The Education and Social Media

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ABSTRACT

Every day we are using a lot of e-media content through several social media networks, this paper will highlight some of these networks that we can use in our daily lives. Social media contains the web based content such as (text, graphics, animation, video, audio, games, chat, video conference … etc.). This paper will review the impact of social networking websites like (Facebook, Twitter, Google+, YouTube, LinkedIn … etc.) on the educational system. The social networking websites are continuously distracting students from their studies. The main focus of student should be education but unfortunately today’s student are emphasizing on such sites which can be a complete wastage of time. Social Networks was only an electronic connection between user but unfortunately it has become an addiction for students, teenagers and even adults. This paper presents impact of social networks on education, further it describes how social networking websites are auditory and dangerous for youth and teenagers and what the benefits of Social Media and Social Networks using for education.

Keywords: Social Media, Social Networks, New Media, Digital Media, e-Media, e-Content, Educational Technology, e-Learning and Interactive Multimedia.

1. INTRODUCTION

Internet is a very essential part of life from shopping to electronic mails and education, internet is very important. It is a very large community which is using internet for pure education but unfortunately we have also a very large number of people including majority of youth and teenager using Internet only for social networks. Internet is very big evolution of technology but when we talk about the social networks it is extremely dangerous for youth and become enormously common and widespread in past few years. The phenomena of social network is quite simple to understand, it is a web based facility which allows individual user to build a profile identity and generate subjective associations and connections among himself and list of other friends and communicate with them at a central location [1, 2]. These websites are powered by many international companies because these websites are centrally visited by millions of people thus companies can get benefit of advertisements, this is how social networks are get paid; user can register himself free of cost in social networking sites like facebook.com, orkut.com and linkedin.com etc. [5]. People get connected to one another after registration and then post news, information, fake news and other things including videos and pictures etc. [3,4]. Although social network can be used for good purposes but it is generally used for involvement of digital snapshots, illuminating demographic material and information, exposing
securities, and conducting online conversations, because many communities motivate user for this kind of inappropriate actions [4] and these communities has almost spoiled the image of social networks. In late 1990’s social network born with Web 2.0 introducing features of blogging and posting with the website named sixdegrees.com (1997) which allows user to create profiles and make friends, later it come up with new features in year 2003 a new face of social networks linkedin.com and myspace.com but in year 2003 facebook.com and orkut.com change the total concept of social networks in the history of social media and web sciences, it changes the definition of social networks. After year 2003 social networks were very much advance with new features, by new features the user even can change the whole front end appearance of the website on his profile which is a step towards evolution. Figure 1.1(a) shows the evolution of social networks from 1999 to 2011. It is briefly dissipated the use of social networks from the very first social network website sixdegrees.com to the doom of decade, facebook.com as shown figure 1.1(a) and 1.1(b), it has shown the year of websites popularity and probability of the usage in the given graph for every particular website in figure 1.1(b) it has been plotted the history of social networks from 1999 to 2011 and that how social networks come up with a very big ratio of usage today.

When talking about law and jurisdiction unfortunately we don’t have any law for Social networks, as it is international law that user must be minimum 18 years old or more to register yourself in any social network website. We don’t have any authority or third party to check the user if user is underage or acceptable age. After a survey it has been analyzed that one of very large number of underage users, using social network websites beside this, one user can have one ID (Identity) or profile at the same time but according to survey one user is facilitating him by fake identities on same time as shown in figure 1.2.
Figure 1.2 shows the average of fake identities and underage users. According to the survey a very large number of fake identities exist in social networks, these fake identities perform many kind of violations on social Networks in which they register themselves as a fake identity on name of someone else and upload of inappropriate material (Porn or adult) with fake identity it is very much common act of violation. Those users who share their personal information online are badly victimized by fake users [7]. It has also recorded a very large number of underage user using social networks which is almost double of adults (18+) users, social networks are used by three categories of people one of which is teenagers second one is young adults and the third one is adults (18+). According to another survey it has been recorded the ratios of teenage users by categorizing the users in three categories one of which is teenagers (12 - 17) second one is young adults (18 – 21) and the third one is adults (22+) as shown in figure 1.3.

