

## IMPACT OF SOCIAL MEDIA TECHNOLOGIES ON LEARNING IN EDUCATIONAL ENVIRONMENT

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### ABSTRACT

*Social Media differs from traditional electronic media such as Television, radio, telegram in many ways, including quality; reachability frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources too many receivers). This is in contrast to traditional media which operate under a mono-logic transmission model (one source too many receivers), such as a paper lets message which is delivered to many subscribers. Some of the most popular social media are Facebook, WhatsApp, Instagram, Twitter, Pinterest, LinkedIn, Google+, YouTube, Viber, Snapchat, and WeChat. These social media websites have several numbers of registered users across the world. Learning through technology be improved and increased the ability of the students in different ways to estimate their own thought by circulating for everyone in the world at any corner. It becomes more effective and attractive for digital learners.*

**KEYWORDS:** Social Media, Media, Learning, Effective, Technology, Digital Learners

### INTRODUCTION

Social Media refers to interface among people in which they create, share and exchange information and ideas in virtual societies and networks. Social networks are primarily web-based and provide various ways to interact through electronic media. They use software that permits people to connect and form virtual communities through the Internet and provide message facilities such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups and so on. Numerous social networking websites are used not only schoolchildren by millions of people every day on a regular basis and it how looks that social networks are a part of everyday life.

### SOCIAL MEDIA

Andreas Kaplan and Michael Heinlein defines Social Media as “a group of Internet –based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content”.

Social Media depends on mobile and web-based technologies to make highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. They introduce considerable and universal changes to communication between organization, communities, and individuals.

Social Media technologies take several forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/ services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. The first social networks were short-lived because their users lost interest. The Social Network Revolution has led to the rise of the networking sites. The research evidenced that the people spend 22 percent of their time on social networking sites, thus proving how popular social media platforms have now become more popular at all ages. This growth is because of the smartphones that are now in the daily lives of most humans without cellular phones, the people are psychotically affected and seems to be depressed.

## **MOBILE SOCIAL MEDIA**

Social Media used in combination with mobile devices are called mobile social media. This is a group of mobile applications that permit the creation and exchange of user-generated content. Mobile social media run on mobile devices, they differ from traditional social media by integrating new factors such as the current location of the user or the time delay between sending and receiving messages.

According to Andreas Kaplan, mobile social media applications can be differentiated among four types;

### **SPACE-TIMERS**

Space-timers (location and time sensitively) – Exchange of messages with relevance for one specific location at one specific point in time

Example: Facebook places, Foursquare

### **SPACE-LOCATORS**

Space-locators (only location) – Exchange of messages, with relevance for one specific location, which is tagged to a certain place and read later by others

Example: Yelp, Qype

### **QUICK-TIMERS**

Quick-timers (only time sensitive) – Transfer of traditional social media applications to mobile devices to increase immediacy

Example: Twitter message posting and Facebook status updates

### **SLOW-TIMERS**

Slow-timers (neither location nor time sensitive) – Transfer of traditional social media applications to mobile devices

Example: Watching a YouTube video or reading a Wikipedia entry

## **IMPACT OF SOCIAL MEDIA**

The social media become one of the most important communication means in the current situation. However, social networking exists so as to provide communication among people regardless of the distance, creation to the people to

share information, files and pictures and videos, create blogs and send messages, and conduct real-time discussions easily. These systems are referred to as social, simply which allow to communication with friends and colleagues so easily and effectively. It also strengthens the ties between the people of those systems. The favorite in the internet sites are Facebook, Twitter etc. These websites and social forums are a way of communication directly with others socially and in media. It plays an important role in decision-making in many occasions from the global world economically, politically, socially and educationally.

The implementation of social media is the progressively universal access, convenience, functionality, and flexibility of social technologies. It has been fought that, greater education, social technologies support social constructivist techniques to learning they hypothetically have to improve the students' structure of understanding and promote student interaction. Social technologies provide on the internet frequently free or require contiguous investment, eliminating a potential barrier to adoption.

The overview and opinions which predictable four major advantages of social media use in higher education which includes, enhancing a relationship, improving learning motivation, offering adapted course material, and developing collaborative abilities. This means that social networking activities have the chance of enhancing student contact and is used to improve their participation in class, particularly where inhibited students are involved. Students can function in online group learning, with less or no nervousness of needing to raise questions before peers at school.

The social media engages students to examine as industrialists of understanding. The medium of the internet is an advancement of programs. The interactive appeal of online conditions has protracted with social networking. Social Networking began as the function activity, though the time wonder. The websites are engaged in many ways like developing urban areas. Teens and teenagers were familiar with internet sites.

## **SOCIAL MEDIA FEATURES**

### **User Profiles**

Profiles are often used as a point of contact between users, and MonoX provides flexible style and modules to issue information about its users in a suitable way, regarding their privacy settings. Users can choose between Gravatar service and local avatar repository to attach personal photos to profiles.

