



Impact of social media on Higher Education

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ABSTRACT

By offering better learning and teaching experiences, social media has completely changed the communication landscape of higher education institutions. The widespread usage of social media platforms encourages and motivates pupils to learn. Some of the main advantages that contribute to educational development include using YouTube to find educational films, having simple access to online notes and e-books, and learning through video calls. One of the significant things social media has enabled is remote learning from a reputable organisation from anywhere in the world. Online study groups are another resource that students can use to learn more about a variety of topics. However, some researchers also say that social media reduces research and learning capability. With the use of Social Media, students nowadays are depending more and more on such platforms to gain knowledge and information, rather than searching for the same in journals, books, or notes. This means reading habits of students, together with their research and learning capabilities, are decreasing.

Key words: Social Media, advantage, research, higher education etc.

I. INTRODUCTION

Students may have access to a variety of educational opportunities owing to social media. This revolutionary approach to learning is much more effective than conventional education. Education is more than just memorising information from a textbook and turning in homework. It concerns a student's whole personality development. The use of social media today has made communication between teachers and students about their academics much simpler and quicker. Online interactions have grown in importance in our world, and students are already adept at maintaining an online presence. They are well aware of how to use both basic and advanced features on various social media platforms.

In the current digital era, the ties of education with technology creates an intriguing potential. Social media can be used by educators and students to enhance their curricula and advance in their chosen fields. Social media platforms are flexible, allowing anyone to utilise them however is most convenient, including teachers, students, and their parents. Through their smartphones, tablets, and other devices, college students are continuously linked to the internet. In this manner, they can readily alert friends and relatives of the information. A lot of people can benefit from the expertise, advice, projects, and study materials that can be shared by individuals. The students can communicate information on tests and classes. The transmission of information has become easier, and they aren't even aware of the new skills they are learning each day. Additionally, it gives students more room for growth.

Today, everyone is familiar with the word "marketing." A growing career option for students is learning social media marketing. It aids in preparing students to succeed as marketers. Students from all around the world are getting the chance to implement social media strategies for a variety of international businesses because social media marketing is something that all firm must incorporate into its groups. If a person has no prior awareness of social media, this is not possible. Students can gain admission to better universities for higher education by using social media. It is well known that the majority of high school students prefer to use social media when looking for colleges and enrolling in them. Facebook is currently one of the most popular websites utilised for this.

Students want thorough information promptly and have grown to trust a specific social networking platform. Therefore, those who are pursuing higher education or who are about to do so must utilise social media to improve their academic abilities. Higher education institutions must understand that they must differentiate themselves from the competition. In order to keep prospective students interested in the college, higher education requires innovative social media strategies that must be put into action all year long. It might emphasise the many online courses that are frequently offered after study recruitments. Having a strong social media presence can help schools and universities interact with potential students.

According to research, social media has recently infiltrated practically all categories of organisations. Universities and other institutions of higher learning have not lagged behind and have embraced this worldwide phenomenon. There are many different types of social media, including social networking sites, blogs, vlogs, instant messaging, and online communities. Regardless of their physical location, Facebook users may produce and share information, establish connections, and foster collaboration and connectivity. Higher education institutions have a wide range of opportunities to embrace social media to advance their efforts in teaching and learning as a result of its quick increase. Social media is excellent for administrators, managers, students, and teachers in higher education institutions due to its widespread use and extremely high uptake.

Social media and technology are becoming an essential aspect of daily life, so integrating them in the classroom makes sense. Every social media network provides a variety of ways to be used in the classroom, including sharing announcements and giving live lectures. Students can directly ask questions of teachers through social media and receive their answers. Additionally, social media provides more options for e-learning. Training pupils to work remotely is a vital lesson as remote and online learning and employment opportunities grow in popularity. It is frequently a free form of communication for its users, making it an extremely cost-effective tool. You can use it to advertise new courses, occasions, and scientific advancements as well as to communicate with students. Social media is a powerful tool that may help you connect with a sizable audience and promote your university online, which is a crucial function. The University/ college and the staff can use social media to connect to current students, prospects, researchers, and other organizations.

