Social media"). According to Merriam-Webster, "social media" is "forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content such as videos" ("Social media"). A collaborative environment where anybody can share, exchange, remark, discuss, and produce knowledge is what makes social media one of the most essential instruments for human connection. The use of social media platforms is drastically altering the way that people communicate, and its introduction has had a big impact on how teachers and students learn. In higher education environments today, professors, students, and others work together to construct knowledge. Social media applications can enrich teaching and learning material, have a great influence on discussions, promote collaborative work, and more. This influence on teaching and learning environments is growing every year. Educators and researchers are testing social media tools to promote cooperation, knowledge creation, and critical thinking.

II. REVIEW OF LITERATURE

Social, political, economic, and educational aspects of life have all been impacted by social media. In the context of education, this medium improves students' learning opportunities and expands their opportunities for constant communication with teachers. Millions of people use social media sites like Facebook, YouTube, Twitter, WhatsApp, Myspace, Google+, LinkedIn, Instagram, and others every day, especially young people. Due to the compelled adoption of online teaching, a dramatic increase in social media influence was seen during the COVID-19 epidemic. In order to maintain social distance norms and other safety measures, the electronic medium has become the primary form of communication under the new normal. The rapid influx of data in social media has aided in the creation of knowledge for all types of users. Hussain discovered that the growth of the global virtual community is correlated with students sharing their educational experiences via online social networking sites (639–645).

Educational institutions believe that social media platforms can help with teaching. A majority of respondents said that social media sites can be useful tools for collaborative learning, and other respondents agreed that videos, podcasts, and wikis are useful resources for teaching. (Moron et al., 2011) Most higher education students and faculty members choose Facebook as their social networking site. A research study examined Facebook's use for academic purposes severely (Sharma et al., 2016). Additionally, some courses have made use of YouTube as a venue for students to produce and distribute course-related videos. YouTube is a useful social media site for posting educational videos, and it has helped educators and students by enhancing students' academic achievement (Orus et al., 2016). Instagram is a social media platform for uploading photos and videos that is effective for disseminating information in higher education (Arceneaux et al., 2018). Twitter is a microblogging site used for education by academics, researchers, and scholars (Veletsianos, 2011). Students in other courses have used Twitter to discuss course material in class, with Tweets being shown on a big screen to promote cross-group discussion (Hamid et al., 2011). All parties involved in higher education use Twitter frequently, and it offers enormous potential for e-learning pedagogy (Kassens-Noor, 2012).

A social networking platform for academic and research purposes is called Research Gate. The analysis of the research activity in higher education institutions has greatly benefited from this platform. It can also be applied to the promotion of academic influence and publications in the scientific community (Yan et al., 2018). By using efficient social media marketing tactics, higher education institutions can increase their placements, enrollment ratios, recruitment, admissions, and exposure. Social media, in Landry's opinion, is a tool that may be utilized for good or harm, depending on the individual. Social media has both positive and negative aspects. Yes, it is simpler to recall the negative than the positive, yet social media platforms have opened up opportunities for people all over the world.

III. SOCIAL MEDIA SITES

Social network sites were described by Boyd and Ellison (2007) as open web-based services that enable users to create personal profiles, locate other users with whom they are connected, read and respond to other users' postings, and send and receive messages either secretly or openly. These online tools enable users to create a constrained system-based public or semi-public profile. Facebook and LinkedIn are among the most widely used social media sites

Social media site gives educators access to more information quickly, which is both exciting and astounding. With so many options, it may also be annoying and perplexing. The greatest social media sites for teachers are listed below to help teachers with this overwhelming responsibility.

YouTube: Any level of educator can visit YouTube's education category and find a number of subcategories, including university, science, business, and engineering. Even a separate area of YouTube is devoted to teachers and how to use it in the classroom. However, teachers might still use all the fantastic videos that are available according to topics or searches even if they never went to that section.

LinkedIn: LinkedIn is utilized for much more than connecting employers with candidates or conducting candidate searches, despite serving as a professional social network for employers. Students are kept in touch with reality and limitless opportunities through a focused education by having them publish their professional resumes there. Students get information about job opportunities and the corporate world around them.

Research Gate: Similar to LabRoots, Ijad Madisch developed Research Gate to bring scientists together for collaboration. The mission and the developers, who are scientists working to promote hardworking researchers all around the world, are actually what make a difference.

Facebook: Everyone is on Facebook, which is its best feature. Telling students to check out the page where you post on Facebook makes sense because they enjoy using Facebook to interact with their friends and family. Having a separate personal account and remaining professional are both crucial.

Twitter: The ideal approach to using Twitter for teaching is to remind students that they have upcoming due dates for assignments or exams, so they should study for such things. By sending a well-known quote, teachers will occasionally utilize it as motivation.

Instagram: Students appreciate Instagram for a variety of reasons, but primarily because of the images and filters that are offered. Teachers might give tasks that take advantage of students' Instagram addiction, such as picture essays in which students snap photos, post them, and then add captions. Students can even design campaigns for certain causes or simply for class projects.

Google+: Along with fantastic designs and themes, Google+ connects instructors with their students through circles that elevate online conversation to a fine art. Because they didn't exactly understand a certain lesson the first time, students may need to learn more about it. To connect them to their path of thinking and learning, gather them into a circle of their own and provide them with the ideal tools.

