

EDUCATION AND SOCIAL MEDIA

Lakhbeer singh

Health department. Sirsa, Haryana

ABSTRACT

This paper shows the relationship between media and education. This includes the importance and role of media in areas like education, rural education, and environmental awareness. It also talks about the use of media in the classroom and the teaching-learning process. This paper represents the widespread and extreme use of media in education materials and its social impact on society due to its innate ability to reach large numbers of the masses. Along with this, it also talks about the ill effects of media in many other areas apart from education.

Keywords: Education, media, social, society, Citizens, Library, books, magazines, newspaper, mass, classroom, Communications.

INTRODUCTION

Education is the process of learning and knowing, which is not limited to our school textbooks. This is a cyclical process and continues throughout our lives. Even the regular events and incidents happening around us educate us in some way or the other. It would not be an exaggeration to say that without education human reality is meaningless. An educated person can change the world because he is full of confidence and assured of taking the right steps. Education makes better citizens, ensures the future, opens new vistas, spreads awareness, helps in decision-making, and increases self-confidence. Nowadays, along with education, everyone needs improvement because today is the era of media. The role of media is increasing in the education sector, due to which it has become necessary for everyone to stay updated. Today media dominates education. Keeping in mind the increasing influence of media, it is also important to connect with it. Therefore, in this paper, we have tried to connect media with education so that we can better understand its advantages and disadvantages.

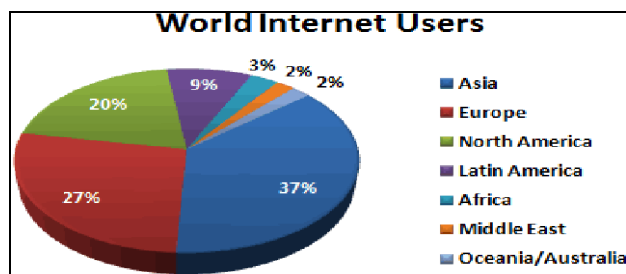
LITERATURE REVIEW

If we talk about education as well as media, the first appearance of the social networking site was in 1997 and was implemented for the first time on SixDegrees.com, the purpose of which was to establish personal profiles, especially for the users of the site. For commenting on news on the site and exchanging text messages between users. After this site, MySpace.com site came in 2003, and then

Facebook.com appeared. As the media has spread, its use has improved. Such sites allow users to exchange news and information among themselves and allow friends to access their files. The latter site affects not only the scope of the virtual community but also the social, political, cultural, and religious reality of customers' lives. These networking sites are used by most of the people to interact with old and new friends. But now the world has changed rapidly with the development of technology; It has started using technology as the best way to explore the vast field of knowledge. Many studies have been conducted to objectively analyze the use of social media by students and to closely understand its positive and negative effects on the academic performance and behaviour of students. These studies have been published in many journals from time to time. The most important findings of all the studies are that social networking sites have positive and negative effects on student's academic performance and behaviour, with university students being attracted to social networking sites for a variety of reasons, including search. For information that can be easily accessed and in an insecure and unreliable manner. This will reduce their ability to learn and research effectively. Moreover, students who are too involved in the activities of networking sites while studying lack attention and interruptions. Studies also found that these students lose an important aspect of real communication skills as they spend time in adverse situations for long periods and can also be negatively affected physically and mentally. Academic excellence plays an important role in individual placements, both in educational

institutions and employment. Because of this, many people adopt methods to achieve shortcut success which may increase academic achievement but do not provide much benefit. Emphasis on academic excellence is also prevalent around the world and many studies have been encouraged on the conditions for promoting it. The role of academic

achievement as one of the factors predicting success in life and the aspect of academic placement in schools to higher organizations as well as the level of usefulness in their careers is also inevitable. We can also understand the usage of the media through internet in the world through the pie chart given below.



The word media is derived from medium, which means transporter or method. Media refers to a method that is specifically designed to reach a large number of audiences. The term was first used with the introduction of newspapers and magazines. However, as time passed, the term expanded with the inventions of radio, TV, cinema, and the Internet. Nowadays media has become as essential in life as food and clothing. It is true that media is playing an excellent role in strengthening the society. With the help of media inform, educate, and entertain the people. It helps us to know the current situation around the world. Media has a deep social and cultural impact on society. Due to its essential ability to reach large numbers of the public, it is widely used to deliver messages to create public opinion and awareness. The role of media in education is marked by the number of computer labs, television sets, and libraries that have become part of the curriculum in the education department today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world so close that now students from different universities in different parts of the world are connected only through internet connections. In the era of information revolution, mass media has become a big part of our lives.

