



Emerging role of Social Networking Sites and its Importance in Teaching Learning Process

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ABSTRACT

Social networking sites have become a most essential or emerging role in the daily personal lives of the teaching and learning process. Social networking sites are interactive and collaborative communication platforms that allow students and teachers quickly exchange information, photo, text, and video with others at any time, from any location. There are various social interaction platforms like Facebook, WhatsApp, YouTube, Twitter, LinkedIn etc. These platforms create a personal profile, where people can share their own information and easily identify and connect with other members. Social networking sites in the teaching-learning process connects them with all educational systems and learning groups, making their overall process more engaging and interesting. They are discussions about their class assignments and subjects on social networking platforms.

Social networking sites play an important role in the teaching-learning process to benefit more from different SNS's uses and to obtain a quality education. Social media of communication is like a medium by which so much knowledge and information are communicated with each other. Social networking sites provide new directions with the recent development for opportunities and innovation in the teaching-learning process. In the teaching-learning process that takes place on social media is the result of different transactions in communication between teachers and students. The teacher and students create communication with constructive and creative knowledge, and the teacher is ready to support the students by the use of the right tone, discussion and contribution to their knowledge.

The increasing use of social networking sites to expand and popularity one's social connections is a primarily new but potentially essential phenomenon that has importance for the teaching and learning process. This paper's main aim is to find the gap of knowledge, the role of students-teachers, positive - negative impact, and different teaching-learning styles in the adoption of social networking sites in the teaching-learning process in essential sites that can efficiently be applied in the educational system and as a guideline for further alternative research in teaching and learning process.

Keywords: Social Networking Sites; Social Media; Teaching-Learning Process; Learning Style; Role of Students and Teachers.

Introduction

“Socializing and networking was transformed in the technological era by the introduction of social networking sites (SNSs). These online sites contain an abundance of information about individual preferences, interests, types, and frequency of social interactions, etc.” (Toseeb and Inkster 2015). Social Networking Sites are the backbone of modern technology, which are usage maximum number of students for different perspectives. It is an open online source of information and communication platform (Devi et al., 2019).

Social Networking Sites has become a most important or emerging role in daily personal lives of teaching and learning process. In education institutions maximum teacher and students are using social media for communications and interaction with young minds. Social Networking Sites in teaching learning process connects them with all educational systems and learning group that makes their overall process more engaging and interesting (Liccardi et al., n.d.; Norhailawati et al., 2019). They are discussions about their class assignments and subjects on social networking platforms. Therefore, social networking sites helps both teachers as well as students to remain connected institution and off campus also.

Social Networking Sites like Facebook, WhatsApp, YouTube, Instagram, Twitter and LinkedIn are being used by more or less everyone as well as everywhere. In recent year, the uses of SNS is increase day by day very quickly in globally. In 2021, Facebook has largest uses of SNS around 2.85 billion users and followed by YouTube 2.29 billion users, WhatsApp 2.0 billion users, Instagram 1.38 billion users. These social sites are all about sharing, collaborating, networking, generating content and knowledge- which are using in the context of education. Digital literacy skills are important for teaching learning process and preservice teachers using new technologies with valuable skills and get benefit from this tools in teaching (Piotrowski, 2015; Solmaz, 2018).

Review of Literature

Sharma and Road (2020) conducted a study on “a study of use of mass-media in teaching learning process.” The sample of 150 students from different H.S schools of Jammu. The purpose in this article is to benefit maximum students to obtain good quality education in teaching-learning process. Result of this studies, majority of the higher secondary students agree that social networking strengthening their education. **Mukherjee and Bera (2020)** introduced “Emerging role of social media to argument teaching learning process.” Social networking sites is changing the entire educational system with more opportunities and find out the information regarding today education system. It helps getting and sharing new information with other people much easier and earlier. **Devi, K.S, Gouthami, E and Lakshmi, V. V (2019)** in their studies found that “Role of Social Media in Teaching – Learning Process.” The purpose of this study to find out the gap of knowledge in relation to social networking sites on teaching learning process which can applied in educational activities and provides proper direction for adequate research and give guideline for research in social networking site in education. **Oriji, A (2019)** introduced the concept “Social Media in Teaching-Learning Process: Investigation of the Use of Whatsapp in Teaching and Learning in University of Port Harcourt”. The purpose of this article, lecturers and students are using WhatsApp application in academic purpose. The result revealed that professors and students are enable to use mobile due to internet and they are not actual utilizing WhatsApp for academic purpose because only 11.7% of professor and 22.9% of students properly use it for teaching learning process. It was found from the study of **Boholano, H. B (2017)** that preservice teacher using social networking sites in 21st century for teaching learning skills. The sample size 207 preservice teachers in Cebu Normal University. Smart social networking sites helps preservice teacher to share their experience, views as well as opportunities to learn and teach to others. **Isip, B.C and Cabahug, R. G (2015)** studies on the perceptions of students uses of e learning in teaching-learning process. In this study, the result reveals that satisfaction of students with uses of SNS or tools on educational platform is moderately positive level and female students are more active, interested and skillful as compared to males regarding the uses of SNS or tools. A research carried by **Kalasi, R (2014)** explored “the Impact of Social Networking on New Age Teaching and Learning: An Overview.” In this article, the writer has find out new technology are basically used extensively for young people and they believe social networking sites are important tools for teaching, personal use, expressing opinion, collaborative learning and participation in peer discussion.

