IMPACT OF SOCIAL MEDIA IN EDUCATION

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Abstract:

  Usage of Social media is being swiftly increasing during last few years. It is not only being used by the working people but also there is heavy rise in the use of social media in education society. Use of social media has created a positive impact on the society. With the help of Internet all the social site and various applications are available which can be accessed easily ,also allow users to converse and interact with each other, to create, edit and divide new form of textual, visual and audio content. It has a vital influence on our life as it helps a lot in every field of life .This paper tires to highlight the influence of social media in Education and there is a need to know the good and bad impacts of the social media on our education sector as well as on our next generation and make a proper plan in both cases .

Keywords: *Social media - Whatsapp, Facebook and Twitter, unhealthy addiction.*

Introduction:

The enlargement of social media over past few years has altered the ways in which the internet is knowledgeable by most end user. It gives people the power to divide, making the world more open and linked with each other. Social networking has a vital influence on our life .People watch billion of video clips on YouTube daily. Every hour, users upload video content. Every day, more than 90 percent of college students visit a social   networking site. People have woven these networks into their daily routine, using Facebook, Twitter, LinkedIn, online gaming environment, and other utensils. Students usually use social site for many cause such as for study purpose , entertainment purpose since social media provides any data needed very easily and quickly within a fraction of seconds. Media had become a major   distraction to students, causing the overall performance of students to decline, especially the ones who tend to check their Facebook and twitter while studying. This paper explains the positive and negative impact of social media on Education.

Social media: Social networks have become thoroughly rooted in modern culture. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools. Social networking makes kids more peer-based. Young people are aggravated to learn from their peers online. It makes kids more networked than forever. It is easier for kids to make friends with people all over the world, most of whom they will not at all ever meet without these technical advances.

Learning with Social Media

There are apps and web tools that offer social medium in an educational framework. 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 site for college students are been developed aiming at enhancing both social interaction. The research tells that making social media tools a part of traditional learning is attractive to students and can collaborative study and 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.

Effects of Social Media affects on Students

 The strength of social media applications is that they offer an assortment of tools that learners can mix and match to best suit their individual learning styles and increase their academic success. The social networking sites focus heavily on building online communities with common interests or activities. Social networking sites also can help students increase leadership skills, from low-level planning and organizing to behavior that promote social change and self-governing engagement. Social media tools and networking sites encourage students to engage with each other and to express and share their creativity.

Challenges faced by the use of Social media
 There are many Challenges which are being faced by the use of social networking site they are as follows: -
 □ Privacy
 □ Health Issues
 □ Real Friendship
 □ Other Challenges

Privacy: Many of the students are engage with social networking sites like Facebook, Twitter and many more, with help of which they come in make contact with with many other people whom they never had met before, seen before or even had talked earlier than. They share their very personal and personal information which many times may be used for wrong deeds also. Although a lot of the information individuals' provide on social-networking sites is elective, users are increasingly more comfortable with displaying a great understanding of personal information online. Students and many others start believe very easily on stranger and share their private talks which may be distorted. This is very challenging task which is being faced by Social Media. So, the privacy is one of the obstacle that have faced the use of social networking in learning.

Health Issues: Due to the use of social networking sites for long hours create multiple of health issues. Because of continuous accessing of networking site may create an perception difficulty, back pain because of sitting in same position for long hours and many more.

Real Friendship: Through social networking, person has a lot of friend but the value and truthfulness of these friendships is not always true. On the other hand, data on these social-networking sites for a person is not always true and responsible, and they do not confirm personal details (age, location, etc.) of their members. While sites provide an occasion for individuals to present a optimistic and exact self-image. So, having many friends through social networking sites is likely to be more detrimental than good. This determination affect the use of social networking in education.

Other Challenges :

Some of our teens join social media not to post their pictures but to find friends with whom they can share their opinion, and sometimes it goes incorrect and they work jointly bad people and such relation could lead to kidnapping. The Facebook-associated abductions are increasing and we can find too many of such examples where facebook has helped the kidnappers.

Positive and Negative Impact of Social Media in Education :

Following are the Positive Impact of Social Media on Education:

- Google and education, Google has helped over 20 million student in their education using their utensils.

- By spending so much time working with new technology, students develop more acquaintance with computers and other electronic devices.
- With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.
- Talents got discovered faster, students who were good at programming got their name out easily, student who were good in music, got their videos out and shared most important them to their dreams.
- A lot of the students were able to inform public about their issues -
using social media which brought awareness and helped solve a lot of problems.
- The ease with which a student can modify their profile makes them more aware of basic aspects of design and drawing that are not often taught in schools.
- The ease and speed with which users can upload   pictures, videos or stories has resulted in a greater amount of allocation of creative works. Being able to get on the spot feedback from friends and family on their imaginative outlet helps students process and develop their creative ability and can provide much needed self-confidence or help them decide what career path they may want to practice.

➢ **Negative Impact**

The prime bad effect of social media is addiction. continuously checking Facebook, Twitter, LinkedIn   other   social media updates. This addiction could unhelpfully affect other valued activities like concentrating on studies, taking active part in sports, real life communication and ignore ground reality. If there is consciousness about the risk of social media in our group of people, it will not lead to something bad but there is always lack of public special treatment and the internet users is becoming   more .

Following are the Negative impact of Social Media on Education: -

• 	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.

• 	Many students rely on the accessibility of information on social media and the web to provide answers which means a concentrated focus on learning and retaining information.

• 	Our ability to retain information has declined, and the enthusiasm to spend more time researching and looking up good information has concentrated, due the fact that we got used to the ease of availability to information on social media.

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

• 	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 sufficient substitution for face-to-face communication. Students who spend a great deal of time on social networking are less able to efficiently communicate in person.

• 	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 profile before granting acceptance or interviews. Most students don't constantly evaluate the content they're publishing online, which can bring about unhelpful consequences months or years down the road.

• 	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 spend more and more time talking from behind a screen.

Conclusion: This paper portrays the various positive and negative impacts of social media on education. To overcome this problem, Moderating the access to social media is one of the excellent solution. 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   give a solution towards keeping the negative aspects of social media from influencing their studies. Providing ample time for face-to-face social interaction , like having some family leisure time in which discussion on studies can be done in relaxed atmosphere or inviting friends and family over for get-together , providing fun , face-to-face social interaction with loved ones. All these will help us to reduce the negative impact of social media on students and their education which will in turn benefit our young generation.

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