

# 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

## I. INTRODUCTION

SNSs are growing increasingly popular these days, drawing a lot of attention from users. SNSs are used to improve interpersonal communication. Users can exchange ideas, events, activities, and interests within their personal networks by using social networking sites (SNS). In the present era, they are also utilized for networking and forming relationships. Social networking proponents have claimed that "if you are not on social networking, you are not alive," and they are used for a variety of reasons by different people. SNS use is becoming more and more common in both personal and professional spheres. Academicians need social networking sites just as much as anyone else. Web 2.0 technologies are being used by many academics nowadays, who take advantage of their capacity to support content creation, collaboration, and sharing. Modern usage has created new avenues for the world's most eminent experts to share their research methodologies and academic experiences.

Scholars with disparate areas of expertise convene on scholarly social media platforms.

Academic social media provides several benefits for young researchers, including helping them learn about research trends, connecting them with conference organizers, and helping them discover qualified specialists to join committees.

SNS help teachers better engage their students in their studies and education, enhance students' technological proficiency, foster a strong sense of teamwork in the classroom, and develop effective communication skills.

## II. LITERATURE REVIEW

SNSs with a connection to social media, educational technology, community research, etc. were the attention of SNS researchers in particular. The review concentrated on a small number of specific studies that looked specifically at the advantages of social media for academics and researchers conducting research.

People are now using social networking sites for a variety of reasons. Keeping in touch with friends and sharing every event with them all for free are the main motivations behind using social networking [1]. The literature on SNSs that is currently available offers practical suggestions for adopting in higher education [2]. The use of SNS for education is a significant benefit. Three approaches exist for SNSs to be beneficial to education: 1) Assistance 2) Cooperation, and 3) Exchange of materials and resources [3]. SNS let people communicate with one other in their own networks about ideas, activities, and interests. In the present era, it's also utilized to network and form partnerships[4]. Using social media as a tool to create a new learning approach [5].

Social media is having a big impact on how people connect and communicate online. Higher education institutions began interacting with alumni and current and potential students on social media[6]. They are the best option for use as learning management systems because of their many uses in managing the process of acquiring knowledge, assigning tasks, evaluating students, and providing performance feedback[7]. SNSs are utilized in the context of advanced education for educational purposes [8]. A straightforward definition of a social networking platform could be described as "an online collaboration tool for educators, parents, and students." Students' creative uses of social media don't end here. They also use it to create blogs, professional connections, publicize events and in class, share information with other students, parents, and teachers, and more.[9].

Faculty members may use social media for a variety of reasons, similar to the general public, including personal use exclusively, use unrelated to their work or teaching duties, professional (nonteaching) use, and use in their classes[10]. Social media platforms are being used by faculty members for both personal and professional reasons. Few faculty members utilize social networking platforms to promote their research, whereas the majority use them for "lurking." [11]. The primary reasons faculty members have embraced social networking sites (SNSs) are for social interaction, knowledge retrieval, and sharing with students and peers. SNSs facilitate communication, message sending and receiving, and the search for both general and specialized information for faculty members[12]. SNS made it easier for academic staff members to learn about their subjects[13]. There is a place for social networking in education[14]. Academicians can profit from social networking in their academic lives and have career-making prospects. The advantages of being a student include opportunities for job seeking as well as benefits related to homework, classwork, assignments, and projects. [15].

SNS had a number of beneficial effects on teachers' and students' lifestyles. Pupils can create group conversations to share ideas, get in touch with teachers, and ask their friends for help with tasks. Educators use social media to facilitate research and to connect with other educators at different colleges [16]. SNS in particular could be very beneficial for lifelong learning and teacher professional development[17]. Several academics use social media, and they report numerous advantages for their scholarly work. These advantages included making connections and forming networks with individuals or organizations outside of academic institutions as well as with other academicians, encouraging transparency and information sharing, promoting the advancement and publicizing of research, and providing and accepting support[18]. Academic performance is greatly influenced by social media, with collaborative learning acting as a moderator. [19].

In the modern scientific world, there are numerous social media channels available. Lattice Grid, SSRN, Social Science Space, Academia.edu, and others are a few of them. The majority of them provide networking and information-sharing services to scientists and researchers. The social networking site Research Gate was made exclusively with researchers and research scientists in mind. It fulfills functions including finding and exchanging information, conversing about hot subjects, and establishing connections with other experts in the field of research[20]. The modern concept of networking finds its application in academia with Web 2.0 and online social networks, giving free access to scientific work through the intentional sharing of the scholar researchers/authors. [21].

Teachers are picky when it comes to the social media platforms they utilize; they typically visit separate sites for personal use (like Facebook), professional usage (like LinkedIn), and educational use (like blogs and wikis). Faculty members mostly used Facebook in 2011 for work-related activities; by 2012, LinkedIn had taken its place[22]. Social media platforms such as Facebook, Twitter, Orkut, MySpace, Skype, and others are widely utilized for communication purposes [23]. Facebook, Twitter, and blogs are the three most widely utilized social media platforms among researchers. Ph.D. candidates and researchers use them to advance their professional reputations, improve their scholarly communication practices, swiftly distribute their work to a larger audience, and get criticism and support from peers around the world[24]. Scholars can communicate with one another and publish their research outputs using academic social network sites like CiteULike, Bibsonomy, Mendeley, and ResearchGate as well as reference sharing services like Mendeley and Zotero. [25].

While social media is becoming a more popular source of specific information, Google is still the most widely used search engine for all types of information on the Internet. Social media can help you become an expert on a subject[26]. For academic advancement, five well-known ASNSs are utilized: Research Gate, Acedemia.edu, LinkedIn, Mendeley, and Scholastica [27]. High usage is seen on LinkedIn, which is followed by ResearchGate, Mendeley, Acedemia.edu, and Zotero, in that order[28].