Social Networking Sites in New Age of Teaching- Learning

The emerging social networking sites on teaching and learning process is growing every day and its applications can support class materials, collaborative work and positively discussions etc. New technologies referred to as Web 2.0 is growing phenomenon in general and academic use, changing people lifestyle, developing thought, engage, newly produced information and sharing knowledge through multi-way communication (Devi et al., 2019; Sharma & Road, 2020). The favorite social networking like Facebook, Instagram, WhatsApp, YouTube, Google doc etc. sites are way of communication with teacher and students, between colleagues and other people. These sites are helpful to interacting on new age teaching and learning environment. So, we can say that, this is the time of ‘digital literacy.’

Teaching Learning Style

“The formal use of Social Media can be recognized as a combination of online and traditional classroom teaching” (Schmidt and Brown, 2004). The combination of teaching learning method gave benefit both teachers as well as students. We all aware that recent teaching learning process is too old for new generation students. Social networking sites or online learning does not mean to replace traditional learning, its means with traditional learning adding more modern teaching methods, practical approaches and tools developed new style for the students and teachers (Soomro, 2014).

Individual learning and autonomy are needful learning styles for learners. In distance learning context, online learners are getting more benefit from the different social networking sites and characteristics include the ability to “identify, participate in and manage learning experiences, which match their individual learning needs” in order to get benefit from the digital learning mode.

ICT in Teaching Learning Process

ICT is the backbone of modern teaching learning environments. Teaching with ICT student engages with different activity based learning. Technology or activity based learning make more interesting and interacting between teachers and students. ICT has more potential in new technology to improve in teaching learning experiences. It will facilitate the emphasizing on meaningful, flexible, interactive, enjoyable and active learning paradigm. Students spent time together in front of television or laptop or mobile and can understanding audio-visualize and gaining acquire knowledge about the world. ICT helps in remote places from where students can benefit in distance learning. In present time, new generation of students having strong competencies to communicate with ICT which facilitates the introduction of teaching learning supports. ICT play a big role from shifting from teacher to learner centered paradigm where new roles of teacher, students, media and curriculum. ICT upgrade to collaborate and communicate without

boundaries, allow all the needful material into one platform, make autonomous learner, active learner and provide all the educational resources in the one space. Therefore, the idea, concept and application of ICT is necessary for educational perspective in teaching learning process.

Role of Social Networking Sites

“Social media is the collective of online communication channels dedicated to community based inputs interaction, content sharing and collaboration. Websites and applications dedicated to forums, micro blogging, social networking, social book-marking, social formation and wikis are the different types of social media” (Eid& Al-Jabri, 2016).

Social Networking Sites is an interactive and collaboration communication platforms, where a person easily transfer and sharing information, photo, text, and video with others (Devi et al., 2019). There are various social interaction platform like Facebook, WhatsApp, Pinterest, Blogs, YouTube, Twitter, Flickr, LinkedIn etc. These platform create personal profile, where people can share their own information and easily identify and connect with other members. Its allow to interaction between one to one person, one to many persons, many to so many person communication at any place and any time (Badshah, 2021; Samad et al., 2019).

SNS build the relationship between the institution and students, who builds engagement with many students through individual and group interaction.

Role of Social Networking Sites in Teaching Learning Process

The main purpose of social networking sites in teaching learning process is to benefit more with different SNS's uses as well as to obtain quality education. The social media of communication is like a medium by which so many knowledge and information is communicated with each other's (Solmaz, 2018).

Social networking site provides new directions with the recent development for opportunities and innovation in teaching-learning process. Social networking connect with students and teachers to easily share their academic information, pictures and videos, messages, video and voice conference and conduct anytime anywhere real time conversation (Liccardi et al., n.d.).

Some Social Networking Sites which affecting in Teaching Learning Process

Facebook: Facebook is one of the famous social networking sites for teaching learning process. Maximum students are using facebook and sharing information to others like- photo, video, document, messages etc. (Devi et al., 2019). Facebook is ideal for teachers for giving assignment, classroom work as well as asking question.

YouTube: YouTube is uses for watch and video-sharing purpose. It is a biggest social networking sites where students can watch their study related lecture and resources (Devi et al., 2019). Teacher and students are getting benefit and they will enjoy to express their creativity and sharing video for teaching-learning process.

WhatsApp: WhatsApp is a messaging social networking sites where users can easily send messages to groups or individuals using photos, videos, text and even voice message also. So, WhatsApp is using by the teacher and students to communicate or sharing information with their friends or family.

