
Social Media: An Interactive Educational Tool for Better Understanding of Educational Concepts and Make Them More Memorable

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Abstract

The topic “Social media: An Interactive Educational Tool for better understanding of Educational concepts and make them more memorable.

As social media sites continue to grow in popularity, it is our premise that technology is a vital part in today’s student success equation.

“Social media: an innovative education tool” was undertaken to study the relevance and importance of social media which is an in-thing among the educational sector. In an era, where the global is the word to define common platform for the people around the world to share and exchange their beliefs, culture, traditions, knowledge, views, etc. The study concludes that our education system needs change and social media should be widely utilized for the educational purposes. It is mainly used for the purpose of making presentations followed by assignment updates, better research and connectivity.

Now a day’s Social media is an ingrained part of today’s society. Our students are constantly on Instagram, Facebook, Twitter, and likely many sites we’re not hip enough to know about, So if you want to bring the “real world” into the classroom, consider integrating social media into your lessons.

When used carefully, social media can be a useful tool rather than a distraction. A recent Edutopia blog post argues that using social media not only brings current technology to the classroom, but it also Helps Bridge the digital divide among lower-income students. Why should they be left behind as technology continues to march forward?

Education-based sites such as Edmodo, Edublog, and Kidblog provide alternative social media sites for posting status updates and announcements, blogging, and micro blogging. But even the commercialized sites can be useful for demonstrating social media to students.

Keywords: Social media, Social learning Innovative tool.

Introduction:

The definition of social media is “the relationships that exist between network of people”

Social media is everywhere. Students today live and breathe with social media, so why not use it to engage them in the classroom? And we know a more engaged student will retain far more information than a bored one. This information will surely provides an overview of social media and explains how it can be used to enhance student learning. Today's younger generation is hooked on social media. If given the choice between Tweeting or textbooks, which would students choose? Many teachers think that if they allow their students to use social media in the classroom, students will be posting status updates about how their day is going, which would only detract from educational experiences. However, social media can be a powerful educational tool that provides unique and dynamic learning experiences to students and teachers alike.

“Social Learning” tools is a phrase that reflects main goal of using social networking functionality in the education setting. One simple way to define a social networking platform might be, “a tool that lets students, parents, and educators collaborate online”. The innovative use of social media doesn’t stop here; the students also use it for making blogs, making professional links, announcing and making class announcements, sharing information with students, parents and educators, etc. The convergence of the media has expanded the usage of internet that gave birth to social media. Social media, a concept that has given people a common platform for sharing their news, views and opinions regarding the happenings around them.

Social media are internet sites where people interact with one another. They provide a place for people across the world to share information and engage in discussions. Social media provides the means to share graphics, videos, and audio files. With a history dating back nearly 20 years, social media has become second nature to today's students.

Why Use Social Media

Social learning theory says that students learn best when they learn from each other. Several studies have found that when students study together, they earn higher grades, are more engaged, and are more motivated. For that reason, teachers have incorporated group/team learning into their classrooms for decades. According to Dr. Richard J. Light of Harvard University's School of Education, 'This group learning format appeals to younger, socially conscious learners and is built around the notion that many minds are better than one.'

Social media platforms can help to increase communication skills and provide a 'back door' for shy learners. While many students struggle with speaking in front of their classmates, they may feel more comfortable 'speaking' on social media. This provides an outlet for students who are too intimidated to raise their hands in class. Furthermore, social media relies on the written word, making it an excellent means of improving writing skills.

- Social media does have an impact on human brain and in consequence on the quality of our life.
- Emotions play a crucial role in human communication.
- Beside the generally known benefits there are serious threats for individuals and society and thus a need for a sensible social media interaction.

Objectives of the Study:

1. *To evaluate how to start using social media into education*
2. *To study social media as an educational tool and understanding of social media by the teachers*
3. *The need to include innovative teaching methods in the universities/colleges*

Elaborations of objectives:

1. *To evaluate how to start using social media into education:*

You have your unit of study and your lesson plans. Add this one small piece to everyone including you. Pick a social media service and follow someone who blogs, tweets, tumbles, scoops, or pins about the topic. If you work with younger students, you can do this as a class and use it as an opener each day or week throughout the unit. Students can write a response to the author, which incorporates what they learn in class or a summary for class that can be used as a basis for discussion. You can also form small discussion groups based on platforms or topics. The goals of this strategy are to introduce students to a variety of social media sites, teach students how to evaluate social media sources, learn the vocabulary

of various social media sites (i.e. the term is *tweeter* not “twitterer”), help students to see social media as a source of information, and demonstrate the “social” in social media for *academic* purposes.

