Abstract

Technological revolution has transformed many aspects of our life, including how we communicate, how we spend our free time, and especially how we interact with each other. As the life demands have changed as a result of this technological revolution so have conceptions of the skills and knowledge children will need to become successful adults and the relevant educational experiences they should encounter while attending school. The use of social media like Facebook, YouTube, Twitter etc., is among the most common activity of today's students of schools and colleges. Any Web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, MySpace, and Twitter; such sites offer today's youth a vital for entertainment, communication and connectedness. It is significant that the parents and the educators become aware of the nature of social media sites, given that not all of them bring out positive impact on the children and adolescents. The Educators or the education system need to bring in awareness in the minds of the parents as well as the children the pros and cons of the social media. The judicial usage of social media contributes positively in the all-round development of the youth of today at the same time misuse of Social Media has high probability of hampering the all-round development. This article throws light on the positive and negative impact and suggestions for the better use of social media, which can become means to bring forth all round development of the youth of the nation.

1. Introduction

Social Media plays a gigantic role in the field of education. Social Media has raised the standard of human life. Everyone has a total perception of the recent emergence of social Media – applications
such as Face Book, Twitter, Orkut and Wikipedia, My Space, Skype, Smart phone etc.. These Medias are used for rapid connectedness and communication. The whole world has been knitted into a single family due to the advanced social Media. Even the most casual of internet users will now be aware of the notion of social network sites and blogs, may be even wikis and virtual worlds. Social Media enable the students to have online sharing of knowledge and information among the peer groups. The social media has been hailed as delivering the promise of new, socially engaged educational experiences for students in colleges, schools and other educational institutions. The students are far compiled with the knowledge in a broader sense. At this juncture, the responsibility rests in the teaching faculty as they must be aware of the use of social media in order to guide and direct the students on the right path.

1.1 What is Social Media?
Social Media is the collective of online communications channels dedicated to community – based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social bookmarking, social curation, and wikis are among the different types of social media.

1.2 Most common means of Social Media
i.) **Facebook** is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The students spend a lot of time on this social media.

ii.) **Twitter** is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users’ tweets by using multiple platforms and devices. This site is visited often by the youth.

iii.) **Google+** (pronounced Google plus) is Google’s social networking project, designed to replicate the way people interact offline more closely than is the case in other social networking services. The project’s slogan is “Real-life sharing rethought for the web.”

iv.) **Wikipedia** is a free, open content online encyclopedia created through the collaborative effort of a community of users known as Wikipedians. Anyone registered on the site can create an article for publication; registration is not required to edit articles. Wikipedia was founded in January of 2001.

v.) **LinkedIn** is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.

vi.) **Reddit** is a social news website and forum where stories are socially curated and promoted by site members. The site is composed of hundreds of sub-communities, known as "subreddits." Each subreddit has a specific topic such as technology, politics or music. Reddit site members, also known as, "redditors," submit content which is then voted upon by other members. The goal is to send well-regarded stories to the top of the site's main thread page.

vii.) **Pinterest** is a social curation website for sharing and categorizing images found online. Pinterest requires brief descriptions but the main focus of the site is visual. Clicking on an image will take you to the original source, so, for example, if you click on a picture of a pair of shoes, you might be taken to a site where you can purchase them. An image of blueberry
pancakes might take you to the recipe; a picture of a whimsical birdhouse might take you to the instruction.

2. The enrichment of social media on education.

Social media is such a prevalent part of modern society especially for kids and teens. In most schools phones and mobile devices have been banned from being used during the school day and social media websites like twitter and face book have been blocked on school computers. Schools are beginning to take a different approach by introducing social media into the educational system itself. Here are some of the enrichment that is attained due to social media and how it is being used for educational purposes:

i.) **Increased the quality of collaboration.** Social networking has increased the rate and quality of collaboration for students. They are better able to communicate meeting times or share information quickly, which can increase productivity and help them learn how to work well in groups.

ii.) **To be connected far and wide.** Social networking enables the students to connect themselves with their friends.

iii.) **Increase of computer Knowledge.** By spending so much time working with new technologies, students gain more knowledge with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.

iv.) **Social networking profiles.** 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. Building resumes and personal websites, which are increasingly used as online portfolios, benefit greatly from the skills obtained by customizing the layout and designs of social networking profiles.

v.) **Sharing of creative works.** 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.

vi.) **Increases students’ collaboration.** Social media sites provide an avenue for students to easily contact one another regarding school projects, group assignments or for help on homework assignments.

vii.) **Better Participation in the Class.** Students who do not participate regularly in class may feel they can express their thoughts through social media. Although this should not completely replace in class participation it can help build the students’ confidence and encourage them to find their voice and be able to participate in class.

viii.) **Useful for doing the Home works.** When students have questions about a class assignment they can easily post a message asking if anyone can help. They can also write a specific question to the teacher on a wall that other students can see. This allows the whole class to have access to the feedback from the teacher.

ix.) **Share the resources quickly.** If the teacher needs to direct students to a particular online resource they can easily share the site through social media sites like twitter. If the teacher
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wants the class to visit a particular site all they have to do is tweet the website and the entire class can view it with one click.

x.) **Keeps the parents, teachers, and students on the same page.** It is very useful for teachers to be able to post on social media sites about class activities, homework assignments and even school events. This helps the teachers, parents and students all stay on the same page about what is going on at school. Sites like facebook also allow teachers to easily communicate through private messages to parents and students without having to leave phone messages and wait for a call back.

