# Role of Social Media in Education

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***Abstract***

*Education is a process of learning and understanding that extends beyond our school textbooks. It is a lifelong process that encompasses all aspects of our being. Even ordinary events and happenings around us, in one way or another, educate us. Media has become almost as necessary as food and clothing in the present era. The media does play an important role in social transformation. The media has a significant social and cultural impact. The number of computer labs, television sets, and libraries that have become part of the curriculum in most schools today demonstrates the importance of media in education. Media takes many forms, and each has an impact on how students learn and interpret information. Education could not be limited to teachers and conveyed in a socially isolated setting. As a result, media is a powerful force in the educational social environment. Mass media demonstrate that education is comprehensive, not limited to the four walls of the classroom, using modern electronic techniques and technologies. The educational medium of mass education is the media. Regardless of caste, color, geographical, sociological, or economic differences, mass media serves as an important tool for all to learn. The widespread media, such as newspapers, television, radio, magazines, journals, and films, provide a wealth of information to mankind. It is predicted that in the future, mass media will supplant traditional classroom instruction.*

***Keywords****: Social Media, Educational Technology, Motivation,Teaching Learning.*

## Introduction :

Social Media is websites and application that enable users to create and share content or to participate in social networking. Social media is not just limited to posting pictures about holidays online. Social media has gained credibility over the years as a reliable source of information and platform where organizations can interact with audiences. Today we can see education institutions adapting these developments into their systems and relying on group resources and mechanisms to improve student life. The use of social media in education helps students, teacher and parents to get more useful information to connect with learning groups and other educational systems that make education convenient.

Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plugins that enable sharing and interaction. Students can benefit from online tutorials through YouTube, online courses delivered by universities abroad. There is valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purposes. As an educational institution, it is crucial to be active in many social platforms possible, this helps create better student training strategies and shapes student culture.

The great thing about using social media in education is that you soon learn who the experts are in different fields and subjects. When you start following these experts you learn more and gain useful content from them, this empowers you to produce great results. Education is a very integral part of our society, a social institution that shapes individuals and teaches them how to act and behave in certain situations. In simpler time education was a big contributor to society, helping it evolve into something more acceptable. In a time when people were grouped based on their socio economic status, people who had a better education were able to overcome these barriers. As we know today from observing societies that lack education, that it has played a huge role in the development of humans, and has resulted in improvement in many ways, in the way we live. Societies which have poor or no education, are often considered backward and do not have the same standard of living as of the more educated societies.

The changes in society have mostly been due to how information is transmitted, with people being constantly plugged in and constantly staying informed of what's going on in someone's life or what's going on all over the world. However, whether it is social media or some other form of technology, education as a social institution has been affected by the rapid growth in media.

Media has always been a social institution, lots of perceptions and norms in a society are based on the information they receive. Take colonized regions as an example, even at a time when there weren't any newspaper; the colonizers were still able to maintain control over people by establishing themselves as the better, superior party. So clearly, based on this we can see that the media has always been a social institution. As technology starts to grow into every aspect of our lives, media is the prime source of information and a growing necessity for life on this planet.

So the reason the advent of technology was mentioned earlier was because of the changes it has brought about in our lives. Specifically, with the contributions to information and communication technology, the education sector has been able to benefit greatly. If you log on to Google and search the role of mass media in education Wikipedia page, you will probably find a lot of useful information that can help inform topic.

The improvement in how we communicate and interact with people, has affected how children are educated. Our parents were taught in a more complacent and tigid style. There was a right answer and a wrong answer to everything, however in the current education system children are encouraged to explore the world on their own terms. One way in which education has been affected by media is the books. Not a very long time ago, secondary school students were given huge heavy boods. Which would make carrying backpacks very difficult? Today many schools use digital portals to issue books to their students and workbooks are much lighter and portable. Many schools have also stopped giving paper-based homework to their students. Students are expected to submit their assignments online. Schools that use such a system have invested in building their own portal, where they can create accounts for teacher, students and administrators. This portal is then used for a variety of purposes; teachers use it to assign homework, maintain records and calculate grades. Students use it to access lesson plans, study material and resources and submit all their assignments.

In the present existence, media contributes an important part in the socialization of young people, a phenomenon which has been attaining an impetus. A large part of the cultural capital of

the planet is approved on to them by many kinds of strategies with which they are familiar. This implies a transformation of approach on the part of the various individual who accompany children and adolescents in their development. Such transformations should make it possible for them to make this phenomenon apposite by self-education, whose purpose is to deal at the same time with the means to educate other to media and to educate oneself to media, as part of lifelong learning. It recommends the opportunity of a double approach for the user, sometimes in a learner position and sometimes in a teacher position.