### **Friendship Modules**

Different terms of "friendship" or "connection" concept for different community types, but in all the cases the necessary aspects of all social networks. MonoX provides a flexible set of modules for displaying and managing user friend lists.

### **Blog Engine**

Every user can have the unlimited number of blogs, blog posts, tags, and groups.

### **Photo Albums**

Each portal user can upload and organize photos using the album infrastructure. Thumbnails for common image file types have created the fly and stored on the server.

**Groups**

Groups allow users of your community to network with each other around a common topic. Modules such as walls, forums, albums, file galleries can all be employed in the group context.

**Discussion Boards**

MonoX discussion boards allow users to easily post messages and comments to the community in a way that all the responses will be accessible no matter how much time passes between each post.

**Media Galleries**

Social networking sites are very dependent upon media galleries; they could draw the large fraction of visitors back to the site. MonoX supports a generic style that allows you to host videos, photos, resumes or any other kind of physical files.

**Activity Streams**

The activity of their friends and be instantly notified when somebody publishes an interesting blog post, uploads a photo, joins the community.

**Messaging**

Messaging is important to all community sites as it allows users to communicate with each other or a complete group directly, resembling the look and feel of traditional mail clients.

**Video Conversation and Sharing**

Standard media gallery which, MonoX supports third-party plug-in for video conversion that allows users to upload any kind of video material and have it converted to standards flash arrangements.

**Walls**

Wall is a kind of virtual space on every user's profile or group page that allows friends to post messages for other users to see this is usually the central gathering point for all users of a community.

**Comments**

Comments modules allow your users to interact with the content and other members of your social network. Our flexible infrastructure enables administrators to attach comments to virtually any kind of content: wall notes, blog posts, images, etc.

**Rating**

A rating can be a very important part of any community-based content site. They allow the whole community to be in charge of what content takes precedence on the site.

**Tags**

Similar to comments and ratings, tags can be attached to different types of content, allowing users to build an independent form of navigation and categorization.

## SOCIAL MEDIA IN EDUCATION

Social Media in education refers to the practice of using social media platforms as a way of enhancing the education of students. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content.

Social Media permeates today's society with millions of us engrossed, some would argue to the point of unhealthy addiction, in the latest happenings via apps such as Facebook and Twitter. Many faculties and societies have attuned to the fact that 75% of students admit to being on Twitter "all the time" and are using the micro-blogging site as a forum to share content, encourage debate and answer queries, with some even setting up hashtags for individual courses to create online discussion communities for their students. Indeed, the latter is a strategy believed by some educators to provoke more thoughtful responses from students - the idea being that when they know their comments can be read by the peers and not just by their taught, but only consider what to say more carefully and pay more attention to how they write it and take more care with grammar, spelling, and punctuation.

## USE OF SOCIAL MEDIA FOR TEACHING AND LEARNING

Using Social Media for teaching and learning process through Teaching Portal like;

- Communicating Expectations
- Moderating and Facilitating
- Peer-sharing
- Critical Digital Literacy Skills
- Informal and Participatory Learning

## CHARACTERISTICS OF SOCIAL MEDIA

One characteristic shared by both social and industrial media is the capability to reach small or large audiences; for example, either a blog post or a television show may reach no people or millions of people. Some of the properties that help describe the differences between social and industrial media are:

**Quality:** The main challenge posed by the content in social media sites is the fact that the distribution of quality has high variance: from very high-quality items to low-quality, sometimes even abusive or inappropriate content.

**Reach Ability:** Social media technologies provide scale and are capable of reaching a global audience.

**Frequency:** Heavy social media users, such as young people, check their social media account numerous times throughout the day.

**Accessibility:** Social media tools are generally available to the public at little or no cost, or they are supported by advertising revenue.

**Usability:** Most social media activities, such as posting a video of oneself singing a song require only modest reinterpretation of existing skills (assuming a person understands Web 2.0 technologies); in theory, anyone with access to the Internet can operate the means of social media production, and post digital pictures, videos or text online.

**Immediacy:** The immediacy of social media can be seen as the strength, in that it enables regular people to instantly communicate their opinions and information.

### **ADVANTAGES OF SOCIAL MEDIA**

Social Media has several advantages; some of them are given below:

- Staying connected
- Finding people with a common interest
- Invaluable promotional tool
- Incredibly fast
- Worldwide connectivity
- Commonality of interest
- Real-time information sharing
- Targeted larger audience
- Increased news cycle speed

### **DISADVANTAGES OF SOCIAL MEDIA**

The use of social media has a few disadvantages also, as detailed below:

- Backlash
- Cyberbullying and crimes against children
- Risks of fraud or identity theft
- Time Waster
- Corporate invasion of privacy
- Perpetuates false and unreliable information
- Causing major relationship problems
- Used to profile and discriminate in the job world

## CONCLUSIONS

Social media learning in Learning Management System can include instant chat functions, video, forums to share info and other lesson resources to help students. The integration of social media makes the interaction between the students and the teachers. The educational system strengthens when students participation in their learning process in more easy and effective. It gives knowledge with experience for the future society in this digital age of pupils.

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