



SOCIAL MEDIA PLATFORM APPLICATIONS IN CLASSROOMS: AN EMPIRICAL STUDY

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ABSTRACT:

The importance of social media in the classroom is discussed in this article. Because digital technology is so prevalent and social media platforms are so important, the educational environment has changed drastically. Improving information transmission, supporting personalised learning, and encouraging cooperation and communication between teachers and students are just a few of the many uses of social media in educational settings that are explored in the research. This study analyses the pros and cons of using social media in the classroom, highlighting the need of ethical conduct and strict data protection policies. This study shows that students' motivation, engagement, and knowledge acquisition are favourably impacted by social media. It does this via empirical research and case studies. The importance of carefully incorporating it into schooling cannot be overstated in order to reap its benefits. Professors and students may now communicate in real-time thanks to these technological advancements. Using social media may help students become more involved. Students who feel anxious or bored in class and have trouble expressing themselves may discover that they can express themselves more freely on a social media site. Educators, legislators, and stakeholders may benefit from this article's multi-perspective analysis of social media's role in the classroom. These social networking sites provide many educational benefits, therefore incorporating them into classroom instruction is a good idea. The study offers recommendation as well.

KEYWORDS:

DIGITAL TECHNOLOGY, ENGAGEMENT, COMMUNICATE, INFORMATION AND MEDIA.

INTRODUCTION

The use of social media for educational, social, shopping, and advertising purposes is on the rise. Education is a crucial component of the overall strategy, as an increasing number of individuals opt to acquire new knowledge and complete tasks through the internet's numerous tools and features. The social network is one of many online communities that have emerged to facilitate the exchange of news, views, and other content among users who have commonalities in terms of interests, values, pastimes, and general way of life. The industry's skyrocketing ascent is attributable, in part, to the expansion of social media platforms, an improvement in software tools, and an increase in broadband access. The exponential growth in computing power and the proliferation of mobile devices is truly astounding. Indeed, this medium of communication has grown so pervasive that it affects us in every facet of our lives, from our careers to our personal relationships. Considering the large number of internet users who are also educators, it seems that social media has had a significant impact on how we learn and teach. Despite being a relatively young phenomenon on the web, social media have experienced meteoric growth. It has now spread to almost every industry, including education. Teachers and students alike are increasingly turning to these social media platforms for a wide range of informational and recreational needs.

AIMS OF THE STUDY

This study aims to investigate the utilisation of social media tools within educational environments to improve learning outcomes, facilitate communication, and increase student engagement. To emphasise the possible benefits of incorporating social media. To provide teachers with recommendations for effective social media pedagogy. In order to look at issues like cyber bullying, privacy invasion, diversions, and accessibility disparities.

CONCEPT OF SOCIAL MEDIA

The phrase social media refers to a network of websites and online applications that allow users to create, share, and engage with content created by other users within an online community. All across the globe, people are able to stay in touch with friends, family, and even total strangers thanks to these platforms, which primarily aim to facilitate communication, networking, and teamwork. Online platforms that fall under the umbrella term "social media" include a dizzying array of websites. Media such as text, images, videos, and links can be posted and shared by users. They can also engage in discussions by commenting, liking, sharing, and privately messaging one another. Because of the proliferation of social media, people are now able to communicate and share ideas and information in real-time, which has a profound impact on their daily lives. Its pervasive influence has extended to several domains, including as education, business, politics, and entertainment, as a powerful tool for the transmission of

information, the mobilisation of communities, and the development of worldwide relationships. It is important to use technology responsibly and consider the societal and individual effects, as it raises concerns about privacy, information reliability, cyber bullying, and mental health.

