

## Social Media: Reshaping Today`s Education System

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### ABSTRACT:

*The way we socialize and engage with society is the first area where media is not only influencing but also changing our lives. Whether it is locating a summer internship, sharing a success story, working together on different projects etc. there is a widespread belief that social media can be helpful for task organization and information exchange. However, since students are dependent on social media and also for communicating with friends, neighbours or peer group, social networking is also held responsible for the lack of focus displayed by students during class. In addition to examining how students use social media in schools and colleges and whether they find it helpful for learning, this paper contributes to the significance of social media strategy adoption in the education sector. Social media can be utilized as a teaching and learning tool in order to foster active engagement through content creation and to foster a virtual environment that aids in the formal and informal linkages and bridges which are formed between the student and teacher communities.*

*Keywords: Facebook, YouTube, social media, school education, and higher education*

### INTRODUCTION:

This study explores the need for the educational sector to develop a suitable response to social media and examines how students utilize it at schools and colleges. Social media platforms that are most widely used are social networks like Facebook, Instagram, Twitter, and Youtube. Majority of students are familiar with using social media platforms. Nearly all of the students possess active accounts on various social media platforms, and they consistently log in to their accounts on a daily basis. The use of social media in assignment and project preparation was generally well-received by students.

The primary advantages are peer-to-peer interaction, facilitate resource sharing through content production, and offer a virtual environment for instantaneous communication and collaboration. However, these advantages are accompanied by certain difficulties. Additionally, a lot of universities and schools lack proper

social media policy guidelines or are currently working on creating and implementing them. Many schools and higher education institutions lack policies, which leads to a dispersed faculty with some using social media and others avoiding it. Applying social media usage guidelines can help prevent situations like students uploading copyrighted project materials. Additionally, the function of the educator is changed by social media from one of content producer to one of content translator or skill developer (Alghizzawi, Habes, Salloum; 2019).

. Teachers can help students locate, understand, and apply the appropriate knowledge and content by offering advice. Even though some students may possess technological abilities and knowledge, there is a vast quantity of information available, and students require assistance in developing critical thinking skills by identifying reliable sources and separating fact from fiction on the internet. The ease

of creating and sharing material led to a rapid expansion of social media use in a variety of applications, increasing accessibility to digital publication. It is not necessary to understand complex web design software or vast HTML codes or protocols. Social media platforms like Facebook, Instagram, Twitter rely on advertising revenue and may share user personal information with other websites.

#### **Review of Literature:**

Interpersonal contact can support students in creating and constructing their own knowledge and unique learning experiences. Weller and Dalziel contend that social media and the educational system are incompatible because the latter relies heavily on content quality assurance and the hierarchical structure of professors, associate professors, assistant professors, and students. This indicates that official evaluations and reviews of students' work follow a top-down methodology. The expert educator is emphasized in the traditional educational framework as the person with the necessary abilities to communicate in classroom environment.

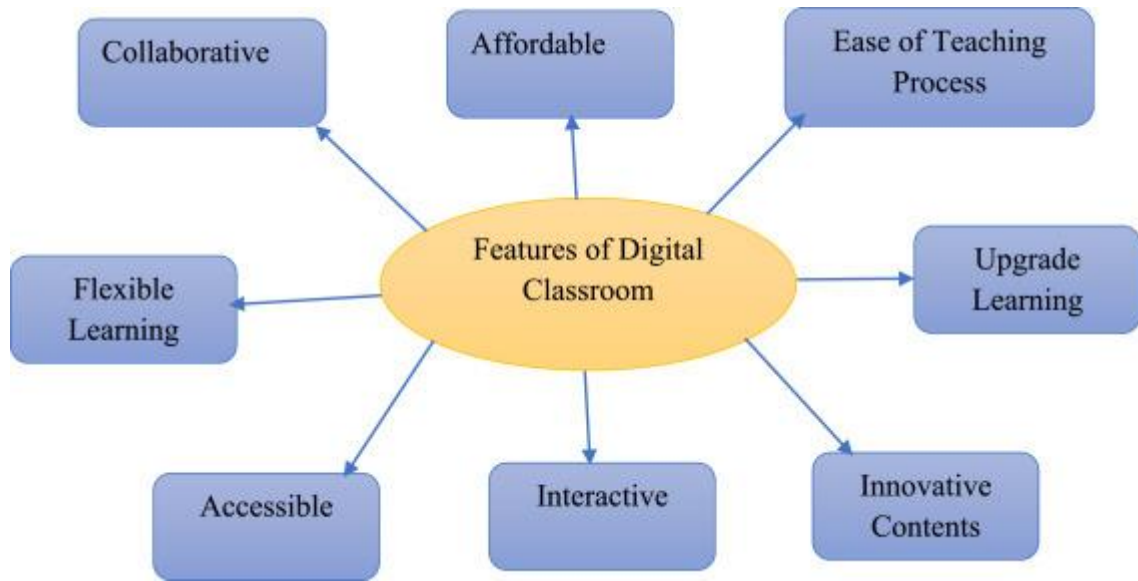
In modern educational system, the one-way conventional information flow is still common. Social media can complement traditional learning by