2. **To study social media as an educational tool:**

The opportunities for social media use are virtually endless. While there are many different social media platforms, most are very user-friendly and require little front-end work. Some ideas for implementing common social media platforms include:

2.1 Facebook:

You can create a class group on a social networking site. Groups are a form of virtual club. If the group has a clearly defined purpose, which can be defined in class (perhaps as a task making use of various language items), this will encourage online activity. The teacher can act as an administrator, suggesting topics for discussion and posting links. This can become more exciting if members are attracted from outside the class by class members inviting their friends to join. Your school can create a profile on the site and students can become friends with the school. Teachers can then answer students’ questions online and engage in discussions. This will also have the effect of boosting the school’s profile. This profile can be use for following things.

- A. Teachers can provide bonus points for students who answer questions that are posted.
- B. Special interest groups can easily be created by using hash tags to collect information.
- C. Homework assignments can be posted to easily remind students to do their homework.
- D. Students can share online resources related to coursework.
- E. Teachers can facilitate online discussions about course material.
- F. Students can ask teachers questions about difficult course material.

2.2 Twitter:

One of the easiest ways to utilize Twitter is to follow somebody who tweets on what you are currently studying. For example, if I were studying astronomy, I would look for somebody who tweets about astronomy. You can also have students make up Twitter accounts between famous people. Have them develop tweets about people, places, and things that were happening historically. Finally, Twitter is an excellent feedback or quick closing procedure to assess whether students are understood the material for the day. Twitter is a microblogging site. Microblogging involves writing very short updates on what you are doing, your ideas, activities, links to interesting sites and so on. Twitter limits updates to 140 characters, and these updates are known in the Twitter community as ‘tweets’. When you join the site, you can ‘follow’ other users’ tweets, which appear in a kind of news feed when you sign in. They have the option of following you back. There is the same culture of regular updates as with regular blogging- and some users are very prolific, tweeting many times per day, while others are less active.

The short length of tweets is linguistically interesting because it forces the writer to be very concise, and to focus very specifically on the readers’ interests. Some ideas for using Twitter in a course:

- A. Twitter warmer: Focus on a Twitter feed from a news source such as the BBC or CNN. In small groups, learners can read one tweet and try to predict the broader details of the story. They can then exchange ideas with another group before checking fuller details online.
- B. Twitter search activity: Twitter has a powerful search tool that allows users to look for specific search items in the ‘twittersphere’. Learners can be given an item of new vocabulary, for example, and search for authentic examples of use in real time. They can then derive the meaning from context (with

appropriate support from the teacher).
C. Practice of short forms- the concise nature of Twitter lends itself to this
D. Practice of the present continuous- the immediacy of Twitter suggests the present continuous, e.g. 'writing an article on social media in the EFL classroom'.

2.3.1.1 YouTube:

Like Facebook, YouTube is an excellent option for flipped classrooms in that students can watch lectures and resources before entering the classroom. We have all probably shown a YouTube clip or two to illustrate a point in the classroom. Instead of watching material created by others, why not have students create their own material?

Similar to blogging, the opportunities for student-created video are plenty. Students will enjoy watching each other explain a concept, review a book or movie, stage their own interpretation of a scene from a play, create public service announcements, or report on news stories. Again, like blogging, since the material will be seen by a wider audience, students will be more apt to do their very best in creating a video, and they will enjoy being able to express their creativity as they connect more deeply with course material.

- A. Teachers can post videos that explain how to navigate specific homework assignments.
- B. Students can create and post videos for one other to view rather than do in-class oral presentations.

