

## **SOCIAL NETWORKING SITES IN EDUCATION AND ITS IMPACT ON THE COLLEGE STUDENTS**

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**Abstract:-**Use of Social media is being rapidly increasing. It is not only being used by the working people but also there is heavy rise in the use of social media by the students. Use of social networking sites has been created a positive impact on the society. With the help of Internet all the social site and various applications are available which can be access easily. Also users are using it for to interact, communicate with each other and share new forms of textual, visual and audio content. It has an influence on our whole life.

This research paper is going to focus on how social media can affect on students as well as society. Therefore there is need to know the good and bad impacts of the social media.

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### **Introduction:**

Six Degrees.com was the first recognized social media site which was launched twenty years ago in 1997. Today, there is a variety of social media channels, many of which can be linked together for users to cross-post. The benefits of social networking are clear, such as being able to connect with others from around the world with the click of a button, creating virtual relationships, real-time sharing of information and promoting businesses through paid and unpaid advertising. The growth of social media over past few years has changed the ways in which the internet is experienced by most end users. Social media is built on the idea of how people know and interact with each other. It gives people the power to share, making the world more open and connected with each other. Social networking has a vital influence on our live as it helps a lot in every field of life such as political field, economic field and educational field.

Students usually used social site for many reason such as for study purpose, for entertainment purpose as social media provides any data you want very easily and quickly within a fraction of seconds. Usage of social media depends upon person to person as it has good as well as negative impact on the society i.e. on the students. Social Media had become a major distraction to students, causing the overall performance of students to decline, especially the ones who tend to check their Facebook and twitter while studying.

### **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.

### **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.

### **How Social Media affects the Students**

Social media not only helps to acquire knowledge but also establishing enduring relationships with real people, connecting with fellow dorm residents through Facebook, Twitter and various social sites can help a student overcome the kind of isolation that otherwise might lead her to leave school. A Twitter account can provide a shy student with information about events that facilitates face-to-face encounters with other students. Such personal interactions are vital to creating and sustaining a sense of belonging.

The social networking sites focus heavily on building online communities with common interests or activities. Social networking sites also can help students develop leadership skills, from low-level planning and organizing to activities that promote social change and democratic engagement.

Social media tools and networking sites encourage students to engage with each other and to express and share their creativity. Such personal interactions are vital to creating and sustaining a sense of belonging. As there are positive effects of social media there are some negative effects also.

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

#### **Media on Education: -**

1. Google and education, Google has helped over 20 million student in their education using their tools.
2. By spending so much time working with new technologies, students develop more familiarity with computers and other electronic devices.
3. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives .
4. Talents got discovered faster, students who were good at programming got their name out their easily, student who were good in music, got their videos out and shared leading them to their dreams.

5. Now a day college students are searching study material through help of social media. Also they get various knowledge regarding their subjects.
6. Majority of the college students are sharing their knowledge with their friends and also professors with the help of social networking sites.
7. Various kinds of college activities are run through social media sites.
8. Maximum use of social networking sites college students is aware about English language. They are chatting and also discussing with their friends in English very fluently.

### **Negative Impact**

Every coin has two sides likewise social networking sites has also two side positive and negative. 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.

### **Education: -**

1. The popularity of social media, and the speed at which information is published, has created a lax attitude student's ability to effectively write without relying on a computer's spell check feature.
2. 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.
3. 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.
4. 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.
5. Maximum use of social networking sites students are feeling loneliness. Because they are not communicate face to face with their friends and family members. It means they are living like in virtual world.
- 6 Maximum college students are involving in mobile so that they cannot put attention their study and also college lecture.
7. Maximum use of social networking sites college students are suffering health related problem. Because they cannot eating food regularly.
8. Sufficient sleep is the secret of good health but using social networking sites at late night so that college students are suffering health related issues.

### **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.

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