giving it access to additional resources, rather than trying to completely replace it. Interactive resources including web movies, images, and blogs are more beneficial for students during lectures than only utilizing a whiteboard and a power point presentation (Bishop, M. & Yocom, J. 2011). This also makes it simpler for educators to evaluate the content online and provides them with immediate feedback. Social media use can foster more engaged conversations and enable cross-national partnerships among students from different colleges and universities, all without being restricted by physical location (Singh, 2021).

Learning that is not centred on individualized instruction but rather on the concepts of group play, exploration, and creativity (Thomas, 2011). This information can be applied in the classroom to increase the value of instruction.

Facebook is now utilized to link teachers and students, providing schedules, news, and other information. Increasing student-to-student and student-teacher contact to maintain current information flowing throughout the class is a great method to make sure students are more involved in the learning process (Writer, 2009).

### Features of Digital Classroom



The internet and virtual classes allow students to study a wide range of courses on their own. Color charts, graphs, and models are used in schools to illustrate the best teaching practices for each student. They are, nevertheless, today regarded as antiquated techniques of instruction. Reading books, making notes in their books, and writing explanations of chapters and topics on the whiteboard are no longer the only methods of instruction used in classrooms.

Since students and teachers vary throughout school and college systems, as does the availability and calibre of resources and technologies, no one "ed-tech" project can produce the same outcomes everywhere. These comparative advantages include:

1. Growing the number of high-quality lessons taught, for example, by using pre-recorded classes.
2. Encouraging differentiated training by using tools like live one-on-one tutoring and computer-adaptive learning.
3. Increasing practice opportunities.

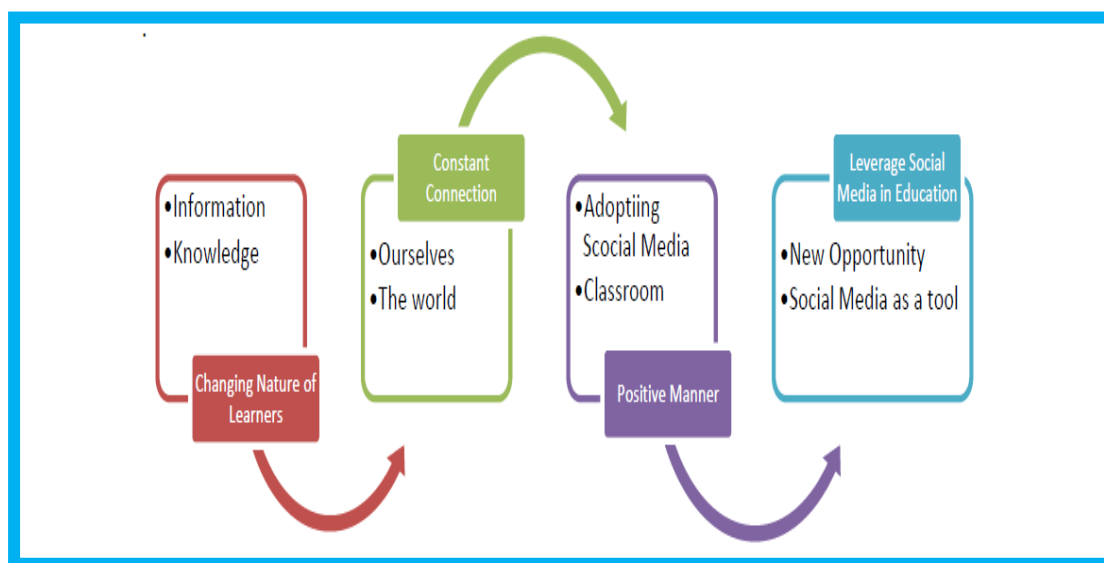
4. Using games and films to increase student involvement.

