

**USE OF SOCIAL MEDIA IN EDUCATION AND LEARNING BY LEARNER'S
PERSPECTIVE**

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Abstract:

Nowadays, people have demonstrated more and have consumed a lot of time of using social media site. Not only the college students but also the educators, and the belief about social media sites because in general social media and internet were very helpful to learning new digital literacy skills, it also improve knowledge, retention & understanding, it increasing class participation and motivating students; hence it found quite useful in education. For example Facebook provide better education services, which helps people to learn by exchanging information with one another as well as discussions. The use of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plug-in that enable sharing and interaction. It act as a medium where students can establish beneficial connections for their careers as it helps in academics like collaborative learning, it is use to learn about the curricular aspect, it also helps to solve academic problems, and so on. This can help students compile and produce useful content for research. Whether students are working on an assignment, working on a project or trying to gain more insight on a subject, some of the best information and results can be extracted from social media. For example, YouTube, Facebook, wikis, and blogs provide a huge amount of material on a wide range of subjects. This study is based mainly on the learner's perspective on using social networking tools and the effect it has on the traditional style of learning and teaching. The data collection is through quantitative as well as qualitative. This study highlights the benefits of using social media tools for developing a new style of learning, and even the analysis the pitfalls regarding social media which affect the process of learning such as it causes distraction from learning, it has weaker critical thinking skills and also creativity, it reduces the searching capabilities, and so on.

Keywords: Social Media, Learners, Education.

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Introduction:

The growth of social media over the past few years has changed the ways in which the internet is experienced by most end users. Social media is built on the idea of how people know and interact with each other. It gives people the power to share, making the world more open and connected with each other. With the help of the Internet, all the social site and various applications are available which can be accessed easily, also allow users to converse and interact with each other, and to create, edit and share new forms of textual, visual, and audio content.

People watch billion of video clips on YouTube daily. Every hour, users upload video content. Every day, more than

90 percent of college learners visit a social networking site. People have incorporated these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools. With the help of this paper, researcher tries to explain use of social media in education by learner perspective. The paper tries to highlight how social media influenced our population there is a need to know the good and bad impacts of social media on our education sectors well as on our next generation and make a proper plan in both cases if the use of social media is good or bad.

Using of social media is not limited only to students but also it is been widely used by professionals or elders in educational sectors. Students usually used social sites for many reasons such as for study purposes, to talk to friends, for work reasons, to share information, to make connections, to learn new things, for entertainment purposes, and so on. Usage of social media depends upon person to person as it has good as well as negative impacts on society i.e. on the students. Social Media had become a major distraction to students, causing the overall performance of students to decline, especially the ones who tend to check their Facebook and Twitter while studying, also weaker critical thinking skills and creativity, and it also reduces their searching ability.

Questions of the Study:

The study attempts to find an answer for the use of social media in education from the perspective of learners and research questions can be identified as follows:

- Usefulness for communication between teachers and students.
- Interest of learners for using Social Media as an educational tool.
- Benefits of social networking sites related to academics.
- Uses of social networking site for learning and being informative.
- Identifying the main pitfalls of the using Social Media in an educational setting.

Objective of Study:

- To find the usefulness of social media related to academics and being informative.
- To know the purpose of using social media.
- To describe the various platform of social media.
- To understand the pitfalls of use of social media in an education setting.

Research Methodology:

Research design:

The research will be exploratory followed by descriptive because the project is based on questionnaire and analysis so that the detailed description will be there in the project, so this will be descriptive design.

Sample unit

Sampling unit implies that who are the respondents, here learners are the respondent.

Sample size

The population being large the survey was carried among 108 respondents, which includes the learners. They will be considered adequate to represent the characteristics of the entire population.

Sampling technique

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used. In this learners were taken according to the convenience of the research study.

Sampling procedure

The sampling procedure followed in this study is non-probability convenient sampling. Simple random procedures are used to select the respondent from the available database. The research work will be carried on the basis of Structured questionnaire.

Data collection source:

The study is based on both secondary and primary data. The secondary information is collected from different published materials vis. Books, Journals, magazines & websites etc. And primary data collected by communicating with respondents through a structured questionnaire. On the basis of pilot study stage, a structured has been constructed to conduct the sample survey. The questionnaire includes with 16 questions has been used as survey instrument for conducting survey. Close ended questionnaire is used to collect data from learner's perspective. This data include both qualitative and quantitative data.

Analyses to be used:

Diagrams and Tables: Tables and Pie charts are used to interpret the perspective of learners.

Literature Review:

Social media is the platforms that enable the interactive web by engaging users to participate in, comment on and create content as means of communicating with their social graph, other users and the public which have content formats including text, video, photographs, audio, PDF and PowerPoint. (Cohen, 2011). It can be said that social media is the tools, services, and communication facilitating connection between peers with common interests.

Using social media in a learning process begin to rise significantly and likely to imply for education practice and provision especially in term of connecting with their students or with their colleagues, to access news and appear in their walls. (Patel, Social Media management, 2016). Learning that is based around principles of collective exploration, play and innovation rather than individualized instruction (Thomas, 2011). This fact can be used with in a classroom situation to create more value to learning.

One of the social media site is Facebook. Actually, Facebook is a social utility that helps people communicate more efficiently with their friends, family and co-workers. (Zuckerberg, 2005). Now, Facebook is used to connect educators and students that give the schedules, news and everything. In fact, this notion of using social media as a learning tool has carried over to the business world. As a social network site, Facebook appears in public discourse while it is possible that educators have been reluctant to use it as a media for learning and teaching, but without disrupting the flow of work in the classroom, the lecturers and students can ask questions and responses on the lesson and post photos or related sources with hyperlinks. In this way, everyone remains on the same page with few interruptions (Matteson, 2011).