Academicians are increasingly using academic social networking sites (ASNS) like ResearchGate and Academia.edu. These websites facilitate the uploading of scholarly articles, abstracts, and links to published works; they also monitor the interest in published works and foster professional discourse. Scholars primarily utilize ASNS for information consumption, very little for knowledge dissemination, and very little for social engagement [28]. Students of various ages utilize social networking sites like Facebook and MySpace, which have become popular among millions of users. The most often used social media platforms for research are those related to meeting scheduling, conference calling, and collaborative authorship. Peer evaluation, conversations, and cooperative effort are all part of social networks[29]. Similar to Facebook, Academia.edu is a networking platform for academics where users can upload and share their research projects with other academics. In addition, users can follow other academics to get updates on their papers and other research. [30]. The idea of using social media for e-learning is welcomed by academics and students, with the younger generation showing greater openness to the idea. [31].

Few academicians use social networking sites (SNS) for collaboration with other academic peers or for research purposes. [32]. A significant number of participants are needed by researchers to supplement their data gathering and support their work. Research and data collection can be accomplished with social media[33]. Social learning theory (SLT) as it relates to professional development (PD). The degree to which SLT can characterize and explain the phenomena of professional learning is how it is judged. For this, a reform-oriented PD example is utilized. According to this study, SLT offers a theoretical approach that may be helpful when it comes to teachers' professional development[34].

Researchers stay informed by seeing each other's profiles, exchanging professional and private information on global web platforms, and uploading messages, videos, and images. Social networking sites (SNSs) are now among the most widely used online platforms worldwide for sharing information in real time[35]. Traditional techniques to academic scholarship are notably different from new forms of academic practice, such as requesting peers on social media for help with references and sending draft articles for feedback[36]. Academic Social Networking Websites (ASNWs) are primarily used by faculty for the following purposes: engaging in expert interaction, disseminating and promoting research findings, taking part in discussions, gaining insight into current research trends, and receiving assistance in solving research difficulties. [37].

Social media platforms can be used to produce research-related content, conduct knowledge searches, keep up with new literature, and promote publications, conferences, and research initiatives[38]. SNS can help with adaptation in three ways: 1) by promoting information sharing, 2) by easing anxiety, and 3) by allowing researchers to socialize and form communities[39]. There are two primary ways to obtain data online: exploiting "naturally occurring" online data and executing "traditional" methods online. Conventional techniques for gathering data, such as focus groups and interviews, can be carried out virtually. This demonstrates that a well-liked method for researchers, as it eliminates the requirement for a physical location and associated expenses, while allowing participants who are dispersed throughout the globe to take part in the same conversation. Information on "naturally occurring" data is available on social media. Scholars can

address their research issues by utilizing the data generated and disseminated on social media platforms. With the use of data mining, researchers have recently been able to gather substantial amounts of data from social media[40].

A growing body of study on social media indicates that it is used in many contexts, primarily in education. The usual dynamic between professors and students is altered by social media. Using social media to inspire students. Social media use adds a fresh and creative element to the entire educational process, helping students prepare for a world where change happens quickly. The claim that "Social Media Sites are not a part of our life, it is fully part of our living" is made very clearly [41].

### III. FINDINGS

1. An important advantage of social networking sites is their potential for teaching, according to a study conducted by researchers across a range of journals.
2. Social media platforms are being used by educators for both personal and work-related objectives.
3. Faculty members can obtain knowledge on their subjects with the aid of SNS.
4. SNS is a useful instrument for raising faculty members' academic achievement.
5. SNS let faculty members communicate within their own networks about ideas, events, activities, and interests.
6. Technical community forums can be formed with SNS.
7. Among academics, academic social networking sites (ASNS) like Research Gate and Academia.edu are growing in popularity.
8. The following are the main uses of academic social networking websites (ASNW) by researchers:
9. To use other people's research when choosing a topic.
10. To use Google Forms to create a questionnaire and collect data.
11. Reduces the time, energy, and expense associated with data collection field excursions.
12. Project management systems like Trello encourage team members to participate throughout the whole project lifecycle and assist in completing the necessary tasks by the deadline.
13. Speaking with professionals.
14. Sharing and promoting the results of their research.
15. Taking part in conversations to learn about the newest developments in research.
16. To seek assistance in solving research-related issues.

### IV. CONCLUSION

Social networking sites are rapidly gaining popularity among researchers and academics these days. According to the aforementioned researchers, academicians can benefit from social networking sites (SNS) in a variety of ways, including for personal use, professional development, teaching in the classroom, enhancing communication skills, exchanging resources, pursuing lifelong learning, learning about their subject, interacting with alumni, and exchanging ideas, knowledge, activities, events, and interests with academicians from other institutions within their respective networks. Other researchers have found that SNS are useful to Researchers to improve their research in different phases of research such as to take the review of other researchers for deciding topic, to easily interact with other's research work, get help from other researchers in the same area of study, collect data for research through online Questionnaires, take view and feedback from other researchers, provide a platform for sharing quick updates about recent developments in one's area of research, increase the amount of interest in research, share research ideas, thoughts, vision, problems and experiences that arise in the course of research with our friends, get suggestions/feedbacks on that, interact with the research scholars from other universities, know and learn new tools in research work, get alerts on subjects regarding seminars/ conferences, keep ourselves updated with what other friends are doing while staying in some other corner of the world and thus helps to stay connected with our research partners from other states and communities. SNS are helpful for learning in three ways: 1) Assistance 2) Cooperation, and 3) Sharing of materials and resources.

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