A Survey on Social Media in Education

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ABSTRACT: Now a day the most used term by online users is Social Media. It is noted that mostly all online users utilize social media for their personal or official purpose. When internet was born, people began to share lot of information and started to communicate with others. This gave birth to social media [1]. Example of famous social media includes: Facebook (FB), and Twitter. People use social media not only to convey their opinions, but also use it to share their thoughts with their friends. Few people use the social media in a constructive manner to cater their needs. Here, one cannot take things for granted and must know to handle it. In this paper, the author discusses the transformation of social media over the years and also the benefits it has brought to students in the field of education. Also few tools for managing the activities of social media are being discussed in this paper.

KEYWORDS: Facebook, Twitter, LinkedIn, MySpace, online community

I. INTRODUCTION

The most unavoidable part of day to day human life is Social media. People use social media to communicate online. Business people are using this social media to a great extent for doing their business. In 1997 SixDegrees.com was the first social networking site. Soon after that more and more social media sites were commenced. Social media gained a widespread recognition during late 2000. A huge surge in growth of social media accounts for number of features such as: availability of broadband services, growth of mobile devices, development of software tools and powerful computers [2]. By 2003, lot more social sites such as: FB, LinkedIn, and MySpace were launched. On the whole, people are so much fascinated towards networking. They are interested to share their contents to their friends, gather news, upload or download movie files. The media which allow them to do the above turn out to be a social media website. At present, a drastic change in the organizational approach is happening all because of social media.

Social media doesn`t need any extraordinary skills to use. It is extremely easy to connect with other communities. Whatever the information you craft on social media, it is easily accessible to each and everyone in your community network. The response from your community is also immediate. The content created in a social media will last long, and we can edit or update the content anytime. Mainly people use social media to be associated with their family and friends. They also use it to locate people with same interest. Not only people use social media for stay connected with their friends, they also use it to gain and enhance their knowledge in their subjects. Social media and digital marketing are not separated and inevitable. Social Media is so influential that you can openly speak to customers and come to know about their thoughts about your products. From that information you can improve your service [3]. Fig 1 shows a general picture of social media.

Fig 1. Social Media

II. HISTORY OF SOCIAL MEDIA

The history of social media is slated to the late 1950`s. In those days people used to experiment with the telecommunication systems during their leisure time. Hackers of those days used to build boxes which are electronic devices and are homemade. They used "Codelines" to produce the first blogs which was considered as the first social media. During 1979 – 1995 Bulletin Board Systems (BBS) were used and these were also considered as social media, since users can able to upload and download messages through email. In 1979 to 2001, commercial online services came into existence. Here the paid users can access different information through a modem. In 1983 America Online (AOL) became so popular. In 1991, the World Wide Web (WWW) was available to Military or Government organizations or to University. Later on private Internet Service Providers (ISPs) were allowed to provide online services. The most famous social networking service FB was launched in the year 2004. To begin with FB was limited to students of Harvard. But later extended to college students and then to public. Fig 2 shows some of the Ions used in social media.

Fig 2. Social Media Icons

III. SOCIAL MEDIA IN EDUCATION

In the field of education, social media is becoming a vital factor between the faculty and students. Both communicate among them by means of email, which is acting as a social media [4]. Compared to faculty, it is students who use the social media to great extent. Present generation students are gaining so much by means of social media and there is a drastic change in student's attitude towards the social media. For research point of view social media is very useful for the researchers [5].
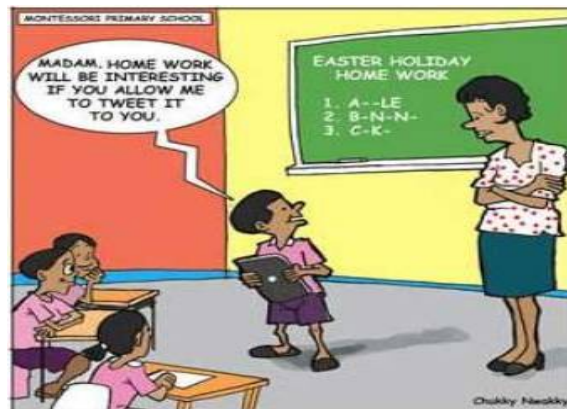

