



## Positive and negative aspects of social media use in education sector

By

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### ABSTRACT

Use of social media is increasing during last few years. It is not only being used by people who is in working field but also there is a rise in use of social media by students. But use of social media has both positive and negative effects on higher secondary students regarding their academic performance. Realising the importance of academic performance and effects of social media the researcher has taken the present study. The present research aimed to study the differences in the effects of social media on education sector . Researcher also likes to study the relation between positive effects of social media on education sector and between negative effects of social media on their academic performance.

As the time passing by social media has started creating a negative impact by permeating today's society with millions of us engrossed, unhealthy addiction, in the latest happenings via apps such as WhatsApp, Facebook and Twitter. They create longer term friendships by being in touch online even when friends are no longer physically meeting.

**Key words:** Positive effect of social media, Negative effect of social media, use of social media in education sector

### 1.INTRODUCTION:

Social media has reshaped our whole entire world and society. Everybody knows everything with one click. Teenagers find information from tik Tok, Instagram, snapchat and twitter. To many people, social media can be very negative. It gives cyberbullying a platform and creates negative self-images and unrealistic expectations in society. But social media can also inspire creativity and imagination. It opens a whole new door of ways we learn and live. It sparks collaboration and communication among different platforms. Social media has impacted the way we learn by enhancing collaboration and opening up opportunities, but also can become addicting and reduce learning and research capability. social media has opened up many new doors that lead to collaboration and creativity. It inspires imagination and gives students a platform to share their ideas. It gives people a new way of marketing and advertising. Social media allows creativity and marketing to go hand in hand. It also can create distractions. Instead of doing homework, students will scroll through Instagram or tik tok. They will talk to friends on snapchat instead of writing their English essay.

Social media have two effects. These are positive effect and negative effect. Discuss educational topics, increase a person's quality of life, communicate and remain in contact with persons etc. are the positive effect of social media. Another side, reduce the amount of face socialization with other people, reduce focus on learning and retaining information, privacy issues like posting personal information on online sites etc. are the negative effects of social media. In some scenario there are many in appropriate educational information



posted which may lead the students to the wrong side. Social media encourages the development of technical, social skill and transferable of value in formal and informal learning.

## 2.OBJECTIVES

- i. To find out positive effect of social media in education sector.
- ii. To find out Negative effect of social media in education sector.

## 3. PROBLEM OF THE STUDY:

Now all of our students use social media platforms. In education, we all use it to gather information. However, social media has both positive and negative effects on education. The negative impact of social media affects students' careers and reduces their learning. Therefore, it is important to understand the advantages and disadvantages of social media in education.

Therefore, researchers decided to understand the advantages and disadvantages of social media in education sector .

## 4. REVIEW OF LITERATURE

- Dr.ShaikAhamedBasha (2018), in their research paper entitled “A study of the Impact of Social Media on the Academic performance of MBA students”, they observed that Bad habits are cultivated by being too involved in social networking sites. Social networking sites addiction can affect lives and their daily routine. Constant use of social media can also corrupt student’s mind. There are many students who spending time on social media for chatting with friends and family members instead of studying. They are also using social media for playing video games and watching videos. In addition, students are only chatting with their friends on social media and avoiding meeting with them. Students are neglecting their duties and becoming lazy. The most negative impact of social media addiction is it can cause misunderstanding easily, and break relationship easily. Frustration and stress on students are the results.
- SrijanSunar, V. Vishnu Priya, R. Gayathri (2018), in their research paper entitled “Effect of social networking site on academic performance”, according to their survey, the effect of social networking sites on academic performance can cause positive and negative significance. Although there are both pros and cons to spending time on social networking sites, students of this era find e-learning more efficient.
- Dr.RambabuLavuri, Dr.Durgaprasad Navulla and Pakala. Yamini (2019), in their research paper entitled “Effect of social media networks on Academic performance of Indian students”, they observed that social media can cause positive and negative impact on college students. The use of social media for study can cause positive influence like person become intelligent and cause awareness about world’s reality. The lot of use can also cause negative impact among students like student get addicted by social media. So, parents have to guide their children’s about positive and negative use of social media. The researchers report data was taken by both primary and secondary sources. For research the researcher also visit some selected college, Telangana county of India.
- Seyyed Mohsen Azizi, Ali Soroush and Alireza Khatony (2019), in their research paper entitled “The relationship between social networking addiction and academic performance in Iranian students of medical sciences: a cross-sectional study”, they observed that the students' addiction of social media have being increased. Male students have greater impact of social media as compared with female students. The negative effect of social networking on the academic performance of students was the issue of social networking



addiction which has to be reviewed and considered. Proper planning for using social media can also avoid social media addiction. Users have to control use of social media. So, social media can increase opportunities for users we just have to use it proper manner. The social media addiction on positive and negative manners, both concepts are different from each other. The use of social media on properly can maintain and increase academic performance

## 5. SOCIAL MEDIA

“Social networks have become thoroughly rooted in modern culture. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools. Social networking makes kids more peer-based. Young people are motivated to learn from their peers online. They interact and receive feedback from one another. They are motivated to learn more from each other than from adults. Teachers and adults are no longer the only sources of knowledge. It makes kids more networked than ever. It is easier for kids to make friends with people all over the world, most of whom they will never ever meet without these technological advances. Professor Larry Rosen notes that teens are developing the ability to show virtual empathy for distressed.



