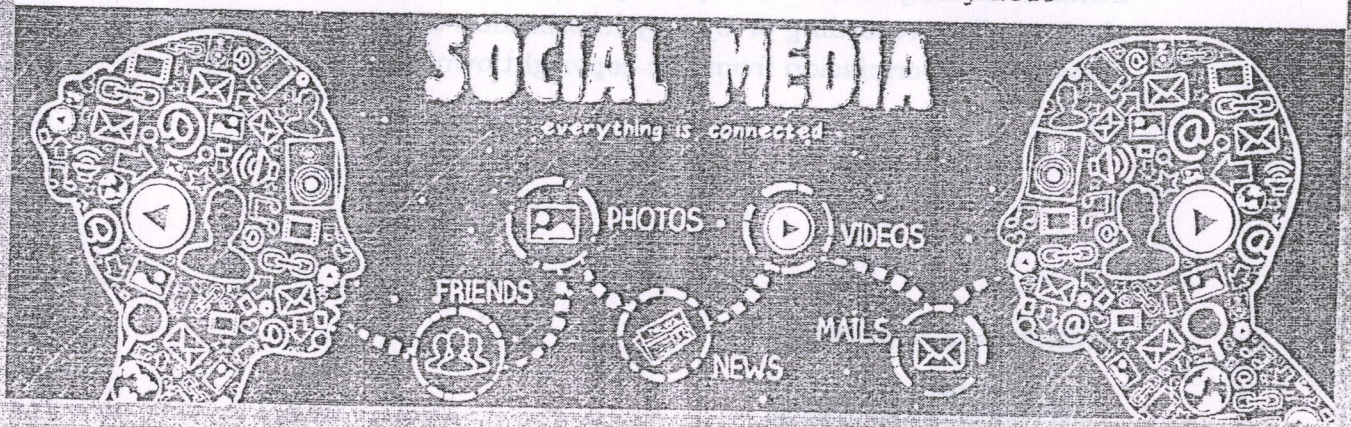
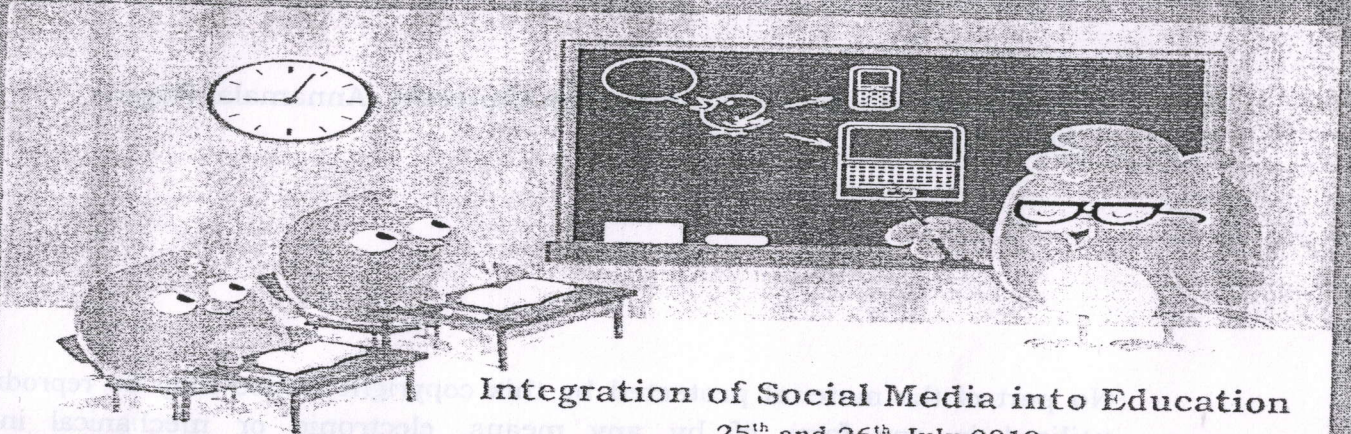
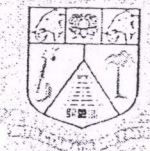


**National Conference
on
Integration of Social Media into Education**

25th and 26th July 2019



Monograph



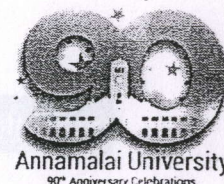
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National Conference On Integration of Social Media into Education

