

Impact of Social Media on Education: Both Positively and Negatively

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Abstract: Social media is an online platform that people use to create networked or hang out with others that have similar hobbies, interests, backgrounds, or real-world connections. Social networks have a big effect on young people. Social networking websites can help young individuals develop their social skills. A web-based method of exchange of information is called social media. Users can engage in conversations, share information, and produce material to post on the web via social media sites. There are many various types of social media, including blogs, microblogs, vlogs, networking sites, sharing of photographs and videos internet pages, messaging programs, widgets, podcasts, virtual worlds, and etc. The study's major goals were to determine social media's effects on education, both positive and negative. It occurs a critical review study with in-depth reviews and a qualitative research approach that is based on secondary data gathered from electronic sources which includes book chapters to assist journals, articles, research, the internet, and the Google search engine. Analytical methods were used to conduct the literature review, then an assortment of choices was made after carefully reviewing all the data. Social media has been found to have a variety of benefits, but it also has some drawbacks that have an impact on persons. As an example, online networking can manipulate the public at large by compromising people's security, and some insignificant websites can have an adverse effect on young people who may develop an arrogant attitude and engage in some unlawful conduct. As a last resort, all citizens are urged to embrace the social media's positive elements and avoid its negative ones so that we might benefit from these brand-new technologies

Keywords: Impact of social media, Education, Communication and Technology

I. INTRODUCTION

Social media is an online platform that people use to create social relationships with others who have similar interests, backgrounds, hobbies, or relationships in their daily lives or in the workplace. Social networks have a big effect on young people (Akram and Kumar, 2017). It is evident that social networks have ingrained themselves into people's lives. Teenagers frequently check messages and status updates from their friends and family on their desktops, laptops, tablets, and smartphones. People are under pressure to adopt new lifestyles as a result of technological innovation. Social networking websites can help young individuals develop their social skills (Siddiqui and Singh, 2016). An online data communication method is social media. Social media sites enable people to engage in dialogue, share knowledge, and develop web content. There are many different types of social media, including blogs, microblogs, wikis, social networking sites, video and photo sharing websites, messaging applications, podcasts, widgets, virtual worlds, and more. Social media is used by billions of people worldwide to communicate and exchange information (Owusu-Acheaw & Larson, 2015). Social media gives us the personal freedom to interact with friends and family, learn something new, pursue our interests, and be entertained.

On a professional basis, social media can be used to increase or broaden one's expertise in a particular sector and develop one's professional network by establishing connections with other people working in the same field (Shahjahan & Chisty, 2014). Social media gives us the opportunity to interact with our audience on a professional level, get feedback from customers, and strengthen our brand. Social media is a novel concept with tremendous potential and more room for development. Many organizations are using social media to improve their practices as a result of its

development. Social networking allows us to communicate or promote more effectively (Kaitlin, 2010). Similarly, people don't need to depend on media outlets or TV to get their daily fix of news; instead, they may get it all from a social networking website. Worldwide tracking and information access are both possible.

Ninety percent of college students utilize social networks, according to a study of earlier data. Small communication devices have been introduced thanks to technology, and we may use these devices to access social networks from at any location at any time. Examples of such devices include pocket PCs, laptops, iPads, and even basic mobile phones with internet capabilities. Social media has been used as a creative form of education. Instead of learning how to utilize these media for good, students should be taught how to use them more effectively (Akram and Kumar, 2017). In educational classrooms, these media are typically used exclusively for messaging or texting. Student collaboration has improved in both quality and quantity because of social media. Through numerous social media platforms like Facebook, Orkut, Instagram, and others, students are able to easily interact or share knowledge with one another (Kubey et al. 2001). Additionally, it is crucial for students to complete a few assignments in addition to their coursework. In order to develop concepts relevant to schooling, they are able to compose blogs.

1.1 Research Questions

- RQ1. What kind of social media sites are used in the field of education?
- RQ2. What are the positive impact of social media on education?
- RQ3. What are the Negative impact of social media on education?

1.2 Research Design and Methodology

It is a critical review study with in-depth reviews and a qualitative research approach that is based on secondary data gathered from electronic resources, which include book chapters, journals, articles, research, the internet, and the Google search engine. Analytical methods were used to conduct the literature review, and after carefully reviewing every piece of information, a conclusion is drawn.