Twitter: Twitter is a famous social networking sites for news, education, internment, sports and more. Twitter helped to the students in teaching-learning environment in different ways like- tweet homework and assignments, announcing fiend trips, get important educational resource, share interesting topics, share famous quotes and tweet about program schedule changes etc. (Devi et al., 2019)

Blog: Blog bring/make opportunities for students to display and write their writings, share their experiences and expertise on a large scale.

Instagram: “A picture is worth thousand words”. Instagram can display student work that helps to upload photo or add caption or even information about a students (Devi et al., 2019).

MOOCS in the Teaching Learning Process

“The MOOCs come to the digital sphere as an educational proposal that revolutionizes the traditional models of teaching, to create a learning model based on technology and the resources that come from it.” (Castillo-Abdul et al., 2021). “The use of MOOCs provides students with ubiquitous access to a wide range of resources belonging to “anytime, anywhere” environments, as well as sufficient storage capacity for their materials” (Arpaci et al., [2020] cited in Castillo-Abdul 2021).

Massive Open Online Course is the web-based learning program which is designed for distance participation student. The basic concept of MOOC is it can be accessed anywhere, anyone, anytime (3'A) with free of cost. It has a teacher-student relationship based on distance interaction with the student. MOOCs have created for students discussing certain topics or content or chapters of the subject to improve their idea, learning.

Teacher role in Teaching Learning Process

The teachers act in the social networking sites are described as “rich and delicate”. The teacher role like a guide, friend and philosopher for a students to encouraged active learning. In teaching learning process takes place in social networking site is the result of different transactions, communication between teacher and students (Badshah, 2021). The teacher and students create communication with constructive and creative knowledge, and teacher ready to support the students by the use of right tone, discussion and contributing their knowledge. Professor and teacher can use different social networking sites like Facebook, WhatsApp, Twitter, Google Meet and YouTube to hold like communication with their students, therefore the scope of teaching learning process beyond the classroom. This is the good platform for sharing of documents, videos, images and ideas, where we can access useful information. Teacher can create groups and post various academic materials or activities and check student’s engagement level.

Student role in Teaching Learning Process

In earlier, students are generally ready to read textbooks, reference books, question banks and newspapers but in recent time, we can see drastic change where students are using the internet or latest technology to learn new pattern (Norhailawati et al., 2019). In the 20th century, social networking sites has become an integral part of every student’s life. Through SNS, students connect with peer groups or teachers and exchange their valuable information, which help student’s satisfactory learning experiences. Learners are more responsibilities of their learning and share their skills, knowledge with others (Badshah, 2021). In the new teaching learning environment, students are shifting the learning process from passive to active learner, dependent to autonomous learner, memorizing to understanding learner, solitary to collaborative learner.

Positive impact in Teaching Learning Process

The applying of social networking sites in teaching-learning process offer positive impact to improve our capability, ability and competency to absorb information and open the new door for teaching learning environment. With the help of social channels students can easily contact with others very quickly. Some of the following positive impact of social networking sites on teaching learning process

1. Different SNS’s like Facebook, WhatsApp, YouTube, Twitter helps to the students are learning skills, knowledge sets required for successful (Devi et al., 2019).
2. In the classroom, students are facing difficulty in expressing their ideas or thoughts but when SNS is used it helps to make their confidence level in the learning process.
3. Teacher can be clarified any thoughts of their students by posting video, messages and images through the SNS’s.
4. Through SNS’s help the teacher and parents to stay in touch, so to the progress in teaching learning process of their children,
5. SNS brings with freedom for the learners to collaborate and connect outside of the campus or institution as well as to build up practical experience.

Negative impact in Teaching Learning Process

The basic bad effect of SNS is addiction. Constantly using of Facebook, WhatsApp, LinkedIn, Twitter and other SNS updates. The addiction could negatively effects different activities like real life communication, active parts in sports, unnecessary post uploaded and ignoring basic realities. Some of the following negative impact of social networking sites on teaching learning process

1. Accessibility use of SNS causes student depends on web to provide answers, that means reduced their focus on learning.
2. Students are using SNS’s regularly may lose their skills to engage in face to face interaction. SNS’s is not an adequate platform for face to face communication that means students are not connecting with their teacher. So understanding level also reduced (Devi et al., 2019).
3. Students, who checking SNS while studying, attempt to multi-task, retaining information reduced and show reduced academic preference.
4. Students prefer to chatting with their friends for many hours rather than studying.

Conclusion

Based on the study, conclusively the increasing use of social networking sites in different areas of education gives proof that significantly change of teaching learning sphere in the future. Social networking sites is basically necessary for updating knowledge and information to the learners. So, the use of S.N.S gives a new direction and innovative idea in the whole teaching learning process in order to learner adapt everything very quickly in anywhere anyplace and anytime. “Undoubtedly Social networking sites has created an E environment in the realm of New Age Education.” (Kalasi R, 2014). Hence the emerging role of social media is really praiseworthy to make teaching learning effective as well as augmentary.

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