Social media applications therefore allow users to converse and interact with each other; to create, edit and share new forms of textual, visual and audio content. Social media applications are seen to be open rather than closed, bottom-up rather than top-down.

### 5.1 Learning with social media

It's no secret that most students and teachers have smart-phones and have used social media in education. In fact, there are apps and web tools that offer social media in an educational context.

With faculty using a variety of software tools and free web applications to enhance learning, communication, and engagement, the use of social media is on the rise in higher education classrooms. Compared to traditional learning method that provide few opportunities for learners to develop and maintain their own learning activities, learning platforms based on social media place the control of learning into the hands of learners themselves.



A growing number of research efforts have been made to support teaching and learning using a variety of social media tools. Social networking site for college students are been developed aiming at enhancing both collaborative study and social interaction. The research tells that making social media tools a part of traditional learning is attractive to students and can motivate their participation in the learning process.

E-Learning, the social network sites handled the big problem by providing information to the educators in the recent period. However, Social networks have helped to resolve some of these problems, by adding interactive side with a student, and make the participation of the students in the educational process which leads to an increase to attract them toward e-learning and to clarify the reason behind the attraction educated about social network sites.

## 5.2 How social media affects the students

Social media is useful not only for gaining information, but also for establishing relationships with real people, connecting with others in the hotel via Facebook, Twitter and many social networking sites. conversation can help students overcome feelings of loneliness that can lead to them dropping out of school. A Twitter account can facilitate face-to-face interaction with other students by providing shy students with information about events. This interpersonal relationship is essential for establishing and maintaining relationships.

Using technology to accommodate students' learning differences is nothing new. The advantage of social media apps is that students have many tools that they can mix and match to optimize their own learning and make their education successful.

Social networking sites often focus on creating online communities with common interests or activities. Community centres can also help students develop leadership skills, from low-level planning and organizing to activities that promote social change and independent participation. Social media tools and websites encourage students to communicate, express and share their creativity. This interpersonal relationship is essential for establishing and maintaining relationships. As good as social media is, it also has some downsides.

Experts have made it clear that social media can disrupt education. The study found that middle school, high school, and college students who checked social media at least once during their 15-minute study had lower academic performance. There are also some young people who control many accounts on the social media network, sometimes when guys send requests to girls and do not accept their requests, they open fake accounts with female names and show pictures and try to add others. .

## 6. POSITIVE AND NEGATIVE IMPACT OF SOCIAL MEDIA IN EDUCATION

### Positive Impact

Social media did make the world a smaller place, now we have more information, more knowledge, and have better opportunities to use it. Social media improved our ability to absorb information, what would have seemed to be over







whelming to someone 20 years ago is normal to us, we have an extreme ease in processing and we are evolving quickly.

Following are the Positive Impact of social media on Education: -

1. Google and Education Google has used its tools to teach more than 20 million students.
2. Students who spend more time using new technologies become more familiar with computers and other electronic devices.
3. With an increased focus on technology in education and business, this will help students develop skills that will help them throughout their lives.
4. Talent search is fast, well-studied students become famous easily, students with good music share videos and achieve their dreams.
5. Many students are able to take their problems public - using social media to learn and help solve many problems.
6. Students can easily update their profiles, making them more aware of the importance of design and layout rarely taught in school.
7. The ease and speed of users uploading photos, videos or stories leads to greater collaboration. Being able to get immediate feedback from friends and family about their creative space helps students develop and develop their artistic talents and can provide more confidence or help them decide about the work they want to do.

### Negative Impact

The prime bad effect of social media is addiction. Constantly checking Facebook, Twitter, LinkedIn other social media updates. This addiction could negatively affect other valued activities like concentrating on studies, taking active part in sports, real life communication and ignoring ground realities.



There are hundreds of thousands of fake accounts on social networks who are boys pretending to be girls to be friends with girls and in most cases, this leads to embarrassments and disappointments which finally result in depression.

If there is awareness about the risk of social media in our community it will not lead to anything bad but there is always lack of public awareness and as mentioned above that the graph of internet users is getting higher and higher while we are still far behind in the field of education thus public awareness is very difficult in societies with lack of education.

Following are the Negative impact of social media on Education: -

1. The popularity of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar. The reduces a student's ability to effectively write without relying on a computer's spell check feature.
2. 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.
3. Our ability to retain information has decreased, and the willingness to spend more time researching and looking up good information has reduced, due the fact that we got used to the ease of accessibility to information on social media.



4. 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.
5. The more time students spend on social sites, the less time they spend socializing in person. Because of the lack of body signals and other nonverbal cues, like tone and inflection, social networking sites are not an adequate replacement for face-to-face communication. Students who spend a great deal of time on social networking are less able to effectively communicate in person.
6. 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.
7. 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.

## CONCLUSION

According to the above study we came to know the various positive and negative impacts of social media on education or students. It is very important to overcome this problem. How can parents alleviate the negative aspects of social media while improving upon the positive results? Moderating their access to social media is one excellent method. 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.

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