As shown in figure 1.3 it has shown the ratios of teenage users with the average of using social networks, not using social networks and wishes to use social networks. The average of users those who use social networks are those users which use social networks regularly on daily bases, while those users who wish to use social networks are those who don’t have internet or parental permission or any other problem to use social networks but they wish to use social networks. It has been recorded another community of people those who don’t use social networks in fact they don’t want to use social networks because they dislike social networks.

2. CLASSIFICATION OF SOCIAL MEDIA
Social-media technologies [12] take on many different forms including magazines, Internet, forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Technologies include blogging, picture-sharing, vlogs, wall posting, music-sharing, crowdsourcing and voice over IP, to name a few. Social network aggregation can integrate many of the platforms in use. Next some of Social Media tools:

A. Collaborative projects (for example, Wikipedia)
B. Blogs and microblogs (for example, Twitter)
C. Social news networking sites (for example, Digg and Leakernet)
D. Content communities (for example, YouTube and DailyMotion)
E. Social networking sites (for example, Facebook)
F. virtual game-worlds (e.g., World of Warcraft)
G. Virtual social worlds (e.g. Second Life)
3. IMPACT OF SOCIAL NETWORKS ON EDUCATION

Education is very essential part of an individual's life for every teenager education is more important than anything. Today teenager shows very much interest for using social networks but unfortunately Social Networks affect education badly [3]. Previous research has calculated that more than 90% of college students use social networks [9, 10]. Technology has shown a fast development by producing small communication devices but these small communication devices can be used for accessing social networks any time anywhere, these devices include pocket computers, tablets, laptops, iPads and even simple smart mobile phones (which support internet) etc. Technology is step towards betterment, no doubt but any technology which can provide ease of social networks can be dangerous for social network addicts. Providing ubiquitous facility of social networks is a straight invitation of addiction to any teenager and even an adult, as academic satisfaction is not enough for those students who suffers from social isolation [11]. Social Networks grab the total attention and concentration of the students and diverts them towards non educational, unethical and inappropriate actions such as useless chatting, time killing by random searching and not doing their jobs. As social network has introduce many attractive tasks like gaming, advertisements etc. so that people can never get enough of these things. The social network addict becomes a useless node for parents, friends and other associated people. They cannot succeed because they have no sense of upcoming future and competitions in their careers. Social networks use support of difference implicit applications by virtue of which it grabs the attention of students and increase the number of users. The applications include games, advertisements, and other online activities like online live television etc. User can use these applications free, so that's why gaming freaks and addicts use to play these games without any installation and any other formality any time anywhere, these free of cost pleasure destruct students from their education, and they do not concentrate on their education. As all of the applications are based on 2D screen play so by watching long time same screen could cause high blood pressure and anxiety which could be dangerous for education and health. According to survey students do not take their meals on time and do not sleep on time which causes a very non serious attitude with education. All they need after addiction is use of social networks. Social network connect them with one another so they not even bother to solve their home tasks and they contact elders and seniors to help them in cloning their educational material. Social networks provide a virtual life to the students, those students who not even speak in front of anyone could feel freedom in their virtual life. When they use social networks they feel like in heaven but this addiction kills their inner self confidence for ever. Becoming addict of social networks feels like you have so many friends but in real all of the contacts are virtual contacts. This act of going far from your family, friends, teachers and other associations could be very much dangerous for life and education. It changes the mindset of student completely like fantasies. This virtual life of student destructs his thoughts from education towards other activities and by living inside fantasy world student slowly starts to hate educated life and studies. One of very common action performed by almost every user on social networks is eavesdropping. It is phenomenon of understanding the other users by spying their profiles, actions, likes, comments and other activities performed [8] In this regards opposite gender can be attracted by one another and to find loyalty of any friend all most each and every student spoils months and weeks on eavesdropping. According [1] U.S. Military banned use of social networking websites on solders in 2007 and Canadian government banned employees from social networking websites in 2007 while U.S. Congress has proposed to block such social networking
websites in schools and library. Social networking websites obligate a very negative impression people of every age including teenagers, young adults and adults are continuously attracted towards social networks, international and national jurisdiction must take action against social networking websites.