II. REVIEW OF LITERATURE

According to a study by Akram and Kumar (2017) on both the positive and negative impacts of social media on society, while social media has many benefits, it also has some drawbacks. These drawbacks encourage people to embrace social media's advantages while avoiding its drawbacks. Singh et al. (2020) conducted a social media study, and it was said that the purpose of the paper was to comprehend how social media affects user behavior. Siddiqui and Singh (2016) provided an explanation of social media use that covered all facets of it and both its advantages and disadvantages. According to Kaitlin (2010), social networking websites have an impact on how we get news and information. Owusu-Acheaw & Larson (2015) conducted a study on the use of social media and its impact on academic performance, and they found that it had a negative impact on students' academic work. It is urgent to inform students about the readily accessible stories and other information resources or materials that can aid them academically. When researching how students use social media and how it affects their academic performance, Kubey et al. (2001) concentrated on students in industrialized nations.

2.1 Discussion:

Some Important Social Media Sites:

Facebook

Since its founding on February 4, 2004, Facebook has amassed more than 1.59 billion monthly active users, making it one of the best platforms for bringing together people from different parts of the globe for educational purposes (Akram and Kumar, 2017).

Twitter

The fact that this social media platform has more than 320 million active monthly users who can make use of the 140-character limit to spread information may surprise us if we were to change our minds about the wisdom of limiting our postings to only 140 characters. The headquarters of Twitter, which was established on March 21, 2006, are in San Francisco, California (Siddiqui and Singh, 2016).

YouTube

It is the biggest platform in the educational sector. Three former PayPal executives founded YouTube on February 14, 2005, making it the largest and most prominent video-based social networking service. Google later paid \$1.65 billion to acquire it in November 2006. More than 1 billion people use YouTube's website each month, making it the second-most popular internet search engine after Google (Siddiqui and Singh, 2016).

Pinterest

In terms of internet networking, Pinterest is frequently a novice. This stage consists of electronic announcement sheets on which businesses can paste their content. Private businesses who want to target an audience that is primarily made up of women should invest in Pinterest because the majority of its users are female.

Instagram

Instagram serves as a venue for online networking using visuals. There are almost 400 million active users on the Facebook-owned website. Many of its users utilize it to upload content on areas like travel, fashion, nutrition, and education. The location is renowned for its amazing channels that offer video and photo-editing features. Approximately 95% of Instagram users also use Facebook (Akram and Kumar, 2017).

Tumblr

Tumblr is one of the most difficult platforms for casual communication to use, but it's also one of the most interesting places. The platform allows for a variety of post types, such as cite content discussion posts, video and photo posts, as well as sound postings, so you are never limited in the type of information you can offer. Reclogging, which is more akin to retweeting than Twitter, is quick and easy.

Reddit

On this social news and excitement organizing website, enrolled students can submit content, such as organized relationships and content uploads. Students can also organize and choose their positions on the site's pages by voting for or against entries. The applications that received the greatest number of comments appear in the finest education.

Snapchat

Snapchat is an image informing application training item that was made by Reggie Brown, Evan Spiegel and Bobby Murphy when they were undergrads at Stanford University.

WhatsApp

A multi-platform instant messaging app for cellphones, computers, and tablets is called WhatsApp Messenger. To send messages to other users who have the program installed on their devices, this application needs an Internet connection in order to communicate images, texts, documents, audio, and video. More than 1 billion people use the Internet today to communicate with their friends, family, and even teachers.

Skype

Skype is a proprietary communications platform run by Skype Technologies, a Microsoft subsidiary, and is most commonly recognized for VoIP-based phone, video, and conference calls. Along with other capabilities, it provides instant messaging, file sharing, debit-based calls to landlines and mobile phones, and more. Numerous desktop, mobile, and gaming console platforms support Skype. As of March 2020, Skype was used by 40 million people daily and by 100 million people at least once each month. During the COVID-19 epidemic, zoom surpassed Skype in market share in a significant way (Singh et al. 2020).

Zoom

Zoom is a brand-exclusive video telephony application created by Zoom Video Communications, sometimes known as Zoom or Zoom Meetings. The free plan has a 40-minute time limit and supports up to 100 concurrent users. The most expensive package allows for meetings to run for up to 30 hours and include up to 1,000 people at once. Zoom usage for online social interactions, distance learning, and remote work significantly increased during the COVID-19 epidemic. This figure refers to the number of times a user has joined a meeting, which may occur multiple times each day (Singh et al. 2020).

Google Meet

The Zoom Video Communications company, occasionally referred to as Zoom or Zoom Meetings, developed Zoom as a proprietary video teleconference tool. The free plan allows for up to 100 concurrent users and has a 40-minute time limit. With the most expensive plan, meetings can last up to 30 hours and host up to 1,000 participants simultaneously.

