

An Overview of Social Media on Students

Prof. Meenakshi Sharma

SOE, Sanskriti University, Mathura, Uttar Pradesh, India

Email Id- osd@sanskriti.edu.in

ABSTRACT: *Social media's rise in popularity has ushered in a new era of cooperation and communication. Social media is an online interaction site where individuals can develop, discuss, and modify their ideas and opinions about any topic. Blogs, company-sponsored discussion boards and chat rooms, consumer-to-consumer e-mail, consumer product or service ratings websites and forums, Internet discussion boards and forums, moblogs, and Social Networking Sites are all examples of social media. In a summary, social media is divided into five categories: blogs, social networking sites like Facebook and Twitter, community content like YouTube, collaborative projects like Wikipedia, and virtual worlds like Second Life. For most individuals, using various forms of social media has become an important activity, and research has proven that doing so is helpful since it increases communication, social connection, and even technical abilities. More than a billion people are linked and networked to create, cooperate, and share their knowledge and expertise all around the world. Teenagers, particularly students, utilize social media to find new knowledge or interact with their peers. Despite the significance of social media, it also has disadvantages for those who misuse it. As a result, the purpose of this article is to explore how students use social media.*

KEYWORDS: *Communication, Knowledge, Networking Sites, Social Media, Students.*

1. INTRODUCTION

Social networking platforms such as Facebook, Twitter, Instagram, and YouTube are common examples. These social media sites are an essential part of students' life, and they are frequently used on a regular basis. Social media has changed how individuals, communities, and organizations produce, exchange, and seek information from one another in recent years[1]. Most of the kids have also grown so accustomed to social media that the many kinds of communication, self-expression, community building, and other forms of online involvement have become second nature to them. As a result, it's critical to take a step back and consider how we got here and what our most recent social media "advances" could imply for us in the future.

Over 70 percent of internet adults currently use a social networking site of some type, according to the rise in popularity of social media sites over the previous several years. Many social networking site users have several accounts and check them multiple times each day. Educators have questioned the use of social media in higher education, despite the fact that it has been widely accepted by many users. Although many faculty members in higher education use social networking sites for professional purposes, many are hesitant to use them for teaching and learning. Web 2.0 (also known as the "social web") has attracted a lot of interest for teaching and learning because of its many benefits, such as social networking and user-generated content[2]. Over the last few decades, learning paradigms have moved from traditional classroom settings to include online learning, e-learning, collaborative learning, and a variety of hybrid forms. This shift denotes a change away from instructor-led and instructor-centered learning settings toward learner-centered environments, which place a greater emphasis on knowledge production and development rather than knowledge transfer.

Several studies have looked at how social media is used in higher education, with many focusing on how students utilize Facebook in their classes. Although Facebook continues to dominate the social media scene and is popular with a wide range of demographic profiles, other sites have grown in popularity, and many users now utilize numerous networks. However, because of Facebook's popularity, many instructors have begun to incorporate some of its features into their classrooms.

1.1 Social media:

The word "social media" is a relatively recent concept that has grown to cover a variety of online communication venues. In general, social media is defined as "any technology that promotes the broadcast and exchange of information through the Internet"[3]. Some define social media as a "collection of Internet-based apps that rely on the ideological and technological underpinnings of Web 2.0, and that allow the

production and exchange of User Generated Content"; Web 2.0 refers to the Internet's adjustment that allowed users to create content.

Because of its newness, there are bigger, more established umbrellas under which the word "social media" might be classified. Information and communications technology is one of the most well-known and researched of these umbrellas (ICT). ICT encompasses both interactive and non-interactive mediums, such as interactive whiteboards and offline computer games, in which the audience is restricted to those physically present and utilizing the medium at the moment. Various social media applications are displayed in Figure 1.



Figure 1: Illustrates the various social media applications[4]

1.2 Social media in classroom:

Scholars have taken a variety of approaches to using social media in the classroom as shown in Figure 2. The use of social media in the classroom has been explored in a variety of fields, including radiology and business writing in higher education, primary and middle school literacy, and high school English, among others[5]. Furthermore, while ethnographic approaches have been utilized to study social media use in the classroom, some researchers have also employed other methodologies such as action research, activity theory, or discourse analysis.