HOW SOCIAL MEDIA CAN ENHANCE CLASSROOM LEARNING

Using social media makes it easier for students to communicate with their peers, teachers, and professors. By doing so, they may facilitate resource exchange, foster a sense of community, and encourage active learning. Due to the ever-changing nature of social media, students could discover that their studies become more engaging and enjoyable when they include it into their routine. Consider using discussion starters, quizzes, and interactive polls to determine comprehension and encourage participation. Students may develop skills in digital citizenship, such as critical thinking, privacy awareness, and online etiquette, via using social media responsibly. In order to apply what they've taught in class to real-life situations, students might use social media. In order to analyse critically and assess current events, they may keep up with the newest news and notable people. Students have the chance to showcase their creativity and skills via various media-sharing channels. By doing so, individuals expose their artistic, literary, musical, and other creative pursuits to a global audience that may provide feedback and support. Study after study has shown that effective two-way communication between teachers and their students is a key component to a successful learning environment.

Ineffective teacher-student communication hinders both learning and teaching. Teachers should thus maintain a careful watch on their students in order to detect any difficulties. If teachers fully understand their students' struggles, fears, and misunderstandings, they will have a much easier time understanding their learning impairments. Having a close relationship between instructor and student increases the likelihood that the student will learn quickly and well. Social media has a significant role in both the kids' everyday lives and their classroom education nowadays. You may get a lot of information, including news and educational resources, on social media. Following educational sites, organisations, and channels makes it simpler for students to be informed and up-to-date with study-related material. Professionals in their student years may use LinkedIn and similar sites to build their professional networks, connect with potential employers, and learn about opportunities within their field. By emphasising their skills, achievements, and initiative, individuals may open doors to internships and other professional opportunities.

THE ADVANTAGES OF SOCIAL MEDIA FOR LEARNERS

Using social media in the classroom may enhance both the teacher-student and student-to-student conversations. The second group might have discussions about upcoming

tests or assignments using various social media platforms. Students may consult their classmates for information about upcoming test themes or assignment requirements. In order to get back on track academically, students who are struggling with a particular topic might seek their peers for assistance on a social networking site. Informational films, articles, tutorials, infographics, and much more are all at the fingertips of learners. Extracurricular resources outside traditional course materials may be found on sites such as YouTube, Reddit (specifically edu subreddits), and Twitter discussions.

Students are able to interact or communicate across cultures via the use of social media, which links them to worldwide networks. Webinars, internet events, or global conversations are all within their reach. In a similar vein, wikis and blogs, which enable several users to connect with one another, may greatly enhance student involvement. Personalised learning resources that cater to each student's unique learning style and aptitudes. Ability to communicate clearly and concisely with classmates, teachers, and school staff. Possibilities to build connections and display abilities. Using my knowledge of global concerns to interact with people from different cultural backgrounds. Several academic resources, including books, journals, and other reading materials. Participating in classroom discussions, polls, and quizzes as a means of active learning. Promoting appropriate online conduct by use of critical thinking and encouragement. Sharing and receiving feedback on creative works with classmates. The integration of academic understanding with practical applicability to current problems.

STUDENTS' NEGATIVE EXPERIENCES WITH SOCIAL MEDIA

Misleading or false information could be easily accessible to pupils on social media. Use of social media at late hours may impede students' natural sleep patterns. Students may lose concentration on their schoolwork if they use social media for personal, rather than school-related, reasons. Risks to students' privacy might arise from improper handling of their data and personal information. Academics' time management skills might take a hit if they spend too much time on social media. Excessive use of social media may lead to addiction and mental health problems. When students spend too much time on social media, it might negatively impact their scores. On social media, students might see inappropriate or harmful content. Students may experience anxiety and tension due to FOMO on social media. It is crucial for today's kids to find a middle ground between the positive and negative effects of social media on education. It would be great if teachers, parents, and students could work together to encourage positive social media habits and provide practical advice for avoiding negative outcomes.

THE SIGNIFICANCE OF SOCIAL MEDIA IN THE CLASSROOM

It is clear that social media is a great tool for teachers because of all the ways it may improve students' learning experiences. At first glance, it's easy to see how social networking platforms save time while promoting conversation and teamwork. From the comfort of their own homes, students may easily interact with their teachers, classmates, and other educators to facilitate group conversations, share ideas, and ask for help when needed. In addition, there is an abundance of news stories, educational tools, and learning materials available on social media. Students may access a wealth of information by participating in educational communities and platforms, which can help them with their studies and keep them updated about their areas of interest. With the use of social media, students may access personalised educational experiences by interacting with information that matches their interests and learning styles. Insightful articles, instructional videos, and detailed guidelines tailored to their requirements could help them learn more about the topic and become more invested in it. On top of that, students may use social media to connect with people in their field, showcase their abilities, and perhaps get an internship or job offer. In addition, when kids express themselves artistically and get comments on their work, they might feel proud of themselves and their accomplishments.

