

Social Media as an Emerging Tool for Students to Enhance Their Learning

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Abstract

With the introduction of online courses, there has been a rise in interest in social media and social learning in recent years. Many students appreciate the social components of their university experience and are hesitant to enroll in online courses because they believe they lack social interaction. Real education starts outside of the classroom. Social media platforms offer a wealth of resources for education and can increase student involvement. The student's life is impacted by social media in many different ways. It can be used as an online study hall, which promotes better participation from the students. Social media encourages a community-based, collaborative learning environment that promotes teaching and learning. Since a few years ago, faculty engagement on social media has grown significantly. Faculty are recommending students to use social media for learning and engagement so that they may connect with other students, pick up new skills, and stay one step ahead of the competition in today's cutthroat society. One of the best methods for studying things one is interested in at their own speed, comfort level, and low cost is e-learning. MOOCs have emerged as a trend in e-learning and will experience rapid expansion in the coming years. Universities and other educational institutions also acknowledge MOOCs. If one has the motivation, they can accomplish anything. Many social media platforms exist, including Facebook, Pinterest, Quora, LinkedIn, YouTube, and many more. These tools can be used successfully and efficiently for engagement and learning purposes. In addition, blogsites are becoming more popular in modern times due to the rich content they provide, and most students prefer reading from different sites even though the topics are the same. The technologically advanced globe is giving students fantastic opportunity to improve their learning, and social media is bridging the awareness-raising gap between global advances. Students have access to a variety of academic advantages and chances to improve their learning process and level of involvement thanks to ITC and social media.

Keywords: Social Media Tools, Student's learning, online learning, MOOC, e-learning, learning purposes etc

I. Introduction:

Information Communication Technology (ICT) is compared to oxygen by today's digital youth since it is something they anticipate, rely on, and live without. —John Seely Brown's Learning in a Digital Age. A new type of market where strangers can easily swap goods and services is emerging in a society where everyone is connected to the internet thanks to student participation through the usage of social media (e.g. Airbnb, Kickstarter, Lyft etc.) Higher education departments have been utilising ICT in the classroom, including eLearning tools, multimedia, communication, and mobile, to improve student learning. Many technologies, including Facebook, blogs, wikis, portals, WhatsApp, Twitter, and instant messaging, have been used in the classroom setting. Student engagement is a term used to characterise someone's interest in and excitement for learning, which affects their behaviour and academic achievement. For college students, Alexander Astin put up a developmental theory in 1984 that centred on the idea of involvement, which he later called engagement. The amount of physical and psychological effort a student puts into their academic experience is known as involvement, according to Astin Today, engagement is defined as the amount of time and effort students devote to academic activities that are objectively linked to the results they hope to achieve in college. Engagement includes a range of elements, such as commitment to the college academic experience, contacts with instructors, participation in extracurricular activities, and connections with peers. The two main aspects Kuh highlights— in-class (or academic) participation and extracurricular (or co-curricular) engagement in educationally relevant activities—are both critical to student achievement.

Raising Student Engagement:

When given the opportunity to use technology for information discovery, idea sharing, and product creation, students are more receptive to interacting. Students can extend and deepen their learning, show their mastery of material and abilities, and convey ideas by sharing information, creating films, and using social media platforms. Building confidence, igniting passion, and promoting a sense of pleasure in the learning process are all benefits of designing courses that ask students to use social media while they work to solve

issues, complete projects, and express ideas. These are essential components for developing a stimulating learning environment.

According to research, social media use in the classroom has a favourable effect on student achievement. Digital communication skills, such as texting, tweeting, and Instagramming, are becoming more and more important. One method for improving communication skills is social media. Here are a few strategies for using social media to boost engagement, investigate the potential of collaborative learning settings, and reap the measurable benefits for the teaching and learning process. (YOUNG, 2015)

Enhancing education and learning:

Social networking has a positive impact on academic performance. Comparing their performance to those of their peers who do not use social media, students who use it frequently near their assignments show better results. By open communication and the development of strong relationships with peers, peer feedback on assignments and insightful reflections on content increase. Social media also promotes long-term data maintenance. When social networking expands the conversations and work done in the study hall, a deeper understanding is produced. Students will be able to generate and share recently created concepts, photos, and learning methods by incorporating online life into the learning process.