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SOCIAL MEDIA AND IT'S IMPORTANT FOR STUDENTS

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Abstract

Social media, such as Twitter, Facebook, Snapchat and Instagram, are all highly used social media platforms. The social media usage of college students has the potential to affect their grades, social-skills, and time-management skills, but it could be positive or negative effect. Social media are online technology platforms that help to connect people together far and near. It is used to build relationship among people. The use of social media has helped the students to learn through various online learning platforms available to them. The use of YouTube to watch educational videos has helped the students to gain wider knowledge. Social media helps to enhance student academic performance and increase their knowledge through data and information gathering. When students are been given an assignment in school, they go through various online platforms to gather information so as to find solutions to their assignment. Students can get to know each other better through social media networks. It helps to bring together two or more people, where they can share their problem, which it can get solve by their fellow colleagues. If a student's finds out that he or she is having a problem in a particular course, he or she can open up through chat and finds a genius who can provide a solution to the problem.

Keywords: Social Media, Students, Online Learning, Academic Performance, Build Relationship, Solve Problem.


Introduction

The use of social media among students is at an all-time high. Students have successfully managed to integrate social media with each and every aspect of their daily lives. The increasing influence of social media has raised alarm bells as well as giving a boost to overall connectivity among people. Social media is an integral part of today's society. As almost everyone has a Smartphone with them, it becomes easier to use social networking sites and access the internet. For most students, social media acts as a tool to maintain relations with peers and communicate effectively with them.

The impact of social media on student life

- As per the survey conducted by Pew Research Center, 72 percent of high school and 78 percent of college students spend time on Facebook, Twitter, Instagram, etc.
- Actually, many reasons exist that explain why students love to spend time socializing. Firstly, social networks provide them the freedom to do whatever they want – to upload what they want and talk to whom they want. They like to make new friends and comment on the lives of different people.
- 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.
- 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.
- Students neglect their studies by spending time on social networking websites rather than studying or interacting with people in person.

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How to use social media effectively for students -

Below are some of the ways on how to use social media effectively for the benefit of a child's learning:

1. Education

Social media can effectively be used to educate young people. While imparting education on a one-on-one basis is considered ideal, social media can do the same much more effectively and to a broader audience all at once. The presence of different minded people helps in creating a safe space where diverse opinions and views are accepted. Students can take classes from e-learning websites and discuss their learning's or doubts using various social media channels. Sites such as YouTube help individuals to express their opinions on various subjects.

2. Spreading Awareness

Social media enables people to spread awareness and bring justice when it is being denied. It acts as a voice of reason in society. Various social networking sites such as Facebook and Twitter provide platforms to share experiences. These platforms are being used by the youth to create a voice for the voiceless. Spreading information to the masses to bring awareness is one of the most important uses of social media.

3. Enhances Creativity

Social media acts as a platform where students can showcase, cultivate and hone their multiple unique skills through posting photos, blogs, individual articles, videos, audio clips, etc. It offers opportunities for students. Sharing graphics and content is constant in social media. This has given a chance for young people to be creative and innovative.

4. Boosts Skills

Young people acquire skills that enable them to evaluate and interpret different situations contextually and prepare themselves mentally for situations later on. Social media helps to meet various people and build a network. Social media helps to market as well as reach out to potential employers and employees. Sites like YouTube have thousands of educational videos that give anyone the ability to sharpen and develop their various skills and talents

5. Making Friends

Social media gives teens skills to become more confident and independent. Engaging in social networking sites can be a new adventure for young people. It is like exploring a new place where different skills are needed. Young people learn to mold their character to be more confident and independent in order to be heard or have a positive online presence. Social media offers you the opportunity to connect with people from all over the world, who may share the same interests, thoughts, and views as you. It is hard making friends and maintaining friendships past a certain age.