Social Media

Social media plays a very important role in all fields whether it is education or any other field. So the first question arises what is social media? Let's try to understand the meanings of social media through some definitions that are given below:-

Social media refers to the means of interactions among people in which they create, share, or exchange information and ideas in practical communities and networks.

Social media is digital technology that allows the sharing of ideas and information, including text and visuals, through virtual networks and communities.

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing, and collaboration.

Social media is a collection of different applications and websites that enable users to share information, knowledge, and anything else. Social media is a very interactive platform where users can get help and share their thoughts, information, and ideas about their job, their career interests, and many more things. These ideas can be shared in different communities and through different networks. Various organizations interact with their target audience and these organizations can also recruit or hire candidates by posting jobs on social media. Candidates can also search for jobs of their interest and take advantage of social media websites for their future.

Now question arise what is Education?

Education

The word education comes from the Latin word 'Educare' which means "to bring out", or "to bring out". If we explain this word in detail then it means to create in the child a thirst for learning, a desire to know, and a thirst for knowledge. Education means the process of receiving or giving systematic instruction, especially in a school,

college, or university. Education makes social children into society by teaching them cultural values and norms. It equips them with the skills necessary to become productive members of society. Let us take some definitions to understand the meaning of education.

1. Education, discipline that deals with methods of teaching and learning in schools or school-like environments as opposed to various formal and informal means of socialization
2. Education can be thought of as the transmission of values and accumulated knowledge of society.

Relation between Education and Social Media

There is a close relation between Education and Social Media. There can be so many reasons to prove its connection.

The Communication Benefits of Social Media in Schools, colleges & universities

A large number of teachers are using social media platforms like Instagram and Facebook etc. to communicate with their students. Educational institutions are recognizing the benefits of social media. Social media is an effective means for students to study and share their ideas. It provides a new way to interact with peers and teachers. The primary benefit of social media for schools, colleges, and universities is that it helps in new learning, collaboration, and communication. Students have the opportunity to connect and exchange ideas with students from other schools, colleges, and universities beyond the classroom.

Social Media Pros and Cons for Teachers and Principals

Social media has become an essential part of our society today. It is not only a communication tool but is also becoming the most effective marketing tool. Institutes and their faculty are finding new ways to use social media to interact with parents, students, and other stakeholders. Social media is a great way to develop relationships with students who live in different areas around the world. This provides students with the opportunity to gain knowledge and experience in the manner that is most beneficial to them.

Beneficial for Teachers, Lecturers, and Professors

Teachers, lecturers, and professors can stay in touch with students located all over the world with the help of social media. Social media helps

teachers, lecturers, and professors to build relationships with parents. Social media is a great way for teachers, lecturers, and professors to impart knowledge to students in a preferred manner. Social media can help teachers, lecturers, and professors deal with "information overload". Teachers, lecturers, and professors can build their brand and make an impact on their respective institutions.

Challenges for Teachers

Social media demands a lot of time and energy. If teachers do not invest and engage in social media, they will not be able to share what they have learned. Teachers should be careful about the content they post and the information they share. Teachers need to be cautious when sharing personal information. Because nowadays sharing information on social media is not free from danger.

Helps Students Succeed

Today people are always connected to social media sites through their phones and try to stay updated. There has been an increase in social media users due to online studies due to Corona. Since then, a large number of students are turning to online materials for studies. Social media has since become an effective tool that students can use to connect with the outside world. This helps them establish connections with others who can help with resources, discuss their work, and provide feedback. In addition to benefits for academics, social media can be used as a self-care tool for students struggling with emotional or mental health problems and strengthen their emotional or mental health.

Instant Online Discussions

Social media is a very popular way of communicating with people. Students, faculty, staff members, prospective students, alumni, stakeholders, and the general public can all connect with like-minded people. They can find answers to their questions, make acquaintances, and network. This is how we share our feelings and build relationships with each other.