Social media is utilised as a tool for learning and teaching in a wide range of circumstances, including language learning, writing development, after-class discussions, synchronous and asynchronous communication, community building, and as a teaching and learning tool. The nature of the relationships between students and teachers is changing as a result of the use of social media in higher education. Social media offers a distinctive forum for communication between students, as well as between students and teachers. Students find it convenient and simple to communicate, acquire information, and offer information through social media. According to studies, academics have recently increased their use of social media to engage in debate, present and host courses, and provide after-hours help for students. The use of social media has also shown to boost interactions between students and teachers. Students learn how to use internet tools effectively in classroom

contexts thanks to social media. According to studies, social media use in higher education has improved pedagogy and information sharing, increased involvement and engagement, improved content dissemination, and better learning.

Social media is used not only for teaching and learning, but also for advertising and raising awareness. Educational institutions can tell stakeholders through social media about new research initiatives, revised policies, upcoming events, open positions, alumni participation, and institutional news. Social networking is another technique some colleges and universities use to recruit students. In an effort to draw in more students, social media offers the ideal venue for highlighting new courses, research and teaching faculty, and campus amenities.

The usage of social media channels for collaboration is also effective. For instance, it is simpler for you to connect online and talk about it with a team if you need to conduct research on a specific issue jointly. Students may relate to: participants in your class (in your cohort or years above or below), students enrolled in related programmes at other universities, and specialists in your area etc. It is simpler to communicate with your peers and organisations for educational purposes thanks to the Internet. Teachers can also open profiles to share online lectures, convey curricular changes, and get feedback from their students.

However, there are some inherent restrictions to social media use in higher education. Its drawbacks include concerns about technology and privacy, the predominance of academics, students' passive behaviour, and the lack of academic language usage. The lack of knowledge of the capabilities provided by the social media platform can also be added to this list.

Since everyone uses social media in a different way, academics must be aware of the various social media usage strategies before integrating them into their teaching and learning processes. To get around privacy concerns, it is advised to start Facebook groups. Passive students should also be encouraged, and sufficient training should be given. Staff members should receive training and direction in addition to pupils.

Social media has the power to drastically revolutionise learning and increase its effectiveness. It offers a wealth of global knowledge that lecturers can use into their teaching. One of the most intriguing instances occurred when a professor from Italy required her students to tweet only in Italian in the classroom and urged native speakers to join them. According to the survey, 90% of the students were more motivated and confident after the lesson. This is a very wise move that demonstrates the effectiveness of this approach to teaching and learning.

Research and higher education go hand in hand. Universities and other academic institutions may share knowledge and conduct research to reach a larger audience than ever before. Students who are using social media might also benefit from tools that will assist them learn more about the study topic they are working on. There are a lot of issues with a digital marketing strategy that must be fixed in order to succeed on social media platforms. Higher education institutions frequently have a variety of faculties, giving both instructors and students a special experience. Giving each faculty member the ability to handle their own social media initiatives while also keeping the same kind of regulation for the content that must be published is one of the fundamental challenges higher education faces in building a social media presence.

Social media can be utilised to enhance learning and teaching activities that were previously restricted to classrooms as well as to further the ongoing transformation of pedagogy. Although there are many difficulties associated with social media use in higher education, its significance cannot be understated. According to research, the majority of academics believe that social media may be successfully used to support the delivery of student-centered learning approaches. Students that use social media become co-producers and contributors

rather than only passive consumers of knowledge. Learning is now more of a social activity in the contemporary educational setting, and using social media helps that process. Like in many other sectors, higher education settings will continue to employ social media. How higher education institutions throughout the world will continue to use social media for their own gain needs to be figured out.

Social media's impact on students' academic performance has drawn a lot of criticism. Some individuals think it has a highly negative and disruptive impact on the students. If it is used improperly, then this statement is accurate. However, if used wisely, it can prove to be a blessing for pupils.

II. REFERENCES

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