But technology can also be confusing to parents and senior instructors in particular, feel foreign in the classroom, or offer a seductive diversion. All of these hazards can be mitigated with effective communication. Making an effort to pay attention to what educators and families have to say can help guarantee that programs are based on their needs and concerns. Simultaneously, provide intentional and consistent explanations of what technology can and cannot accomplish, how best to use it, and how it can increase the likelihood that programs will function as intended. For example, teachers will become antagonistic if they think technology is meant to replace them as instructors; on the other hand, if they think it would help them in their profession, they will be more accommodating. To put it succinctly, having a great intervention design is just as important as having a well-thought-out plan for

introducing it to stakeholders such as parents, teachers, and students (Singh, Raut 2020).

The way that students relate to information and knowledge appears to be changing as a result of social media, which has significant educational implications. The rise of social media is happening at an unfathomable rate. It suggests that humans are social creatures who require frequent

communication with one another and the outside environment. Social media is mostly used by students and lecturers to communicate with one another and offer content. Facebook is particularly popular among these users. Social networking in the classroom can make learning more inclusive, but in order for digital pedagogies to be successful, teachers' roles must be adequately



supported. Instructors only let students to use social media during class as long as it is relevant to the learning process and they follow the regulations. This provides an excellent chance for the teaching and learning process. Social media should be used, not ignored. Learning should take place both inside and outside of the classroom, therefore social media use can facilitate learning.

#### **Types of Digital Learning Tools:**

Diverse digital learning resources are available, each suited to a particular set of requirements and learning preferences. Here are a few instances:

#### **Interactive educational websites and platforms**

[ A variety of learning resources are

available on interactive educational websites and platforms. They give students access to interactive learning games, exercises, courses, and more. These platforms offer an adaptable learning environment where students can engage with the content interactively and at their own speed.

#### **Learning apps and software**

Learning apps and software are specifically designed programs. In order to help students learn and have fun while doing so, they provide interactive exercises, tests, learning games, and other resources.

#### **Online video tutorials and lectures**

Through the use of videos of lessons and classroom materials, online video tutorials and lectures give students the

chance to interact with faculty members and subject matter experts. These tools offer a convenient approach to learn about new subjects and expand one's knowledge regardless of location or time.

### **Gamified learning tools**

Video game components are incorporated into gamified learning resources to increase student engagement and motivation. Points, prizes, and competitions allow students to actively participate in their education and monitor their development.

### **Advantages of Digital Learning Tools**

#### **Accessibility and flexibility**

Digital learning resources are available anywhere, at any time. Students can use a variety of devices, including laptops, tablets, cell phones, and computers to access them. They are able to adjust and modify their learning to suit their own requirements and schedules as a result.

#### **Personalized learning experience**

A tailored learning experience is made possible by digital learning technologies. Students have the freedom to focus on particular subjects, adjust their learning speed, and meet their own needs. Individualized learning resources provide for more effective and efficient learning for students.

#### **Interactive learning**

Interactive features provided by digital learning tools increase the interest and engagement of learning. By use of interactive exercises, simulations, quizzes, and educational games, students can engage in an active

learning process and enhance their knowledge base. Learner motivation and engagement are enhanced by these interactive aspects.

#### **Diverse learning resources**

Numerous instructional resources in various formats are available through digital learning tools. E-books, movies, audio files, animations, and more are available to learners. Because of this diversity, students can interact with various learner types and apply various strategies to expand their knowledge and abilities.

#### **Real-time feedback and evaluation**

Digital learning tools facilitate instantaneous evaluation and feedback. Students can get instant feedback on their performance and review their answers and solutions right away. This makes it possible to identify strengths and problems more quickly and supports students in making specific adjustments.

