

# A Study on the Integration of Social Media in Academic and Research Practices

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**Abstract:** SNS, or social networking sites, are a type of social media that are utilized to improve communication through the utilization of various media technologies and websites. These social networking sites are gaining a lot of popularity, and the number of people using them is rapidly growing. This is because they are used to keep in touch with friends, share every occasion with friends, and they are also completely free of charge. Social networking sites are just as vital for academicians as they are for other people. Academicians can benefit from social networking sites in a variety of ways, including the following: sharing ideas, connecting with other institutions located in other states and countries, obtaining information, professional growth, expanding access to resources, engaging with parents and alumni, and becoming more knowledgeable about the field. Using social networking sites can provide researchers with a number of benefits, including the ability to easily interact with the research work of others, an increase in the amount of interest in research, the ability to receive assistance from other researchers working in the same field of study, and the provision of a platform for the sharing of quick updates regarding recent developments in a specific field of research. Academic social networking sites, also known as ASNS, are a relatively recent subset of the larger field of online social networking. Research Gate, Acedemia.edu, LinkedIn, Mendeley, and Zotero are some of the application service networks. This review takes a look at a variety of literature that focuses on the importance of social networking sites to academicians in terms of improving academic performance and research

**Keywords:** Social Networking Sites, Academicians, Researchers, Knowledge Sharing, Academic Collaboration