

## **A Study on Impact of Social Media on Student Education System**

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### **ABSTRACT:**

It is becoming increasingly obvious that the social media educates. For some people, it is a far more important source of information about the world than course readings or academics. At the same time, the educational framework may be viewed as a form of wide communication. To communicate with a large population, explicit devices are used. Social media has become a vital component of today's generation's day-today life. As a result, it is critical that such a technology be used as an educational tool, particularly in the field of education. Education should be at the forefront of exploiting the many social media platforms that provide 24/7 anytime anywhere contact between the teacher, student, and instructional material, since it is a significant necessity in learning a course at the tertiary level. As a result, the purpose of this study is to look at how social media may be utilised to teach and learn in education field among students.

**Keywords:** Social Media, Education System, academics, management, learning

### **INTRODUCTION**

Social-media is quickly becoming the most popular way for people to advertise, buy, meet new people, and learn. More people are choosing to receive cutting-edge ideas and participate in exercises using the many online instruments and highlights, so education is also important for the whole strategy. Web-based media is perfect for those who want to keep learning despite their busy job schedules and hectic lifestyles. Social Media has transformed our thinking about our connections, our affiliations with and fondness for other people, and the influence and persuasive intensity of online networks on how we think, put together, and act strategically throughout the previous decade, particularly in the last five or six years. Since the introduction of the Internet in the mid-1980s and the incorporation of email into our daily work routines, our communication techniques have evolved. Nonetheless, it wasn't until the creation of social media interfaces in 1997, such as Facebook, MySpace, LinkedIn, YouTube, Twitter, and other comparable programmes, that we saw a massive saddling of the now-inescapable online network's capabilities in our daily lives.

In the globe, one out of every six people possesses a mobile phone, whereas in India, three out of every five people owns one. The mobile phone has evolved into one of the most widely used and owned radioactive household appliances ever created, making it one of the most necessary electronic items. The possession of a mobile phone is seen as a source of pride or a sign of social prestige. The higher the market value of the phone you own, the better your social status, since many people flaunt phones for exorbitant sums in order to be loved, receive adoration, gain acceptance, and be considered a person of class in society. Youths are not left behind in society, with 18% of 12-year-olds owning a mobile phone and 68 percent of 17-year-olds owning a cell phone. Most parents purchase a mobile phone for their children in order to speak with them and stay in contact with them, but they are unable to oversee their use of the device. The technology, which is radioactive, has serious health implications for this generation's youngsters. Social networking is one of its numerous functions.

Generation Z is digitally literate and skilled in their comprehension and use of ICT-enabled gadgets, with social media serving as their playground. In the long term, social media has both good and bad aspects. Several studies have found that teenagers who have unfettered access to and use of social media are at risk for academic underachievement and substantial health risks, particularly in math. As a result, it is necessary to investigate the influence of social media, as a tool of education for the younger generation. Social media is an electronic type of communication that allows people to communicate based on their shared interests and qualities. Social media is a type of media that allows people to communicate with one another via the use of highly accessible and scalable publishing tools.

The widespread use of educational mobile technologies in online teaching and learning, particularly at tertiary institutions, has gained traction in recent years, especially in developed countries, and it provides students with more options and opportunities in the context of online instruction. Furthermore, social media is seen to be one of the numerous technologies that arose from education, whether in or out of the classroom. According to McQuail, the internet has penetrated more houses. It is normal to find young people conversing in sensitive and well-organized areas such as churches, mosques, and lecture halls. Some people get so carried away that they keep conversing even as they walk along the highway, since they are enthralled by the possibilities that the social space offers. The development and availability of comparably sophisticated cellular phones has compounded matters, as adolescents no longer require the use of a cybercafé to send and receive messages. The focus has switched from visible to unseen companions, and key endeavours such as study and writing have been harmed as a result. Many people who believe in the acquisition of information and skills are concerned about this phenomena.