The use of social media as a virtual classroom:

The use of social media does not have to divert students from their academic work. The pupils might actually receive the discussion in a gradually more significant way. One can post assignments, respond via Facebook Live, and respond to queries through comments and private messaging by creating a private Facebook group. Although while face-to-face instruction has benefits, this is a fantastic approach to interact with students who may not be suitable for a traditional homeroom (for wellbeing reasons or in light of the fact that they live in a remote territory, for example). For students who score above or below the standard, such a class can also be used to supplement the required modules.

Examining the Literature

Higher Education's Use of Social Media to Improve Learning and Engagement The 2018 study DIVYA GUPTA (2018) sought to determine whether using social media networks to plan collaborative learning is efficient. This study focused primarily on student activity on social media and was restricted to Delhi University students. Several considerations weren't taken into account. With an online survey, the information was gathered. A control group and an experimental group were created. Collaborative learning, effective teaching techniques, mathematical reasoning, student-faculty contact, and CGPA were just a few of the engagement markers that were utilised to quantify student involvement. According to the study, using social media for education appears to have improved students' grades (academic performance) and personal learning experiences. The educational strategies used today should place a stronger emphasis on communication, teamwork, and leadership abilities. According to the study, social networking sites have a special ability to inspire, motivate, and provide a personalised learning experience in a way that is not achievable in a traditional classroom setting. Also, it enhances student-faculty contact, meeting the needs of contemporary teaching approaches.

Leveraging social media to encourage student engagement Every semester, according to Mohammad Alshayeb's study (2018), a survey is conducted to gauge student happiness and involvement. The researchers evaluated the students' participation by utilising their personal experiences with Facebook, WhatsApp, and Slack, three different social networking platforms. Student learning and engagement were two of the study's various dependent variables that were measured. According to the findings, social media use improves student satisfaction and participation. Yet, comfort level with the instrument is a crucial component of student pleasure. The advantages of social networking tools are also highlighted in the study. The usage of SNS improves communication both within and outside of the classroom, which eventually results in increased student engagement, which often has a good effect on academic performance. However, the scope of this study was restricted to Saudi Arabian students' use of WhatsApp, Facebook, and Slack for learning and engagement.

The purpose of the study is to investigate the causal link between student involvement and social media use. Facebook is still the most widely used SNS, but twitter is starting to gain ground as a well-liked microblogging platform. Via a survey, the study attempts to expand on earlier findings. Students of American University participated in the survey. A control group and an experimental group were created once the sample was taken. The study's assignment involved using Twitter. The survey's key finding is that using Twitter as a learning activity raised engagement levels among the students who participated as an experimental group. The study suggests that boosting Twitter use may have a positive impact on academic performance. When compared to typical classrooms, content analysis of twitter interactions had a substantial impact on student engagement. It also emphasises the part universities play in regulating and promoting Twitter use. SNS can be utilised to enhance active learning as well as increased student cooperation if used for educationally relevant purposes and

with faculty acting as a mediator. While Twitter fostered dialogue and participation, the faculties should advocate wise use of the technology.

The study, which is headquartered in Sweden, assesses how undergraduate students perceive the effects of using the social networking site Facebook. The study is distinctive because it examines the effects that personality traits and cultural differences may have on students' academic performance and participation in SNS. Many studies have shown that people's attitudes and behaviour are influenced by their personality traits. So, personality qualities have a big impact on how people use Facebook. The study explores how personality qualities, self-control, and interpersonal trust all contribute to improving one's online profile. Extensive cognitive load is examined as a second factor to see how it affects Facebook usage. The study then examines if these factors have a detrimental effect on pupils' academic performance. In order to lessen the alleged harmful effects of online social networking and improve students' academic progress, the study aims to clarify the function of life satisfaction and performance-oriented orientation. The findings support the notion that participating in social media activities like Facebook increases website time spent and decreases students' concentration and effort put into completing assignments. Open-minded and extraverted students typically experience negative effects from Facebook use. Conversely, self-regulatory pupils have control over their online behaviour, which reduces the overall detrimental impact.