As an incredible learning tool, teacher can utilize Facebook for class project, for enhancing communication and for engaging students in a manner that might not be entirely possible in face to face classroom setting. An excellent way to ensure students are more engaged in the learning experience in the classroom is by strengthening the communication between students and student-to-teacher to keep current information flowing through the class. (Writer, 2009).

By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives. (Dunn, 2011).

For the university, using Facebook as a learning tool is cheaper than Moodle. All faculties appreciated the quality and unique type of engagement with students on Facebook, as well as the visual resources that permitted a different type of knowing and learning. (Hocoy, 2013).

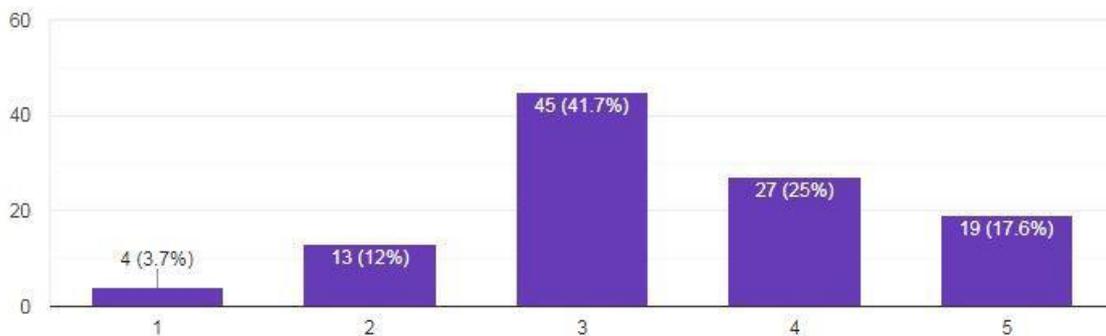
Data Collection and Interpretation:

- **Social media tools usefulness for communication between teachers and students.**

Table no.1

Rating- 5 indicate (highest) and 1 indicates (lowest)	No. of respondent	Percentage of respondent
5	19	17.6%
4	27	25%
3	45	41.7%
2	13	12%
1	4	3.7%
Total	108	100%

Graph no.1



Interpretation

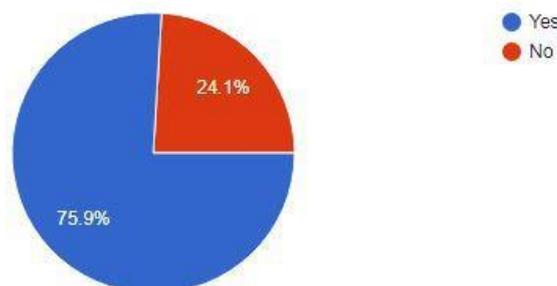
Above table and graph shows that 41.7% of maximum learners are rating 3 on liner scale the usefulness of social media tool for communication between teachers and students.

- Interest in using Social Media as an educational tool

Table no.2

Interested	No. of respondent	Percentage of respondent
Yes	82	75.9%
No	26	24.1%
Total	108	100%

Graph no.2



Interpretation:

Above table and graph shows that Maximum learners (i.e. 75.9%) shows interest in using social media tool in education and others (i.e.24.1%) show disinterest.

Hypothesis:

Null hypothesis ($H_0 = 0$): There is no significant association between the use of social media tools in education and for communication between students and teachers.

Alternative hypothesis ($H_1 \neq 0$): There is significant association between the use of social media tools in education and for communication between students and teachers.

Using excel researcher found for those who responded to this survey, moderate strong correlation between the use of social media tools for education and for communication between teacher and student, $r=.41$, which is considered as a moderately strong correlation effect

Pearson's r (correlation coefficient)

In statistics it is generally accepted that the following scale can be used to estimate the effect size:

Effect size: If $r=+/- .5$ it is large, $r=+/- .3$ it is medium, and $r=+/-$ it is small.

Research Findings:

- Maximum learners are login on social media platforms i.e. 98.1%.
- Survey says 32.4% maximum learners spend 1-2 hours on social networking sites during a typical day.
- Maximum i.e 74.1% of learners use social networking sites is to learn new things.
- 55.6% learners says social media is the best way for teachers to reach students.
- As 75.9% learners found interested in using Social Media as an educational tool.
- Use of social networking sites helps to go beyond text, e.g., images, video, design maximum learners (i.e. 55) are agree with this statement.
- Major learners (i.e. 61.6%) says use of social media causes distraction from learning.

Conclusion:

The study finds social media tools are useful in education in related to communication between students and teachers, collaborative learning, learn new information, to solve my academic problem, it specially use for reading news, articles and eBooks and even it helps learners to go beyond text, e.g., images, video, design. But there should be proper utilization of social media tools for scientific and academic use.

As every coin has two sides, here learners are also agree with the pitfalls of social media such as it causes distraction from learning, Sometime it's difficult to find exact information for academics, It will weaker critical thinking skills and also creativity, It increased spreading fake news, facts and information, It will reduce the searching capabilities and so on. The implication of social media, Facebook and internet in learner's perceptions are very important for future learning. At the same time, both students and lecturers are able to receive the new pedagogical potentials in learning.

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