Figure 2: Illustrates the Social media in the classroom[6]

Many early classroom studies of social media centered on interactive writing platforms, or more particularly, blogs (short for web logs). People may collaborate, communicate, cooperate, and participate with one another via blogs, which are two-way interaction platforms. Blogs have consistently been the most researched forms of social media in the classroom, maybe because they closely mimic traditional classroom literacy activities and, as limited texts, may be easier to examine than other of the literacy practices surrounding more open platforms. More academics are looking at the possible benefits of utilizing other technologies in the classroom outside the standard blog as new apps and social networking sites gain popularity.

1.3 *Social Media Advantages:*

Students have been proven to benefit from various types of social media through improving communication, social connections, and even technical abilities. The majority of students use social media to interact and communicate with one another, allowing them to connect with friends and family, meet new people, share photos, and exchange ideas. Students can also develop their own identities and social skills in this way. Introverts and pupils with poor self-confidence are common among today's students. They may, however, enhance their social skills and engage successfully with their visual pals by using social media as a communication tool. Not only that, but such dialogue is a crucial step for kids since it allows for more respect, tolerance, and discussion of personal and global concerns.

Social media can also help kids connect with individuals in different countries. Students can learn how to communicate with people from other countries by utilizing a variety of languages. Although communicating in a foreign language may be difficult for children, the excitement of making new friends may drive them to learn a new language and utilize a communication app to speak with one another. Friendship may lead people to delve further into a country's culture, ecology, and beliefs. Students also have a tendency to reveal themselves to their peers who share similar interests.

Apart from that, social media improved middle and high school students' learning possibilities by allowing them to collaborate on homework and group projects. Students can congregate outside of class time to discuss their work using Facebook and other similar social media tools. Furthermore, several schools have effectively employed blogs as teaching tools to assist students with their study outside of school hours. Students utilized social media, especially social networking, on a daily basis, and this social networking encourages them to use technology for their education.

For informal learning, students are more inclined to use social media such as YouTube. YouTube offers video for information and knowledge that goes beyond what can be learned in a classroom or from a textbook. It also provides tutorials and shows students how to accomplish various tasks in a straightforward and concise manner through the use of videos. Other reasons why students choose to utilize social media as tools for their informal learning include the convenience of obtaining knowledge outside of textbooks, the simplicity of sharing information, and the availability of online content at one's leisure.

1.4 *Social Media Disadvantages:*

Despite the numerous advantages of utilizing social media, there is also a 'dark side' to social media of which we must be aware. Students' use of social media puts them in danger more often than most adults realize. Cyberbullying and online harassment are two of the most common drawbacks of utilizing social media that adults dread. Cyberbullying is when someone uses digital media to spread inaccurate, humiliating, or hostile information about another person. Although the terms "online harassment" and "cyberbullying" are frequently used interchangeably, they are two distinct entities. Online harassment is not as frequent as outside harassment, and most students are not at danger of being harassed online because they use social networking sites. Cyberbullying, on the other hand, is a regular occurrence among most adolescents and can result in a variety of psychological consequences, including despair, anxiety, extreme isolation, and, sadly, suicide. Amanda Michelle Todd was a victim of cyberbullying who committed herself by hanging herself at her house. At the time, she was just 16 years old. She'd made a YouTube video in which she utilized a set of flash cards to describe her experiences of being blackmailed into revealing her breasts via webcam, as well as being harassed and physically attacked.

One of the disadvantages of social media is sexting. Sexting is described as "the sending, receiving, or forwarding of sexually explicit messages, photographs, or pictures through phone, computer, or other electronic devices." Over 20% of teenagers have sent or uploaded photographs or videos of themselves that are nude or semi-nude. Young individuals who engage in sexting have been jailed or charged with felony child pornography, while a few states have begun to classify such behaviour as adolescent law crimes. The major issues while utilizing social media are privacy and digital footprint. Internet users might leave proof of their visits to numerous websites when they use the internet. The "digital footprint" refers to the records that have been visited. Students who aren't aware of privacy concerns are more likely to send improper messages, photographs, and videos because they don't realize that what they put online stays online. Personal information is also required to activate an account on social networking sites like Facebook.