IV. ROLE OF SOCIAL NETWORKING SITES

Facebook, Twitter, LinkedIn, and Myspace are just a few examples of the social media sites that are referred to together under the name "social networking sites." Internet-based social media tools enable more open communication among users. Social media has recently grown to be one of the most important channels for communication. Social networking is necessary for communication between people no matter how far apart they are. By making social networking open, two people can share files, photos, and videos, make blocks, send messages, and engage in real-time communication. Because they make it so simple and successful to communicate with friends and coworkers, these platforms are referred to be social. In today's higher education environments, professors, researchers, and others work together to construct knowledge. The popular in the realm on internet sites are Facebook, Twitter, blocks, YouTube, Instagram, Google and others.

V. IMPACT OF SOCIAL MEDIA ON TEACHING AND LEARNING IN HIGHER EDUCATION

Social Media can benefit professors and students in teaching and learning in higher education. Technology has undergone revolutionary advances that have created several chances to improve student learning and teaching. Since the advent of the internet and mobile phone technology, the educational landscape has undergone a total transformation. Social networking websites' growing utility and popularity have inspired educators to consider how they might be used in the classroom. Educational institutions are becoming aware of how social media can enhance group work and active learning. Social media is opening the way for a new kind of learning that is personalized and tailored to each learner's needs. Professional networks and connections are now essential to one's success and continued progress in a connected society.

Positive Impact: Students can readily communicate with one another about projects and homework thanks to social media. Additionally, students can complete group projects at home. Students who struggle with speaking up in class can participate in the learning process when social media is employed in pedagogy, which also helps to boost their confidence. Any questions can be answered by leaving a message on social media. A website like Facebook, etc., aids teachers in keeping in touch with parents or in keeping them informed of their children's progress. The knowledge and abilities needed for effective social networking are being taught to students.

Negative Impact: Students are increasingly prone to abrupt changes in mood and self-control. According to a new study, students' moods are immediately affected anytime a profile photo is uploaded. For them, it causes worry, anxiety, or terror. Instead of studying or connecting with others face-to-face, students neglect their schoolwork by spending time on social networking sites. Students prefer to talk with their pals for hours at a time, wasting time that could be spent studying or picking up new skills. Students who routinely use social media may lose the ability to communicate face-to-face. The communication environment in today's social world is evolving quickly thanks to social media. The emergence of social media is significantly influencing the academic life of students. Institutions and academics are constantly experimenting with social media tools in an effort to stimulate collaboration, critical thinking, and knowledge creation. Today social media has been accepted by higher institutions making it a platform where students connect with their instructors, fellow students and other higher authorities across the board. This therefore called for the study to explore and examine how social media has impacted teaching and learning in higher education.

VI. BENEFITS OF SOCIAL MEDIA

Group Learning: Students share a lot of information on social media. So why not promote group learning using this platform? In reality, many academic institutions worldwide encourage students to create global alliances using social media in order to complete specific project assignments. As a result, they become more involved with one another, learn how to manage projects, collaborate with teams located throughout the world, and develop cross-cultural sensitivity. Similarly to this, using social media has sped up and simplified interactions with peers or teachers about matters pertaining to the classroom. Utilizing social media exposes students to a new work culture that emphasizes managing work through online interactions, which is crucial in today's business world. It demonstrates to them how to strengthen their web presence through their talents.

Students sharing information: Students' smartphones keep them always connected to the internet, which allows them to quickly transfer information to their connections. Along with sharing ideas and opinions, they also

trade a lot of useful data. This content covers a lot more than just amusing movies or pictures and includes helpful information pertaining to their studies. For classes and exams, they share useful information.

Social Media usage by Teachers: Social media is a fantastic marketing tool for educational institutions to connect with potential students. Education experts have developed a solid marketing strategy as a result of the new media to raise brand awareness. In order to reach students, colleges all over the world use social media extensively. They are speaking with professionals on social media. Facebook and YouTube are used by academic institutions to communicate with students. These platforms can be utilized to notify students about important information, disseminate school news, and make announcements.

Encourage Research: Social media provides an opportunity for teamwork to support research endeavours. One of the better platforms for secondary data extraction is this one. To collect samples and learn the opinions of the general public and other experts on a given topic, survey pools can be used. Social media can help academic researchers compile and produce useful content by working on collaborative assignments and projects.

Synchronous and Asynchronous learning: Sometimes, it is difficult to address the queries of students during classroom sessions. This makes it further difficult for students to clear their doubts. However, professors can take advantage of social media technology to extend teaching hours beyond the classroom. They can set up Facebook Live sessions or Twitter discussions to cover the doubts of their students. As a matter of fact, professors can allocate dedicated time slots for online discussions to answer any question or to work with a student. **Utilize blogs to establish a virtual library:** Professors have a lot of latitudes when it comes to developing their intellectual reputation by setting up a personal blog or website. Students will be able to use the uploaded academic work as well as other crucial lectures and videos as reference materials for their study.

Knowledge via Social Media: Social networking sites provide excellent learning possibilities. Students can be inspired to create networks that will promote professional career assistance. Similar to how they can engage with students, professors can assist them in finding acceptable job vacancies and pertinent connections for their future careers.

VII. CONCLUSION

Social media networks' advancement in educational systems will lead to the emergence of a number of beneficial applications that can enhance the learning process. Social media has a significant impact on students nowadays at every stage. You are turning away a large portion of your potential audience if you are not using social media. It might be a very successful strategy to use it in educational institutions. Social media has several advantages for academic institutions. The examples mentioned above are but a handful. Social media platforms provide excellent platforms for student and teacher interaction. Teachers can increase their students' academic and technological engagement, technological proficiency, foster a strong feeling of teamwork in the classroom, and develop stronger relationships with their students by using social media.

VIII. REFERENCES

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