



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 8.4  
IJAR 2023; 9(3): 105-109  
[www.allresearchjournal.com](http://www.allresearchjournal.com)  
Received: 16-01-2023  
Accepted: 21-02-2023

**Dr. Ashok Kumar Digal**  
Assistant Professor of  
Education, Rama Devi  
Women's University, Vidya  
Vihar, Bhubaneswar, Odisha,  
India

**Sabiha Younus**  
P.G. Department of  
Education, Rama Devi  
Women's University, Vidya  
Vihar, Bhubaneswar, Odisha,  
India

## Impact of social media on education sector

**Dr. Ashok Kumar Digal and Sabiha Younus**

### Abstract

Youths are considered as the leaders of tomorrow. This generation is technology savvy and very sophisticated in their understanding and handling of the ICT enabled devices. Social media had become their playground. Social media is a platform for people to discuss their issues and opinions. Before knowing the aspects of social media people must have to know what is social media? Social media are computer tools that allow people to share or exchange information's, ideas, images, videos and even more with each other through a particular data network. Use of Social media is being swiftly increasing during last few years. It is not only being used by the working people but also there is heavy rise in the use of social media by the students or we can say in education society. Use of social media has been created a positive as well as negative impact on the society. With the help of Internet all the social site and various applications are available which can be accessed easily, also it allows users to communicate with each other, to create, edit and share new forms of textual, visual and audio content. It has a vital influence on our live as it helps a lot in every aspect of our social routine.

**Keywords:** ICT, digital citizenship, tool, social site, privacy & security etc.

### Introduction

Social media is a form of electronic communication which facilitates interaction based on certain interests and characteristics. Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social dialogues. The nodes, to which an individual is thus connected, are the social contacts of that individual; the network can also be used to measure social capital – the value that an individual gets from the social network. Now a day's social media has been the important part of one's life from shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Social networking sites include: Yahoo Messenger, Face book Messenger, Black-berry Messenger, Google talk, Google Messenger, Google forms, YouTube Chat, Podcasts, Whatsapp messenger, Google meet, Skype, Microsoft Teams, i-Phone, Androids and so on. Using of social media is not limited only to professionals or elders but also it is been widely used in educational sectors by the students. There are people who can't even write their own name and they are only able to recognize him and people by their pictures have full access to internet and constantly check their Smartphone's for status updates. In recent times, especially in the developed countries, the frequent use of educational mobile technologies in online teaching and learning, particularly in tertiary institutions is gaining much ground worldwide, and it gives students increased choices and opportunities in the context of online instruction. As well, social media is believed to be one of the many technologies which was given birth to within education in or out of classrooms. The expansion in technology has also affected internet software, thus leading to chatting sites known by the name "social media". With social networking sites, one can send and receive messages almost immediately.

**History of social media:** The roots of social media stretch far deeper than you might imagine. Although it seems like a new trend, sites like Face book are the natural outcome of many centuries of social media development. The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. In other words, letters. The earliest form of postal service dates back to 550 B.C., and this

**Corresponding Author:**  
**Dr. Ashok Kumar Digal**  
Assistant Professor of  
Education, Rama Devi  
Women's University, Vidya  
Vihar, Bhubaneswar, Odisha,  
India

primitive delivery system would become more widespread and streamlined in future centuries. In 1792, the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information. The telephone was invented in 1890 and the radio was invented in 1891. Both technologies are still in use today, although the modern versions are much more sophisticated than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before.

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet. The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had improved, and 1979's UseNet allowed users to communicate through a virtual newsletter. By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's. The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches. Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.

