

A Conceptual Study on Potential Benefits of Social Media in Education Sector

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ABSTRACT

The goal of this work is to research the potential benefits of utilizing social media in instruction. A careful assessment of a huge arrangement of these online apparatuses has uncovered that social media have numerous instructive focal points. Indeed, it has been discovered that these web based applications can improve correspondence among students and among educators and students. On account of these innovations, the two educators and students can communicate with one another in merely seconds. Social media can likewise be utilized to advance students' commitment. Students who frequently whine of being threatened or exhausted in the homeroom may feel great to express their innovativeness and voice their supposition on a social system site. Another finding of this investigation is that social media applications encourage coordinated effort as they permit students to cooperate to accomplish a shared objective. Given these instructive benefits, we suggest that these online social apparatuses ought to be utilized in learning conditions.

1. Introduction

Over the most recent couple of years, the web has developed from a vehicle for dispersing a simple and hyperlinked assortment of read-just and static data assets to a lot of social sites where individuals collaborate, share and continually update gigantic measures of decentralized data. Previously, the web was a single direction data move instrument as substance was transcendently delivered by specialists, who distributed truthful data and had the right stuff to make pages. Clients could just view sites yet couldn't right, change or include any substance. As of now, the web has become an intuitive and participatory "read-state" all inclusive channel where clients are permitted to be the two makers and purchasers of computerized content progressively directly through an internet browser.

This new origination of the Web as a stage for registering and communitarian collaboration has been bolstered by the improvement of purported Web 2.0 advancements and standards. The outcome has been the quick expansion of social media. The last fundamentally alludes to a classification of online instruments and stages that encourages discourse, investment, and sharing of different types of substance (to be specific, content, video, sound and picture) in an exceptionally helpful way.

The quick development of social media, for the most part because of innovative factors, for example, expanded broadband accessibility, the improvement of programming devices, and the advancement of all the more dominant PCs and cell phones, has been incredible. This sort of media has really gotten omnipresent and a vital part of the day by day lives of a great many individuals around the world and has a huge effect upon each aspect of our own and expert lives. Given that countless internet clients are instructors and students, social media appear to have significantly impacted the manner in which we educate and learn.

The target of this paper is, accordingly, to look at the potential benefits of social media in training. The remainder of

this paper is sorted out as follows. In Section Two we detail the various sorts of social media. Area Three shows the various open doors that social media offer to the two students and instructors. At long last, Section Four gives a concise end.

2. Social Media Platforms

Social media envelop a wide scope of instruments that coordinate innovation, social collaboration and substance creation. In the present work, investigation will be bound to the most well known social media types. These incorporate social systems, online journals, small scale websites, wikis, bookmarking, media sharing and RSS. In what follows, we give a short depiction of every one of these social media types.

Social Networks

A social system is an online network that carries individuals with normal interests, assessments, exercises and encounters together by sharing their news, photographs, recordings, and occasions. A social system is basically made out of a portrayal of every client (regularly a profile), his social connections just as an assortment of extra administrations. These online networks additionally give intends to clients to interface with each over the internet, for example, email and texting. Probably the most well known social systems administration locales are Facebook, LinkedIn, MySpace and Video.

Blogs

Sites are online logs or diaries that empower clients to post their musings, thoughts, composing, and sentiments for others to see. Online journals are generally composed by one individual about a specific theme and are normally refreshed all the time with passages showed backward sequential request. They can either act naturally facilitated or put on a blogging system, for example, Blogger, WordPress or Tumblr.

Micro-blogs

Miniaturized scale sites, as their name proposes, give a similar function as customary web journals, yet with an a lot more grounded spotlight on quickness. A small scale blogging site empowers clients to compose short instant messages and transmit them in realtime to their contacts. Smaller scale blogging can, in this manner, be viewed as a combination of blogging and social systems administration. The most celebrated small scale blogging administration is Twitter.

Wikis

Wikis are sites that are grown cooperatively by a network of clients. They permit any client to include, change, right and post data for others to see. The biggest and most well known wiki is Wikipedia, a client contributed online reference book at present facilitating a great many articles in over in excess of 200 dialects. When distributed, articles on Wikipedia are viewed as "living substance" as they are constantly liable to change and alterations by clients.

Social Bookmarking

Social Bookmarking sites, additionally named community labeling frameworks, offer individuals the chance to label their preferred connections and offer the outcomes with different clients. Normally sorted out by subject, bookmarks can be spared secretly, imparted to specific individuals or gatherings, or accessible to general society. Delightful, Digg, Reddit, Stumbleupon, to give some examples, are genuine instances of sites offering bookmarking administrations.

Media sharing

Media sharing locales empower clients to transfer and share their multimedia content (photographs, recordings and sound) on the web. Individuals can see the documents transferred by others, improve them with labels, and offer their considerations through remarks. Instances of such social media instruments are YouTube, Flickr, iTunes and Shutterfly.

