

## How School and Social Networking Influence Each Other

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### Abstract

*Starting from elementary school up until university graduation, social media has the role to empower parents, students and teachers to use new ways of sharing information and build a community. Statistics show that 96% of the students that have internet access are using at least one social network. What's even more extraordinary is that, even though some of the students use the social networks for entertaining and other purposes, there are a lot of them that actually use it to promote a lot of positive and useful activities. From finding a summer internship, promoting a success story about how to win the student-loan battle or collaborate on international projects, everything is made possible. Social networks have become thoroughly rooted in modern culture. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools. Social networking makes kids more peer-based. Young people are motivated to learn from their peers online. They interact and receive feedback from one another. They are motivated to learn more from each other than from adults. Teachers and adults are no longer the only sources of knowledge. It makes kids more networked than ever. It is easier for kids to make friends with people all over the world, most of whom they will never ever meet without these technological advances. Professor Larry Rosen notes that teens use social media applications therefore allow users to converse and interact with each other; to create, edit and share new forms of textual, visual and audio content. Social media applications are seen to be open rather than closed, bottom-up rather than top-down.*

*Keywords :Social network, Teaching, Privacy, Health Issues, Boosts Marketing*

### Introduction

Today's world is a global village. Everyone is connected to one another in this vast network generated by the Internet. As said by Marshall McLuhan, a philosopher of communication theory, "The new electronic independence re-creates the world in the image of a global village." This electronic independence is inherently dependent upon the Internet. It illuminates the lives of thousands of people by spreading knowledge internationally, thereby making us global citizens. In the past, the communicating and free sharing of thoughts among people were restricted by long distance, nationality and/or religion. But now, even these barriers cannot stop the flow of information and knowledge. The new world of social networking allows free sharing of thoughts. Online social networks are created by websites such as Facebook, which has emerged as a giant in this social world. So how do these networks affect our education? How do

they influence the lives of students? Humans are social animals. We always like to remain in some group or another, and we prefer to follow what this group does. All of our traditions and cultures are the product of this group-oriented facet of human nature. A well-known American psychologist, Abraham Maslow, stated in his “Theory of Motivation” that the social need of human beings is the third most important requirement after our physical and safety needs — the third tier in his hierarchy of needs. Even our self-esteem comes after this social dependence. This is the main reason billions of people use social networking to stay connected, make friends and satisfy their social needs.

## Statement of the Problem

With the explosive growth in the number and use of social media in everyday communication method for individuals and organizations, there has been a corresponding increase of its incorporation in teaching and learning in higher institution. In view of this, this study examine and assess the impact social media has on teaching and learning in higher education. be it positive or negative impacts.

## Purpose of the Study

This study was purported to assess the impact of social media on student academic life. life To be specific, this study aims at exploring the kind of social media students are familiar with, how such social media is used by students of higher institution and the impact it making on their academic life.

## Significance of the study

An understanding of social media, it usage and how it is influencing students learning environment would be of great relevance to students, researcher, students affairs practitioners and all the various bodies that comes to play when talking of social media and school life. The outcome of the study will help to strategize and reconstruct their attitude regarding the

## Literature Review

Faculty of Al-Farabi University Students. (2013) explored the advantages and disadvantages of Facebook by Al-Farabi University Students.

A sample of 206 students responded to a survey containing 10 advantages and 10 disadvantages of Facebook, and yielded interesting results. The study did not focus on students’ academic performance, but took the issue as a general view of social media influence. Social networks are becoming major tools for education, and entertainment. The human nature is keen on interacting with people and finding common areas and interests. In education, two streams are prevailing: the use of social networks as a tool supporting activities deemed important for the purpose of educational institutions, instructors, and students. The second stream is the bad influence social network inflicts on students behaviors and time management. This study will

explore the relationship between performance and SN use. The following sections will review the literature related to the two streams and the performance issue related to students.