Relationship Building

Schools, colleges, and universities, as well as individual staff members, can use social media to communicate with students, prospective students, researchers, and other institutions. However, we

can create relationships with others on social media, in any group, and any area. With the help of social media, students can stay connected with teachers and each other and strengthen their relationships both inside and outside the classroom. They interact with each other and use new technologies. With the help of Social Media, strong relationships can be built all over the world. University students connect with social media and use it extensively to get input. Students studying in the same field in other institutions also stay connected with the help of social media. All the students of the same institute and the higher students also join with the help of Social Media to continue their relationship with the same institute. They share their feelings, experiences, study material, and other connected sources, etc.

Experts in their field

Social media can get expertise in those who use social media in different fields. It has a great change in them when social media is used; it creates great change in their life and living standards and also makes them experts with the help of vast knowledge. With the help of vast knowledge, they get command of their fields and a lot of experience. This vast knowledge can be applied in real life and make a good relationship

Knowledge Sharing

Social media is a knowledge-sharing tool place where you exchange knowledge and earn respect from others in your favourite field and expertise. In an online community, you can also get information and knowledge about your current situation from people who have done similar studies in the past. Knowledge can be delivered by anyone with the help of this tool through the internet all over the world. We can feel proud that we have this type of knowledge-sharing tool.

Cost-Effective

It is cost-effective and is generally available to the user for free or at a nominal cost. We can use it not only for communication but also as an effective promotional tool for recent events, new courses, and new technological advancements.

Connect at anytime

Being active on social media means that you can connect with anyone at any time, it never stops. We can get instant responses from someone in our area through social media early in the morning.

However, in most societies, people's relationships are not bound by geography and physicality, so the potential for us to connect around the world is good. Since social media communication is available at any time, we can also ask a question and get an answer when someone is available.

Helping Students Learn New Skills with YouTube

Many people know that YouTube is a great platform to learn new skills, but they may not realize that it can be used to teach as well as learn. Some channels focus on several skills such as cooking, gardening, singing, knitting, etc. These videos can help students master new technologies without being physically in front of the teacher. So, we can say that it does not require any live classroom, without this one can learn anything anywhere at any time.

Social Media Content in Search Results

Social networks can be used to conduct research and assignments using new methods that encourage students to discuss questions and think outside the bounds. They can also allow students to exchange e-books and notes with each other. Social networks can increase the number of students enrolled by facilitating communication between teachers. Additionally, social networks promote technology and culture and educate students by informing them about the latest advancements in their field of study. Social communication tools allow shy students to express their ideas in writing rather than speaking in front of the class, helping to spark their imaginations. Nowadays, search engines (Google, Bing, etc.) are indexed and ranked by. So the more visibility you have on social media platforms, the better your ranking in online search results. This means that nowadays it is becoming very important to keep yourself actively connected to social media.

There are various importance of social media in the field of teaching, learning, and searching are given below:

Educational advantages

Over the years, it has gained popularity and become a reliable source of information. It is a great platform where students and businessmen or companies have the means to interact with their target audience. With the help of social media, students and teachers can improve their technical

issues, research, and skills. Due to the use of these latest technologies, education and knowledge increases. The Internet and its new technologies also help in classroom collaboration and building better and more effective communication skills with students and teachers. Teachers can make the classroom interesting way like creating a PowerPoint presentation and using various pictures and images in it. So that the students of the class take more interest and more information can be given with attractive PowerPoint slides.

Information can be shared easily

It is very easy to share any information with the help of social media. Information can be shared on social media if you want to send messages or communicate with others. When students need to communicate or share information with their teachers, friends, colleagues, and others, it becomes much easier with the help of the Internet and social media. Students can connect with their friends, teachers, colleagues, and everyone they know through various communication mediums like mobile phones, laptops, personal computers, laptops, etc. But all these tools require an internet connection to easily share information through social media websites. Students need to share knowledge, their daily work, their opinions, study materials, school projects, and other types of educational materials. With the help of social media, students can easily exchange this valuable information and knowledge. When you are confused about any topic, you can check that topic on social media and find its solution. Writers around the world on social media keep providing you with all the information and data as per your needs and can help you whenever, wherever you

Social Credibility

Many schools, colleges, and universities provide good facilities to their students so that they can participate and connect with a large number of students through Facebook, Twitter, YouTube, and many other social media websites. These channels proved to be very helpful and helpful in giving and communicating school news, all the information and messages related to education, making announcements, and providing more valuable data and information among the students. It is very helpful in connecting different schools, colleges, and universities, which helps in handling many students by creating their channels and providing lots of benefits by being active on social through

the internet all the time. Students can connect anywhere, anytime, without being limited by the physical and geographical boundaries of the area. There are various virtual classes available for learning on many social media websites. Many things can be learned and knowledge can be gained through social media by connecting with the teacher of these classes. ATC connectivity at any time is possible only because of the internet and social media. If you need assignment help then you can ask for help from academic experts to get accurate information on connectivity to social media.