RSS

RSS (short for Really Simple Syndication) is a typical segment of social media sites. RSS permits sites and online journals to appropriate their refreshed and dynamic substance as channels to various clients. Thus, rather than visiting a given site consistently, the client can buy in for nothing to the same number of feeds of data as wanted and then access and manage those feeds at the same time by utilizing a RSS peruser (for example Goggle Reader).

All these social media stages can be gathered into three significant classes. The primary classification incorporates social system destinations like Facebook, Ning, MySpace and Twitter that fill in as online networks by means of which clients associate with companions or partners, and offer thoughts and assets. The subsequent class comprises of substance sharing and sorting out destinations like Delicious, Digg, Flickr, YouTube, Dailymotion and RSS perusers. The third class is made out of substance creation and altering sites, for example, Blogger, Google Docs, Wikipedia and WordPress. Periodically, be that as it may, the highlights and elements of a social media system can cover, making an apparatus fitting for more than one class.

3. Social Media: Potential Educational benefits

Regardless of being an ongoing expansion to the Internet landscape, social media have seen an exponential development. It is currently penetrating almost every field, including the instructive field. These online social systems are progressively being utilized for various reasons by students as well as by instructors too [1], [2]. Hence, various pundits have begun scrutinizing the legitimacy of social programming in learning situations, expressing that such instruments may withdraw students from learning customary aptitudes and skill levels [3] or even pulverize the conventional jobs of instructor and student [4].

Notwithstanding, after an exhaustive assessment of a wide scope of social media, it has been discovered that these apparatuses present numerous instructive favorable circumstances for the two students and educators, consequently, contribute in giving chances to additionally learning. These points of interest are nitty gritty underneath.

A. Social Media as Communication Channels

Studies have indicated that the fruitful running of any learning experience relies upon numerous things, one of which being compelling correspondence among educators and their students. On the off chance that no appropriate correspondence among educator and students is accessible, both instructing and learning will get troublesome. Consequently, instructors need to ceaselessly screen students so as to know about any difficulty the last are having. Understanding the students' issues, dread, or disarray will assist staff with bettering understand students' learning troubles. The more associated the educators are to their students, the almost certain they can assist students with adapting rapidly and at a significant level [5].

In this regard, a great deal of instructive organizations grumble these days of their students' unpredictable conduct and poor educational execution. Instructive specialists accept this is incompletely because of the nonappearance of "association" among instructors and students. In reality, experience has demonstrated that if there isn't sufficient correspondence among instructor and students, the input procedure stays slight or unclear and ideal learning isn't accomplished. Appropriate correspondence between the two sections can, in this manner, cure this issue. Given that Internet clients, most of which are students, utilize social systems for the most part to stay in contact with companions, associates, friends and family, it is essential to investigate the potential benefits that such systems administration devices can offer to present day training. These online stages could really be utilized to upgrade correspondence between the various on-screen characters of the instructive framework, to be specific, understudy, workforce and staff.

Facebook, MySpace and Twitter, for example, can fill in as backchannels for correspondence among students and among instructors and students inside or between classes. Teachers can respond to students' inquiries by means of a Facebook page or Twitter channel, post schoolwork assignments and exercise plans, reach out in-class dialogs, send messages and updates, plan or report inevitable occasions, and illuminate students about extraordinary talks, board exchanges or visitor speakers. This educator understudy connection will absolutely

contribute in understanding different learning related challenges and unraveling them in less time.

Social media can improve correspondence among students and instructor as well as among students. The last can utilize social systems to converse with one another about up and coming assignments or tests. They can get subtleties from their schoolmates about materials that will be secured on a test or the prerequisites for at least one assignments. On the off chance that students are experiencing difficulty with a specific subject, they can go to schoolmates on a social systems administration site to get help and get up to speed on the web. Also, as online journals and wikis include the commitment of various clients, these community apparatuses can effectively upgrade intelligence among students [6].

B. Social Media as Engagement Tools

Social media instruments are additionally viable approaches to build students' commitment. As the social highlights of social media assets have pulled in the consideration of a huge number of individuals around the world, these equivalent highlights are additionally equipped for drawing the consideration of students to the learning openings gave by their academic organizations [7]. An understudy who barely ever takes an interest in class may get effectively occupied with co-building his learning involvement in his instructors, working together with his kindred associates, and may feel increasingly good to communicate and to share his assets and thoughts on Facebook, Twitter, or YouTube [8].

Utilizing devices, for example, Google Apps for Education or Ning would empower students to approach significant learning assets paying little heed to time and place. Inside the conventional homeroom, furnishing students with extra learning materials can be over the top expensive and strategically confounded. Be that as it may, utilizing social media can upgrade the learning experience. Indeed, welcoming students to take an interest in the distinctive learning exercises accessible on social learning stages would serve to help academic commitment by broadening the measure of time an understudy spends in getting his work done or related school ventures [9].