#### **Timeliness and updatability**

Digital instructional resources are easily updated and maintained. Real-time integration of research findings, advances, and current information is possible with digital media. This guarantees that students will have access to up-to-date and pertinent material.

### **Integration of Digital Learning Tools in Education:**

In classrooms and schools, digital learning resources are employed. Instructors can promote learners, give extra materials, and enhance lessons with the help of digital learning resources. This gives students access to a greater variety of information and enables them to move beyond standard textbooks.

Everywhere learners have access to high-quality education because to e-learning platforms, virtual classrooms, and online courses. Students may be flexible with their learning and choose their own schedules due to distance learning. An interactive learning environment can be created by integrating digital learning tools to produce interactive information, discussion boards, and virtual collaborative experiences. Regardless of geographical limitations, this type of learning helps students extend their knowledge and acquire new abilities while creating new chances for lifetime learning (Adelakun; 2023).

People can learn outside of official educational institutions thanks to digital learning technologies. Through blogs, forums, webinars, and online courses, students can increase their knowledge and proficiency in a range of subjects. For people of all ages, digital learning technologies offer a multitude of learning opportunities and facilitate lifelong learning.

### **Challenges & Best practices of Using Digital Learning Tools:**

#### **Technical competence and access**

It is essential to have a foundational understanding of technology and dependable Internet connectivity in order to use digital learning resources efficiently. To guarantee that every learner has equal opportunity, these obstacles can be addressed with the use of technical usage support and training.

#### **Content quality**

Selecting reliable and high-quality digital learning resources is crucial. Examine the sources, make sure the content is current, and seek out user

evaluations and recommendations. This guarantees that students will have access to reliable, accurate information.

#### **Time management and self-discipline**

It's critical to motivate oneself and practice good time management when using digital learning resources. Students should make a study schedule, adhere to it, and construct a learning plan. Maintaining self-control and dedication is essential for optimizing academic achievement.

#### **Research Objective:**

- Highlighting the components of using social media into the classroom that strengthen the bonds between the organization, faculty, and students.
- Highlighting the advantages of using social media in the education sector.

#### **Research Method:**

This study used a survey methodology to ascertain student's digital literacy competencies concerning educational media. There were 80 samples collected for the survey, 40 of which were male and 40 of which were female college students between 19–25 age group. In addition to participating in both online and offline modes of the poll, the students who answered it shared their opinions about using social media to improve their educational experience.