## **Impact of Social Media on Student Academic life**

Social media provides students a new mechanism for a familiar exercise. It provides students a direct medium by which to publicly evaluate and comment on their campus environments, institutional policies, classes, professors, and administration and fellow students in real-time. Social media zips through our campuses nearly unseen, dragging behind it the heavy weight of social injustices and complicated Jurisprudence accumulated from decades of student speech. Given social media's potential for positive impact, no one is suggesting we pull the breaks on it, and in many ways the technology is already out of our grasp. Today's students communicate via technology, and that if you say absolutely no Facebook or texting, you are cutting off an important relationship with students. Technology as an online teacher uses technology via the use of a variety of tools such as Skype, text, email, Facebook and twitter. Social media open up new ways for collaboration and discussion in the sense that, it offers a great deal of content posting, coping, sharing and search ability by easily using online search tools. Students today use social media anywhere and at any time where internet connection is available in order to meet their educational needs. Students use social media to communicate with their Teachers as a group outside of class and to plan school events and what not, it also allowed students to get help on school work from teachers during the evening, weekends, and holidays so that they never fell behind. The cell phone numbers and WeChat are equally used to get in touch with teachers quickly during the school day, if a student is going to be late or absent or outside of school in an emergency. On the subject of the number of complaints of inappropriate contact involving social media, the possible threats are too great. Student engaging in a private relationship outside the classroom circles begs for inappropriate behavior to commence. There is the likelihood of users not being courteous and respectful of other such that Profanity, vulgarity, obscenity, or language that is harassing, derogatory, or otherwise inappropriate for the school environment sometimes circulates in these platforms. Users could easily display, send, retrieve, or download any items that are sexually explicit, or contain hate-based or discriminatory material without the notification of a teacher, school administrator or even their peers in the event. This in turn could make students concede that they have no right or expectation of privacy with respect to their use of school technology and therefore would not want to participate fully). There is always the potential for things to go wrong, and that is true before technology as well. So commentators would have to stop worrying about what could go wrong and realize that there is a huge opportunity associated with social media that broaden the learning experience of students.

## **Learning with Social Media**

It's no secret that most students and teachers have smart-phones and have used social media in education. In fact, there are apps and web tools that offer social media in an educational

context. With faculty using a variety of software tools and free web applications to enhance learning, communication, and engagement, the use of social media is on the rise in higher education classrooms. Compared to traditional learning methods that provide few opportunities for learners to develop and maintain their own learning activities, learning platforms based on social media place the control of learning into the hands of learners themselves.



A growing number of research efforts have been made to support teaching and learning using a variety of social media tools. Social networking sites for college students have been developed aiming at enhancing both collaborative study and social interaction. The research tells that making social media tools a part of traditional learning is attractive to students and can motivate their participation in the learning process. E-Learning, the social network sites handled the big problem by providing information to the educators in the recent period. However, Social networks have helped to resolve some of these problems, by adding an interactive side with a student, and make the participation of the students in the educational process which leads to an increase to attract them toward e-learning and to clarify the reason behind the attraction educated about social network sites.

## How Social Media affects the Students

Social media not only helps to acquire knowledge but also establishing enduring relationships with real people, connecting with fellow dorm residents through Facebook, Twitter and various social sites can help a student overcome the kind of isolation that otherwise might lead her to leave school. A Twitter account can provide a shy student with information about events that facilitates face-to-face encounters with other students. Such personal interactions are vital to creating and sustaining a sense of belonging. Using technology to accommodate students' different learning styles is not novel. The strength of social media applications is that they offer an assortment of tools that learners can mix and match to best suit their individual learning styles and increase their academic success. The social networking sites focus heavily on building online communities with common interests or activities. Social networking sites also can help students develop leadership skills, from low-level planning and organizing to activities that promote social change and democratic engagement. Social media tools and networking sites encourage

students to engage with each other and to express and share their creativity. Such personal interactions are vital to creating and sustaining a sense of belonging.



The experts have already made it clear that social media negatively impact learning. Studies found that middle school, high school and college students who check social media networks at least once during a 15-minute study period achieved lower grades. There are even some teens that are addicted to maintain more than one account on social media networks in some cases when boys sent requests to girls and they do not accept their requests they try to make fake accounts using feminine names and display pictures and try to add others.

## Challenges faced by the use of Social media

There are many Challenges which are being faced by the use of social networking site they are as follows: -

- ✓ Privacy
- ✓ Health Issues
- ✓ Real Friendship
- ✓ Other Challenges

### Privacy

Many of the students are engross with social networking sites like Facebook, Twitter and many more, with help of which they come in contact with many other people whom they never had met before, seen before or even had talked before. They share their very personal and private information which many times may be used for wrong deeds also. Although a lot of the information individuals' supply on social-networking sites is elective, users are progressively more comfortable with displaying a great deal of personal information online. Students and many others start believing very easily on strangers and share their private talks which may be misused. This is very challenging task which is being faced by Social Media. So, the privacy is one of the obstacles that have faced the use of social networking in education.

### Health Issues

Due to the use of social networking sites for long hours create multiple of health issues. Because of continuous accessing of networking site may create an eyesight problem, back pain because of sitting in same position for long hours and many more.

## Real Friendship

Through social networking, person has a lot of friend but the quality and integrity of these friendships is not always true. On the other hand, data on these social-networking sites for a person is not always true and reliable, and they do not verify personal details (age, location, etc.) of their members. While sites provide an opportunity for individuals to present a positive and accurate self-image. So, having many friends through social networking sites is likely to be more harmful than good. This will affect the use of social networking in education

## Other Challenges



Some of our teens join social media not to post their pictures but to find friends with whom they can share their thoughts, and sometimes it goes wrong and they interact bad people and such relation could lead to kidnapping. The Facebook-related abductions are increasing and we can find too many of such examples where facebook has helped the kidnappers eg. A man in Indonesia who posed as a photographer on Facebook was arrested and accused of kidnapping and raping three teenage girls. Authorities said he lured them into meeting him with him by promising to make them models, and then locked them in a house. Police found dozens of photos of naked girls on his camera and laptop.

