# TO STUDY THE LEARNING BEHAVIOR OF STUDENTS THROUGH SOCIAL MEDIA

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*Abstract: This paper is based on the study of students who get their educational benefits through social media like  Facebook, twitter, watsapp., YouTube,  Wikipedia, Flickr,  Linked-In and Second Life. Current business students are digital technology natives with great sophistication. Social media tools radically alter the way people view and use communication. The task of knowledge construction is thus being shared among the instructor, students, and other individuals who share an interest for the subject. This paper focuses on continuous efforts using social media to enhance undergraduate business students' learning experiences. Social media networks are designed for the purpose of communal connections. Today's students are accessing Facebook, Twitter and even Instagram to connect and share with those around them. One of the most interesting things about social media is that users can interact and engage with each other solely through a Web presence, perhaps never even meeting in person.*

*Keywords:  Social media; e-learning; self-determined learning, online education.*

## OBJECTIVE:

1. To study the learning behavior of students through social Media
2. Best practice use of social media for teaching and learning

## INTRODUCTION:

The influence of social media on learning and teaching environments is growing more each year. Social media applications can reinforce class material and positively influence discussions, there are many ways that teachers and professors attempt to include technology in to the education of their students. One of the latest advancements of including technology in to education is the process of using social media to help improve the reliable nature of certain material. Social media can be used in a number of ways to enrich the education experience of students in various education programs. Some of the most unique ways to use social media in education include creating a social media page for people in history or literature, using a blog page to log discussions, presenting projects through an online video presentation tool, posting assignments, and getting feedback on data or questions through the social media site. These are just a few of the most common methods in which to use social media to enrich the education experience for many students.

When it comes to education students love to use social media tools because they are familiar with the various interfaces. By using social media to present projects, the students will not even feel like they are really working on the project. Making projects fun will help to get the students engaged in learning instead of sitting and pretending to listen to a lecture. With the advances in technology, students are going to have to learn how to use social media responsibly. Therefore, by creating a project that has to be presented through social media, teachers are effectively coaching students on the responsible use of social media, as well as getting the information to assess the students' unique understanding of the targeted material. Furthermore, social media is a great way for teachers to get feedback on assignments as well as post new assignments. The assignments can be posted online and the students will receive an alert on their mobile devise or computing device. Most students have social media applications installed on their smart phones. Therefore, it makes education more readily accessible as well.

Using social media in the education world is becoming increasingly more prevalent in classrooms all across the nation. Social media can be used to help improve education by creating a social media page for people in history or literature, using a blog page to log discussions, presenting projects through an online video presentation tool, posting assignments, and getting feedback on data or questions through the social media site. These are just a handful of the most common benefits to using social media in education.

## RESEARCH METHODOLOGY:

The present study is based on the secondary data. Data will be collected through secondary source like available literature, magazine, journals, website and books.

## LITERATURE REVIEW

**Tan, 2009; Wishart & Triggs, 2010):**Disappointing results have also been noted when social media are used within a task where face to face collaboration is already high, and consequently social media are automatically redundant (Heafner & Friedman, 2008). Also, where social media are used for tasks which are unrelated to the curriculum or not obviously linked to learning purposes, successful use is unlikely

**Ahn (2011)**: conducted a study regarding students of color to determine if traditional digital divide indicators such as Internet access or parent education precluded the use of social media technologies by students of color. The results revealed that such indicators were not significant predictors of social media use by students of color; however, the frequency of use by ethnic minorities remained lower than those of White students.

**Guy (2011)**: focused on the use of social media by students of color at several historically Black colleges (HBCs), a population that is underrepresented in the literature. The first study queried 261 undergraduate students regarding their personal use of social networking sites. Eighty-seven percent of the study participants surveyed reported having subscribed to either Facebook or MySpace while only 13% said they

participate on Web sites as bloggers. Students were also asked to report their frequency of usage with specific online activities relating to social.

**Chandra & Watters, (2012):**The review clearly demonstrated instances where social media had a valuable role in facilitating the cooperative or collaborative engagement of teachers, students and others in the learning process. For instance, connections with teachers can be made between different physical locations and outside specified class times.

