

# Importance Of Social Network Sites to Enhance Teaching-Learning Process in Today's Classroom

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## Abstract

The UNESCO World Education Report (1998) noted that the new technologies challenge traditional conceptions of both teaching and learning and, by reconfiguring the teachers and learners one could gain access to knowledge and thereby have the potential to transform teaching and learning process. For the past two years due to the covid 19 pandemic situation, social media has transformed the way young students access information to enhance the teaching –learning process. As Social network sites become part and parcel in our life, we the teachers and the parents should provide our learners with appropriate experiences that allow them to effectively connect with social network sites and practice them for life in and after school. The impact of social network sites has become more and more complicated and versatile. Though the students need 21st century skills to react, gain knowledge and adapt to this present situation, the importance of social network sites has to be well practiced by the teachers in selecting the most appropriate sites. With this in view, this paper analyzes the importance of various social network sites, the positive and negative impacts of social network sites and how it supports the existing practices.

**Keywords:** Social network sites – 21<sup>st</sup> century skills - teaching-learning process.

## INTRODUCTION

Across the world there is a paradigm shift in the teaching learning process due to the Covid 19 pandemic. This has been rapidly shifting educational, technological and political forces that shape the structure of the educational system in the classrooms. Recent technologies like social media offer a collection of leading tools that help in shifting the present teacher- centered and black board classrooms into rich, student-centered, interactive smart board information classrooms. To meet these challenges, schools must hold the new technologies and appropriate tools for teaching- learning through the teachers.. To achieve this objective requires both a change in the conventional method of the learning process and understanding of the new social network sites which can create new learning platforms in which students are engaged as effective learners.

## ROLE OF SOCIAL NETWORK SITES

Social media in education include Facebook, Twitter, Linked-in, Google plus, message boards and blogging among which Facebook leads the rest. In 2008-2009 61% of the population were using Facebook and it went up to 87% in 2009-10 and reached 98% in 2010-11. Educational institutes have been majorly using micro-blogging to update students and teachers with the latest announcements. From 0% use in 2008-09, the growth graph marked 59% in 2010 and finally 84% in 2011. The blogging has gained wide popularity over the years. It has had 48%, 46%, and 47% usage in years 2008-09, 2009-10 and 2010-11 respectively. Likewise the message boards enjoyed a constant level of usage starting from 36% in 2008-09 to 38% in 2009-10 and 37% in 2010-11. Schools are adopting technologies for pedagogical purposes and introducing Social network sites into the classroom. This is a trend that has garnered a lot of support as well

as apprehension (Madhusudan G. Tandale and Raghu Raman. 2016).

## POPULAR SOCIAL NETWORK SITES

1. **Facebook:** It creates a space for students to ask and answer questions. When students get home and begin working on their homework, they can post a question to the groups so as to get it answered by the group member. It is also ideal for teachers using flipped classrooms. Posting videos, photos, documents, and other resources on the group's wall and students can access them before class or when they work on their assignments.

2. **Twitter:** Twitter offers a quick way to post class announcements and reminders as well as real time information on class field trips. It also helps classes track information on any topic. For instance, for a class discussing a current event or a topic on career, twitter can provide up to date information, eliminating the need for extensive research. Many organizations offer twitter chat sessions with which students can interact.

3. **Blogs:** Instead of traditional writing projects, blogs create opportunities for students to write and display their writings on a large scale.

4. **YouTube:** It is like a Facebook, YouTube is an excellent option of flipping classroom in that students can watch lectures and resources before entering the classroom. Again, like blogging, since the material will be seen by a wider audience, students will be more apt to do their very best in creating a video, and they will enjoy being able to express their creativity as they connect added extremely with the route material.

5. **Instagram:** "A picture is worth a thousand words". Instagram can showcase student work by offering a place to feature student hard work or even interesting details about a student.

6. **Google Docs:** It is a popular technology with teachers and students. Students and teachers can use these tools to collaborate on assignments, projects, newsletters among other things. It allows more than one person to work on a particular document at the same time. Google docs can promote the team work

## ADVANCED COMMUNICATION TOOLS

**New communication tools** enhance this communication through audio and visual capturing string, connecting and retrieving features that include:

**Wikis** which contain means to promote and facilitate „common making“ through joining university ventures.

**Social** bookmarking is used to allow users for collating, tagging, and giving out websites of their safety.

**Media Sharing** Spaces offer a sitting room and opportunity to the user community of relocation and sharing movies, podcasts and video.