4. IS SOCIAL MEDIA GOOD FOR EDUCATION?

Social media is fast becoming the premier avenue for people to advertise, purchase, meet new people and learn [13]. Education is also part of the whole scheme as more people are opting to get new ideas and take lessons using the various available internet tools and features. Social media is ideal for individuals who wish to keep learning despite their heavy work schedule and hectic lifestyles.

A. The Benefits:
1) It’s easy to communicate with everyone: Social media platforms are full of tools and options that allow you to conveniently approach teachers, educators and experts to get information quickly. Some individuals have one-on-one sessions via video conferences or chats. Questions can be directed towards the experts and you can expect specific and immediate answers. You can talk to people from other parts of the world any time of the day. Mobile devices and smart phones make the approach much easier. There are actually some who hold online classes via social media.
2) Updated information: You can get the latest news and events by spending a few minutes on social media. In fact, there are plenty of times wherein social media has provided relevant and reliable information several hours before news channels and newspapers. People can discuss particular events and issues thoroughly. They can also get insider news and information by contacting key individuals who have existing accounts in various social media sites.
3) More choices: More tools and features are introduced by social media sites, allowing you to easily find relevant topics and specific data. You can also meet other experienced and skilled individuals who belong in the same field or industry. Choose from a variety of related topics to get full information. Education is also more interesting since you can get different types of content from videos, articles and links.
4) Flexibility: You don’t have to regularly attend class or follow a fixed schedule when learning on social media. You can choose to spend a few minutes or hours depending on your available time and mood. Mobile devices, tablets and smart phones can be used so you can learn anywhere and in the most conducive places. You also don’t hurt your budget much since a lot of the information you find on social media networks is free. Enrollment fees are generally affordable and you get to choose the pace so you can make the most out of your time and investment.

B. Why It Can Be Bad:
1) Negligence: Since social media contains a variety of information, it is easy to get tempted to browse other people’s accounts and use it for recreational purposes instead of learning. Many people spend a few hours each day just replying to posts or uploading content without getting the information they’re looking for. There are so many interesting things to browse online which can easily make users neglect their true intentions.
2) **Information sources:** The type of information you get on social media should be checked a few times to ensure that it is authentic and accurate. There is the risk of dealing with unscrupulous users too. Overall, social media is an excellent environment to get educated. Learn the basics then take a few courses and modules to your advantage.

5. **USING SOCIAL MEDIA IN THE CLASSROOM**

Millennials live and breathe on social media, so teachers are learning how to incorporate the medium into the classroom successfully. In doing so, teachers not only encourage students to engage actively in the material, but they also provide online communities for students that might not exist for them in real life [14].

![Figure 5.1](image)

How are teachers infusing social media into their everyday lessons? We've highlighted several different examples and offered our own ideas on how to best engage students. Next some social media websites may help teacher into classrooms:

A. **Encourage students to share work socially:** like create open online course (MOOC) on ([https://www.coursera.org](https://www.coursera.org)).

B. **Facilitate guest speaker discussions:** using (Hashtags) during classroom discussions is to encourage students to tweet questions to a guest speaker as the speaker is talking on ([http://www.hashtags.org](http://www.hashtags.org)).

C. **Require students to keep a blog:** it gave them material to include in portfolios after graduation and many students see blogging as more of a chore than a positive career move. For free blog ([https://www.blogger.com](https://www.blogger.com)).

D. **Require original expert sources:** LinkedIn has proven to be an invaluable tool to reach out to sources, from CEOs to corporate PR representatives. Teachers can foster this skill by encouraging students to reach out to sources directly through [http://www.linkedin.com](http://www.linkedin.com).

E. **Teaching online class and video conferencing:** If you're teaching remotely, or if you're teaching an online class, Google Hangouts can be a great way to check in with students face-to-face. This is also a good option for adjunct professors who wish to conduct office hours but may not be on campus often enough to meet with all of their students. [https://www.google.com/tools/dlpage/hangoutplugin](https://www.google.com/tools/dlpage/hangoutplugin)

F. **Create social classroom:** Edmodo helps you create a social, digital classroom. On Edmodo, you can vote, post assignments, create a class assignments calendar, and upload photos and messages to students. [https://www.edmodo.com](https://www.edmodo.com)

G. **Create Survey:** using Google to create a form [https://docs.google.com/forms](https://docs.google.com/forms)

H. **Share you video and other video:** use YouTube to share video through your channel ([http://www.youtube.com](http://www.youtube.com)).