**Importance Of Social Media:** The present young people and adolescents go through hours surfing the net, drawing in themselves in talking and associating on various long range interpersonal communication destinations, for example, Facebook, Twitter, WhatsApp, LinkedIn, YouTube, Pinterest, Google+, Tumblr and Instagram and so on. This has become a noticeable piece of their lives as they are more worried about Facebook companions, contents on YouTube, posts, jokes, instagram reels and other online correspondence than they are with up close and personal companions. Singh, *et al.* express that "today, adolescents are characterizing clients of web-based media". Online

media made accessible the stage for youth to assemble informal organizations or social relations among individuals. Everyone today is on some social media platform. Teenagers on TikTok, influencers and small businesses on Instagram and Facebook, or professionals on LinkedIn - social media is the first option that comes to mind when looking for expanding connections in any field. Social media - if used intelligently - can bring in loads of success. Since it is the best form of direct contact with the target audience, these platforms have what it takes to make anyone's life better.

### **Social Media Tools for Education**

Social media sites and apps are a natural for education. Given that students today are digital natives and familiar with the details of these popular platforms, educators are well-advised to thoughtfully incorporate these into classroom and remote teaching. Fortunately, most social media sites and apps include controls to restrict the potentially troublesome features that tend to distract from learning. These social networking/media sites are free, easy to use, and offer rich opportunities for educators and students to network, create, share and learn with each other.

- 1. Facebook:** The great part about Facebook is that everyone is on it. Students love connecting with their friends and family with Facebook so telling them to check out the page where you post only makes sense. However, it's very important to stay professional and have a separate personal account.
- 2. Twitter:** The best way to use Twitter for teaching is as a reminder to students that they need to complete an assignment for a particular due date or that they have an exam coming up soon so study this or that. Sometimes teachers even use it for inspiration by sending a famous quote.
- 3. Instagram:** Students love Instagram for so many reasons but mainly for the photos and effects available to them. Teachers can create assignments that tap into the need to Instagram such as photo essays where students take photos, upload, and add captions or students can even create campaigns for certain organizations or just for a lesson.
- 4. Google+:** Besides great graphics and themes, Google+ takes teachers to their students with circles that make managing virtual communication an art. Students might need to know more about a particular lesson because they didn't quite get it the first time. Pull them into a circle of their own with just the right tools to connect them to their path to understanding and learning.
- 5. Skype:** Using Skype means connecting with anyone, anywhere, at any time. This means students not only connect with teachers but teachers encourage students to broaden their view of the world. Set up virtual connections by contacting other teachers then connect the students to each other. Also, Skype has a whole portal dedicated to educators who can use it to teach various lessons already set up by the Skype team.
- 6. Pinterest:** The celebrated platform for pinning favorite pix can be a great teaching and learning tool. It also encourages quick collaboration between teachers on all sorts of subjects and interests. Teachers can set up a Pinterest page for one particular class or a series of

classes with Pins that focus on themes or subtopics important to the lesson at hand.

7. **YouTube:** Educators of any level can click on the education category within YouTube and find several subcategories such as university, science, business, and engineering. YouTube even has a special section dedicated to teachers and how to teach with it. But, even if teachers never visited that section, they could teach using all the great videos available according to subjects or searches.
8. **LinkedIn:** While acting as a professional social forum for employers to connect with applicants or search for potential employees, LinkedIn is used for so much more than that. Having students post professional resumes there and then contacting them about the job market and the business world around them keeps them in touch with reality and the endless possibilities through a targeted education.
9. **Research Gate:** Ijad Madisch founded ResearchGate, which is similar to LabRoots bringing scientists together for collaboration. The difference really lies with the mission and the creators who are scientists working to give visibility to the dedicated researchers all over the world.
10. **Edmodo:** Edmodo acts as a playground for teaching and learning with a place for posts, calendars, and general communication for teachers and students. Linking to students becomes simpler and more efficient as well as more effective when students enjoy the presentation of it. It makes it easy to share valuable apps with students.
11. **TedEd:** TedEd offers a variation of TED Talks with shorter, often-animated clips of subjects such as science, technology, social studies, literature, language, art, health, psychology, and business and economics. With communities and clubs, the site also makes it effortless for collaboration.
12. **WordPress:** With so many themes to choose from, WordPress has become a popular way for teachers to set up a web of communication and lessons with their students. Chalkboard is an educational theme that prepares students for learning and helps teachers outline goals and objectives while still providing great visuals. Teachers can also use it to inspire students to write more by having them create their own blogs and meet the WordPress Challenges.
13. **Blogger:** Like WordPress, Blogger connects teachers to students using unique themes as well as diary-style writing. With access to teachers' posted links, lessons, and thoughts students become more successful and comfortable with the teacher when learning online.
14. **Academia.edu:** For academics whose main goal is to share research papers, Academia.edu draws a crowd of over 5 million visitors. Academics can monitor the effect of their research and keep tabs on the research of the other academics that they follow. It's a great tool for anyone needing data and information on various subjects and interests.
15. **LabRoots:** Access millions of documents and hundreds of scientific news feeds by using LabRoots, a social networking site catering to scientists, engineers and technical professionals. Besides the plethora of information, it helps stay connected with colleagues and peers. Pulling students into the mix gives them a cutting