For quite some time, the enhanced and better use of social media platforms like Facebook, Instagram, Snapchat, and Twitter has become a worldwide phenomenon. What began as a pastime for certain computer geniuses like Zuckerberg has evolved into a social norm and way of life for many people across the world. These social media platforms are used by students and teens to communicate with their classmates, share information, reinvent themselves, and promote their social lives. When it comes to social media activity, time is crucial. According to studies, students spend over 5 hours every day on social media on average (twitter, Instagram, snapchat, tik-tok, Facebook, etc.). As a result, this might have a harmful or beneficial impact on their learning. This has become a visible part of their life, as they are more concerned with Facebook friends, YouTube videos, postings, jokes, and other forms of online communication than they are with up close and personal companions. According to Singh et al., "adolescents are now defining clientele of web-based media." Online media provided a platform for teenagers to develop informal groups or social relationships among themselves."

Children and adolescents have become reliant on online communications; they claim that web-based media allows them to stay in touch with friends they don't see very often, as well as secure positions, business opportunities through LinkedIn, self-satisfaction, significance, desire, popularity, health-related issues, and social prosperity. Despite what appears to be the beneficial aspects of web-based media, studies have revealed that there are several detrimental aspects of web-based media, particularly for children and teenagers. It has been discovered that young people's and youth's access to web-based media causes significant disruption, influences learning and perceptions of education in the classroom, and aids in cheating during examinations. In light of the infinite material available on the web-based media, studies have also shown that young people and teenagers are impacted in opposing ways by online media. In an examination of relevant publications, Ali, et al (2017) cited Berson and Berson (2005), who said that youth's significant exposure to the Internet carries with it a risk. According to Jacobsen and Forste (2011), two-thirds of understudies receive poorer grades in assessments due to the use of web-based media during class time. Hacking, data fraud, phishing scams, and exposure to obscene content are some of the other harmful consequences of internet media on young people and teenagers.

Despite the fact that the Internet and online media studies are dominating literature in social science, as they do in correspondence brain science, much of the writing on this issue is focused on urban young people, particularly in schools and colleges. The majority of the discussion has been focused on young people from rural areas. We don't know if the country networks are experiencing the same kind of growth in attentiveness and use that the metropolis areas have. As a result, the goal of this research is to learn more about the presentation and its effects on Indian children and adolescents in secondary schools across the nation.

Teens can use social networking sites to do things that are important to them, such as staying in touch with friends and family, making new acquaintances, sharing photos, and exchanging ideas. Participating in social media, on the other hand, might provide teenagers with deeper advantages that affect their perceptions of themselves, community, and the world. This is enhanced if parents engage with children and lead them in the use of media through visits to high-quality websites, the use of educational software, and the viewing of TV programmes that provide additional learning opportunities. In terms of education, some authors emphasise the use of social media to improve student learning, facilitate teacher-student and student-student interaction, the development of skills and competencies, and their level of satisfaction with new learning experiences by complementing work inside and outside the classroom. When these people watch TV and movies with their children, they establish a balance in the child's growth into society by discussing storyline, how the youngsters feel about the events in the movie, and comparing them to the real-life repercussions of incorrect and illegal behaviours.

### **IMPACTS OF SOCIAL MEDIA EDUCATION**

Students' embrace of social media is a wonderful learning resource, allowing students to discover new avenues of communication, as well as a vital source of knowledge and involvement. In recent years, students' favourite social media platforms for individual work have been blogs and wikis, particularly for creating material and adding comments. Within a constructivist perspective, blogs or weblogs are important educational tools. Blogs aid E-learning by establishing channels for informal contact between instructor and student, promoting social connections, and providing students with a personal media through which to acquire learning experiences. Wikis are also excellent tools for collaborative learning since they allow students to create, share, and explore information and knowledge through peer discussion. It is obvious that the level of interest in social media for learning will be determined by how teachers promote techniques. Some studies emphasise the importance of developing a set of skills and technological competencies; overcoming a "digital dissonance" by emphasising technologies that have positive effects on learning and must be adaptable to students' socio-cultural contexts; and, finally, designing support activities through the scaffolding of learning experiences using technology.