2.4 Blogs

Setting up a blog is simple and secure. Each student is invited, and only those invited can see the blog's contents. By giving writing assignments that are blog assignments, you're not the only having to read the assignment. Points can be given for comments, and discussions had on the blog. It encourages students to give and receive feedback in a manner that the teacher can filter and control. Also, because blog posts become a part of the internet, students can link and use their better posts for college and scholarship applications. With the help of blogs student can do following things

- A. Students can share what they know with the world by hosting blogs and inviting other classrooms to see what they have learned.
- B. Students can reflect on what they have learned through blogs.
- C. Teachers can post blogs to keep parents 'in the loop' about what their child is learning.
- D. Online discussion forums can be created to further discussion about classroom topics.

Teacher can use Blogs in the following ways:

A) Building a class blog, where students can take it in turns to write posts on topics of interest. Other students can then add comments. The teacher will probably need to moderate, as comment threads can sometimes become heated and if you are representing an educational institution, this could become a tricky issue.

B) Creating lessons based on blogs. I once devised a reading task taking four types of blog- one academic, one on the life of an ambulance driver, one personal blog and another on current affairs. I had students skim read each blog and answer thematic questions. They then

exchanged their opinions on each blog and decided which one seemed most interesting. We then had a language analysis task, with samples of text from each blog. Students examined differences in style (i.e. formality), lexis and tone, before focusing on the personal blog, which used more colloquial language. After a matching task where some key phrases were identified, students were set the task of writing a blog entry on something they had done that week.

C) Having students start their own blogs. For this to work, they will probably need support, as blogging is a habit that has to be kept up consistently and it takes time to get good at it. Teachers can do this by examining the discourse features of personal blogs and producing a structured lesson that enables learners to mimic these features in their own writing. Common discourse features of personal blogs are:

- Short posts
- Informal or colloquial language
- First person perspective
- Contemporary topics
- Taking on the form of a dialogue with readers (especially in comment threads)

2.5 Instagram:

If a picture is worth a thousand words, imagine what a carefully crafted class Instagram feed can say. Instagram can showcase student work by offering a place to feature student artwork or even interesting details about a student (i.e., a “meet a student” photo journal). Start a scavenger hunt in which students post pictures of items focused on a certain letter or theme. Have students post photos of items related to their favorite book or historical figure.

Students can participate in 'scavenger hunts' by snapping pictures of course-related items.

2.6 Skype

Skype is not just for use with friends and families. Teachers have been using it to connect their students with other students across the world, in a way pen pals used to connect to each other. But you can also use it in a larger group project perspective. Matching classes that are studying the same subject could bring in a whole other realm to studying history or literature or science. You can also connect students to people who are working in different fields, so they can ask their questions and get a real life perspective on what working in that field is like.

Whether we want it to be or not, social media is here to stay. Allowing the student to connect with each other and others through will not only increase their engagement but also give them a glimpse at some of the real-life applications that social media has to offer.

2.7 Create a social classroom on Edmodo.

Edmodo helps you create a social, digital classroom. On Edmodo, you can vote, post assignments, create a class assignments calendar, and upload photos and messages to students.

With more 17 million users, Edmodo has been a highly successful endeavor. It allows students to get real-time feedback by taking quizzes online. Teachers can also engage socially with one another by sharing lesson plans online and asking questions to their online communities.

Edmodo's Global Read Aloud program encourages students to practice their reading and public speaking skills with other students from around the world.

2.8 Create a Class Wiki

Your students are familiar with Wikipedia and probably use it more than you think. Wikipedia is a great tool for finding comprehensive information on a subject, so try putting your students on the other end of the screen. Create a Wiki as a class subject. Choose one lesson as an umbrella, and write a stem article. Have your students write the supplementary articles to demonstrate what they know. It's a great way to showcase knowledge and promote teamwork.

Social media and learning blend better than you may have imagined. Utilizing social media in your classroom creates an innovative, fun way for students to work together. They're already familiar with how social media works, and now they'll have a reason to post things in addition to all of those memes and selfies.

3 The need to include innovative teaching methods in the universities/colleges:

In short, since students are already using social media away from the classroom, integrating it into the classroom helps students learn best practices for social media and offers an interesting new twist on lessons.

Conclusion :

It is concluded that

- Most of the time we can say that social media is innovative way of teaching and expect the same.
- We all can believe that there should be change in the existing education system and more innovative methods like social media should be used for education purposes.
- The use of social media for making presentations was found to be the first priority among students then getting and making the assignment updates.
- The currently developed Educomp method of teaching is one of the most popular among the students though other method like homeschooling was on top priority.

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