Fig 3 Example of student in social media - Tweet

Blogs another type of social media plays a vital role in education by offering helpful information that is not accessible even by nearby resources. You Tube is offering many useful education programs for researchers and students, thereby improving their digital and problem solving skills [6]. In online community, the members help others through their answers for the questions posted by other members. At present all schools and colleges are using social media for the welfare of the student community. Colleges use social media to boost their profile online, so that the students can choose the institutions for their studies. The other social media is LinkedIn for professionals, which is mainly intended for searching jobs [7]. Although social media is more useful in almost all fields, it has its own pros and cons in the field of education. Fig 3 shows an example of student using Tweet as a social media [8].

IV. PROS AND CONS OF SOCIAL MEDIA IN EDUCATION

Pros: In general we all know that World is considered a bigger place. But after the birth of social media, the world now had become a smaller place. Whatever we dreamt of some couple of decades ago are now coming to reality all because of social media [8]. **Cons:** The most important cons in social media are the habit of addiction. People use to frequently check FB, LinkedIn, etc., thus leading to distraction in studies, and other part of day to day activities in life. People, especially boys create lot of fake profile accounts in the name of girls, which leads to depression in the part of girl's side. Internet is growing at a rapid pace and compared to its growth, the awareness among the public is very low. Many people are unaware of the risks involved in the social media. Without proper education, one cannot bring in good awareness among the public. Table I shows the pros and cons of social media in education

Table I – Positive and Negative Impact of Social Media

S. No	Positive Impact	Negative Impact
1	Students gain more knowledge about computers since they are working on modern and new technologies.	Students lack their capability in effective writing since they always rely on PC for checking the spelling
2	The students are focussing their mind towards new technology in the field of education, thus upgrading their skills too.	Students lack in memory, since they could not recall the answers to primary questions since they mostly rely on the social media for getting their answers.
3	Talents get rewarded in social media. The students who are good in programming or in any other field are rewarded with by sharing their knowledge and talent in social media.	Due to their distraction towards social media, their academic performance is slowly coming down
4	With the help of social media, lot of awareness can be brought to the public and thus helping them solving numerous problems.	Now-a-days students are concentrating more towards social media, thus they lack in communicating with their friends.
5	Users can easily upload their videos or images at ease.	Students are now fond of chatting in social media, and hence they are losing their ability skills

V. .SOCIAL MEDIA TOOLS

The usage of internet is increasing day by day and people are using social media for uploading lot of files and posting huge number of tweets. By doing so the effectiveness of the social media must be taken into consideration. Some of the social media logos are shown in Fig 4.

Fig 4. Few Social Media Tools Logo

For managing the social media several tools are available, with which one can monitor the activity of social media, such as: i) Social Media Engagement tools -are used to manage the profiles of social media, ii) HootSuite – mainly used for analyzing and scheduling the campaign of marketing in social media [9], iii) Social Oomph – this tools helps in automatic scheduling the content on Twitter and FB, iv) Sprout Social – this tool will let us to make public the updates across different channels, v) Seesmic – let you post the updates, also allows you to monitor the flow across the channels, vi) EveryPost – helps you in organizing the visual content, and also lets you share the content to LinkedIn,

FB, etc., vii) Crowd Booster – is an automatic analytics tool, viii) Kurrently – acts a as a search engine for FB and Twitter, and ix) SocialBro – is a tool for marketing Twitter.

VI. CONCLUSION

The author in the paper gives some information regarding social media in education. The author discusses the pros and cons of social media in education. The constructive part of social media is that students gain more knowledge in the new technologies. On the destructive part of it, students lack communication even among their friends since they focus more on social media. Also few tools regarding social media was also looked into. Overall, social media is considered as a suitable communication network.

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