6. Blogging

Blogs are a way to express your thoughts, emotions, feelings, etc Blogs help you to create your unique style and cultivate a new identity. Blogging is an upcoming concept in the world of marketing. Whether your child writes about life, poetry, math or fashion, the practice will definitely improve writing skills as well as enhance self-confidence. Through posting of blogs on social media, your child will also learn how to promote himself/herself online

7. Collaborative Learning

Your child can use social media to access as well as share educational content. By setting up Facebook groups with classmates, children can discuss studies, share informative videos, content and help each other out when stuck on a problem or concept. Communication has become so effortlessly easy that

distance or time is no longer a barrier. Children can also use the platform to reach out to their teachers and ask for any help if needed. This ensures that learning is a multi-way, continuous process.

8. Self-Confidence & Public Speaking

Sharing thoughts, ideology, views, and opinions through tweets, blogs, statuses, etc encourage your child to express himself or herself. Often children are shy to voice their opinions in front of others. But they may not feel that way on social media.

9. Stress Buster

Sharing experiences, thoughts, humor, ideas and creativity in a safe space with peers and friends or even strangers acts as a stress buster. Social media also helps to bust stress when children are bogged down with too much work. When children get back to studies, they are more energized and motivated and can concentrate better on their work. .

How is social media useful for a student?

1. Learning & Networking:

- Students can take classes from e-learning websites and discuss their learning's or doubts using various social media channels. For Example NPTEL, Udemy, YouTube, etc.
- Students can make use of live video that is a part of so many social networking sites to engage themselves in classes. Students can share study materials through social networking sites like Facebook, Instagram and even Whats App.
- In this process of social learning, it's becomes very important for students to stay connected to peers. Students can make friends with friends of friends and build a strong network.
- They can get to know many new people and start building new connections with them. Also networking via social media will help students to get to know about the activities and events happening in and around them.

2. For Creative Expression:

- Social media is a beautiful platform for students to express themselves. It helps students to share their thoughts without any fear.
- Social media allows students to express in many ways, like by posting photos, blogs, individual articles, videos, audio clips etc. This helps students to come out of the box and explore their talents.

3. Experience Global Exposure:

- Social media is such a broad platform that students can connect with anyone in the world.
- When it allows students to interact with people on such a broad platform, indeed they get immense knowledge from it.
- They can even learn about the different courses present in universities from all around the world. They can watch recorded classroom sessions for particular courses. Such sessions also provide with notes, most of the time.
- Students can share their ideas and thoughts on a global platform. Social Media gives individual identity to each person.

4. Employment Opportunities:

- Many companies update about openings in their social media accounts.
- Students following these companies on social media can apply by sending them their resumes. LinkedIn is one such social media platform where students apply for internships and jobs extensively.

- Social media helps students to research about the company and get information about all the fields they are interested in. They can read the reviews and comments posted by others and get an overall view of the company
- Students can showcase their talents on social media. They can post any of their projects or models which they have constructed.
- They can even take instructions and help from senior lecturers and professors. Students can take recommendations from their professors or people whom they know..

Advantages of Using Social Media for Students in Education

- Students become friends with their classmates on social media and are more likely to collaborate on projects.
- Faculty can use social media as a way to get students to participate. Many students are naturally shy in person, and many may not speak up in a classroom, but that may not be the case on social media. Today's students grew up on social media, and for many, it is the natural way to interact.
- Faculty can ask questions on social media such as Twitter and students can answer those questions, by including a specific hashtag. This not only allows the faculty to find the student answers but also allows other students to see what others are answering and create a dialog.
- Social Media can be useful for team projects. Many colleges stress the importance of the soft skill of working in groups. Social Media sites can be helpful to increase this ability as the students can hold meetings in real time and work on their projects.
- Social media can provide a richer experience for resources. Videos, resource websites, and tutorials can be shared very easily with the entire classroom at the click of the button. This eliminates the need for students to copy website links from a handout and have the risk of mistyping. It is much easier just to click a link than to type it.
- Video Conferencing in the Classroom is also a significant benefit. Using social networking sites such as Google Plus will allow the use of Google Hangouts. These sort of resources can be used to setup class sessions where everyone can collaborate through video in real time.

Conclusion

The use of social media by students helps to have access to basic information as quick as possible. In fact, according to Tara Heffner, a psychologist of Rowan University, social media can be a benefit for college students and their success. "Using social media to cope with academic frustrations can be a good outlet, especially if the student is connecting with another student that is having the same problem," explained Heffner. "Social media allows students to discuss class material via social media as well as help them network."

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