**Collaborative Tools** make bigger credentials“ sharing and editing capability to several users.

**Social Networking** Sites have ability of promote virtual community to interact and converse synchronously or asynchronously (Fogel Nehmad, 2009)

## POSITIVE IMPACTS OF SOCIAL MEDIA

Social media allows students to simply contact each other with regard to their project and coursework. Students also can work on group coursework from their residence. When social media is used within pedagogy students who have complexity in expressing their decision in the classroom can get concerned in the knowledge process, it helps to build their self-belief level as healthy. Any doubts can be clarified by posting a communication through social media. A site like Facebook, What's app etc. helps teachers to continue in touch with the parents or consequently to know the progress of their children. Students are learning the skill sets required for thriving social networking. Social media also brings with it the liberty for learners to connect and work together outside of institutional limitations as well as to expand practical familiarity for the labor force (Coleman, V. 2013; Minocha, S. 2009).

## NEGATIVE IMPACTS OF SOCIAL MEDIA

Dr Islam learns has identified many social factor affecting the academic performance to facilitate are pre-admission qualification, time exhausted in studying, regular class attendance, student as significant determinants of educational

performance of the students (Islam, MMazharul. 2015) trial status, father's education, parental support and involvement, interest within major subjects of study as well as the gender. In the same way students become prone to frequent fluctuations in mood and self-control. A fresh study has stated at any time someone uploads a profile picture; it right away affects the mood of students. It produces stress, worry or fright for them. Students abandon their studies by spending time on social networking websites rather than studying or interacting with the people. Students prefer to chat with the associates for hours and this leads to the squandering of time that might have been used for learning new skills. Student's use social media frequently may lose their aptitude to engage in face to face messages. Even though students use up lots of time to socialize in an effective way, it should not basket their study and educational official documents. It should be reserved in mind that the community network creates the fundamental globe, that is considerably differ from the actuality.

### **TEACHER'S ROLE IN SOCIAL NETWORKING SITES**

Learners actively take responsibility intended for and regulate their own (collaborative) learning, hence that the teacher is no longer a manager. The teacher acts as a guide and students are confident to take lively control. This allows them to attain their learning goal and coordinate the procedure by approving rules and deadlines (Lave, J.; Wenger, E. and located. 1991).

It require a lot of faith and compassion on the part of the educator not to get in the way with the performance of the learner right away; it seems to help out to build in (throughout the work) a class of subtle prop up structure for the collection (DeLaat, M.; Lally, V.; Lipponen, L.; Simons, R.J. 2007, p. 280)

### **SOCIAL MEDIA IN TEACHING AND LEARNING**

With the arrival of internet expertise, Social media has developed into an essential part of every student's life. Through social networks, it is easier and suitable to swap information,

communicate with each other and stay connected. Teachers and students are able to use social platforms to carry on connected to each other and be able to use it for instructional purposes. Social networks empower students and educational institutions with opportunities to improve the teaching-learning process. Quora and Research Gate etc. are serving students by as long as online tutorials. These platforms offer expensive resource textiles for enriching information bases. Social media is also an average where students can institute beneficial connections for their careers. As an instructive institution, it is crucial to be lively in many social platforms possible, this helps and generates better student appointment strategies and makes learning more interactive and comprehensive. Professors can use their Twitter or Facebook handles or even messaging equipped forces such as What's App to hold a living session, offer extended support to students thereby attractively learning away from the classroom. They can organize deliberations related to their subject or class assignments on social media platforms.

Social media then helps both teachers and students to stay connected off campus. Faculty can produce groups using social media somewhere useful information can be shared by all. It is a good display place for sharing ideas. They can use confusion tags to increase outreach of their educational posts and view submission by students. One of the main reasons behind professors becoming accustomed to social media in and out of the classrooms is with the intention of doing personal branding using social media. This helps in creating a name for them in the academic fraternity. Facebook, Twitter, various blogging sites and YouTube are some of the social channels where professors can market their expertise. These platforms are highly popular among students and hence can help in establishing high reputation. After all, who wouldn't want his / her work should get recognized! Teaching fraternity is therefore acknowledging the impact of social media on personal and professional lives.

Social media is increasingly becoming popular in structure relationships outside the classroom surroundings. It is helping drive admission and make stronger public relations with the Institute.