Cost-effective communication

Social media is a brilliant medium and that too free of cost and user-friendly. Social media does not charge anything from the user and provides a lot of benefits. So it is a very cost-effective communication medium. It helps in promoting and selling goods and products without any charges. Students can enroll themselves in various educational programs, events, new courses and many other types of research programs with the help of social media and that will take no charges. These programs enhance and boost the confidence of students and improve their learning.

Why social media is useful for students?

Here is a list that explains why social media is important in the lives of students.

Social media education for students

Social media has become an invaluable tool not only for promoting and selling goods and products but also in the field of education. Many students post their problems on the social media platform and get instant help or solutions to their problems. The role of social media in education plays an important role in the student's lives. With the help of social media, students can get information, can fetch or retrieve information easily, and can communicate with their teachers, friends, and classmates easily. Students can get connected with their teachers or professors easily and can gain knowledge and information very easily through its help. Social media has been criticized by many educators because many students waste their time and money on the social media platform. But it offers a lot of opportunities and plenty of options for interaction and gaining information and can increase their leanings. Social media provides a lot of credible and relevant information and data. For

instance, you can gain knowledge and insights on various topics. It helps you in analyzing the different answers and different opinions of different students. It increases your imagination and creative skills. Social media helps in delivering training to students with the help of the latest methodologies and help in shaping their future. It plays a dynamic role in an educational institution.

Social media is a potent tool, capable of both positive and negative impacts. Drawing from my experience as a business communication trainer and a mom of a teenager, I've seen how deeply it can affect young people. Here we'll explore the pros and cons of social media for students, providing valuable guidance on its safe and productive use. Along with this, we'll try to make our first-hand observations and experiences, as well as share these experiences where we check out through the study. We'll also touch on how social media can play a role in learning self-development courses online.

Advantages of Social Media for Students

We can say that social media is a kind of beneficial tool in which all kinds of advantages and disadvantages are hidden; every student can take advantage of it. It depends on each student how he uses social media.

Reliable means of communication

We can share projects, reports, papers, and other announcements in groups that are easily commonly through social media. Social media hosting is an effective broadcast system if you want several people to know about something. This is why social media marketing exists.

The same principle applies to the academic use of social media for educational purposes. Students who are in groups can collaborate easily on projects as their generation is more biased to use social media as a tool to advance in their education. The effective use of social media for educational purposes can also increase school admissions by reaching a wider audience of concerned students.

Option to study from home

In cases where physical education is not possible, education can be delivered with the help of social media. Students can learn from the comfort of their homes. It is also effective for foreign students or students from different states as it removes the need for transportation and accommodation. Social

media is a powerful tool that provides distance learning excellent. Students will not need to visit the institution unnecessarily, thus reducing the high cost of fees for the students, which will lead to huge savings for the students.

Better student participation

Sometimes, attending class in front of a whole group of people you don't know is stressful. For this reason, many shy students remain silent during class discussions because they feel hesitant to express themselves in a crowd. With social media, the physical distance from the rest of the group members reduces this tension and also allows students who were hesitant to provide their feedback and opinions on topics that are now up for discussion. Professors and teachers are sometimes surprised by how some students who are usually quiet suddenly become very active in online meetings.

Readily available discussion

With the help of social media, you don't have to wait until the next meeting before asking questions. Since this goes on throughout the day and night, students can quickly ask any questions and doubts that may be running in their mind. Solutions and guidance to the questions running in the minds of students are available from social media. They can resolve these concerns without meeting any teacher or expert till the next session. An option would also be to allow students to collect all their questions between subsequent meetings so that they can discuss them with the teacher in the next session. However, if problems require in-depth research or an opportunity to discuss them in class, social media is the best way to go.