## STUDENT EXPERIENCE:

Most of the students are using social media such as Facebook and Twitter in their personal lives, they needed instruction on how to use them safely in an educational setting. While some students quickly embraced the use of social media in the course, others initially questioned its value and the need to learn it in addition to the required course content. Over time, the majority of the students developed an appreciation for its use. Some students expected the use of social media to correct some of the traditional problems associated with group projects, namely, uneven participation. They learned they could use blogs and Twitter to keep all team members more fully engaged in the projects.

Students said that using and somewhat mastering a variety of social media approaches helped them better prepare for a career in business management.

Students are in the interest of inclusion of social media in the course and recommended using it in all higher-level business courses. The overall favorable acceptance of using social media in this initial course has motivated me to incorporate it in an upcoming business capstone course that will be taught over a span of six weeks.

## FACULTY EXPERIENCE:

Both instructors and students need to realize their role in the course; and behavior in the classroom will change significantly. The complexity and number of student questions rose significantly, resulting in a much more dynamic learning environment.

Both instructors and students must be open to learning and using new social media classroom approaches that extend and enhance instructor-student interactions. Instructors must realize that not all students will embrace every element of all social media approaches. Some students will initially feel more comfortable using just one or two approaches and will need time to expand their skill set.

Incorporating social media approaches allows guest lecturers to participate remotely if necessary. Also, it allows instructors to incorporate.

## HOW STUDENTS BENEFIT FROM USING SOCIAL MEDIA:

A lot of criticism has been leveled at social media and the effect it has on the way students process and retain information, as well as how distracting it can be. However, social media offers plenty of opportunities for learning and interactivity, and if you take a moment to think about it, it's not too hard to see how students benefit from using social media. As younger generations use such technology in the classroom, they remake the educational landscape.

Students are experiencing the world through more than just books and assignments; they are learning and adapting to the world using a relatively new form of communication. In a world where connections are important, graduates are coming into the workplace with a lot to offer. But what exactly are they learning? Read on to find out.

## CONNECTIONS:

Social media networks are designed for the purpose of communal connections. Today's students are accessing Facebook, Twitterand even Instagram to connect and share with those around them. One of the most interesting things about social media is that users can interact and engage with each other solely through a Web presence, perhaps never even meeting in person.

## WEB ENGAGEMENT:

Whether they are sharing personal pictures, links to other sites or even commenting on someone's post, students engage, stretching beyond social interaction purposes alone. Students use social media day in and day out to interact with their peers and even teachers about class-related subjects. In a world where online engagement is important for businesses, these students are becoming experts at developing a sense of Internet presence. Not only do they know how to interact with others on the internet, they know how to use basic and even complex functions in order to do so.

## KNOWLEDGE:

Social media users share among themselves day in and day out, giving and receiving information at rapid speeds. This information is more than funny cat videos. The ability to assess, analyze, retain and share information is skyrocketing and they often don't even realize they're developing these skills. Only people born before the Internet was invented are likely to understand the magnitude of this new style of communication.

## THE IMPACT OF SOCIAL MEDIA ON STUDENT LIFE:

Today's world is a global village. Everyone is connected to one another in this vast network generated by the Internet. As said by Marshall McLuhan, a philosopher of communication theory, "The new electronic independence re-creates the world in the image of a global village." This electronic independence is inherently dependent upon the Internet. It illuminates the lives of thousands of people by spreading knowledge internationally, thereby making us global citizens.

In the past, the communicating and free sharing of thoughts among people were restricted by long distance, nationality and/or religion. But now, even these barriers cannot stop the flow of information and knowledge. The new world of social networking allows free sharing of thoughts. Online social networks are created by websites such as Facebook, which has emerged as a giant in this social world. So how do these networks affect our education? How do they influence the lives of students?

Humans are social animals. We always like to remain in some group or another, and we prefer to follow what this group does. All of our traditions and cultures are the product of this group-oriented facet of human nature. A well-known American psychologist, Abraham Maslow,

stated in his "Theory of Motivation" that the social need of human beings is the third most important requirement after our physical and safety needs — the third tier in his hierarchy of needs. Even our self-esteem comes after this social dependence. This is the main reason billions of people use social networking to stay connected, make friends and satisfy their social needs.