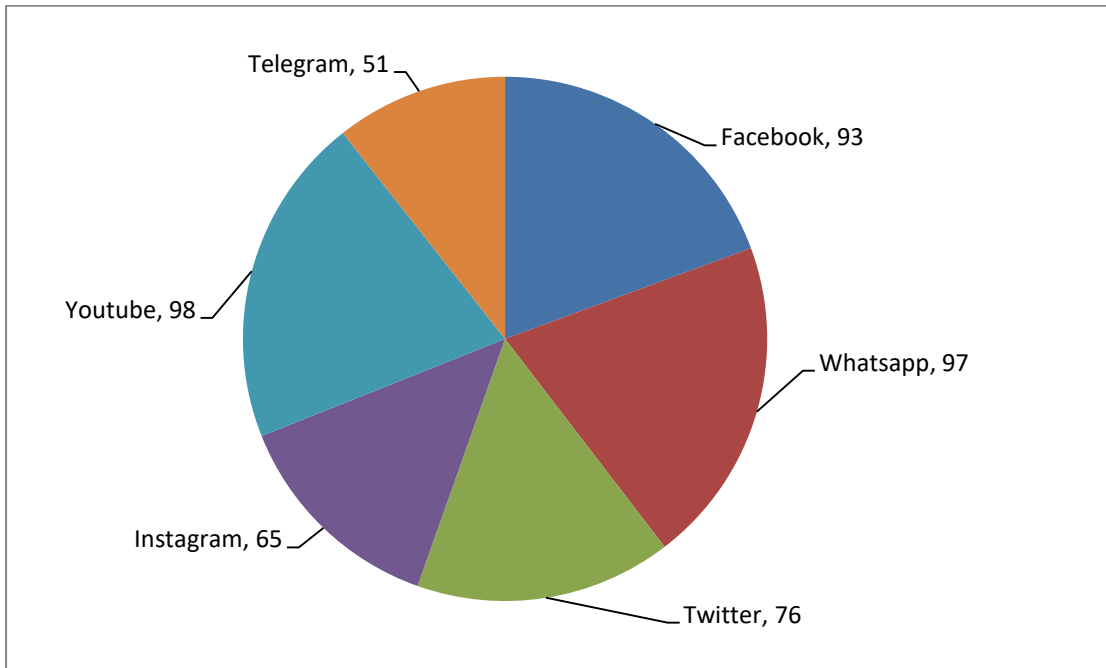
#### **Result and Discussion:**

Social media's influence on education is playing a central role in the linked learning environment of today. Due to technologies like social media, education is being provided in a different way as the world gets smaller.

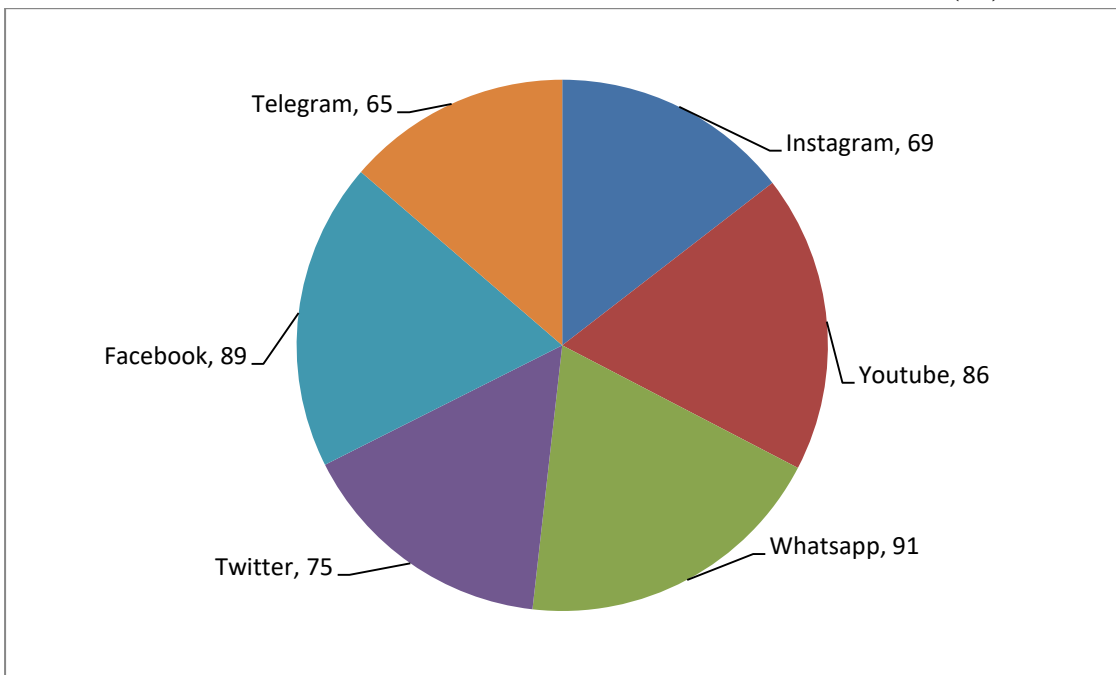
It is made up of numerous online tools and services that enhance and broaden the exchange of information. This interactive media has several interesting characteristics, such as forums, social bookmarking,

microblogging, social networking, and wikis. Online social networks like Facebook, WhatsApp, Twitter, Telegram, Instagram, Youtube, and others greatly influence the lives of young people.