edge feel and insight into precious tools and information.

**Impact of Social Media On education:** For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Orkut, and Instagram etc.. It is also important for students to do some practical work instead of doing paper work. Social networking sites also conduct online examination which plays an important role to enhance the students' knowledge.

### Positive Impact of Social Media on Education

**The following are the positive effect of social media on education**

- The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity.
- Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them.
- Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments.
- It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.
- Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media.
- The ease with which a student can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools.
- With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.
- Social media is available to everyone. You can hardly find a person who doesn't have an account on FB, Instagram, or LinkedIn. You don't need to have high-tech technology to log in to your account. It's possible to do via cell phone or tablet.
- They help a teacher understand a student and vice versa. Social media is the perfect way of communication. Up-to-date, teenagers and students prefer to stay in touch via different messengers. They are rather helpful when it comes to information exchange.
- They are able to solve any problem. If you want to find an effective and reliable paper writing service, you can use online chats. Other users will advise you on this or that platform. You can get to know its main pluses and minuses. The same is true if you are looking for math solver or manuals.
- Talents got discovered faster, students who were good at programming got their name out their easily, student who were good in music, got their videos out and shared leading them to their dreams.



- The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

### **Adverse Impact of Social Media on Education**

The following are the important negative effect of social media on education.

- In some of the scenario there were many in appropriate information posted which may lead the students to the wrong side.
- The first concern about the negative effect comes to mind is the kind of distraction to the students present in the class. As teachers were not able to recognize who is paying attention in the classroom.
- Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure.
- One of the biggest breakdowns of social media in education is the privacy issues like posting personal information on online sites.
- Because of social media students lose their ability to engage themselves for face to face communication.
- Many students rely on the accessibility of information on social media and the web to provide answers. That means a reduced focus on learning and retaining information.
- Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, Facebook or Twitter.
- The content of social media is not always trustworthy. Some information may be incorrect or ambiguous. Before you use data, it's necessary to check everything.
- The safety of students is in doubt. Although modern learning platforms are considered to be rather secured, it's still possible to become a victim of a fraud.
- The degree to which private information is available online and the anonymity the internet seems to provide has made students forget the need to filter the information they post. Many colleges and potential employers investigate an applicant's social networking profiles before granting acceptance or interviews. Most students don't constantly evaluate the content they're publishing online, which can bring about negative consequences months or years down the road.
- Students are having a harder time getting to communicate face to face with people, and are losing their people skills, due to that they are spending more and more time talking from behind a screen.
- Excessive use of social media can cause poor sleep, eye fatigue and physical inactivity.
- It may worsen mental health for instance anxiety and depression.
- The popularity of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar. This reduces a

student's ability to effectively write without relying on a computer's spell check feature.