The students of this generation have become prone to frequent fluctuations in mood and self-control. If one of a student's friends posted about his or her present relationship with someone, then other friends are pressed to do the same thing. Actions that attract more public attention hold more value, even despite some of them being immoral or illegal. We even see that many students are worried about their looks, and so they always try to upload nicer pictures than their friends. A recent survey has stated that whenever someone uploads a profile picture, it immediately affects the moods of friends. It often produces stress, anxiety or fear about their identities as people. Consistently thinking in this way can sometimes lead to depression.

The most important things in a student's life are studying, learning good habits and gaining knowledge to become a person with moral character. But today, as we see in various studies, this optimal learning process is seriously jeopardized by students becoming entrapped by the ploys of social networking. Students neglect their studies by spending time on social networking websites rather than studying or interacting with people in person. Actively and frequently participating in social networking can negatively affect their grades or hamper their journeys to their future careers.

Getting too involved in social media can lead to an addiction that inculcates bad habits. Students prefer to chat with friends for hours, and this leads to a waste of time that could have been used for studying, playing or learning new skills. It is often said that a long-term friendship or relationship is developed when people meet each other, spend time and share their experiences. But this virtual way of communicating with each other does not lead to a natural, friendly experience and hence cannot produce a healthy relationship with those friends. Also, these relationships tend to terminate easily due to a lack of personal contact.

Considering all of the above pros and cons, it is necessary to develop certain regulations over the use of such social networking sites, especially for high school and college students. But still, students should get the choice to spend time socializing in an effective way. It should not hamper their school or college performance, and it should be kept in mind that social networking sites create virtual worlds that drastically differ from reality. Students should develop the cognitive and intuitive ability to analyze how much time they want to spend on social media. It is left up to the students to decide what really matters in their life and how much of this virtual life translates to real life.

## SOCIAL NETWORK IMPACT ON YOUTH:

Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas over the Internet and in virtual communities. The impact of social networks on young people is significant. Children are growing up surrounded by mobile devices and interactive social networking sites such as Twitter, My Space, and Facebook, which has made the social media a vital aspect of their life. Social network is transforming the manner in which young people interact with their parents, peers, as well as how they make use of technology.

The effects of social networking are twofold. On the positive side, social networks can act as invaluable tools for professionals. They achieve this by assisting young professionals to market their skills and seek business opportunities. Social networking sites may also be used to network professionally. On the negative side, the Internet is laden with a number of risks associated with online communities. Cyber bullying, which refers to a type of bullying that is perpetrated using electronic technology, is one of the risks.

Bullies have taken to internet sites such as Twitter and Facebook, where the hide behind the anonymity provided by the internet to carry out their despicable acts. Young people also run the risk of inadvertently disclosing their personal information since on most occasions; they usually neglect to read carefully websites' privacy policies. Whenever young people fail to read the policies and disclaimers, they are exposed to risks of having their personal information disclosed. This is especially a serious matter in light o the rising cases of cyber-crimes such as identity theft. New studies reveal that social networks have the ability to sway people to spend money by running advertisements on the user's page . Such forms of near-subliminal advertising can subconsciously cause an individual to buy certain merchandise.

It is becoming increasingly clear that social networks have become part of people's lives. Many young people are using their tablet computers and smartphones to check Tweets and status updates from their friends and family. As technology advances, people are pressured to adopt different lifestyles. Social networking sites can assist young people to become more socially capable. However, they may also make them clumsy and incompetent, as well. Therefore, it is imperative to exercise caution and restraint when dealing with such issues.

## USING SOCIAL MEDIA IN DIFFERENT WAYS
### Create a Class Facebook Group

Facebook is known as a place to post status updates, announcements, photos, and video — all things that we likely use in our classes anyway. Create a facebook group for each class, on which you can post assignments, make announcements, and remind students about important deadlines. Parents can also access the site to monitor what is going on in your class.