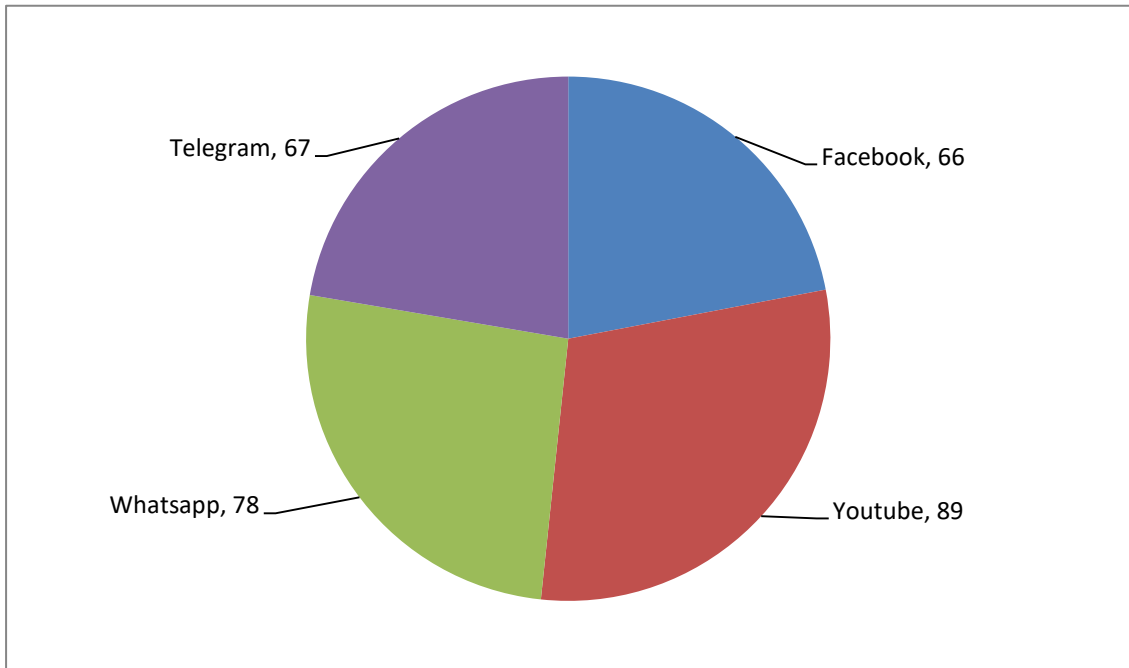
**Table 1. Social Media Ownership**



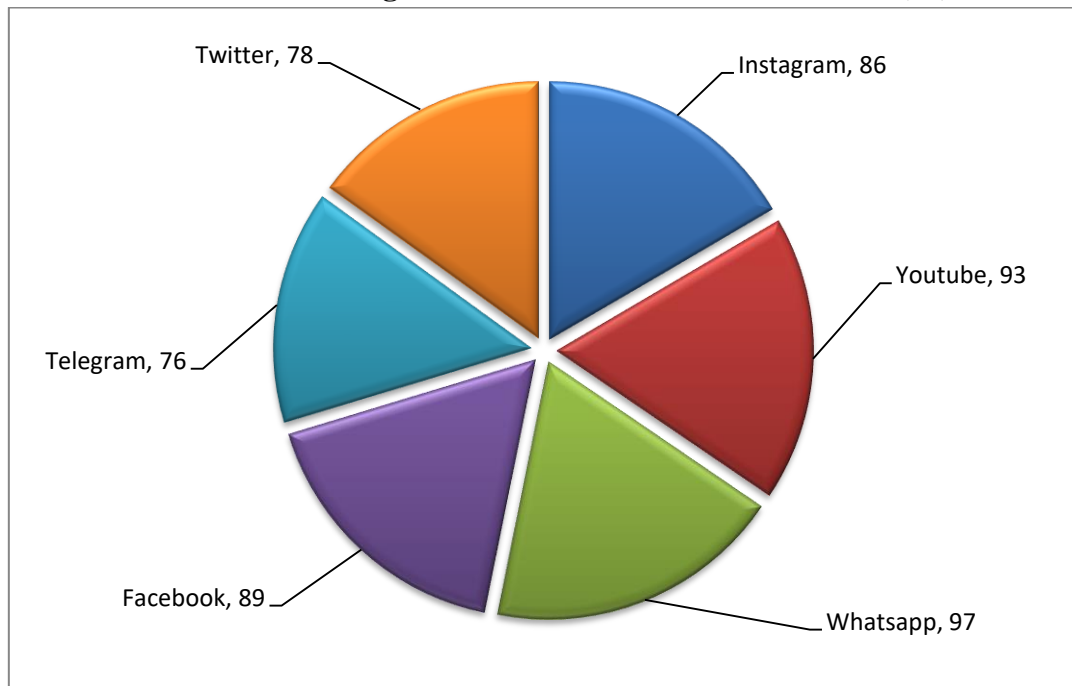
**Table 2. Social Media Used for Main Sources of Information (%)**



