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## **Impact of Technology and Social Media on Education**

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### **ABSTRACT**

We belong to the Generation of Innovations wherein we are witnessing many advanced technological achievements and social media apps improving our daily lives. Simultaneously, it has added many flavors of comfort to our lives but has badly disturbed the ecosystem of social value systems and diverse traditions rooted in our land of origin. Technology and social media are introduced mainly through electronic gadgets like laptops, smartphones, smart TVs, smart classrooms, e-library, online classes, etc. It emphasizes the use of technology by all as needed but safely and respectfully. It also helps us to know how using technology affects us, others, and society. Nowadays, with the rise in the use of technology and social media, stationery has been replaced by laptops and smartphones. Similarly, books are being replaced by using digital content available on various websites/apps. Digital data is accessible more conveniently in comparison to physical books. Therefore, the on-screen time of many of us, including students, has increased many folds and ultimately, we have no time to socialize. However, the availability of various social media apps has made socialization a little easier hosting videos and literature for our physical, mental, and emotional well-being. The objective of this paper is to know the role of social media platforms and technology in education and the scope of aligning it with our education system to raise awareness of its pros and cons among students and their parents. Various literature reviews have been used in the compilation of the paper.

**Keywords:** Technology, Social Media, Education.

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### **1. Introduction:**

In recent years, concerns have been raised regarding students' use of contemporary technology, how it impacts their learning and academic performance, and the possible advantages of its quick development. In the modern world, science and knowledge are accelerating dramatically in all fields, science is exploding leading to unparalleled technological breakthroughs, and a new era called the information age is emerging. In response, educational systems need to establish guidelines and criteria for selecting instructional strategies in order to bring education back to life and establish a modern learning environment and system that are compatible with these developments. Additionally, the educational system must be used to increase students' knowledge and skills. With the introduction of new technologies that combine technology and instruction, teaching and learning approaches have undergone tremendous change in recent years. Many studies have looked into the value of using modern technology and how it affects students' academic performance. Modern technology can engage with the student through educational programs to achieve a range of behavioral and educational goals, save time, and reduce the work required of both the teacher and the student. It has engaging elements that keep pupils engaged, which can motivate them to learn without getting bored. The use of modern technologies in the classroom also results in a presentation substitute: the opportunity for pupils to choose the most effective strategy. A global network of apps called social media is created to encourage interpersonal relationships. Several websites and apps contribute to the development of platforms that are optimized and designed to strike a balance between enjoyment and education. Technological advancements in general and education specifically in particular are advantageous to all businesses. Education has profited from social media's influence on students' exposure to a new world of learning as it can unite people globally.

#### ***1.1 Expansion of social media***

Social media has undergone significant self-optimization and modification since its inception in 1844, and this process is still ongoing. In recent years, it has developed into a virtual location for reunions and unions, having started as a way for people to communicate information electronically. Furthermore, study materials and other educational resources may now be found on social media, which has developed into a vibrant and excellent platform. To reach a variety of audiences worldwide, the virtual tool of the twenty-first century is also used for marketing and shopping. Social networking apps allow people to interact, share information, and market their brands or themselves to others all over the world. At first, Facebook, YouTube, and WhatsApp were the most well-known and widely used social media platforms by users worldwide. However, over time, LinkedIn, Telegram, and Instagram all became more well-known. Other programs like Zoom, Google Meet, and MS Teams became extremely popular in the commercial and educational sectors during the COVID-19 lockdown when everyone was forced to switch to an online mode. From social connections to top information sharing, these applications offer a variety of features. To gain more traction, they continuously release new features in response to user demand. Because it is tailored to target

individuals from many areas, such as businesses, entertainment, and education, these elements have a significant positive impact on the public. Even though educational establishments have never been particularly fond of letting pupils.

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## 2. Literature Review:

The literature review examines the impact of technology and social media on education. The sources include scholarly articles. Studies have explored the potential benefits of technology and social media, such as improved accessibility, tailored instruction, and higher participation. On the other hand, issues with fair access, possible diversions, and the requirement for efficient implementation techniques are also raised.

**2.1 Benefits of Technology and Social Media Integration:** Numerous studies have highlighted the potential benefits of integrating technology and social media into educational settings. The increased involvement that it provides for kids is one of its main benefits. It has been demonstrated that gamified learning platforms, interactive multimedia, and simulations may hold students' interest and encourage active engagement (**Reyaz Ahmed Bhat 2023**).

Furthermore, social media has transformed how we engage and learn in the digital age by promoting knowledge sharing, teamwork, active engagement, and professional growth. Nevertheless, there are drawbacks to using social media, including false information, privacy, cyberbullying, and online bullying. (**Muammar Revnu Ohara 2023**)

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## 3. Impact of Social Media on Education:

These days, a large percentage of students have everyday access to social media and smart devices, which they use to scroll through in their free time. As a result, it's a fantastic opportunity to make the most of that time, learn, and accomplish something worthwhile. Social media sites and apps have evolved to work with and meet the needs of educational institutions. The resources and online study materials are very helpful to teachers, parents, and students. Some examples of social media app that creates a great impact on education are as under:

**(i) LinkedIn:** This well-known website allows users to create a professional profile, search for jobs, and get updates on a range of industries and subjects. However, did you know that it also offers courses to help you improve your learning and upskill? To aid students in learning more, it provides both paid and free course materials.