Free flow of information

Due to the free flow of information, students can post random questions and answers whenever they want, and the information is shared freely throughout the class. Every student can share and receive information provided by the teacher and discuss it with other students with the help of social media. This process will make learning a continuous process that is not limited to a few sessions but is a permanent process. All students have access to it anywhere, as long as they have a phone and internet connection. To further highlight the benefits of social media in education, it plays an important role in providing students a platform

for self-expression. Blogs and personal accounts provide spaces where students can engage in meaningful discussions with peers and develop critical thinking skills. We believe that essay examples can be used to express your thoughts and beliefs on a variety of topics. Social Media as a medium for self-expression develops the learning experience and empowers students to develop their unique voice within the academic community

The negative aspects of social media

Since it is a fairly new technology, there has been little research to establish the good or bad, long-term consequences of social media use. However, several studies have found a strong link between heavy social media use and an increased risk of depression, anxiety, loneliness, self-harm, and even suicidal thoughts. Social media may promote negative experiences such as:

Inadequacy about your life or appearance.

Even if you know that the photos you see on social media have been manipulated, they may still make you feel comfortable about how you look or what you are doing in your life. Similarly, we all are aware that other people only share the highlights of their lives, but we cannot run away from the negative aspects of it. But that doesn't diminish the feelings of jealousy and resentment when you're scrolling through photos of a friend's experiences or reading about their exciting new promotion at work.

1. Fear of missing out and social media addiction.

While the fear of missing out has been around far longer than social media, sites like Facebook, YouTube, Snap chat, and Instagram promote the feeling that other people are having more fun or living a better life than you. This idea creeps into your mind that you are missing out on certain things in the real world, which hurts your self-esteem and can create fear. Even excessive use of social media can cause addiction. The fear of missing out can compel you to pick up your phone every few minutes to check updates or respond to every alert regularly, even if it means risking your life while driving, or your sleepless nights. Become forbidden. You think we're connecting with the real world but it's driving us away

2. Isolation

A study found that increased use of social media like Facebook, Snap chat, Instagram, WhatsApp, etc. reduces the feeling of loneliness. But on the

other hand, studies have found that reducing social media use can make you feel less lonely and isolated and improve your overall well-being by connecting to the real world.

3. Depression and anxiety

Humans need face-to-face contact and conversation to remain mentally healthy. Making eye contact with someone you care about doesn't just reduce your stress but improves your mood faster or more effectively. The more you prioritize social media interactions over personal relationships, the greater your risk of developing or worsening mood disorders such as anxiety and depression.

4. Cyber bullying

Nearly 10 percent of teens report being bullied on social media and many other users face offensive comments. Social media platforms like Twitter and Facebook can be hotspots for spreading harmful rumours, lies, and abuse which can take a toll on the lasting emotional atmosphere of all users.

5. Self-absorption

Sharing endless emotions on social media through selfies, and all your inner thoughts on social media can hurt unhealthy self-esteem and pull you away from real-life relationships in the real world.

CONCLUSION

Social media is the latest technology that helps all students gain information and knowledge by adopting different methodologies. The utilization and involvement of social media in education help students, teachers, professors, and parents to get specific information. They can connect themselves with different learning and educational groups and can achieve success. If you are still confused about the benefits of social media and on any topic then you can get assistance from instant assignment writers. These writers can help you with all topics that do not matter if you are in school, college or university. The media has the power of educating people, the good and the bad. Since it affects the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discouraging sectarian, communal and divisive trends. Media integration is consistently referred to as a relatively new phenomenon in education. Although complete media integration is not yet commonplace in classrooms throughout the country, media's use in

the classroom, much like that of technology, is seemingly old hat. Although "movie day in the classroom" has shifted from slides and projectors to DVDs and YouTube as a result of rapidly changing technologies in the 21st century, media use in the classroom remains prevalent none the less. Hardly a country in the world is spared controversy in education, but when one looks behind the sometimes-anarchic scenes, there is a lot about which to be optimistic and hopeful. Traditionally, the mass media and education have enjoyed a love-hate relationship. On the one hand television and newspapers particularly, have provided extensive and extremely useful

educational content. On the other, however, their newsrooms never seem to hesitate when controversy rears its ugly head. The power of media is so extensive and huge; that it can be used to educate people with very little cost. Media today is to inform the people about the latest happening around them and the world. They cover all aspects of our interests like weather, politics, war, health, finance, science, fashion, music, etc. The need for more and more news has evolved into the creation of dedicated TV & radio channels and magazines. People can listen, watch and read the latest news whenever and wherever they want.

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