



Social media: An educational tool in teaching and learning in higher education

Trupti Mishra

Assistant Professor, Amity University, Lucknow, Uttar Pradesh, India

Abstract

The social media has transformed the world of communication especially among students from 13-25 years who use social media intensely as a tool of communication. This effect of social media has a significant role in understanding how students benefit from it and how it helps in speeding up the process of learning. In this paper the relationship of teachers and students with reference to their interaction via social media is discussed. The media facilities available in the campus premises and how they are utilized to enhance teaching-learning process is also in the focus.

Keywords: social media, students and teachers, technology, education, communication

Introduction

Social media has brought a transformation of personal and social changes specifically among youngsters who use social media as a communication tool. The students benefit from social media if they are utilized in courses. Social media gives students a platform for personal expression. It is a forum where they can comment on their campus environments and other activities. College students are a significant segment of any country's population. New social media tools are a way these students can share their academic work just as they use the social media websites to share their social lives online.

Social media is the defining component of web 2.0. Currently the most popular example of this technology are:

Micro Bloggin
 Social Networking
 Multimedia

Instead of trying to master these applications the users should understand the basic legal issues associated with social media.

Monitoring Student Use of Social Media

Institutions should consider strategic investigations of social media. They should create an internal protocol that fits the interest of their campuses and then follow it.

Student teacher interaction is an important part of education today. Today's students communicate via technology. As an online teacher you cannot cut on online tools of teaching or education through technology. A teacher can stay connected through Skype, e-mail, Facebook, twitter tec. All these ways help the teacher to communicate with the parents also. The teacher has to learn new innovative technological practices. Social media is used by teachers to show students (videos and articles related to their classroom teaching). It is also used by students and parents to get homework. On field trips it is very helpful as the phone numbers of students and parents can be saved if a student is unwell or absent or in case of an emergency inside or outside the school.

Methods that can be used to ensure use of appropriate technology

- Obscene or derogatory language inappropriate for the

campus environment should not be permitted

- Any kind of sexually explicit material should be made inaccessible in the campus.
- The college administration can reserve the right to access and monitor the activities of all users
- The use of technology may be revoked anytime by the college administration for engaging in inappropriate use.
- Many students use online learning systems where the faculty can post assignments, questions. A large number of private universities make use of tools like Facebook twitter etc. to enhance their profile for employment purposes.
- Search for yourself
- Do not post objectionable photos of yourself
- Do not post negative feedback or status about yourself.

Tips for faculty

- Conduct discussions through wall posts instead of personal messages.
- Let your department head know that you are using social media to interact with students
- Do not initiate friend requests

Benefits of social media on education

1. **Free:** Considering the low software costs we can say that it is free although we have to play for internet and set up costs.
2. **Stay connected:** Through social networks everyone has the ability to connect and learn from others.
3. **Cultural diversity:** Social media gives us the opportunity to connect with people and build understanding of cultural diversity.
4. **Staying connected for passion:** Students now have the opportunity to stay connected with persons of similar interest through the technology. He is not limited if he does not find persons with similar interest in the classroom.
5. **New world of education:** In the new world of education we need to continuously think and communicate. Sharing of blogs or newsletters through the use of new technology can help in breaking down barriers between parent and teachers.

Conclusion

Education is about building relationships. Although the technology is new there may be cases where there are new ways to connect with students to identify and monitor their behavior. It is the responsibility of the universities and their staff to find creative ways to check and monitor the use of internet and social media within the premises.

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