**(ii) YouTube:** Since then, students have used the platform to view both instructive and recreational videos. Students were concerned, nevertheless, about the app's restricted supply of study materials. Videos on a variety of subjects were uploaded by numerous educators and educational organizations following the lockdown. Students can now more easily use YouTube as a teaching tool thanks to this.

**(iii) Instagram:** It required some time for Instagram to achieve the level of recognition it deserved. With the use of hashtags, kids can now locate instructive videos, share their inventions and ideas, and connect with others throughout the world. Establishing connections with individuals and groups who have similar interests to your child can be a successful strategy.

**(iv) Telegram, and Facebook:** Due to their widespread use by millions of people around the country, these social media platforms have a variety of groups that foster diversity. These social media platforms allow students to increase their knowledge and make new connections with experts, friends, and related communities. It's a great place for learning enhancement and sharing as well. To share knowledge and study materials quickly, educators have created many Telegram channels.

**(v) Zoom, Google Meet, and MS Teams** are applications for video conferences rather than social media websites. However, because they could connect hundreds of individuals with a single link, anywhere in the world, their appeal among parents, educators, and students surged significantly. For classes, tests, and programs, educational institutions actively employ it.

### 3.1 Assets of Social Media in Education:

The impact of social media on education has led to various benefits that help students get better educational resources, especially to deal with exam anxiety. Over the years, social media has evolved and adapted to provide various educational benefits.

**(i) Professional Guidance:** Inquisitive students have a strong desire to understand everything, which fuels a lot of inquiries. It is always hard to have access to schoolteachers at home. At that point, local organizations or knowledgeable people on social media can assist in directing and completing the search for solutions. Students will be able to study and research more effectively in this method.

**(ii) Shared Learning:** To assist students in their educational journey, mentors and subject matter experts post videos, audio files, and other study resources online. While many of them are available on different social apps and need subscriptions, the majority are free. During group discussions or debates, students can post their knowledge and views online. It broadens everyone's perspective on knowledge.

**(iii) Alerts and updates:** Teachers with connections to official groups on social media can simultaneously disseminate pertinent information and updates to many individuals. Since every reminder and update is promptly investigated, there is less of a wait in the distribution of information. It assists students in keeping up with pertinent and crucial information, such as revisions to a syllabus or prompts for turning in assignments.

**(iv) Distance learning:** Not every student can afford to move away from home and enroll in the schools and universities of their choice. Online and remote learning are useful tools for addressing this problem since they offer accredited degrees and high-quality education. Students can access the course materials, watch live and recorded online lectures, and clear their exams.

**(v) Involvement of parents:** This is essential for kids' development both personally and academically. To help their children learn, parents need to be informed about their progress in school. Parents can stay informed about new initiatives, activities, and events by visiting the school's Facebook and Twitter sites. A social network to keep track of their child's academic achievement can be established with the use of Facebook groups and WhatsApp. It supports parents in staying educated and making the appropriate decisions to give their kids both personal and academic assistance at home.

### 3.2 Favorable Ways to Use Social Media for Learning:

By utilizing social media learning methods, the negative effects of social media on education can be mitigated and positively impacted as follows:

**(i) Steer clear of distractions:** Students frequently become confused between several social media apps the moment a new notification appears. When studying, try to put other notifications on hold and concentrate.

**(ii) Proper selection of social media platforms:** Numerous platforms can be used for education. The social apps you choose must be in line with your educational objectives. YouTube is a better option than LinkedIn if you're looking for video content.

**(iii) Follow the right people** - Students can search for social media profiles that provide insightful instructional material. Numerous communities and profiles about the authorities in your subject of study might be found. Keep up with them to stay informed about any updates or new projects.

**(iv) Develop critical thinking** — Disinformation and controversy thrive on social media. Locating trustworthy and fact-checked material is essential for sifting through unrelated sources. The ability to critically think about information aids in determining its reliability.

**(v) Sort all the materials:** There are a lot of instructional materials available in social media. wisely choose your content according to your area of interest.

## 4. Methodology:

Primary data has been used for the preparation of this article. Apart from these, data from online sources and various reports relating to the use of social media and technology for education, browsing of websites, and use of Apps by students have been used for the preparation of the article. This article purely reflects the sole opinion of the author based on her understanding of the use of technology-driven social media in education.

## 5. Analysis and Conclusion:

The pace of innovations/technology advancement for educational purposes is so high that a day after it becomes an old/obsolete achievement. So, we don't need to run behind every technology. It should be decided by studying the related pros and cons of using technology and how it is useful for students in their studies. In pursuit of performing exceptionally well in their studies, students are ready to align their interests with all available resources and materials. However, the role of technology is limited, and we need to understand the limitations. Tempting behind the technology cannot improve our knowledge and skills. To improve our knowledge, we need to pay appropriate attention to our regular studies. To improve our skills, we need regular practice and a disciplined approach to learning through social media apps. In conclusion, technology integration offers countless options, but how we integrate it will ultimately determine how successful it is. We can lead education into a new era of excellence and provide students with the knowledge and skills they need to prosper in a world that is always changing by fusing the inherent potential of technology with intelligent implementation.

Social media has significantly impacted learning and education, both positively and negatively. In addition to giving students access to a wealth of knowledge and enabling peer collaboration, technology has distracted them and put them at risk of cyberbullying and online abuse. In light of this, it's critical to balance the positive educational uses of social media with any potential drawbacks. Together, parents, teachers, and students can build a secure and effective learning environment that maximizes social media's positive effects while reducing its negative ones.

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