The media education has become more important in the training of the teachers the teachers working in the field of education should not stop with them. Other areas are associated and must be made profound to the needs of young people, such as care givers or journalists, producers and broadcasters, and all other media professionals. Taken as a whole, the media makes available to the individuals, the family culture, and the school culture in a spirit of dialogue. The most fundamental part of the role of media in the development of education is that it assists in the recognition of other people's cultures, attitudes, castes, creeds, ethnicities and socio-economic backgrounds so that they should be able to communicate and work with each other in an operative manner.

**The Significant Role of Media in Education :**

- Media can help young people put current images and messages about how the media work and enhance the teaching and learning process.
- Media is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong.
- Media create interest in students learning and turn their attention to educational topics.
- Media provide necessary basis for gradual and supplementary learning and make it perpetual.
- Media give real and actual experience to students and motivate then for more activities.
- They provide students with some experience that cannot be acquired from other ways, so they increase their mental development, deep understanding, and learning.

**Positive Impact of Media on Education :**

The positive impacts of education can be summarised as:

***Connecting people:***

Media enables us to connect with people worldwide. Thus, we can access the all the needy information with our convenience from any ones around the world. For example, Online Lectures, Online discussions, blogs etc make it possible to contact with people from various regions.

***Immediate solution:***

With the use of proper media we can come to solutions to the problems very rapidly with increased accuracy. Media could be used to clarify doubts and solve problems in a more reliable manner. For example, Google chrome acts as a great reservoir of knowledge in which answers to everything under and beyond the sky is available in a click.

***Increase technical literacy:***

Use of media in education is promoting technical literacy. Because our present world is a technological era and all things in daily life is done through electronically, it is mandatory for an individual to have a minimum knowledge on how to use various media. Knowledge on machines thus has become the need of the hour.

***Attention seeking:***

If a teacher teaching with the use of appropriate media, the teacher can catch the attention of students. Learning by utilizing media provides variety in learning. As it combines visual as well as auditory aids, leaning becomes more effective and retained.

***Act as a non-formal agency:***

Now in a modern society media is not treated as informal agency of education. They are called non-formal agency because of its wide coverage of education in an appropriate way. It provides flexibility in time, space etc. Anybody by being anywhere can access knowledge even from a corner of the world.

***Variety of information:***

Media will provide different and variety of information for proper and our convenience of learning. As the amount of information available in the media is enormous and ensures variety, it offers the learners to select the most appropriate piece of information necessary for them.

***Promote creative activity:***

In learning of information through media, it will enhance the creative activity of students. Media provides a platform to enhance the creativity as well as imagination of the individuals. Online platforms like YouTube, Amazon prime, Netflix etc. offers the users, a wide variety of visual experiences which could enhance the creative thinking of the learners. Also through blogs, the learners could express their creativity.

**Negative Impact of Media on Education :**

The negative impacts of media can be summarised as:

***Addiction:***

The continuous use of Medias is generating an addiction among the users. It will leads to use Medias and deviate from what is actually the use media for learning. Addiction may lead to physiological as well as psychological imbalances in the individuals. Low powers of vision, depression, anxiety etc. are consequences of addiction to media.

***Spending more time:***

Time is a precious one. If we are not able to use time properly we can't recover the time at any cost. So proper time schedule needed for using Medias otherwise will waste our valuable time. Children are tricking the parents as if they are learning, while actually they play games or scrolling in the social media.

***Over dependence:***

By the use of media in education, it will lead to depend on media all the time in learning the information. So automatically we forgot the basic or traditional learning. Over dependence gives out only a lazy generation.

***Increase spending habit:***

The use media will leads to unlimited money spending for our satisfaction. So many attractive ads are presently available in Medias, so careful use of Media is needed for controlling the spending habit.

***Leads to misuse:***

Inappropriate use of media will move to misuse the media. Deviations to porn sites, over use of social media, gaming etc. are more recognisable in teenagers as well as among the youth today.

**Social Media in Educational Technology :**

Social media is a new media technology in education that can expand your point of view on different subjects and gives a highlight to the original content. It gives you an opportunity of engaging with specialists to find solutions on topics that you may need assistance. Social media has gained plausibility as a definitive source of information. Hence, it is an excellent platform where organizations can interact with their audiences in large number. The main thing about utilizing social media for learning is that you soon realize who the specialists are in various fields and subjects. When you begin following these experts, you find out more and additional help from them. This enables you to deliver incredible results.

