

# USE OF SOCIAL MEDIA BY TEACHING FACULTY TO IMPART EDUCATION

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**Abstract:** The use of social media by teaching faculty to impart education represents a transformative shift in the world of education. With the rise of e-learning, education has changed, whereby teaching is being imparted through digital platforms. Social Media has become an inseparable part of our life. It has influenced the way of teaching and learning. The use of social media in education has helped learners, teachers, and parents to connect with educational groups that make education easy to understand. There are many opportunities through social media that help improve learning methods. This paper is an attempt to see the use of social media in teaching.

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

## 1.0 Introduction

Social media appears to be the most widely used communication medium across all industries in the modern day. Social networking websites are being used by everyone, regardless of their involvement in politics, business, education, or other activities. Without social media, life seems impossible. Due to its both beneficial and bad effects on society, social media use differs from person to person. Social networking in the classroom has facilitated connections between students, instructors, parents, and organizations that simplify teaching. Through social media, there are numerous potentials to enhance teaching techniques. The students have opted for the best solution to clear their doubts about their studies; they just open their mobiles and search on Google or on any other search engine.

## 2.0 Social Media

Social media is a set of computer-network-grounded tools that support social interaction among users virtually. The term "social media" is often used to distinguish it from its traditional counterpart, such as books and television that bring content and information to the wider population, but these traditional media do not enable the sharing or creation of content or information by the users. Social media is about transmuting broadcasts "one-to-many" into a dialogue with "many-to-many" (Shneiderman et al., 2018).

Social media is a group of computer network-based applications that facilitates virtual social interaction between users. The phrase "social media" is frequently used to differentiate it from its conventional counterpart, such as books and television, which provide material and information to a larger public, but these conventional media do not permit the sharing or creation of content or information by the users. In social media, "one-to-many" broadcasts are transformed into "many-to-many" conversations.

Because of Social Media, it is possible to do courses from Foreign Universities without going there. Anyone can fulfill his/her dream of having a degree from abroad.

## 2.1 Social Media as an Educational Tool

Social media encompasses a wide array of online platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube, to name just a few. These platforms facilitate communication, collaboration, and information sharing among users. In the context of education, they offer several advantages:

- Social media allows educators to create a more engaging learning environment. By incorporating multimedia content, interactive discussions, and real-time updates, faculty can capture students' attention and foster active participation.
- Social media surpasses geographical boundaries, making it possible for faculty to connect with students from around the world. This broadens students' perspectives and introduces them to diverse cultures and ideas.
- Educators can use social media to share resources, lecture notes, and important announcements with

their students. This simplifies the distribution of educational materials and ensures that students have easy access to course-related content.

- Teaching faculty can collaborate with other educators, researchers, and institutions via social media. They can exchange ideas, discuss best practices, and stay updated with the latest trends and innovations in education.

## **2.2 Examples of Social Media in Education**

**2.2.1 Online Discussion Forums:** Platforms like Facebook Groups can be used as virtual classrooms for discussions, question-and-answer sessions, and peer collaboration. Faculty can moderate these forums to maintain a productive and respectful environment.

**2.2.2 YouTube for Educational Videos:** Many educators create YouTube channels to upload video lectures, tutorials, and educational content. Students can access these resources at their convenience, helping them to reinforce their learning.

**2.2.3 Twitter for Updates:** Faculty members often use Twitter to share quick updates, relevant articles, or thought-provoking questions related to their courses. This microblogging platform facilitates real-time interaction with students.

**2.2.4 LinkedIn for Professional Networking:** Professors and teachers can connect with their students on LinkedIn, providing a platform for career advice, networking, and mentorship beyond the classroom.

## **2.3 Benefits of Social Media for Teaching Faculty**

- Social media allows educators to cater to individual learning needs. By assessing students' responses and engagement, faculty can adjust their teaching methods to address specific challenges.
- Quick and efficient communication is a hallmark of social media. Faculty can easily reach out to students and vice versa, ensuring that questions are answered promptly and concerns are addressed.
- Incorporating multimedia content and interactive discussions into teaching materials makes learning more dynamic and accessible. This encourages critical thinking and creativity among students.
- Social media can be used for real-time feedback collection and assessment. Polls, surveys, and quizzes can be conducted on these platforms, providing valuable insights into students' understanding of the material.

## **3.0 Objectives of the Study**

- To know the awareness of Social networking sites among the teaching faculty
- To identify the facilities being provided to the teaching faculty to impart education through social media.
- To identify the problems, the teaching faculty faces in using Social Media.
- To identify the use of Social Media among different age groups of teaching faculty.

## **4.0 Literature Review**

Chugh and Ruhi (2018) in their paper "Social Media in Higher Education: A literature review of Facebook" explored the role and impact of Facebook in higher education. It provides an in-depth review of existing literature on how Facebook is utilized within the realm of higher education. The review likely covers various aspects, such as the benefits, challenges, and implications of using Facebook as an educational tool, discussing how it influences student-teacher interactions, engagement, learning outcomes, and the overall educational experience in higher education settings. This comprehensive examination aimed to offer insights into the multifaceted use of Facebook in academics.

