IMPACT OF SOCIAL MEDIA ON EDUCATION
IN THE PRESENT SCENARIO

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Social Media on Education

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Introduction

Armond McFadden stats that "When I apply for part-time work or internships during college, I make sure employers know to look at my digital footprint which demonstrates that I have the skill set they want. I ensure my resume contains links to social media sites which looks fantastic for showing what I'm capable of and for giving employers background about me and my work." Social media is the future effective communication tool for all. Social media is a internet based tool and experience in sharing of communication and interacting to anyone at anytime and anywhere. It includes forums, micro-blogging, social networking, social bookmarking, wikis and podcasts. Some familiar social networks like Whatsapp, Twitter, Facebook or MySpace have a great impact on youths' lives. The statistics about the usage of social networks in the world.

Advantages on Social Media on Education

i. Students helps to establish the relationship with real people

ii. Twitter can provide interact with students, facilitate face to face encounter to other students

iii. Easy to accessible from virtually anywhere at any time, improves communication among students and teachers

iv. To find employment opportunities to students

v. Easy to upload pictures, videos and documents in speed.

vi. Spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills.

Important Social Networking Tools on Education

Number of familiarized Social media tools on education to the students, teachers and research scholars. This paper is to discuss only some educational tools like Edmodo, Twitter, Wordpress, Skype and Research Gate.

Edmodo on Education

Edmodo acts as a playground for teaching and learning with a place for posts, calendars, and general communication for teachers and students. Linking to students becomes simpler and more efficient as well as more effective when students enjoy the presentation of it. It makes it easy to share valuable apps with students.

Special Features of Edmodo

i. With intuitive features and unlimited storage, quickly create groups, assign homework, schedule quizzes, manage progress, and more. With everything on one platform, Edmodo reinforces and enhances what you're already doing in the classroom.

ii. Edmodo is designed to give you complete control over your digital classroom. With tools that let you determine who can join groups, ensure they remain private, and monitor member activity, safety is built right in.

iii. Give students new ways to engage, participate, and express themselves. With Edmodo, you can post discussion topics, conduct polls, award badges, and more, to foster communication and make learning social.

iv. Our global community of educators will share resources in minutes. No matter what your grade level and subject area, we've got you covered.

v. We've built Edmodo with teachers, for teachers. Your feedback defines every feature, your insight gives life to our community, and your perspective keeps you and your students at the center of everything we do.

vi. Whether you want to create a paperless classroom, nurture digital citizenship skills, integrate educational content from Edmodo Spotlight, or grow your professional learning network, you can personalize how you use Edmodo.

Twitter on Education

Twitter is a micro blogging portal that proves extremely useful across academic applications. Teachers, students, and parents can benefit greatly of the advantages offered by using Twitter in education. The short tweets can be used to inform students about any changes and to collaboratively work as a great team.

Special Features of Twitter

i. Tweet homework and assignments

ii. Get important educational resources

iii. Student collaboration

iv. Getting regular news updates through following, there will always be an interesting topic to debate in class.

v. Any student can quickly and easily find high authority research material using Twitter in education.

vi. It is amazing how many essential things you will learn about your students by having them complete such a survey (Twitter link to Survey Monkey for example).

WordPress

Students are encouraged to develop multiliteracy skills and become active digital citizens that can communicate effectively in a digital environment. Blogs are an exciting and appealing way to support digital literacy skills in a challenging, engaging and collaborative environment. With so many themes to choose from,WordPress has become a popular way for teachers to set up a web of communication and lessons with their students. Teachers can also use it to inspire students to write more by having them create their own blogs and meet the WordPress Challenges.

Uses of WordPress on Education

i. *Blogs:* Teachers and students can easily setup a blog for multiple purposes. Teachers can use the blog as one place online that can host a classroom website and be the central location students go to gather information about upcoming assignments or examples.

ii. *Communication:* Teachers often create a blog to provide students, parents, or other teachers an opportunity to communicate with each other.

iii. *Class Website:* An informative classroom website can be created.

iv. *Share Lesson Plans:* For educators, the ability to quickly post and share their online lessons is a powerful experience.

v. *Online Discussions:* The ability to respond to posts allow for asynchronous communication to occur between students in the class and the instructor. An alternative is to use the forums feature, where discussions can be conducted and used to facilitate conversations outside of the classroom walls.

vi. *ePortfolio:* Students can quickly create an ePortfolio of the concepts they have learned over the term or the year. By adding links, multimedia, and original content they are able to demonstrate their learning online without having to deal

with physical papers and books.

Skype

Using Skype means connecting with anyone, anywhere, at any time. This means students not only connect with teachers but teachers encourage students to broaden their view of the world. Set up virtual connections by contacting other teachers then connect the students to each other. Also, Skype has a whole portal dedicated to educators who can use it to teach various lessons already set up by the Skype team.They can communicate with teachers through *Skype*calls and chats to stay abreast of their child's performance when face to face meetings aren't feasible. Communicating with parents and guardians is easier and teachers are also able to expand the boundaries of the classroom.

Uses of Skype on Education

Use it to collaborate with other classrooms Use it to conduct expert interviews.

  i. Enable participation (and catch-up) for students outside of the classroom.

  ii. Use it for tutoring

  iii. Host a virtual Career Exploration Day.

  iv. Enable better collaboration for group projects and extracurricular activities.

ResearchGate

It is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators. According to a study by Nature and an article in Times Higher Education, it is the largest academic social network in terms of active users,although other services have more registered users and more recent data suggests that almost as many academics have Google Scholar profiles. Users are also able to block interactions with other users,

  i. **Share your publications,** access millions more, and publish your data.

  ii. **Connect and collaborate with colleagues,** peers, co-authors, and specialistsin your field.

  iii. **Get stats**and find out who's been reading and citing your work.

  iv. **Find the right job**using our research-focused job board.

  v. **Connect and collaborate with colleagues,** peers, co-authors, and specialists in your field.

  vi. **Ask questions, get answers,** and find solutions to research problems.

Disadvantages of Social Media

  i. Lacks Emotional Connection
  ii. **G**ives People a License to be Hurtful
  iii. Decreases Face-to-FaceCommunication Skills.

iv. Conveys Inauthentic Expression of Feelings.

v. Diminishes Understanding and Thoughtfulness

vi. Causes Face-to-Face Interactions to Feel Disconnected.

Conclusion

Social media is good platform for the education sector. It concludes that social media is effective tool for educationalists like students, teachers and research scholars for sharing and communicating the information without the limits.

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