Current Theories and Debates About Social Network Sites' Impact on Teenagers' Social and Academic Development June Ahn , June Ahn's 2011 research examines how social networking sites affect adolescents' academic and social development. This study, which is a review of the literature, analyses the issues and debates raised by the usage of SNS and how they relate to young people's social and intellectual development. The phrases young people, teenagers, and adolescents are all used interchangeably in the study. Social networking sites (SNS) are widely used by teenagers. According to the study, profiles, friends, and extended friend lists are what make SNS unique. It emphasises how pervasive SNS is in the lives of children and young people. It confirms that traditional demographic factors like race and parental education have no discernible relationship to the use of SNS. It asserts a connection between SNS use and psychological health and self-worth. Nonetheless, it draws attention to research that show there is no connection between a young person's GPA and SNS use in terms of academic performance. Nonetheless, the study makes an oblique link between SNS and academic achievement. SNS can result in positive interactions with parents, teachers, and peers. These positive connections encourage students to take academic risks because they feel more invested in their studies. With their status updates and wall posts on social networking sites, other peers may express what objectives and behaviours are valued, which can serve as an example of constructive academic behaviour. It's possible that these instances of information exchange and academic support are connected to improved academic performance.

Online social networking's effects on education from the perspective of social integration According to Stella Wen Tian, the study is a qualitative investigation that creates a conceptual framework based on Astin's involvement theory and the social integration theory. The study focuses on Facebook-specific social networking applications. It provides crucial information on how social networking affects college students' learning experiences. Through a review of the literature, it is demonstrated that for a college student, academic and social learning are the two fundamental components of learning that should be considered. Institutions should therefore acknowledge the importance of both social and academic learning. Nevertheless, in practise, educational institutions prioritise academic learning while ignoring social learning consequences. For long-term work success and general development, social learning is crucial. Social learning outcomes are influenced by factors like a student's sense of self-worth, level of life happiness, and communication and networking skills. Also, focus groups with students were conducted for the study, and it was found that the majority of participants saw Facebook more as a social networking site than as a tool for academic learning. Hence, Facebook-based academic learning outcomes are not visible. Yet, social learning outcomes and academic learning outcomes have a strong link. As a result, the study comes to the conclusion that social learning and social networking have a direct relationship, but academic learning and social networking have an indirect association. Another significant finding of the study is that senior students feel more at ease utilising Facebook for academic purposes than junior students.

Although social media is frequently seen as a mismatch in the educational setting, it can actually have a significant impact on academics. Social media technologies can be used for more than just fast updates and Facebook photo posting. Social networking, though, can also be helpful. Students use online learning platforms, such as Edmodo, which allow professors to publish assignments, timetables, respond to questions, and continue the discussion with students even when they are not in class. There is no denying the value of student-teacher contact in the classroom. Social media use facilitates communication between the teacher and the students. Teachers post videos and articles relevant to the class on social media. The technologies allow students to communicate with teachers outside of the classroom. It is beneficial for students to receive homework and assignment assistance on weekends and during holidays. The usage of social media also improves student

collaboration because it allows them to participate in various online learning communities. On some platforms, the forums and discussion boards can accomplish nearly the same goals as schools and colleges. The social media is a terrific platform for e-learning as well because it offers rich media at the click of a button. Hence, social media platforms can improve the entire academic experience and lead to greater academic performance for the students if handled carefully and wisely.

Social media tools used in learning:

Social media has a huge impact on students. Students are learning stuff outside of the textbook through social media. Students are becoming more capable of thinking beyond the box as a result of learning outside the textbook. The use of numerous social media technologies is facilitating learning for pupils. The list below includes a few of the tools.

FACEBOOK

Since 2004, Facebook has ruled the technologically aware globe. Students frequently utilise Facebook to further their education. More knowledge than what is in books is provided via Facebook sites on a wide range of topics. Facebook also provides us with the ability to save or save the videos for later use, and it also contains videos that are worth watching. Work becomes simple, and this generation places more value on intelligence than on hard effort. To interact and connect with various people, students can join a variety of educational groups and forums. Students can form groups with their peers and teachers and submit all of their notes, assignments, and questions there.