Jayakumara and Selvaraja (2016) conducted a study entitled "Awareness and Use of Social Networking Sites by the Faculty Members of Government First Grade College, Chamarajanagar, Karnataka: A Study". The data was collected through a well-structured questionnaire. The questionnaires were distributed among 55 faculty members of the College. The respondents reported about the awareness of Social media. The respondents acquired knowledge of SNS from their friends and colleagues. The majority of them have been utilizing SNS for the past two years. Around 63% of the faculty members employ SNS primarily to stay connected with peers and family. Additionally, over half of the faculty acknowledged the SNS's role in obtaining necessary academic information from other colleges' faculties and in exchanging ideas within the teaching community. With the help of SNS applications, the effectiveness of academic assignments for teaching faculty could be enhanced. It was also found that Facebook, YouTube, and Blogs were the most commonly used SNS sites among faculty members.

Faizi, El Afia, & Chiheb (2013) studied "Exploring the Potential Benefits of Using Social Media in Education".

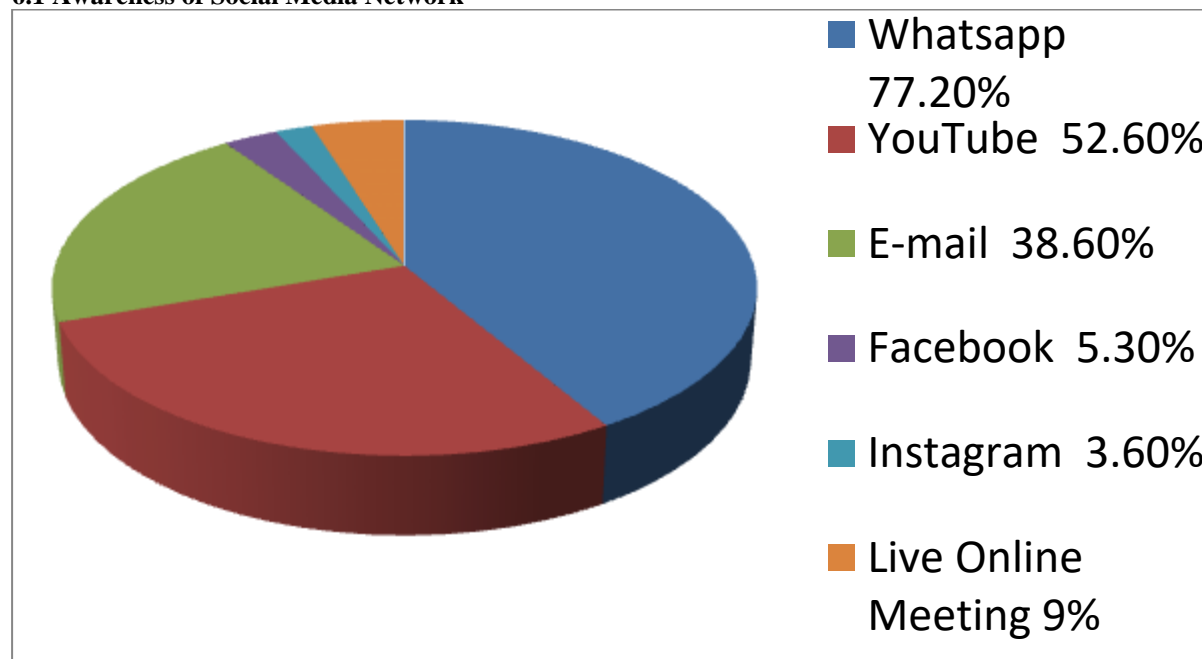
Their comprehensive analysis of various online tools demonstrated that social media offers numerous educational benefits. These web-based applications facilitate improved communication between students and between teachers and students, allowing quick interaction. Additionally, social media can enhance student engagement, offering a platform for students who might feel intimidated or bored in traditional classrooms to comfortably express their creativity and opinions on social networking sites. The study also highlighted that social media applications encourage collaboration among students by enabling them to work together toward shared objectives.

### 5.0 Research Methodology

A questionnaire was designed on Google form and circulated among teaching faculty of Colleges. The link of the questionnaire was circulated among one hundred members of the teaching faculty of randomly selected Colleges of Yamuna Nagar and Ambala. 80 faculty members responded. The data collected has been analyzed.

## 6.0 Analysis and Conclusion

### 6.1 Awareness of Social Media Network



The above graph represents awareness of Social media networks among faculty. All the respondents had awareness of Social Media. The maximum number of respondents (77.20%) were using WhatsApp followed by YouTube (52.60%) and E-mail (38.60%). Only 9% were imparting education through Live Online Meetings, 5.30% through Facebook and 3.60% through Instagram.

#### Facilities being Provided by the Institution

90.5% of respondents reported the availability of Infrastructure and Wi-Fi connections. Only 9.5% of respondents reported non-availability of infrastructure and Wi-Fi Connection.

