

## Role of Social Networking Sites in Education System

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### Abstract:

*Nowadays, the electronic technologies are increasing day by day. In these technologies, social networking sites are most popular. More than 70 % people are using these sites for their entertainment and other works. Because of the new technologies, Social Networking Sites like Facebook, and Twitter play a vital role in the educational field. Through the use of these sites or tool, many problems are resolved students are able to improve their communication skill and learning process, the distance learning is possible through this social learning sites. But with the benefits, these sites have some challenges that are faced by the student in educational field such as privacy issue, time consumption, health issue etc. This paper represent the current scenario of the world regarding the use of social sites in the educational field with their pros and cons.*

**Keywords:** *Networking Sites, Benefits, Challenges, Privacy*

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## Introduction

The social interaction between the people from which they can share, or exchange their thought and information in virtual communities and networks is known as social media. There are various kinds of social media such as blogs and microblogs, content communities, and social networking sites. A social networking service, an online service, platform or site on which people share interests, activities, background and real life connections. Each user is represented on the social site in the form of profile with their social links and variety of additional services. Nowadays, the access to the social networking sites is very easy. Anybody can access to the internet from many different entry points such as iPads, tablets, laptops, and smartphones. This networking site is called as social networking sites because of the tie up between the members of these networks in the space of internet as they allow communication with friends and colleagues. There are most famous networking sites are Facebook (facebook.com), Twitter (Twitter.com) and MySpace (myspace.com) and so on (Badri, 2017; Srivastava, 2012).

## Education on Social Networking Sites

In the field of psychology and linguistics, the stored information and vocabulary in the mind of human can be determined by the psychological state of the recipient. This idea was sustained by the Greek philosophy of Aristotle. These social networking sites will be helpful in generating the revolution in the field of education.

The use of social networking knowledge for the education purposes is the 'Educational Networking'. Some negative connotations can be carried by the social networking for the educators while the educational networking is the way of discussing the academic value of these tool. In recent time, a big problem that is raised by educators can be handled by social networking sites in the field of e-learning.

There are two case study has been discussed in which researcher showed the education through social networking site. The first one is 'The Enhancement in the High Education by Social Networking Technology- a Facebook' is a title of study and another one is 'Web-based Learning Platforms Integrating Social Networking for Design Education at High Schools in China'.

Government of India's one of the largest states 'Rajasthan' is working for building out infrastructure in the field of Information and Communication Technologies resources and training by the

collaboration of multiple international agencies i.e., World Economic Forum. For learning, the state's information technology department launched its own social networking site like Facebook (Zaidieh, 2012; Srivastava, 2012).

## Facebook

A popular networking tool which is used for the exchanging knowledge and communication with the special features. With this tool, the higher education students can interact effectively. People are willing use the Facebook for sharing information in different sectors such as engineering, nursing, infrastructure concepts, and business and even in education. Many organizations offer hundreds of sites by the interaction of Facebook and provide jobs. Nowadays, many students are joined courses through the Facebook account and meet with the instructors and other students. They share course materials in the form of photos and videos that are beneficial to other students (Al-Mukhaini, 2014).

## Twitter

Twitter is social site on which the current new can be discovered. In March 2006, Jack Dorsey designed this service and launched it in July of that year. The main objection of this social networking site is the sharing of short messages among the friends. In colleges, universities and institution, this message can play an important role for students for receiving short news such as business, health, fashion etc. A brief summary of any course can be received through the use of twitter (Al-Mukhaini, 2014).

## Advantages of Social Networking Sites

1. It is independent of location and time.
2. By the use of computer, the quality, success and efficiency of education has been improved.
3. Due to advance in computer technology, the student can learn in more systematic manner in short time.
4. Individualization of learning.
5. Instant feedback
6. It offers the student to repeat course content many times
7. It is easy to display the content
8. It allows to maintain the visual and auditory learning environments.

9. Allow for the bidirectional communication.
10. It offers to evaluate performance of students
11. Evaluation results can be measured with minimum risk.

(Tiryakioglu and Erzurum, 2011)

### Challenges in education by using social networks

The use of social networking sites create many challenges in education field like privacy, taking up time, miscommunication.

### Privacy

Anyone can participate in the social networking sites such as Facebook and Twitter. A relationship between privacy and online behavior is studied by the researcher. Optional information is only provided by the user on Facebook because of the concern about the privacy of their personal life. There are many questions; How private is the information placed by the user on the social networking? Who can access to these information and what will be the use of it? Etc. Hence, privacy is one of the obstacles in education faced by the user of social networking sites.

### Real friendship

On social networking site, the person has lots of friends but the information about these friends is not 100% honest and reliable. This site also give an opportunity to provide positive and accurate self-image. In the same way this site opens the misuse of this openness. So, having the friends on social networking site is more harmful than good and it affects the use of social networking in education.

