

# Effectiveness of Social Media in Education

Sreeja Rajesh

Assistant Professor

SCMS School of Engineering and Technology

Jithin Michael

Research Scholar

SCMS School of Engineering and Technology

**Abstract**— *Social Media networks have vast acceptance in current circumstances. Almost everyone who has access with internet is connected with some kind of social interaction using available social medias. Social Medias are now providing lots of services to its users. This paper studies how the services provided by the Social media are helpful for students in Education. This paper also tries to explain the effectiveness of Social Media in young people.*

**Keywords**— *Social Media, Education, Students*

## I. INTRODUCTION

Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks [1]. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content." [2]. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals [3].

Social Media Networks are growing and it's been reaching to large people day by day. There are different kinds of Social Media which exist today. Some classifications are blogs and microblogs, Content communities, and Social Networking sites. The Social Media is why popular now because the availability of the internet and also the technologies which help to make this availability to our hands like Mobiles, Tablets etc.

The Social Media has so much effectiveness in peoples. This can be good or bad. This paper makes study of the effectiveness of Social Media in Education field. The importance of this paper because 89 percentage of the people with 18-29 age limit are in part of any kind of Social Media [4]. And the students will use the Social Media once in a while for any kind of education purposes.

## II. LITERATURE SURVEY

Pew Internet Project's research [4] related to social networking of January 2014 is shown in Table 1.

TABLE 1: USERS OF SOCIAL MEDIA

<b>Who uses social networking sites</b>	
<i>% of internet users within each group who use social networking sites</i>	
All internet users	74%
a Men	72
b Women	76
a 18-29	89 <sup>cd</sup>
b 30-49	82 <sup>cd</sup>
c 50-64	65 <sup>d</sup>
d 65+	49
a High school grad or less	72
b Some college	78
c College+	73
a Less than \$30,000/yr	79
b \$30,000-\$49,999	73
c \$50,000-\$74,999	70
d \$75,000+	78

Pew Research Center's Internet Project January Omnibus Survey, January 23-26, 2014.  
Note: Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

**PEW RESEARCH CENTER**

As per the Pew Internet Project's research related to social networking of January 2014, 74% of adults are using social networking sites. [4]



This is around 1% increase than the previous year. And according to the research about 90% people are using social networking sites of age limit between 18 to 29. The research is showing that this age group is the most active group which uses the social networking sites. Also more than 70 percentages of students are using some kind of social networking sites and this may increase in coming years.

To make the Social Media as an effective factor in Education field there must be a communication between the students and the teachers through the Social Networking sites. Email can be a well suited media for the communication between the student and teachers (by accounting Email as a social media [5]).

Even though large numbers of Students are using Social media, the teachers are not so much into it. There is always a mixed response to the social media from the teacher's side because of the bad influential in the society.

#### A. SOCIAL MEDIA AS INFORMATION CENTER

The Social Media changes the way of study in current generation. The students are now referring the Social Media to get the information. There is some doubts in the authenticity of the information which is available on the internet even it is the best medium to get the information and also time saving. 59 percentage of faculty agrees that the interactive nature of online and mobile technologies create better learning environments [6]. The Social Media can act as a medium for communication between the students and teachers using the communication service provided by the Social Medias.

The Social Media are very effective in research purposes. According to Livingstone and Brake (2010), "Social networking sites, like much else on the Internet, represent a moving target for researchers and policy makers." [7]. The Social Media can be useful in all kinds of educations. The Social Media types like Blogs and Content Communities has better role in education. The Content communities and Blogs can be act as a Digital Library. It can provide useful information and contents which are not available by nearest resources. Content Communities can provide both visual and text information. You Tube like Content Community members are providing lots of education programs to learners that means it helps not only for students. Sherer and Shea (2011) claimed that YouTube increased participation, personalization (customization), and productivity. YouTube also improved student's digital skills and provided opportunity for peer learning and problem solving [8].

Online communities are also helping the students in their education. They provide instant communications between the members. The Connected Educators research supports and extends earlier findings that suggest that active participation in online communities of practice can produce significant value for educators, students, schools, and districts [9]. The members in the online communities help other members with their knowledge by answering the questions to the other members.

One of the methods to make the information available is by sharing through social medias. Common people will share things which they find interesting. "Many larger universities have multiple accounts across various channels that are specific to departments or schools (i.e., Twitter, YouTube, Facebook accounts for the medical school, English department, admissions office, etc.) and often times the school's news service or public affairs office will pick out information that could appeal to the broader audience and share it through the general university account, Wolter said." [10].