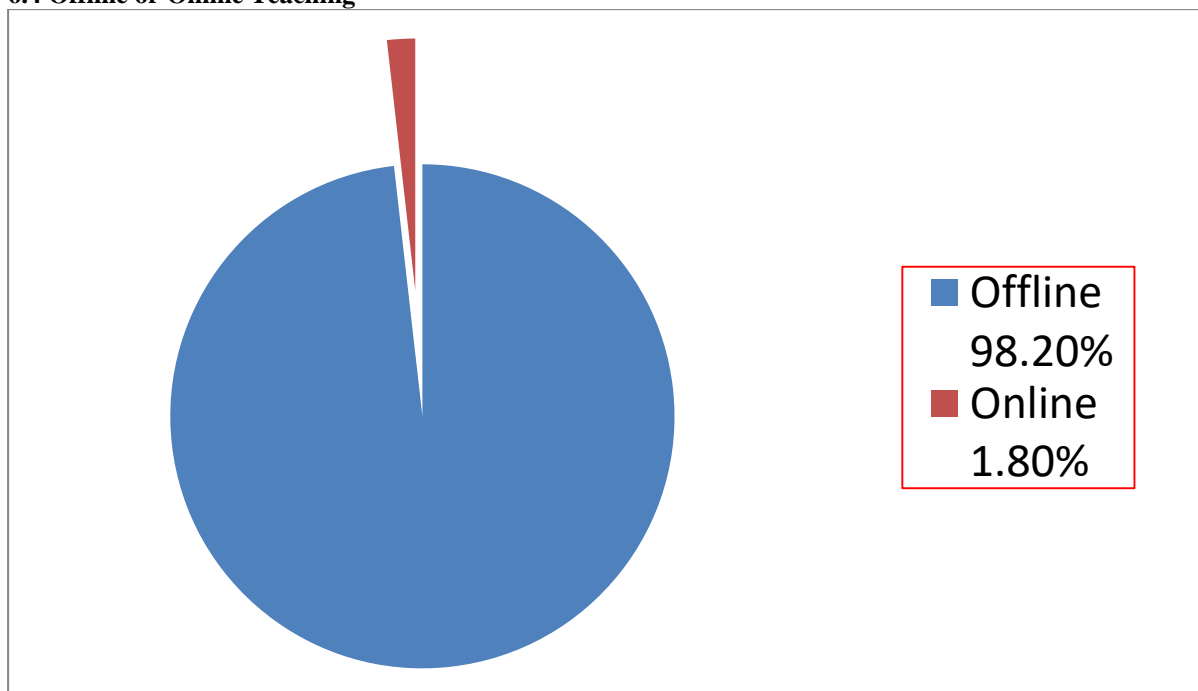
### 6.2 Problems being faced by Teaching Faculty

The respondents reported different problems being faced by them during Online teaching. The major issue reported was network connectivity. During classes interruptions in network connectivity disrupt online classes. Video calls or online sessions experience lags poor audio/video quality, or sudden disconnections, affecting the overall teaching experience. Some of the students did not have smartphones or laptops to attend classes and easy Internet access. Lack of knowledge of social media platforms on the part of students for the purpose of online education was another concern. Face-to-face interaction was minimal. Control and discipline among students were unsatisfactory.

### 6.3 Use of Social Media among Different Age Groups

Age wise also this particular question was interpreted. The age of respondents varies from 23 to 59, and data reveals that there was no difference in usage of Social Media among different age groups.

#### 6.4 Offline or Online Teaching



The graph shows a preference for Offline teaching. 98.20% of respondents preferred offline teaching in comparison to online teaching.

#### 6.5 Challenges and Considerations

- Despite the many benefits, using social media for education is not without its challenges.
- Maintaining students' privacy while using social media is a critical consideration. Faculty must take care to protect sensitive information and create secure online spaces for interaction.
- Not all students have equal access to technology or the internet. Faculty must be mindful of this digital divide and provide alternative means for students to access course materials.
- Social media platforms can be distracting, and students may be tempted to use them for non-educational purposes during class. Faculty should implement strategies to keep students focused.
- Not all information shared on social media is accurate or credible. Teaching faculty must guide students on how to discern reliable sources from misinformation.

#### 7.0 Conclusion

Social media has transformed the way teaching faculty impart education. By utilizing the power of online platforms, educators can create dynamic, engaging, and accessible learning environments that cater to the needs of today's digitally connected students. However, responsible and mindful use of social media is essential to ensure that the benefits outweigh the challenges. When used effectively, social media has the potential to enrich the educational experience and prepare students for the demands of the 21st century.

During COVID-19, Social Media was the only substitute left with the academic community to impart education. It made it possible to share information, study material, etc. Anytime connectivity has become possible due to the arrival of various Social Media websites.

Teachers have opted for Offline Teaching instead of Online. Of course, it is a good method of teaching but due to the non-availability of infrastructure and connectivity, they have faced problems. The problem may be resolved by providing proper facilities. Live sessions with assignments and pre-recorded videos may be beneficial for the students and may overcome the problem of connectivity. Teachers may be provided with more tools and training to develop effective teaching material for social media platforms

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