3. **The Challenges Of Social Media.**

i.) **Distraction in the class.** The first concern that comes to mind when using social media in the classroom is how it will be a major distraction to the students during lessons. Students could easily be sidetracked from an assignment and it could be difficult for teachers to get their attention back.

ii.) **Improper use of media in the class.** Students might take advantage of being able to access social media in the classroom and use it for personal interactions instead of for school related activities. If students are not closely monitored it will be hard to know how if they are using social media properly during class time.

iii.) **Detract the student's attention.** If students are encouraged to participate in class discussions through social media websites this could impact their ability to interact in face to face situations. Students still need to learn how to have conversations with people even in this modern technology based world.

iv.) **Cyber bullying.** Some students have experienced cyber bullying through social media websites. If social media is allowed in schools this could increase cyber bullying where students write hurtful messages targeting other students.

v.) **Inappropriate content.** One of the reasons social media sites are not allowed in schools is because it is difficult to monitor how students use social media sites. A student may post inappropriate content such as pornography or foul language which would be both distracting and damaging to students.

vi.) **Dependent on the Social Media.** Many students rely on the accessibility of information on social media specifically and the web in general to provide answers. That means a reduced focus on learning and retaining information.

vii.) **Reduces the communication with others.** 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.

viii.) **Laxity creeps in.** The popularity of social media, and the speed at which information is published, has created a lax attitude towards proper spelling and grammar.

ix.) **Lack of evaluation while publishing information in the internet.** 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.

x.) 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. 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 cook outs. 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. So, too, will providing fun, face-to-face social interaction with loved ones.

4. Glimpse Of Social Media And Education

It is surveyed that there are big differences in the usage of the social media, for personal use. Face Book is the most visited site and You Tube is the second visited site. Face Book and You Tube are the most visited sites. (Reference: Babson survey research group) The use of social media connects the learners to the different field of knowledge and makes them more knowledgeable which can be seen as the ability to nurture and maintain and interact with each other to create, edit and share the new forms of textual, visual and audio content, and to categorize, label and recommend existing forms of content. The growth of social media over the past years has transformed the ways in which the internet is experienced by everyone. Now the internet is no longer a one-way broadcast delivery system where the individual user downloads data, information and other resources produced by relatively small number of content providers. Social Media use is often described in terms of collaboration, connectivity and creativity. Its applications are to be open rather that closed.

Amidst these technological developments, many higher education institutions and educators find themselves expected to catch up with this world of social media applications and social media users. It is essential, therefore, that the higher educators are able to approach social media in a considered and objective manner. It has been seen recently, the positive effect of Twitter use in college student’s engagement and the ability of social networking sites to engender “favorable feeling regarding learning experiences.” (Reference: Rachel Reuben). For example, when a parent wants to take admission for his son /daughter they look for a quality or competent school or college through internet.

Learning is not just studying a text book and writing the exams, but also is an interaction and communication. Until a few decades ago, learning was limited to the physical phase of a classroom. Now however the social media has widened the dimensions of the available spaces for the component of learning. It has made the learning more interesting and easier to understand the content. Social media has been a central concern for many educators and parents. Over the past few years there has been a tremendous growth and development in this field which invites everyone to get addicted to it. Today’s generation specially the students, who spent most of their time in the face book or internet or what’s App or any other media, is highly recommended that the school should include social media and make the learning process more interesting and meaningful. Online courses are available by which the students as well as the teachers can benefit using the social media. As it has been looked into the significance of the social media in the field of education, it is a felt need to utilize the advanced technology skilfully. It also brings chaos to the youth and the young minds, when it is misused. It is experienced that through internet the children are distracted and bring forth low percentage of results.
5. Conclusion
From the above discussion it is clear that Education is obviously influenced by the Social Media. Educators have been working very hard to expand the technology infrastructure to make it possible for teachers and learners to gain access to the wealth of information resources and instructional materials now available through World Wide Web and other technology devices. The educational system, as one of the fundamental institutions of modern society, consequently is strongly affected by these changes. Educators face challenges in adapting new technology like social media, but they also have opportunities for innovation. The parents and the teachers have a greater role in guiding and instructing the students to make use of every media in a worthy manner. The Modern social media has jilted man’s brain to hunger for more knowledge. The social media sites too offer us the values in teaching and learning process. Education in the modern times invites the educators and the youth to take what is best from the media and make it applicable to their present situation. One need not believe that entire media renders us as one need to think critically and seek the relevant messages for one’s own life. Let the youth of today be awakened to use the advanced social media with a zealous spirit of commitment and consciousness.

6. References