Also, given that numerous students frequently whine of getting exhausted or threatened at school, the dynamic and participatory nature of numerous social media assets could be utilized to connect with or reconnect exhausted or modest students. Community oriented and participatory instruments like Wikis, web journals, Google Docs can urge students to become dynamic members or even co-makers as opposed to latent purchasers of substance [8].

Following various examinations, the main consideration that students much of the time refer to as the reason for their weariness at school is that the materials are not continually fascinating or significant. Some other exhausted students, in any case, show that the wellspring of their fatigue is basically because of an absence of association with their educators. Actually, experience has demonstrated that instructional techniques that include working

and learning with peers are the most exceptionally appraised of all the instructional techniques that instructors use [10]. To counter homeroom fatigue and improve conduct commitment, social media instruments could be utilized to configuration learning exercises that are both social and

intelligent (for example discourse, banter, bunch ventures, and so forth.). This would empower students to gain from one another and connect with others past the school dividers.

Other than advancing understudy cooperations, social media can likewise be utilized to improve and build the quantity of collaborations students may have with their instructors by beating the obstructions of time and area [9]. Thusly, students would have enough chances to pose inquiries, offer remarks, just as get criticism. All things considered, they will have more opportunities to create strong associations with their educators.

C. Social Media as Collaborative Platforms

Another essential benefit of social media is that they cultivate joint effort. Coordinated effort implies cooperating together, mentally, and socially to accomplish shared objectives. Inside a web based learning network, coordinated effort alludes to any instructional technique where students cooperate in bunches towards a shared objective [11]. Accordingly, communitarian learning can be seen as enveloping all gathering based instructional techniques, including helpful learning.

Following Ingram and Hathorn [12], genuine cooperation comprises of three basic components: support, connection, and blend. This implies joint effort in instructive settings necessitates that students move past only splitting assignments. Genuine joint effort isn't just asking students to autonomously create separate pieces of a venture; it really implies cooperating on shared errands. In this regard, Prince [13] asserted that the center component of collective learning is that accentuation is on understudy communications as opposed to on learning as a single action.

Given the significance of coordinated effort in the learning procedure, an incredible number of social media instruments fill in as stages for students to assemble and share data and assets from both inward and outside joint effort systems. Online students, who could be students, instructors, or some other individual in the network, would thus be able to produce their own learning substance and exploit aggregate information. In this sense, social media are a powerful way to make channels of coordinated effort among students and instructors and among students.

Rather than traditional instructional models that will in general focus on singular procedures of learning, social media joint effort stages empower a move in singular contemplating the vitality and knowledge that can be created cooperatively. The intensity of collective substance devices is in their capacity to offer a solitary goal where individuals unite their thoughts, analyze them with their companions, and distribute them in a way that can be changed and returned to. Research has shown that students adapt better when they are effectively engaged with the procedure, and that students working in bunches will in general find out more and hold it longer than in other instructional organizations [14], [15]. While essentially procuring data can be completed alone, students' critical thinking aptitudes are regularly better upgraded in a cooperative domain. Social media really permit students to cooperate on ventures past a person's capacity.

This class of community oriented social media instruments incorporates wikis, which are sites or open gatherings that permit various clients to trade and deal with a similar

substance. As indicated by Parker and Chao [16], wikis are unmistakably fit to synergistic composition because of their open altering and audit structure. Creators, for example, Thorne and Payne [17] noticed that wikis are extraordinary on the grounds that they obscure the line between the creator and the crowd by permitting numerous clients to alter and add to the wiki. Wikis regularly comment on increments and cancellations with the creator's name and the time and date the change is made, in this way, making it workable for educators to check the cooperation of different gathering individuals.

4. Conclusion

The goal of this paper was to investigate the potential focal points of social media in training. A careful assessment has really uncovered that these online social apparatuses have numerous instructive benefits. In fact, it has been indicated that social media improve correspondence and association among students and among educators and students. On account of

these stages, educators and students are presently ready to speak with one another inside or between classes. It has additionally been discovered that social media are a powerful method to advance students' commitment as it empowers timid, threatened or exhausted students to share thoughts and to express their feelings in a progressively agreeable manner. An extra instructive favorable position of social media applications is that they cultivate coordinated effort given that they offer educators and students a solitary goal where they can unite their thoughts, inspect them with their associates and distribute in a manner that be altered. Considering every one of these benefits, we emphatically accept that social media could be utilized as important instructive devices fit for enhancing the learning experience. In this manner, we suggest that instructors utilize these online social networks whether they are working in completely on the web, mixed, or up close and personal learning settings.

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