YOUTUBE

a social networking platform for sharing videos that was established in 2005 with the goal of enabling users to share, like, and comment on videos. All of the kids out there can learn a lot from the YouTube videos. When something can be practically visualised rather than just read about, learning becomes enjoyable. By doing this, students can motivate themselves to watch more YouTube videos because everything they need to learn is already online. Students can also record films about any activity or subject they are interested in and publish them to YouTube, which will serve as a learning resource for others.

LINKEDIN

Students can learn about employment prospects locally and around the world on the platform known as LinkedIn. Also, LinkedIn enables students to communicate with company representatives and learn about the needs and work environment. Posts, work experiences, and other information can all be shared. For kids, LinkedIn opens up opportunities by educating them about the requirements of the competitive world so they may get ready and stay ahead.

PINTEREST

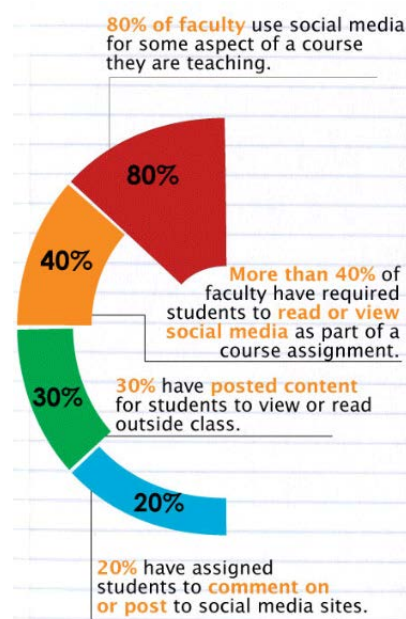
A social networking tool where individuals can share their ideas while also learning from other users' inventive and creative posts. Students can brainstorm ideas and concepts with the help of Pinterest. The students' capacity and exposure to new things are improved. Students can utilise Pinterest to complete their individual or group projects and to share and receive comments on areas that may need improvement. Virtual field excursions are another tool on Pinterest that allows students to pin numerous pieces of knowledge in the form of pictures, videos, GIFs, and more on a certain subject.

QUORA

A website that allows users of Quora to ask questions and receive answers on any subject. Every Quora user has the ability to answer the posed question. This improves education, interactions with various individuals, and knowledge of many topics. Reading other people's questions and answers on Quora is another way to learn if one doesn't have any inquiries. Since it was made public in 2010, Quora has been an excellent tool for student involvement and learning.

TALKSHOE is a social networking platform that places a strong emphasis on hosting radio shows where users can participate and present, participate in group conversations, and interact with a variety of people. Talkshoe is a free online service that allows for unlimited sharing and listening of recordings. Users can also design their own learning workspace and save recordings as podcasts for later uploading. Talkshoe is a fantastic method of learning because it also hosts live chat shows where participants from all around the world may listen, interact, and get their questions answered.

Any educational institution's faculty's participation in social media teaching fraternities is crucial to maintaining student momentum and shaping their careers. For a variety of educational goals, academic institutions are bridging the digital divide between students and social media.



Source: Babson Survey Research Group

Because today's students are more intelligent and have doubts at higher levels, faculties must stay current in their fields. According to the report, social media is used by 80% of the faculty for any component of the course they are teaching. A smartphone or laptop is much easier to carry than a large number of books, and all social media programmes may be installed and used at any time. 40% of the professors have created their course assignments with the use of social media by students in mind. Content that is engaging and appealing encourages people to read more and more. 30% of the faculties are publishing materials for the students' benefit. 20% of professors have given their students the task of posting or leaving comments on social media. This improves the faculty's ability to engage students. Every student contributes any information or news they find on a social media platform, which broadens the discussion. This advances learning inside the classroom as well as outside the books. By engaging in this technique, faculty members and students alike tend to learn more. Research provides an opportunity to learn more and determine the causes for the observance of a specific norm or practise. The majority of information is shared on social media platforms, and if a professor assigns a research topic to one of his or her students, that professor must have done preliminary research on it as well. Because we live in the modern era, students are aware of the sources from which information must be gathered and delivered further. This improves the students' knowledge and ability for learning. The use of social media by teaching members encourages student use of these platforms to enhance excellent learning.