Their personal information may become public knowledge, and they may become victims of criminal cases such as kidnapping. Some professors urge students to create fresh identities for usage in class in order to reduce privacy issues. This method necessitates students having several accounts, which raises the expense of utilizing social media and, as a result, lowers its usefulness.

2. LITERATURE REVIEW

Yuanqiong Wang et al. discussed a review on Social Media[7]. The purpose of this study is to examine empirical studies on the usage and impact of social media in higher education settings. The use of social media has been gradually rising in recent years. The majority of the study, on the other hand, focuses on students' perceptions of social media's influence on learning. There is currently a scarcity of research on the implications of social media on student learning and teacher viewpoints. The empirical studies that addressed the use of social media in higher education in the computer sector were the subject of this literature review. As a consequence of the literature evaluation, recommendations for future study directions were provided.

Olivia G Stewart discussed a review of social medias' in classroom[8]. Despite the fact that the use of social media in education is already a well-studied issue, there does not appear to be agreement on what social media can provide students or how to effectively use it in the classroom. I cover some of the most important qualitative studies that study the usage of social media in the classroom in this critical assessment of current literature. I look at some of the benefits that these researchers claim social media may provide in the classroom, including the benefits of publishing for a larger, more involved audience and the possibility for enhanced learning and literacy practices. The author then discusses recent academic results on bringing social media into the classroom, as well as social media's limitations in education. The author concludes with a discussion of possible study directions for the future.

Ali Abdallah Alalwan et al. discussed an analysis on Social media marketing[9]. People all around the world are heavily invested in web 2.0 technologies and social media platforms. Businesses, on the other hand, are beginning to see such technology as useful ways to connect more with their consumers. Academics and scholars have also focused on related concerns of social media marketing in order to enhance their existing grasp of such occurrences in the marketing field. As a result, the primary goal of this research is to evaluate and assess existing studies in the field of social media and marketing in a methodical manner. In addition, the most frequent research techniques used to investigate the associated concerns of social media marketing have been examined in this review. There is also more debate, as well as an explanation of the present review's shortcomings and suggested research directions for future studies.

Prabhjot Kaur et al. discussed a review on social media for data mining[10]. In this study, we will use three data mining techniques to analyse the sentiment analysis on Twitter. The selected algorithm as a whole is stable. Some algorithms, such as dbscan and fastdbscan, are mutually exclusive. Data has become increasingly important in this period, since it aids in the analysis of user behaviour. Data may be collected from a variety of sources, including social media, APIs, and so on. These data sizes are out of the ordinary and difficult to interpret.

3. DISCUSSION

Social media is defined as any technology that promotes the broadcast and exchange of information through the Internet. Currently, there are many networking sites of social media such as Facebook, Twitter, Instagram, Snapchat etc. These social media sites are an essential part of students' life, and they are frequently used on a regular basis. Social media has changed how individuals, communities, and organizations produce, exchange, and seek information from one another. Social media provide an ability to people to interact, socialize, learn and do business to others. In this paper, author have discussed about social, media, impact of social media on students, social media on classroom as well as advantages and disadvantages of social media. This paper will help the students to know the impact of social media on our society.

4. CONCLUSION

People's ability to interact, socialize, learn, and do business has increased as a result of social media. People have begun to share on social media and in virtual worlds with technology present in everyday life, as well as on all social networks. For the most part, this assessment aims to shed light on whether online life is improving or hindering our interpersonal relationships, as well as how it is influencing our youth today. As web-based social networking progresses and continues to expand, there is an area containing so much inspiration, where civilization endures, and we are oblivious to it. Student life has grown more convenient as a result of the availability of social media in the twenty-first century. To be rational and legitimate, we must acknowledge that online existence includes both positive and negative aspects. The long-term implications of the social media revolution, both on society as a whole and on individuals, remain unknown. In this case, a lot of thought is required. Wilcox (2012) says that "ultimately, the way you verify this is by enhancing your mindfulness," because the influence of social media is subtle and grows over time. It's not so much about avoiding investing energy in Facebook as it is about being aware of what it may do to you." As said at the end of this essay, it is your choice whether to actively engage in online networking and benefit from it in your social and academic life, or to succumb to the bad consequences of internet-based living.

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