

# **SOCIAL MEDIA IN EDUCATION**

**“National webinar on Breakthrough of E-Content and Digital Resources in Pandemics Covid-19”**

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- The concept of social media
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# What is social media?

Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Social media can also be said to be a group of Internet-based applications that build on the ideological and technological foundations of internet that allows the creation and exchange of user generated contents.



# Classification of social media

Social media technologies take on many different forms including:

- ✓ magazines
- ✓ Internet forums
- ✓ weblogs
- ✓ social blogs
- ✓ podcasts



# E- LEARNING

E-learning is the use of electronic media and information and communication technologies (ICT) in education. E-learning is broadly inclusive of all forms of educational technology in learning and teaching.

E-learning is inclusive of, and is broadly synonymous with multimedia learning, Technology enhanced learning (TEL), computer-based instruction (CBI), computer-based training (CBT), computer-assisted instruction or computer-aided instruction (CAI), internet-based training (IBT), web-based training (WBT), online education, virtual education, virtual learning environments (VLE).



# Present World:

World of Social Media

Advance

Easy

Fast

Reliable

Network

Flexible

Real/Virtual

Development



# Social Media in Education Today

Knowledge

Designation

Literacy

Transformation

Development

Improvement



# Facebook and classroom

- ❑ Facebook open dialogue via a familiar and regularly accessed medium, and supports the integration of multimodal content such as student-created photographs and video and URLs to other texts, in a platform that many students are already familiar with.
- ❑ Further, it allows students to ask more minor questions that they might not otherwise feel motivated to visit a professor in person during office hours to ask.
- ❑ It also allows students to manage their own privacy settings, and often work with the privacy settings they have already established as registered users.
- ❑ Facebook is one alternative means for shyer students to be able to voice their thoughts in and outside of the classroom.
- ❑ It allows students to collect their thoughts and articulate them in writing before committing to their expression.
- ❑ Facebook can also aid students in self expression and encourage more frequent student-and-instructor and student-and-student communication



# Twitter and classroom

- ❖ Twitter, also, promotes social connections among students. It can be used to enhance communication building and critical thinking.
- ❖ Domizi (2013) utilized Twitter in a graduate seminar requiring students to post weekly tweets to extend classroom discussions. Students reportedly used Twitter to connect with content and other students.
- ❖ Additionally, students found it “to be useful professionally and personally” They also reported that students used Twitter to get up-to-date news and connect with professionals in their field.



# YouTube and classroom

YouTube is the most frequently used social media tool in the classroom.

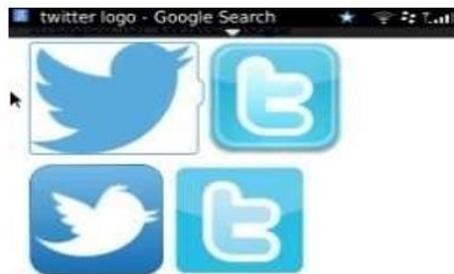
- ❖ Students can watch videos, answer questions, and discuss content. Additionally, students can create videos to share with others.
- ❖ YouTube also improved students' digital skills and provided opportunity for peer learning and problem solving.
- ❖ Additionally, the students reported that the videos helped them recall information and visualize real world applications of course concepts.



# CHANNELS OF PERFORMING SOCIAL ACTIVITIES ON SOCIAL MEDIA



Founded: Sept.4, 1998  
Founder: Larry Page,  
Sergey Brin  
Estimated users: 13.96  
Billion active users



Founded: March 21,2006 Founder:  
Jack Dorsey, Noah Glass,  
Estimated user: 200 million active  
users



Founded: Feb. 4,2004  
Founder: Mark Zuckerberg, Eduardo  
Saverin,  
Estimated users: 1.23 Billion active users



Founded: 2009 Founder: Jan  
Koum, Brian Acton  
Estimated users: 200 Million  
active users

# ADVANTAGES OF SOCIAL MEDIA IN EDUCATION

- ✓ Extensive use of public social media sites that support the creation, sharing and commenting of content, as well as the co-creation of content, enables learners to co-create and share their own content within their own work in teams.
- ✓ Extensive use of social networking sites like Facebook, Twitter, LinkedIn, etc where individuals have built a personal network of trusted friends, means that they are using similar approaches to build networks of trusted colleagues as well as power team workspaces and internal communities of practice.
- ✓ Social Constructivism: Social media provides an easily accessible tool for helping students to work together to create their own meaning in academic subjects, social contexts, or work environments.
- ✓ Breadth of Knowledge: It is now easier than ever to know (or find out) something about almost anything in the world through connected media.



# DISADVANTAGES

- ✓ Distraction: social media produces momentary distraction of an isolated text message, and the way in which social media involvement provides an acceptable diversion from intellectual pursuits.
- ✓ Pressure to Conform: students also give the main reasons behind their 24/7 connection is a fear of not keeping up with peers or appearing “like a loser in public, thereby lowering their self esteem.
- ✓ Social media engagement supports a culture of avoidance which operates in direct opposition to the idea that students need to take risks and fail in their academic endeavors in order to become successful innovators.
- ✓ social media does promote a kind of intellectual and social shallowness that could have long-term negative consequences for learners..



**THANK YOU**