A Facebook group also creates a space for students to ask and answer questions. When students get home and begin working on their homework, they can post a question to the group's wall that either you or a classmate can answer. Since students often learn from others, having students share their questions, insights, or experiences with a topic can expand learning for other students. In short, it extends the classroom discussion beyond the classroom.

A Facebook group is also ideal for teachers using the flipped classroom. Post videos, photos, documents, and other resources on the group's wall so that students can access them before class or while working on their assignments. Of course, content management systems can offer the same opportunities for announcements and resources. However, because many older students and parents already have Facebook on their phones and tablets, they have constant access to course information without having to log in to a completely different system.

### Start a Topical Twitter Feed

Like Facebook, Twitter offers a quick way to post class announcements and reminders as well as real-time information on class field trips (perfect for parents who can't tag along). Twitter also helps classes track information on a topic, For instance, for a class discussing a current event or topic such as career ideas, Twitter can provide up-to-date information, eliminating the need for extensive research. By following the

Twitter feeds of experts in the field or even hash tags focused on a current world issue, students can learn more about what is happening in the world around them. You can use this information in a variety of class discussions, research, and writing projects.

Twitter is made not only for reading, but also for responding. Encourage students to interact with others via Twitter by posting their favorite quotes or facts from a particular lesson. Have them interact with experts by tweeting questions or comments. Many organizations offer Twitter chat sessions with which students can interact.

### Post Student Videos to YouTube

Like Facebook, YouTube is an excellent option for flipped classrooms in that students can watch lectures and resources before entering the classroom. We have all probably shown a YouTube clip or two to illustrate a point in the classroom. Instead of watching material created by others, why not have students create their own material?

Similar to blogging, the opportunities for student-created video are plenty. Students will enjoy watching each other explain a concept, review a book or movie, stage their own interpretation of a scene from a play, create public service announcements, or report on news stories. Again, like blogging, since the material will be seen by a wider audience, students will be more apt to do their very best in creating a video, and they will enjoy being able to express their creativity as they connect more deeply with course material.

### Showcase Student Work on Instagram

If a picture is worth a thousand words, imagine what a carefully crafted class Instagram feed can say. Instagram can showcase student work by offering a place to feature student artwork or even interesting details about a student (i.e., a "meet a student" photo journal). Start a scavenger hunt in which students post pictures of items focused on a certain letter or theme. Have students post photos of items related to their favorite book or historical figure.

### A Final World on Social Media

Privacy concerns are always an issue whether using social media for personal or educational use. Please read all social media platforms' privacy pages, and ensure that your class feeds are set to private to protect students' work. Review your school's social media policy and if necessary, have parents sign consent forms for posting their child's work online. Furthermore, make sure that students are well versed in etiquette and other proper use of technology.

Moderating and facilitating With any social media environment, success in creating a vibrant learning community is dependent upon the establishment of social presence, authentic voice, and a sense of trust (Preece, 2004). As a facilitator and moderator of the environment, the teacher has the opportunity and responsibility to ensure that these qualities are present; in fact, this is not so different from establishing a welcoming and comfortable environment in a face-to-face classroom. Peer sharing One of the great advantages of social media is the opportunity it provides for students to learn from each other in the content they produce.

### CONCLUSION:

Best practice use of social media for teaching and learning For examples of using social media in these ways, go to the social media page on the Learning and Teaching Portal or see the Appendix. Communicating expectations If the expectation is that students will be using social media in your unit, you will need to communicate this to them, let them know what type and level of participation is expected of them, and whether this will be assessed. Students who opt out of social media will need to have an alternative venue for participation.

The review has revealed a limited research base, especially in terms of empirical studies focussed on school contexts. The studies that do exist illustrate the social complexity and pragmatic instrumentalist afforded by social media in the lives of students and for the purposes of learning. The majority of studies investigating the use of social media in classrooms are focused on first uses of social media by teachers or researchers in one or small numbers of classrooms. There are very few studies that compare applications across contexts. Consequently, there is a need for future research to clarify the contextual issues of use, particularly for in-depth research which explores students' learning (not just attitudinal change) in and out of classrooms with social media.At the same time, the studies reviewed allow some conclusions to be drawn which can enhance the adoption of social media.

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