Today, many schools in India and education institutions are adapting these developments into their frameworks and depending on group assets and systems to improve the life of students. The utilization of social media in education helps students, teachers and parents for getting more valuable information while connecting with learning groups and other education systems.

Social network sites and websites provide with lots of chances to improve their techniques of learning and teaching to students and schools, respectively. Through these networks, you can join social media modules or plugins that empower sharing and collaboration. Students can benefit themselves through online tutorial exercises through You Tube. Online courses are also offered by colleges abroad through Skype and a full cluster of assets that are shared through social communities.

The influence of media in education is substantial. John Dewey stated that education is not be limited within the teacher and taught without social environment. So media is one of the potent forces in social environment of education. Through modern electronic techniques and gadgets, media prove that education is really comprehensive and not confined within four walls of class room. The impact of media in education can be categorised as under two heads- Learning from media and learning with media. Learning from media refers to the utilization of electronic resources in the process of learning and learning with media refers to the role of media in assisting the process of learning. Media offers a great number of new possibilities. In fact, majority of teachers and professors highly appreciate the power of these tools which lies in the ability to engage, motivate as well as to involve the students into deep contemplation and sensible discussion. Media brings people together to discover and share some information, interests as well as ideas.

These days we are living in the fast-developing society which every day offers its inhabitants a great number of new possibilities. Predominantly, these unique opportunities concern the

advancement of social media that have noticeably permeated the modern education world. In fact, it is not a secret that the majority of teachers and professors highly appreciate the power of these tools which lies in the ability to engage, motivate as well as to involve the students into deep contemplation and sensible discussion. In general, the term "social media" implies the number of activities that include socializing and networking online through words, pictures and videos. To some extent, it is a two-way discussion which brings people together to discover and share some information, interests as well as ideas. Admittedly, social media can range from social bookmarking, where all users have a chance to share their online libraries of links and connect to each other's lists within a definite online community, to online collaboration spaces.

**Media in Teaching-Learning Process :**

Learning is the process of acquiring new information. It necessitates hard work and can frustrate and bore students to the point where they lose interest in a lesson. In this case, incorporating media into the teaching-learning process is necessary to capture students' attention and make teaching-learning activities more engaging and effective. The incorporation of media into the teaching-learning process is nothing new. Many teachers are aware that the media can be advantageous

**Media in the Classroom :**

Students are more engaged in learning when they have access to media in the classroom. Media can help illustrate a lesson by allowing students to see real-life examples of what they're learning. Smart Boards and other interactive media allow students to move objects on a screen for illustrative purposes. Students regard media as engaging learning aids that make learning more enjoyable and less monotonous. The media can educate people in both good and bad ways. Nothing can overcome the media's influence because it affects the eyes, ears, and mind all at the same time.

In a developed society, the media should have the noble mission of enlightening the public and discouraging sectarian, communal, and divisive trends. In education, media integration is frequently referred to as a relatively new phenomenon. Although complete media integration is not yet standard in classrooms across the country, the use of media in the classroom, like the use of technology, appears to be an old hat. Education is a contentious issue in almost every country on the planet.

The media does have vast and immense power. It can be used to educate people for a low price. The purpose of the media today is to keep people informed about what is going on in their communities and around the world. They cover a wide range of topics, including weather, politics, war, health, finance, science, fashion, and music. The growing demand for news has resulted in the establishment of dedicated television and radio stations, as well as magazines. People can listen to, watch, and read the latest news at any time and from any location.

**Conclusion :**

Nothing is good or bad in itself. It is the users who make it best or worse. This statement is applicable to the use of media in education too. Media provides enormous opportunities to its consumers to gain knowledge. But the learners should be properly guided for

its better consumption. The appropriate and systematic use of media in education enhances the process of learning. When we consider the negative impacts of media on education, improper usage of media may take away the learners to undesired paths. Media could make them addicted. Overuse and over dependence on media leaves the learners lazy. So proper guidance should be provided to the learners on how to make use of media in a convenient manner. Certain awareness classes should be provided tothem to utilize the electronic resources efficiently and effectively. Teachers as well as parents should assist the learners while they learn with the assistance of media and technology. Thus, through proper guidance, media can be utilized to the fullest.

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