During the COVID-19 pandemic, Zoom usage for distant work, distance learning, and online social interactions greatly rose. This number represents how many times a user has joined a meeting, which may happen several times per day (Singh et al. 2020).

III. IMPACT OF SOCIAL MEDIA ON EDUCATION

Technology used for social networking also enables thought sharing. It is beneficial for a man on the other end of the world to communicate with and exchange ideas with another man of the world to communicate with and exchange ideas with another man. Students can quickly and simply communicate with one another through social media by using sites like Facebook, YouTube, Zoom, Google Meet, WhatsApp, and Instagram, among other social networking platforms (Tariq et al. 2012)

A. Positive impact of Social Media on Education

Socializing:

Socializing and establishing friendships are crucial components of growing up. Why is this significant? It is because it enables the kids to converse and pick up fresh information. They will inevitably gain more self-assurance as a result.

Sharing knowledge:

It offers pupils a quick and efficient means to exchange knowledge. It is simple for students to acquire the knowledge, analyze it, alter it as necessary, and share it. As a result, knowledge flows more easily.

Updating oneself:

They will be capable of learning new things as they develop. They are forced to update their own information base as a result.

Learning from various sources:

The long-range interpersonal communication advancements are designed in such a way that students will be able to choose the group, movement, or person they would like to follow for daily updates. There are many different ways to learn.

Being Prepared:

The main purpose of social networking technologies is to display global trends. By keeping track of the changes that are posted, shared, talked about, or updated on social networking sites, students can draw up a strategy for what might be expected of them in the future.

Sharing what they feel or think:

Students usually lack the appropriate platform to express their emotions. They have the option to voice their opinions thanks to social networking tools. It would be easier for kids to determine what is positive and what is terrible if they were allowed to express their thoughts and feelings.

1. Social media allows students a way to effectively connect with one another for class excursions, group projects, or homework assistance.
2. Many students who don't participate in class discussions regularly may believe that they can communicate their ideas clearly through online social networking sites.
3. Teachers may share information about class activities, school events, and homework assignments via online social networking sites, which will be very helpful to their students.
4. It is clear that online social networking advertising is becoming a viable career option. Young professionals are expected to become particularly successful advertisers thanks to web-based social networking advertising.
5. Having access to online social networking sites gives educators the option to demonstrate excellent digital citizenship and the use of Internet for profitability.

B. Negative impact of Social Media on Education

Reduced learning and research capabilities

Students now rely more on the web and the material that is readily available on these social media platforms. Their capacity for learning and study is so diminished.

Reduction in real human contact

The more time kids spend on these social networking sites; the fewer moments they will spend interacting with others in person. This weakens their interpersonal skills. They won't be able to interact and communicate effectively in person. Because of this, employers are becoming more and more dissatisfied with the interpersonal skills of recent graduates. To succeed in reality, one needs strong connection skills.

Reduces command over language use age and creative writing skills

On long-distance interpersonal communication venues, students frequently use slang words or abbreviated word types. They initially rely on the spelling checker's highlights and the language structure of the PC. Their control over the language and their capacity for experimental writing are diminished as a result.

Waste of time

While searching and concentrating online, students are occasionally drawn into using social networking sites and forget why they are using the internet. Sometimes students' time wastes prevent them from completing their assignments within the deadline.

Poor grades

Students who lack the desired information and writing skills receive negative assessments in school.

Pupils' loss of motivation

The employment of these long-distance interpersonal contact sites lowers the student's motivation level. Instead of increasing suitable education from this current reality, they rely on the virtual state.

Effect on health

The unwarranted usage of these websites affects both mental and physical health. Students fail to eat meals on time or get enough rest. The misuse of these locations once a day has numerous negative effects on students' physical and psychological health, making them sluggish and unwilling to interact with the general public in person. Parents should monitor and correct their children's online behavior. They need to question if they are using it appropriately. Additionally, friends and teachers should help students understand the drawbacks and what they are actually sacrificing by sticking to these lengthy deadlines.

Conclusion

Unauthorized use of these websites has an impact on the psychological and physical well-being of individuals. Students don't eat what they need on time or don't sleep enough. The daily abuse of these spaces has multiple detrimental impacts on their psychological and physical well-being, making them lethargic and unable to engage in face-to-face interactions with the public. Children's online behavior should be watched over and disciplined by parents. They should consider whether they are applying it properly. Education professionals and friends should also assist children in comprehending the negatives along with what they're actually giving up by adhering to these extended deadlines. So that we can avail the benefits of these latest and emerging technologies.

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