Students' interests section in colleges is captivating with the help of social media to connect students by addressing their grievances. It is further being used to display case life at campus and put up strong alumni networks. Social media properties are being used in knowledge for the purpose of suitable communication with additional students. We are able to connect with manufacturing experts through Facebook live sessions. To get in progress using social media in teaching, think about what we desire to achieve. Do we desire to help students in their coursework beyond education hours? Do we wish to talk about some subject / case studies that could not be enclosed during a regular classroom schedule? Or do we wish that students should split their learned work and ask feedback on the similar. Our point will determine the predictable result of social media procedure.

### **1. Collaborative Learning**

On social media, students swap over a lot of information. So, why not make use of this platform to encourage joint learning. In fact, several institutions globally are hopeful students to falsify international partnership using social media for captivating up some project coursework. By doing this, they get occupied with each other and be trained how to manage projects and coordinate with a team sitting globally along with cultural sensitivities. Likewise, the use of social media has made it easier and earlier to act together with peers or teachers about class-related topics. Uses of social media also familiarize students with a new work civilization of managing work from side to side online actions which is very significant in today's industry atmosphere only with the additional skill of effective communication.

### **2. Information Sharing by Students**

Students are constantly hooked on to the internet through their elegant phones and hence rapidly transmit in order to their connections. Apart from just distribution views and opinions they also exchange a lot of expensive information. This in sequence is a lot more than just motivating videos or snapshots and covers helpful stuff associated with their studies. They replace helpful information for lessons and examinations.

### **3. Social Media Marketing for Educators**

For educational institutions, community media is a great advertising instrument to reach out to the potential students. This new media has led education to build a strong advertising strategy to augment brand alertness. Colleges all over the world are at length carrying out social media strategies to tap students. They are linking with experts on the topic via community media. Through blogging and Slide Share, teachers are almost immediately establishing themselves as experts in exacting fields and subjects. Students gain useful content by following these experts online. These empower institutions and establish their brand equity in the academic world. Educational Institutions are communicating with students via YouTube and Facebook. These channels can be second-hand to communicate campus news, make announcements and provide students with useful information in sequence. As part of their marketing plan, Institutions can share some useful posts that can join their audience in a constructive way. We can begin hashtags on communal media to engage students in online debate that is cooperative. Video is a famous tool in social media trends and is very effective in communicating our messages. We can create some motivating stories that can encourage students and help them get ready for the challenge ahead.

### **4. Helps to Foster Research**

Social media offers two-way opportunities to foster research initiatives. It is one of the best platforms to extract secondary data. We can conduct survey pools to gather examples and find out opinions of universal people and other experts on an exacting subject. Social media is able to help academic researchers accumulate and produce useful satisfaction by working on top of collaborative assignments and projects.

### **5. Continue Teaching from Anywhere and Everywhere**

Sometimes, it is not easy to address queries of students throughout classroom session. This makes it further not easy for students to clear their worries. However, professors can take benefit of social media knowledge to extend teaching hours further than classroom. They can set up Facebook be alive sessions or Twitter deliberations to cover unclear worries of their students. As a matter of

information, professors can assign dedicated time slots for online planning to answer any question. Through Face book sessions, can connect with large audience at one go which or else is not possible in one class. Professors may connect with their students even when they are traveling and not taking sessions. They can even disconnect lectures to avoid any annulment of classes while traveling. If the professor is engaged during the genuine class time, he can use YouTube to record a lecture.

### 6. Advantage of Blogs to create Virtual Library

Setting up an individual blog or website gives professors a lot of freedom to build academic credibility. They can upload their educational work and other significant lectures and videos that will allow students to take applicable inputs as reference fabric for their study.

### 7. Students Learning from Social Networking sites

Social media offers immense learning opportunities from beginning to end social networking. Students can be confident to build networks to hold professional help in their vocation. Similarly, Professors can also attach with the students and assist them recognize suitable job openings and find relevant relatives for their outlook profession.

## CONCLUSION

The profit of social media for academic entities is numerous. The above are just hardly any, to begin through. Social media sites present a great chance for communiqué between peers and teachers. Using social media, teachers are capable of improving the participation of their students in studies and education, get better technical ability, provide an immense sense of teamwork in the classroom and build good communication skills among students. This will definitely enhance teaching-learning process in today's classroom

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