

# IMPACT OF SOCIAL MEDIA ON EDUCATION IN THE PRESENT SCENARIO



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VOLUME - 2

Published by



**KRISHNA COLLEGE OF EDUCATION**  
in collaboration with  
**KRISHNASREE COLLEGE OF EDUCATION**  
(FOR WOMEN)

(Affiliated to Tamil Nadu Teachers' Education University, Chennai. Approved by NCTE, Accredited by NAAC.)  
Sathiyamoorthy Street, Palayamkottai - 627 002, Tirunelveli District, Tamil Nadu.

VIVEKANANDHA GROUP OF EDUCATIONAL INSTITUTIONS

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January, 2018.

Price: Rs. 350/-


ISBN: 978-81-923575-5-3

Printed at

Karun Printers,

Vivekanandha College Campus,

Elayampalayam -637 205.

  
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## Benefits of Social Media for the Society

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### Introduction

The use of social media and networking services such as Face book, Twitter, Instagram and Snap chat have become an integral part of daily lives. While many associate social media with a degradation of young people's social networks and communication skills, a literature review published by the Young and Well Cooperative Research Centre found that social networking services actually play a vital role for in young people's lives - delivering educational outcomes; facilitating supportive relationships; identity formation; and, promoting a sense of belonging and self-esteem. The internet and social media provide young people with a range of benefits, and opportunities to empower themselves in a variety of ways. Young people can maintain social connections and support networks that otherwise wouldn't be possible, and can access more information than ever before. The communities and social interactions young people form online can be invaluable for bolstering and developing young people's self-confidence and social skills.

### Benefits of Social Media for the Society

1. *Connectivity* - The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.
2. *Education*- Social media has a lot of benefits for the students and teachers. It is very easy to educate from others who are experts and professionals via the social media. You can follow anyone to learn from him/her and enhance your knowledge about any field. Regardless of your location and education background you can educate yourself, without paying for it.
3. *Help* - You can share your issues with the community to get help and giddiness. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.
4. *Information and Updates* - The main advantage of the social media is that you update yourself from the latest

happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media you can get the facts and true information by doing some research.

5. *Awareness*- Social media also create awareness and innovate the way people live. It is the social medium which has helped people discovers new and innovative stuffs that can enhance personal lives. From farmers to teachers, students to lawyers every individual of the society can benefit from the social media and its awareness factor.

6. *Helps Govt and Agencies Fight Crime*-It is also one of the advantages of the social media that it helps Governments and Security Agencies to spy and catch criminals to fight crime.

### **Benefits of Using Social Media for Students in Education**

1. *Social Media can increase student's collaboration*

Students become friends with their classmates on social media and are more likely to collaborate on projects. This can lead to higher retention rates as students become more connected to the institution. 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.

2. *Increased students participation*

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.

3. *Team projects*

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. This enhances the likelihood that they will also spend time together working on projects and may not have to make time to meet in person all the time as the project progresses.

4. *Video conference ability*

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.

### **Benefits of internet and social media for young people**

#### *1. Young people as social participants and active citizens*

Social networking services can be used for organizing activities, events, or groups to showcase issues and opinions and make a wider audience aware of them. E.g. Coordinating band activities, fundraisers, and creating awareness of various causes.

#### *2. Young people developing a voice and building trust*

Social networking services can be used to hone debating and discussion skills in a local, national or international context. This helps users develop public ways of presenting themselves.

#### *Young people as content creators, managers and distributors*

Social networking services rely on active participation: users take part in activities and discussions on a site, and upload, modify or create content. This supports creativity and can support discussion about ownership of content and data management.

Young people who use social networking services to showcase content - music, film, photography or writing - need to know what permissions they are giving the host

service, so that they can make informed decisions about how and what they place on the site.

#### *3. Young people as collaborators and team players*

Social networking services are designed to support users working, thinking and acting together. They also require listening and compromising skills. Young people may need to ask others for help and advice in using services, or understand how platforms work by observing others, particularly in complex gaming or virtual environments.

#### *4. Young people as explorers and learners*

Social networks encourage discovery. If someone is interested in certain books, bands, recipes or ideas, it's likely that their interest will be catered for by a social networking service or group within a service. If users are looking for something more specific or unusual then they could create their own groups or social networking sites.

#### *5. Young people becoming independent and building resilience*

Online spaces are social spaces, and social networking services offer similar opportunities to those of offline social spaces: places for young people to be with friends or to explore alone, building independence and developing the skills they need to recognize and manage risk, to learn to

judge and evaluate situations, and to deal effectively with a world that can sometimes be dangerous or hostile.

6. *Young people developing key and real world skills*

Managing an online presence and being able to interact effectively online is becoming an increasingly important skill in the workplace. Being able to quickly adapt to new technologies, services and environments is already regarded as a highly valuable skill by employers, and can facilitate both formal and informal learning. Most services are text based, which encourages literacy skills, including interpretation, evaluation and contextualization.

**Benefits of Social Media for Business**

1. *Gain valuable customer insights*

Social media generates a huge amount of data about your customers in real time. Every day there are over 500 million Tweets, 4.5 billion Likes on Facebook, and 95 million photos and videos uploaded to Instagram. Behind these staggering numbers is a wealth of information about your customers—who they are, what they like, and how they feel about your brand.

2. *Increase brand awareness and loyalty*

When you have a presence on social media, you make it easier for your customers to find and connect with you. And by connecting with your

customers on social, you're more likely to increase customer retention and brand loyalty.

3. *Generate higher converting leads*

Social media increases sales and customer retention through regular interaction and timely customer service. In the 2015 Sales Best Practices Study from research institute MHI Global, world-class companies rated social media as the most effective way to identify key decision makers and new business opportunities.

4. *Provide rich customer experiences*

Even if you aren't on social media, most of your customers expect you to be. Over 67 percent of consumers now go to social media for customer service. They expect fast response times and 24/7 support—and companies that deliver win out.

5. *Find out what your competitors are doing*

With social media monitoring you can gain key information about your competitors. This kind of Intel will allow you to make strategic business decisions to stay ahead of them.

6. *Share content faster and easier*

In the past, marketers faced the challenge of ensuring their content reached customers in the shortest possible time. With the help of social media, specifically when it comes to sharing content about your business or for content curation, all you need to

do is share it on your brand's social network accounts.

#### 7. *Build relationships*

Social media isn't about blasting your company's sales pitch on social, it's a two-way channel where you have the opportunity to enrich relationships with your customers.

#### **Conclusion**

Almost a quarter of the world's population is now on Facebook. In the USA nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow. Social media changes the way people interact with each other by offering more convenience but less quality. With social media, it is quicker and simpler to contact people, while easier to meet new individuals as well. Ultimately, however, social media provides people with less interpersonal skills, a lack of conflict resolution and very little privacy. Consequently, social media diminishes the constitution of social interaction for the modern generations. Social media has its advantages and drawbacks. It is up to each user to use social sites wisely to enhance their professional and social life, and exercise caution to ensure they do not fall victim to online dangers

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