### Taking up time

The use of social networking site effects the health of humans in the gene operator and make the immune system, function of arteries and hormone levels weak. The use of social networking in education can be boring by sitting the front of computer for a long time. Especially, it will more boring if the learning material is presented without audio and visual effects.

### Miscommunication

E- Learning cannot give the same opportunity of explanation and clarification that can be occur in face to face interaction. Some difficulty is faced by learner to express their views and ideas through the writing. For expressing their ideas through the writing, there is a need to be acquire the writing skill. In face to face interaction, individual are allowed to perceive physical clues like tone, inflection, body language that are absent in online environment.

### Negligence of Grammar and Spelling

With the popularity of social media and speed, the use of it is increasing as the most of the information is published on it. Due to the speed of social media, proper spelling and grammar is neglect by the people. The ability of the student to write the correct spelling and grammar is reducing day by day because of the students rely on the computer's spell check features (Zaidieh, 2012; Srivastava, 2012).

### Review of Literature

**Badri *et al* (2017)** concludes that social media networks help in improving reading skill and in sharing information and ideas. Besides these benefits, the misuse of it can affect the academic life of the students and also their performance. So, there is responsibilities of students what relation should make with the use of social media networks.

**Rajesh and Michael (2015)** proposed a lots of services and resources of social media that are used by user. This social media has very effective impact in the field of education. Through the use of interaction services (Facebook, Twitter), blogging services, group services and so on, students can make their study effective. It also provides a search for opportunity career and colleges.

**Srivastava (2012)** stated that social networking push the teacher and student beyond the border of classroom. But most of the information on the site of social network is fake or with half-truth. Due to this wrong information, we annoyed at one hand and pass this information to other that develop the negative socio-psychological behavior of human beings. He suggests in the end of his paper that the balanced and socially approved use of social networking sites should be used in education with the responsibility of teacher. And if school do not use this tool for learning, they are prevent their students form the skill that they need to know.

**Stanciu, Mihai and Mihai, (2012)** the distance learning is possible through the use of social networking sites. There is no doubt, personal security data has been improved with the expansion of social networks. New opportunities is being open in the field of mobile devices for the knowledge transfer. E-Learning software on the telephone devices are implemented that give a new concept as M-Learning or mobile-learning. But a lots of time is spent in interacting with other. An important step should be taken for the development of additional features that is geared toward the growth of social learning concept. And it is also important the tutorials on how these

networks could be used to socialize at school and home.

**Mukhaini and Badi (2014)** discussed the positive and negative impacts of social networking on the students. High percentage of students are affected in the positive sense from this tools. By these tools, students can control their learning environment and share their knowledge with other students in the form of texting, voice and video media. In their paper, they also discussed the reason of shifting from traditional style of learning to online learning. In this new learning system, student can create their own architecture for learning. In the end of their paper, they concluded that the traditional learning and teaching style should be replaced by the new web technologies that enable the students to learn more.

**Yapici and Hevedanli (2013)** stated that Facebook provides the students new way to learn the course with number of benefits i.e., increasing sharing and cooperation, strengthening communication between student-student and between student-faculty member, visualizing the content, drawing the attention and increasing the students' interest in the course. Many consideration and suggestion are given in their paper such as constant update of site, improvement in the wireless connection in the university campuses.

**Abdelmajeed (2017)** studied the effect of using social networks sites in which three criteria were taken gender of student, school stage and economic level. On the basis of these three criteria, they found that the level of student knowledge about social networking sites is only 33% and left 66% do not about this electronic awareness. This may create the many problems such as intellectual and sexual extortion. Hence, it is necessary to provide the electronic secure society and is worked by the qualified students in the use of technology in safe manner. Electronic awareness project should be make for the students to enhance the knowledge of this electronic world.

**Tiryakioglu and Erzurum (2011)** concluded as the use of social networks have changed the habit of

people. The academic performance, inquiry and alternative thinking skills has been improved by the use of this tool 'social networking sites'. The communication skill, strengthens peer support are developed. This communication environment is limited in space and time. Students can use the social media anytime and anywhere through the availability of mobile internet by which the use of Facebook also become meaningful and widespread that support the learning.

**According to Jalal and Zaidieh (2012)** there are many benefits and obstacles are seen in the use of social networking sites as educational tool. Various challenges are faced by the education such as privacy, real friendship, taking up time and so on. While some benefits such as flexibility, repeatable and convenience and accessibility are very important in education that are given by the social networking sites.

## Conclusion

Social networking sites play a vital role in the field of education. By the use of social networking sites, student are able to find the opportunities of career and chose universities according to their interests. This social networking sites also help the people to improve their communication skill. But these also have negative impacts on student if they are guided into right direction. These tools is very time consuming and student lose their capacity to think because of the availability of all content on these networking sites. There are many health issues faced by the user by continues use of these sites. From the review studies, this paper concludes that there is need to improve the use of social networking sites by the right guidance. The awareness of educators, instructor and parent is also an important factor by which student can use these social networking sites in a correct manner.

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