**Table 3. Social Media Used for Learning Media (%)**

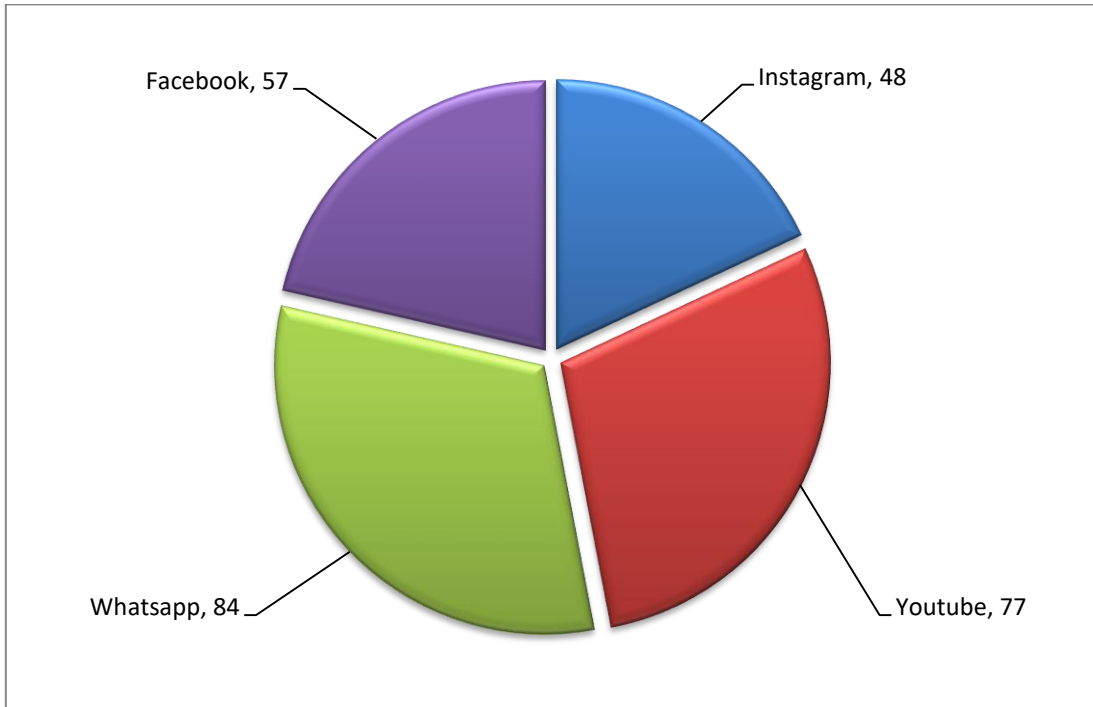


**Table 4. Time Usage of Social Media for Entertainment (%)**

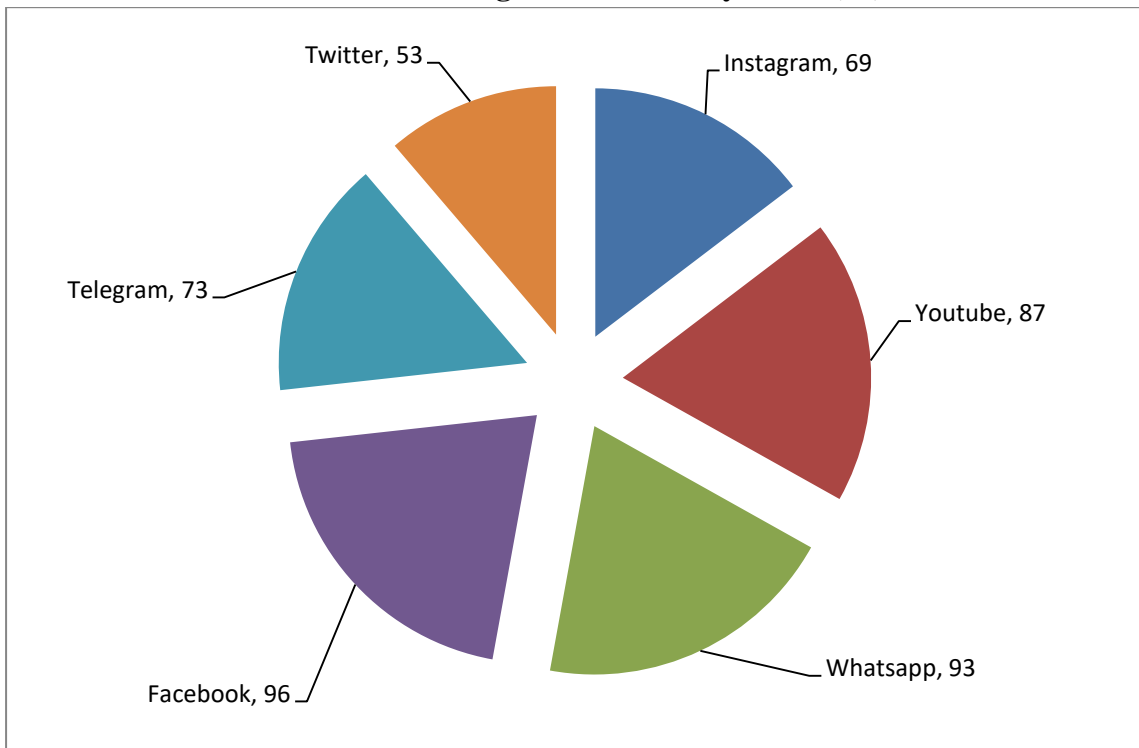




**Table 5. Time Usage of Social Media for Education (%)**



**Table 6. Prioritizing Social Media by Users (%)**



Social networking at the college and university levels is increased by the benefits of integrating social media into the teaching and learning process.

There are more ways to support education besides the straightforward transmission of knowledge. Interviews with students revealed that social

media can serve as a platform for communication amongst academics in the community, particularly for those students who were financially disadvantaged during the epidemic due to an unsteady economy.

Deep learning is a result of digital learning. Students and teachers as well as students and themselves develop a fruitful interaction. They are able to exchange thoughts and stories. All students benefit from this strategy, but it works particularly well for individuals who learn at both high and low rates. In contrast, the source of knowledge and learning in a typical classroom is no longer limited to the teacher, the school, or even the nation. The open and flexible nature of this teaching approach, which fosters deep learning, is another benefit of the digital classroom. Learning involves listening, memorization, synthesis, and interpretation in a traditional classroom. This method is harsh, but with digital tools, practice and repetition are possible, making learning more efficient. In the digital classroom, efficiency rises as students direct their attention toward learning rather than note-taking and spelling (Hantoush ; 2017).

Students can travel to far-off locations and explore the globe from the comfort of a computer with the aid of digital technologies. Setting up a video chat in the classroom with students from a different university is not difficult. Student`s perspectives can also be used to pinpoint potential problem areas. Students can explore course material freely, pause and repeat videos, and

learn at their own speed using online learning.

Students can take part in spontaneous conversations and get prompt responses to problems or queries about the subject. Due to individual differences and self-paced learning, students are able to complete their work at different times.

**Conclusion:**

This study outlined the primary digital learning resources and the benefits of social media, which also improves the institution`s rapport with its faculty and student body. Findings indicate that the primary approaches, instruments, frameworks and environment in digital learning are becoming more diverse in the educational setting with the aim of preparing students to think critically, solve complicated problems, collaborate with others, communicate clearly and experience greater autonomy and independence during the learning process. Digital learning makes use of a range of tools and strategies, including online and formative evaluation, a focus on teaching resources and time, online content and courses, and the incorporation of technology into course curricula, to enhance the learning experience for students. Digital learning makes it possible for students to develop their unique competencies through more abundant learning opportunities and easier access to information and knowledge. In the near future, these technologies will be successfully integrated into education to enhance student performance and the digital learning environment.

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