Individuals gain from media at various stages of their lives. The following are some of the developmental advantages of media for younger children:

1. Literacy abilities, such as learning letters of the alphabet through play school, educational computer games, or Sesame Street.
2. Numeracy skills: Play school programmes teach children how to count.
3. Social Skills: Learning how to operate TV shows and utilising computer games and websites such as ABC for kids that demonstrate cooperative and helpful behaviours.
4. Intellectual advantages such as problem-solving and critical thinking skills development, as well as a greater focus on moral development by comparing family values to those found in fiction and documentary content
5. Creative advantages - enhancing creativity, art and modelling, music, and media abilities by utilising software to produce a picture or being inspired to design something by a TV show.
6. Social skills: Teenagers may strengthen their social skills by engaging with others on social networking platforms.
7. Values are learned through viewing positive role models in the media.
8. Become more politically and socially conscious through viewing news, current events, and documentaries.
9. Children's motivations: - Children use media for pleasure and relaxation, such as to relieve boredom, play games, or engage in social interaction and identity formation. They also utilise it for social engagement, social identity, peer interactions, status boost and symbol, communication via e-mail or chat, Facebook, and Twitter. As kids become older, they start to utilise the internet for things like job networking, business networking, and other things.
11. Gender Differences: - Girls utilise the internet for a variety of reasons, including:
  - a. Boys – for entertainment, especially video games, computer games, and opportunities for online games, downloads, and obtaining news/information from peers.
  - b. Girls – for homework, social interaction, keeping in touch with friends through chatting, breaking new ground in career and knowledge enrichment, books, and so on.
12. Develop reading, writing, and critical thinking abilities by participating on message boards such as movie and news sites, blogs, and chat rooms.

For understudies, interpersonal connection has increased the rate and character of coordinated effort. They are better able to communicate meeting schedules or provide data quickly, which can increase profitability and help them learn how to work effectively in groups. Interpersonal communication demonstrates to pupils the skills they'll need to succeed in the corporate sector. Having the ability to form and maintain relationships with a variety of people in various businesses is an important part of developing a career or starting a business. Students have a better understanding of computers and other electronic devices as a result of spending so much time working with new technology. With the increased focus on innovation in education and industry, students will be able to develop skills that will benefit them throughout their life. The ease with which an understudy may change their profile makes them more aware of basic plan and format elements that are not commonly taught in schools. Building resumes and personal websites, which are increasingly being used as online portfolios, benefit greatly from the skills gained by redesigning the style and layout of interpersonal interaction profiles. The ease and speed with which clients may provide photographs, videos, or tales has resulted in a greater emphasis on the sharing of unique works. Having the ability to acquire immediate feedback from loved ones on their creative sources aids students in refining and developing their creative powers, as well as providing much-needed assurance or assisting them in deciding what career path they should pursue.

### **CONSTRUCTIVE OUTCOMES OF SOCIAL MEDIA**

Improved correspondence, timely data, web-based mingling, picking up, developing aptitudes, and establishing a career are only a few of the positive effects of web-based media on education. However, there are certain drawbacks, like data fraud, digital bullying, and social isolation. Let's take a look at the most important aspects of social media, both positive and negative, to get a sense of its impact on education. Students are encouraged and motivated to learn as a result of the increased use of social media platforms. YouTube instructional videos, the use of YouTube to view instructional videos, easy access to digital books, online notes, and studying through video chatting are just a few of the key aspects that contribute to educational outcomes. The thing that Social Media has made possible is distance realising, which is possibly one of the most perfect ways to profit from an assumed relationship while being in any location. Truth be told, there are several examination bunches online in various courses that students can join and pick up information from the comparable. Another important benefit of social media is that it helps understudies improve their academic performance and get more insight via knowledge and data collection. When students are given Projects, they go through many online stages to gather data in order to find solutions for their Projects.