## Effects of Social Media on Education

Social media is the future of communication. It includes an array of internet-based tools and platforms that increase and enhance the experience of sharing information. The platform is all about community-based input, contact, content-sharing, and alliance. This interactive medium has a multitude of interesting things like forums, micro-blogging, social networking, social bookmarking, wikis and podcasts. Studies show that online social networks like Twitter, Facebook or MySpace have a great impact on youths' lives.

## Social Media: The World of Networking

Here's a quick look at the user statistics of a few social media platforms, which only prove the growing popularity of these websites.

- Facebook—1.6 billion
- Youtube—Billion-plus visitors
- Whatsapp—950 million
- Google plus—440 million
- Instagram—430 million
- LinkedIn—420 million
- Twitter—230 million
- ResearchGate—9 million

## **University Learning**

41% of American professors used social media as a teaching tool in 2013. In India, the National Program on Technology Enhanced Learning (NPTEL) and e-learning engineering courses were viewed by 110 million people on Youtube till 2014. Teachers are now beginning to tap into the market of social media. Students too have realized its power. Social media has become a platform for common-minded people coming together. The multiple online discussion groups involve asking doubts, opinions about universities, new ideas, etc.

## **Boosts Marketing**

College events and fests are now getting propagated through online platforms. Social media helps to get both audience and sponsorship. Students can spread knowledge by sharing PDFs and links. Many universities use social media to market their courses online and make studying easier for children.

## **Learning Management System**

Most higher education institutions prefer a learning management system (LMS). Popular LMS are Desire2Learn, WebCT, Moodle, and Blackboard. They have been specifically designed for educational purposes in distance education and provide a software application for the administration. These systems record, track, report and deliver e-learning courses. Platforms like Moodle and Blackboard allow easy integration with social media services. Teachers can share the content through apps like Twitter, Facebook or LinkedIn to provide quick help to students.

## **The Positive and Negative Impact of Social Media on Education**

### **Pros**

Distance learning models have an edge over campus-based counterparts. They are the future of university education and keep pace with new technologies. These models improve communication with students and also boost the learning experience. A study of the MOOCs (Massive Open Online Courses) shows that the student participation improved when the social media platforms were integrated with learning programs. Also, it had helped reduce the student drop-out rates. Distance education courses are growing as more students are opting for them. 150 percent more students enrolled in them in the USA from 1998 to 2008. MOOC like Coursera serves around 1.3 million Indian students. 70% of students in India use smart phones, who form a huge target group for the MOOCs.

## **Cons**

Students now spend more time online and end up wasting time. There have also been many cases of fraud institutes providing bogus degrees online and children fall into this trap. The teaching fraternity feels that the social websites have blurred the line between formal and informal writing. Students often use online jargon even while doing homework or writing exam papers. The new online fever has taken a hit at their inter-personal skills and made them averse to real communication. The physical and emotional imbalance caused by social media makes students irritable and dull.

## **Conclusion**

This study focused on the impact of social media on student academic life in higher education. After studying the phenomena that are of interest to the study, and transcribing the various responses of the participants, even though some of the responses were not transcribed because they were all communicating same idea, the results reveals that social media is widely used by students of higher institution. At least every student makes use of one social media. Moreover, data revealed that, participant are in support of the idea that social media contribute a significant quota to the development of their academic life. The popularity of media, particularly social media, in youth makes it a potentially influential force. The findings discussed above provide a foundation for future research and have opened up important discussions on how social media use may influence body dissatisfaction. However, many studies are correlational, and the causal mechanisms behind the potential relationships are still unknown. Much of the findings may be applicable to an individual and not generalizable to the general public. Much work is needed in the future to parse apart potential factors for causation such as peer pressure and photo editing capabilities. The bottom line is that social media is a big part of our day to day life and there's no point of keeping it away from the education process. School, college and university staff should be encouraged to make use of technology for student and parent communication. This could easily turn into an argumentative essay topic for college. But the benefits are obvious, starting with healthier parent-teacher relationships and all the way to

permanently changing the way our children will learn. Most of the negative aspects can be overcome by reducing the amount of time spent on social network sites. Paying attention to their academic progress and addressing any issues will go a long way towards keeping the negative aspects of social media from influencing their studies. Provide ample time for face-to-face social interaction, like having some family leisure time in which you discuss their studies in a relaxed atmosphere or inviting friends and family over for get-together, providing fun, face-to-face social interaction with loved ones. All this we help us to reduce the Negative impact of social media on the students which will in turn benefit our young generation.

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