### **Conclusion**

Utilising the technological advances helps make learning more available and more responsive. Social networking and social software tools represent an evolution in learning, as they are changing the way we access information. Knowing where to find information has become more important than knowing the information itself. As the technology is growing the social media has become the routine for each and every person, peoples are seen addicted with these technology every day. With different fields its impact is different on people. Social media has increased the quality and rate of collaboration for students. According to the above study we came to know the various positive and negative impacts of social media on education or students. 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. The world has gone digital in almost all aspects. With modern technological advances, most countries of the world have started embarking on the digitized education system, and India as a country, especially at this time of democratization of education and subsequent admission quandary in recent times, cannot afford to remain behind and watch the world as their education system go digital. As a result, WhatsApp and Telegram as technological breakthrough must be fully embraced for efficient electronic teaching and learning in Nigerian schools. The educational system at large must provide the needful; create substantial awareness and adequate training to enhance electronic education delivery in this part of the world in order to race with time. The public forums provided via Blogs, Wikis and Social Networks, promote and agitate debate acting as a catalyst in the generation and refinement of information. And they provide a new framework for learning that implements a range of useful tools available to both academics and students, promoting greater communication and support.

### **Reference**

1. Boyd DM, Ellison NB. Social Network Sites: Definition, History and Scholarship. *Journal of Computer-Mediated Communication*. 2008;13(1):201-230.
2. Butts C. Social Media's role in Communication and globalization: A case study of local perceptions on a global scale. Final Project, North Carolina State University, Com 521: Communication & Globalization; c2012. Retrieved from: [http://media.wix.com/ugd/1e1d78\\_3c9ec6295b01a91552ed079170afb6da.pdf](http://media.wix.com/ugd/1e1d78_3c9ec6295b01a91552ed079170afb6da.pdf)
3. Education: A Case Study Na Li, Sandy El Helou, Denis Gillet École Polytechnique Fédérale de Lausanne (EPFL) 1015 Lausanne, Switzerland.

4. How social media is changing education.
5. Johnson DW, Johnson RT. Cooperation and the use of technology. In Jonassen, D. (Ed.), Handbook of research on educational communications and technology (2nd ed.). Mahwah, NJ: Lawrence Erlbaum; c2004. p. 785–811.
6. Kapp K. Gadgets, games and gizmos: Informal learning at Nick.com; c2006. Retrieved from <http://www.kaplaneduneering.com/kappnotes/index.php/2006/12/gadgets-games-and-gizmosinformal/>
7. Kussmaul C. Wikis for education - helping students communicate and collaborate. In Proceedings of the IEEE International Conference on Technology for Education, Madras, Tamil Nadu. 2011 July 14-16; 274-278).
8. Nicole A. Buzzetto-More University Maryland Eastern Shore, Princess Anne, MD, USA
9. Oakland University Rochester, MI 48309 USA.
10. Shuler C. Pockets of potential: Using mobile technologies to promote children's learning. New York, NY: Joan Ganz Cooney Centre; c2009. Retrieved from [http://www.joanganzcooneycenter.org/upload\\_kits/pockets\\_of\\_potential\\_1\\_.pdf](http://www.joanganzcooneycenter.org/upload_kits/pockets_of_potential_1_.pdf)
11. Social Media and Higher Education Literature Review
12. Social Media in Education, Christian Safran.
13. Social media in higher education, neilselwyn.
14. Social Media Use in Higher Education: Key Areas to Consider for Educators Julia E. Rodriguez Assistant Professor Information Literacy and Educational Technology Librarian.
15. Social Networking in Undergraduate Education.
16. Tsai WT, Li W, Elston J, Chen Y. Collaborative learning using wiki web sites for computer science undergraduate education: A case study. IEEE Transactions on Education, 2011;54(1):114-124. doi:10.1109/TE.2010.2046491
17. Using Social Media for Collaborative Learning in Higher
18. Wang C, Turner D. Extending the wiki paradigm for use in the classroom. In Proceedings of the International Conference on Information Technology: Coding and Computing, Las Vegas, NV. 2004 April 5-7;255-259.