#### B. GO TO COLLEGE WITH SOCIAL MEDIA

Social Medias are very helpful in finding a college, and finding better career for students. From IvyWise "Research is key when finding your best-fit school, and it's crucial to leave no stone unturned. While it's important to become familiar with a school's website and to physically visit the campus if you can, social media outlets are effective supplemental research tools. Arming yourself with all the information possible will help you develop a college list that meets all of your interests and needs!" [11]. The Colleges and other institutions are fully active in Social Media with their online identity like College profile in Facebook. Students can refer the college's and institution's profile and choose the satisfactory colleges and institutions for their higher studies. According to Dr. Kat Cohen "A Zinch survey last year found that 68% of students used social media to research schools, and 38% said they used it as a research tool when deciding where to enrol. This has prompted college and universities to use social media as an informative recruitment tool, with 97% of schools using social media in their online recruitment efforts (up from 37% 10 years ago), according to the National Association for College Admissions Counselling." [12].

#### C. SOCIAL MEDIA FOR PROFESSIONALS

Social Media is also very helpful for those who seek for jobs and those in search for careers. LinkedIn is a Social Media for professionals. The people use this Social Media as an effective tool for job hunting. There are many more Professional Networking Sites apart from LinkedIn but it may be the biggest one in across different countries [13]. The LinkedIn Network is purely intended for professionals. It helps to make professional connected network to build a better career. It also allows showcasing the user's professional gallery which consist of the work examples and videos and slide shares etc [14].

### III. NEGATIVE ASPECTS OF THE SOCIAL MEDIA

Starting from the lack of privacy being discussed widely around the globe right now, there are a lot many negative aspects to social media. Very recently one of the leading social media's was accused of compromising its user's privacy and contact details for profit making. It leads to a scary scenario to live in this cyber space.

Another of the so called negative aspects is the destruction of real social harmony and life. The generations before the social media had a very fulfilling and harmonious social life where they had very good connections between their fellow beings and with nature, which has been lacking ever since the advancement of social media. Youth today indulge their time and resource more into the hollow and many a times fake relationships endorsed by these profit oriented social giants.

Recently in India and many developing and developed countries, with diverse cultural background, witnessed an insidious chain of incidents, namely the suicide of many an account users, mainly young girls, women and also a lot of young men too. The reason being, a lot of ill minded people playing tricks at cheating those less enlightened kids of the social media block. Many girls committed suicide for their photos being morphed and used for the promotion of many adult products and also fake accounts intended for character assassination.

In short social media is projecting a false picture of the real world that we live in, thereby creating and moulding an ill-informed generation of unrealistic, unenlightened individuals whom we call "Homosapiens". This is pleaded in the court of humanity with all due respect to the positives this social phenomenon has embarked on this time of our journey of evolving into beings of more socially enlightened philosophers, thinkers and doers.

### IV. CONCLUSIONS

The Social Media is now with lots of services and resources. These services and resources can make use by the users of Social Media. This paper is used to study its effectiveness in education filed and found out that it is very useful tool in education purposes and beyond. Students can make use of the interaction services, blogging services, group services in their studies and also use Social Media effectively for search for colleges and career opportunities.

#### REFERENCES

- [1] Ahlqvist, Toni; Bäck, A.; Halonen, M.; Heinonen, S (2008). "Social media road maps exploring the futures triggered by social media". Retrieved 9 December 2012
- [2] Kaplan Andreas M., Haenlein Michael (2010). "Users of the world, unite! The challenges and opportunities of social media". *Business Horizons* 53 (1). p. 61.
- [3] H. Kietzmann, Jan; Kristopher Hermkens (2011). "Social media? Get serious! Understanding the functional building blocks of social media". *Business Horizons* 54: 241–251.
- [4] pew research centre's internet project January omnibus survey , January 23-26 2014
- [5] <http://www.web-strategist.com/blog/2009/07/09/email-the-first-social-network/>
- [6] Social Media for Teaching and Learning , Annual Surrey of Social Media use by higher education faculty ,2013.
- [7] Livingstone, Sonia; Brake, David R (December 2010). "On the Rapid Rise of Social Networking Sites: New Findings and Policy Implications"
- [8] Sherer, P. & Shea, T. (2011). Using online video to support student learning and engagement. *College Teaching*, 59(2), 56-59
- [9] The Connected Community: Exploratory Research on Designing Online Communities of Practice for Educators to Create Value April 2014
- [10] <http://mashable.com/2009/07/15/social-media-public-affairs/>
- [11] How to Use Social Media in Your College Search. *IvyWise* Volume 9 Issue 3
- [12] Dr.Kat Cohen, LinkedIn blog, The Role of Social Media in College Admissions ,How Students Can Be Smarter Online Dec4,2013
- [13] Hempel, Jessi (July 1, 2013). "LinkedIn: How It's Changing Business". *Fortune*. pp. 69–74. <http://blog.hubspot.com/marketing/linkedin-features>