6. **USING SOCIAL MEDIA IN E-LEARNING**

No one can deny the frenzies that taken over the entire world with social media, in the last 10 years. Facebook, Twitter, LinkedIn, YouTube, Google Plus and a bunch of others have become almost
everyone’s second nature. Many think that social media is just another way to minimize personal communication and contact, for others an effective way to legitimately peek through people’s lives, and for others a pure waste of time with no value. Personal opinions are of course respected, yet we got to take a look at the other side. This article reflects the use of social media in eLearning. Social media is basically a structure that consists of individuals, universities, schools, communities, companies or organizations with similar interests, attitudes, values, lifestyles, visions and friendships and in the field of eLearning this structure can be used in various ways and through a number of tools [15].

Let’s see the most popular ones:

**facebook**

[www.facebook.com](http://www.facebook.com)
The instructor can effortlessly create a closed or an open group, to share information, ideas, quizzes, questionnaires, materials, pictures, or even an entire page on a specific course or module. Students can freely talk about various course-related issues, questions they might have, post mutually interesting information and generally things they want to share. For more info please see the use of Facebook for social learning.

**Google+**

[www.google.com](http://www.google.com)
Google plus is an upraising star for social learning. Several eLearning professionals including me believe that Google Plus is going to be the most popular social media that is used as a learning platform. But why?

Google Hangouts is -as the name might give away- one of the online services of Google. It is deeply integrated in their Google+ social network site and allows up to 10 people to have a video conference together. It works via a simple plugin in your browser and your webcam and headset. Google hangouts surely make it the strongest social media platform for social learning”.

**twitter**

[www.twitter.com](http://www.twitter.com)
In eLearning it can be used as a backchannel to connect learning communities or smaller classrooms over a specific topic or event, to share highlights, make statements, upload pictures, etc. All instructors have to do is create an account and communicate its #hashtag to their students/followers. Twitter is heavily used for social learning.

**YouTube**

[www.youtube.com](http://www.youtube.com)
An excellent resource for eLearning. It’s free and can be used to support a class, while viewers can also rate the video’s content and quality, as well as comment. These videos can be part of a course, but instructors can also use it to broadcast entire tutorials or just teasers to attract the audience they want.

**LinkedIn**

[www.linkedin.com](http://www.linkedin.com)
This is a purely professional, yet still social network, which has proven to be extremely useful in eLearning. Currently there are thousands of discussions and groups in various languages, where instructors, educators and influencers share views, problems, developments and how-to tips. It has an even higher value compared to the previous social platforms, since students/participants can actually see everyone’s professional profile and accomplishments, something that usually determines the status of the discussion leader, organizer, or expert.
7. CONCLUSIONS

A. **Using social media for educational purposes** can be beneficial for student learning in multiple ways. First, social media enhances peer interactions, which can bridge diversity in the classroom and establish open lines of communication between students and educators. Social media also facilitates discussion and knowledge transfer between students, creating a deeper sense of understanding of the course material. Thus, students who use social media are able to move beyond the memorization of material and create products that represent their own voices. Finally, social media can aid in the achievement of both general and content specific student learning outcomes. Therefore, overall student learning can increase when educators incorporate social media into academic course content.

B. **The social networks become essential need today**, but it should not be motivated at all. It could ruin the future of teenagers and children and it had a very bad impact on education as it is discussed above. There is no third party or any other community which could check for what actions are been performed by which user, so it is strongly recommended to check children’s activities on social networks and don’t let them use social networking websites. It is also a strong recommendation for Govt. and international cyber jurisdiction to take part and ban these types of websites, other than government and jurisdiction, every parent should strictly ban use of social networks on their children and secure their future.

Appendix -1

SOCIAL MEDIA FACTS AND STATISTICS of 2013

![Figure 9.1](www.growingsocialmedia.com)
REFERENCES


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