The Future of Education Is E-Learning

E-learning is learning outside of a traditional classroom. Students enrol on their own for any degree or certification programme that is offered online via this procedure. Also, the lecture will be delivered through recorded or live videos. Self-paced courses allow students to learn at their own pace and in their own environment, which is advantageous. The fundamental benefit of online education is that students can take courses and achieve certifications that may not be offered where they live. Students from remote locations, for instance, might not benefit from the convenience of having all the courses available nearby, but through e-learning, they can also advance their knowledge and learn whatever they are interested in. E-learning is relatively inexpensive. There are certain courses where enrollment is free and payment is only necessary if a certificate is needed. Since students no longer need to go to their classes, e-learning reduces both the time and per-pupil cost of education. Pupils gain from having teachers who will grade their work and who will set them homework and deadlines. The detailed and consistent knowledge that is presented allows students to clarify any questions they may have and enhance their performance.

BLOGSITES

Since 1994, blogging has advanced significantly. These days, blogs are everywhere. Any arbitrary subject can be blogged about. Blogging is similar to keeping a personal journal but online. Because of their readers, blogs and bloggers are becoming more and more popular. More people visit the blog site, the higher its quality. Students gain from blogs in a variety of ways. Students can browse other blogs on the same subject they are researching and gain insight into how each blogger presents information. Students can learn so much from blogs that are filled with valuable content.

A Massive Open Online Course, or MOOC, is one that anybody from anywhere can enrol in. MOOCs are now popular and the way of the future. One can learn about any subject of their choice for a small fee or even for free with the aid of the internet. Several universities and institutions throughout the world provide certification courses and many other programmes online. Companies with names like Coursera, edX, Futurelearn, and others exist. In order to compete in this cutthroat environment, it is usually preferable to acquire more knowledge outside of the regular studies that the students are taking. These days, professors advise their students to enrol in MOOCs, and many universities are making MOOC courses required. Students must complete at least one MOOC course, and the credits earned from the MOOC course will be added to the curriculum's overall credit requirement. Since 2012, MOOC has expanded significantly, and it will continue to expand significantly in the years to come.

Social media's effects on education include the following: • It promotes student engagement and a modern learning environment.

- It encourages pupils to learn in a creative way.
- It encourages pupils to think critically and creatively.
- Participation of students in team initiatives is improved.
- It raises awareness of the developments taking place all across the world.
- It offers resources with lots of content.
- It benefits the student body by disseminating knowledge on any necessary subject.
- The pre-recorded or live videos that are posted on various social media platforms aid in the pupils' conceptual understanding.

II. Conclusion

With the help of several services and resources, social media has improved. Students at universities can utilise these services and resources for efficient learning. Social media offers a variety of transmission and sharing options for resources (images, videos, audios, documents, and others). But, social media's current approaches that keep up with educational advancements have made it a significant factor in academic performance. There are two key factors that make social media tools and applications vital. The first reason is the clarity and content of the users' liability, and the second is that they show a range in pupil learning. The use of Web 2.0 tools, such as blogs and social networks, as an addition to the instructional materials utilised in the classroom, however, promotes individual learning and instills motivation in the students. In the meantime, the usage of digital media in the context of today's information society is helpful to finish the teaching and learning process. It encourages socially constructed knowledge and cooperative activity.

There is no denying that the benefits and application of new technology promote academic performance. By utilising social media for educational purposes, students' activities can go beyond those of traditional classrooms because social media can be used anytime, anywhere by teachers and students for a variety of academic purposes that improve students' academic performance. It also gives teachers an easier way to receive comments from students and engage in discussion about those comments on social media platforms. It implies that professors should receive training so they can feel more at ease using social media in their classes and possibly be better equipped to do so.

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