Social Media aids in the development of creative abilities in children by allowing them to learn and then execute similar tasks without the assistance of others. When an understudy begins to snap images and use web-based modifying aptitudes to make them appear tastefully engaging, his or her hidden talent is frequently revealed. Parcel of youngsters are likewise obsessed with generating recordings for YouTube. A lot of students have intriguing side hobbies that they capture and share online, which helps them realise their potential for making it a career. Use of web-based media in any classroom may be a fantastic source of learning that allows students to roam around and gather knowledge. On the off chance that the online innovation is utilised in the ideal way it assists in attaining the correct sort of instruction. Online media stages may help you improve your social skills and writing talents, which can help to achieve your educational goals. Along with all of the wonderful aspects of social media in education, it also has a lot of drawbacks. Let's talk about them as well. With the widespread use of social media, students are more depending on these platforms to get data and knowledge rather than seeming to be engaged in books, journals, or notes. Due to the ease with which material can be extracted from the internet, kids' reading proclivities, along with their learning and exploration skills, are dwindling.

### **ADVANTAGES OF SOCIAL MEDIA ON EDUCATION SYSTEM**

The advantages of utilising social media have also been scientifically demonstrated. The various advantages stated by these researchers on how social media improves the learning process are listed below.

1. Students' communication and teamwork abilities have improved (when they work as groups)
2. Students learnt how to manage their time and acquire the best results in the smallest amount of time.
3. Using social media enhanced student enthusiasm and pushed them to study hard in advance of the exam, resulting in higher exam marks.
4. It improved communication between students and professors.

WhatsApp and Telegram are two of the most popular social media platforms for learning through group formation. In a hybrid mobile lecture, the two platforms provide instant messaging capabilities, facilitating online communication and cooperation amongst online students connected from school or home. It allows students to leave comments, ask questions, interact with audio-visual training materials, and communicate with their classmates and teachers at any time of day or night. However, one of the benefits of Telegram is that it allows instructors to ask learners objective questions and conduct polls. As a result, it has an advantage over using WhatsApp for teaching and learning. It also outperforms WhatsApp in terms of the amount of users that may be joined to a group. When compared to WhatsApp, it also has a few extra functions.

### **CONCLUSION:**

In conclusion, social media has become an integral part of our lives, with both benefits and drawbacks. The good impacts are considerable, but they are not without negative consequences. If not adequately managed by an adult or parents, youth's use of social media offers major physical and health risks, since it diverts them from meaningful and serious learning. It is also addictive, posing major health risks like as sleep deprivation, bad eating habits, rage outbursts, and social misfits. As a result, in order for social media to be a constructive instrument for meaningful learning, its accessibility to today's youngsters must be limited. In practically every way, the world has gone digital. Most countries around the world have begun to implement a digitised education system, and Nigeria, especially at

this time of democratisation of education and subsequent admission quandary, cannot afford to fall behind and watch the rest of the world as their education system becomes digital. As a result, WhatsApp and Telegram, as technological breakthroughs, must be fully embraced in Nigerian schools for effective electronic teaching and learning. In order to keep up with the times, the educational system as a whole must supply what is required; raise sufficient awareness and provide enough training to improve electronic education delivery in this area of the world. Despite the fact that the majority of professors and students have Internet-enabled mobile phones, they are not designed only for academic reasons, according to the report. One of the most advantageous ways to study has been discovered to be via the use of mobile application technologies such as WhatsApp and Telegram. We must guarantee that students use such web-based media platforms with seriousness, and that they do not waste time on them by reading pointless material. Learning and a few extracurricular activities are aided by such channels, which encourage students to excel in all aspects of life.

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