An important part of being a good digital citizen is developing the ability to think critically and behave appropriately while using social media. These are two qualities that are increasingly important in today's linked world. Taken as a whole, the many benefits that students experience when social media is used in the classroom greatly enhance their learning and prepare them to handle the challenges of today's digital world.

SOCIAL MEDIA'S IMPACT ON EDUCATION

The influence of social media on traditional classroom instruction has been profound and far-reaching. Because of students' increased engagement with social media, traditional classroom relationships between professors and students have changed drastically. The fact that it allowed for real-time cooperation by removing geographical obstacles to communication between people and educational institutions. When students use social media, they have access to a wealth of educational materials, such as articles, videos, podcasts, and online courses. Outside of the classroom, these materials may help pupils study more effectively. Every student's educational experience is personalised by using the individualised algorithms offered by social media platforms.

These algorithms examine each student's unique learning style and interests. Social media has also paved the way for collaborative learning settings, where students can talk to one another and collaborate on projects together. Because of this, students now have more chances than ever to collaborate and form communities. The worldwide scope of social media has also exposed kids to many cultures and perspectives, which has helped them think

more critically and get a better understanding of global concerns. There are both positive and bad aspects to social media. Positive aspects include the ability to connect with others, while negative aspects include cyber bullying, distractions, and privacy problems. Without the right kind of instruction, kids are more likely to come across and spread false or misleading information. An individual's ability to learn deeply through conventional study methods or engage in face-to-face communication could be diminished if they rely too much on social media.

Academic institutions and teachers have a responsibility to guide students towards appropriate social media usage and to find ways to include it into the curriculum so that it may enrich students' learning. By facilitating communication, group work, and knowledge sharing, social media has completely altered the way schools function. However, in order to get the most of it and avoid the worst of it, parents, teachers, and students must collaborate to establish limits, foster critical thinking, and encourage appropriate online conduct.

CONCLUSION

The fact that social media is rapidly becoming an integral component of our everyday lives is not without its pros and cons. There are some downsides, but the benefits are tremendous. Without adequate adult supervision, youth social media usage is associated with increased risk factors for health problems, since it detracts from valuable educational experiences. Social media has undeniably changed the face of education in unprecedented ways. Among the several ways social media has altered the educational landscape are the following: the facilitation of more collaboration between instructors and students; the accessibility of an abundance of previously unavailable educational resources; and the promotion of students' development of their own distinctive approaches to learning. Research shows that students and instructors are able to interact and collaborate more easily using social media. Using social media, educators may encourage student engagement, boost technological competence, foster better classroom collaboration, and foster better communication skills. There can be a number of advantages for educational institutions that use social media. First of all, there are very few. Students and teachers may easily communicate via various social media sites. Using these channels, students and teachers may converse in real time, both in and out of the classroom. Research shows that students who are timid, anxious, or indifferent may find an outlet for their emotions and ideas on social media, making it an ideal tool for increasing participation. Additionally, it has brought attention to the need of data privacy and ethical use in risk reduction. As social media is increasingly embedded in classroom instruction, it presents both opportunities and threats to educators, lawmakers, and other stakeholders. Embracing the positive and striving to reduce the bad components of social media may help us build a learning environment that is more engaging, inclusive, and globally connected. By making thoughtful

and ethical use of social media in the classroom, we can pave the path for a future where technology enhances and empowers education for future generations.

RECOMMENDATION

Because of the ubiquitous nature of these platforms, it is reasonable to assume that teaching students about the psychological effects of social media can assist them in exchanging negative emotions for more positive ones. Students may take use of social media's qualities including greater accessibility, improved communication skills, and more possibilities for distance learning, among others.

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