



PERFORMANCE OF SOCIAL MEDIA FOR HIGHER SECONDARY SCHOOL STUDENTS

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Abstract

A person consistently seeks membership in a society in order to satisfy his biological and social demands. For social networks to function, people must be able to communicate with one another. Humans attempt to create media that facilitates and accelerates interaction within their immediate and extended social groups. Facebook, Twitter, Instagram, and Flickr are just a few of the many social media sites that have become part of people's everyday lives. Due to the extensive use of the internet by students, educators, and researchers, there is a growing interest in incorporating social media into educational processes. This study will benefit high school pupils who use social media.

Keywords: social media, Students, Facebook, Twitter, WhatsApp

Introduction

After the 1980s, there was a surge in computer innovation that continued into the 1990s and early 2000s, when the first Disc was produced and the internet became more user-friendly than ever. Today, almost all (95%) high school students possess a smartphone, and nearly half (45%) of them claim to be constantly online. Some educators and parents complained that technology and social media in the classroom were too distracting. Due to the growing threat of cyberbullying, some schools have banned cell phones from classrooms. In other instances, similar bans have proven ineffectual, as students continue to bring their phones to class despite the restriction and many discover methods to access social networking sites despite the administration's safeguards.

As a result of these concerns, several schools have adopted a "Bring Your Own Device" (BYOD) policy. If this policy is followed, student devices such as mobile phones and iPads could be used in class to connect to the internet for research and other activities. Students' motivation and engagement have increased, as has their capacity to access information from anywhere as a result of BYOD laws, which were initially implemented to save money on technological expenses.

Education

Whether it be political, economic, or educational, social media has had a significant impact on many aspects of our daily lives. This medium boost learning chances by allowing students to interact with their teachers 24 hours a day, seven days a week. The Indian government's efforts to establish its own educational social network illustrate the significance and impact of social media in education.... According to rumours, the Information Technology Department of the state of Rajasthan plans to develop a Facebook-like platform geared on education. This website will offer Facebook-like features, such as photos and games, but its primary emphasis will be on educational cooperation, with experts ready to answer user inquiries.

Relationship between to social media and students

Every aspect of a student's life is intertwined with social media. In many situations, social media facilitates the discovery, sharing, and discussion of knowledge. Tutors and students may communicate and gain from these educational platforms by using them. The following are examples of social networking sites:

Before diving in, it is essential to understand that not all social media networks are created equal. These things are separated into several categories depending on consumer preferences and technical capacities.

While Facebook and Twitter allow you to interact with family and friends, sites like Reddit and Quora enable you to express your thoughts and ideas with others.

As a result, you now have more discretion about how to spend your time. Consider the many social media platforms listed below.

- ✓ Facebook
- ✓ Twitter
- ✓ LinkedIn
- ✓ Instagram
- ✓ YouTube
- ✓ Tiktok
- ✓ Pinterest

Benefits of social media for students

- Instructive Tool
- Share data

- Social media promotion
- Improved Learning management systems
- Detachment Learning Opportunities
- Social Broadcasting Use for Consciousness
- Increase Social Communication Among Pupils
- Social Broadcasting Aids In Residency And Career Search

Instructive Tool

College and university students may benefit from using social media. Modern students have convenient access to internet-connected devices such as computers, iPads, and smartphones, allowing them to experiment with various social media platforms.

Share data

Students collaborate on projects, presentations, research projects, and other assignments, in addition to exchanging important information and ideas. In order to prepare for lectures and examinations, they share crucial knowledge with one another.

Social media promotion

Students may find success in social media marketing as a source of supplemental income. It is viewed as a talent that may lead to new employment options and help people build the marketing abilities essential to be successful.

Enhanced Learning management systems

A learning management system (LMS) is a network-based software application developed for the administration, documenting, monitoring, reporting, and delivery of educational programmes including educational courses, training programmes, and training alternatives. Administration of learning systems.

Social Broadcasting Use for Consciousness

The most effective and economical approach to communicate with other people is via the use of social media. People may be contacted and their messages delivered to them quickly and simply via the use of social media.

Increase Social Communication Among Pupils

Different varieties of social media are the most widely used forms of communication in modern culture. It has a profound effect on the way we live and connect with others.

It facilitates easier communication with others. Using social media, you may reestablish communication with an old high school acquaintance with whom you had lost touch for a considerable amount of time. We may

simply identify it by visiting the relevant social media site and searching for the appropriate people or business. Thanks to social media, the level of human connection has expanded significantly.

Social Broadcasting Aids In Residency And Career Search

Using networks such as LinkedIn, job-seekers may connect with prospective employers. You may create a LinkedIn profile, and based on your profile, organisations may approach you and make you offers. Many individuals utilise social media to engage with mentors in addition to job searching.

Disadvantages of social media for students

1. Without a question, the Internet is the most popular primary diversion in contemporary society. Most parents and teachers are inclined to collaborate with us. It is always possible that pupils will not make constructive use of social media.
2. Students who spend too much time in the virtual world connecting with unfamiliar faces may find it difficult to engage with those in the actual world.
3. Cyberbullying and suicide games are two of the most common crimes on social media. Due of its addictive nature, the blue whale challenge and momo challenge have caused the deaths of several students throughout the globe. Students increasingly use cyberbullying to harass their peers.
4. In addition to social media, there are several more websites that advertise drug and alcohol use as a fashionable pastime. Students who follow drug- and alcohol-addicted peers on social media put themselves in risk. As a result, further pupils are motivated to follow suit.

Conclusion:

Significant numbers of today's kids depend heavily on social networking. In recent years, several scholars have been investigating the educational consequences of social media. These studies, which focus mostly on distant learning and e-learning, are often conducted with college students. Typically, academics acquire data through surveys and experiments, however qualitative pieces do exist. The majority of participants favoured Facebook, the most popular social networking site, according to these data. In conclusion, social networks have numerous beneficial applications because they enable local tales or events to attain global significance. The globe can now engage and share knowledge at a rate never before seen in human history due to the utilisation of this remarkable platform.

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