

THE IMPACT OF SOCIAL MEDIA ON EDUCATION AND SOCIETY

Komolafe Taiwo

Department of Computer Science
Villanova Polytechnic Imesi-Ile,
Osun State, Nigeria
Komolafe.taiwo2@gmail.com

Abstract

The purpose of this article is to assess the impact of social media on education and society. Social media is a platform for people to discuss their issues and opinion. Before knowing the aspects of social media people must have to know what is social media? Social media are computer mediated technologies that facilitates the creation and sharing of information, ideas, opinion, issues, career interests and other forms of expression via virtual communities and network. Social media services are web-based services which can be used via Desktop computers, laptops, and mobile (Smartphone) & tablet computers. Using these services people can have highly interactive platform where they can also share images, videos, information's and even more with each other through a particular network. This paper presents the impact of social media on education and society with its positive and negative effect.

Keywords: *Social Media, Society, Education, Teenager*

Introduction

Social media has become a vital part of every one's life from online shopping to electronic mails, education and business tool. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Facebook, Twitter, WhatsApp and Instagram etc. These sites have become a day-to-day routine for the people. Social media is defined as "forms of electronic communication, such as websites for social networking and micro-blogging, through which users create online communities to share information, ideas, personal messages, and other content, such as videos and other various media". Social Media is a platform that lets us participate in social networking. We can share our posts on various social media platforms to improve business visibility. Today it is the best source for news updates, marketing, education, and entertainment.

1. Impact of Social Media on Education

Education is very essential part of an individual's life for every teenager education is more important than anything. Today teenager shows very much interest for using social networks but unfortunately Social Networks affect education badly.

As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each other through various social sites like Facebook, twitter, and Instagram etc. It is also important for students to do some practical work instead of doing paper work. They can also write blogs for Teachers as well as for themselves to enhance their knowledge skills. Social networking sites also conduct online examination which plays an important role to enhance the students' knowledge.

1.1 Positive effects of social media on Education:

1. **New Skills:** Social media teaches students skills they'll need to survive in the business world. Being able to create and maintain connections to many people in many industries is an integral part of developing a career or building a business.
2. **Quality Education:** It has also increased the rate and quality of collaboration for students. They are better able to communicate with each other, share information quickly, which can increase productivity and help them learn how to work well in groups.
3. **Familiarity with new Technology:** By spending much time working with new technologies, students develop more familiarity with computers and other electronic devices. With the increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.
4. **Enhance Creativity:** The ease and speed with which users can upload pictures, videos or stories has resulted in a greater amount of sharing of creative works. Being able to get instant feedback from friends and family on their creative outlets helps students refine and develop their artistic abilities and can provide much needed confidence or help them decide what career path they may want to pursue.

1.2. Negative effects of social media on Education:

1. **Reduces Learning:** Today students rely on the accessibility of information on social media specifically and the web in general to provide answers, this can reduce focus on learning and retaining information.

2. **Poor Academic Performance:** Students, who attempt to multi-task, checking social media sites while studying, show reduced academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distractions that are brought about by YouTube, Facebook or Twitter.
3. **Privacy is not maintained:** The degree to which private information is available online and the anonymity the internet seems to provide has made students forget the need to filter the information they post. Many colleges and potential employers investigate an applicant's social networking profiles before granting acceptance or interviews. Most students don't constantly evaluate the content they're publishing online, which can bring about negative consequences months or years down the road.

2. Impact of Social Media on Teenagers:

Using social media web sites is among the most common activity of today's children and adolescents. Any Web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, MySpace, and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years. For this reason, it is important that parents become aware of the nature of social media sites, given that not all of them are healthy environments for children and adolescents. Pediatricians are in a unique position to help families understand these sites and to encourage healthy use and urge parents to monitor for potential problems with cyber bullying, "Facebook depression," sexting, and exposure to inappropriate content.

2.1 Positive effects of social media on Teenagers:

1. **Help Develop Awareness:** Most teens live a sheltered life. But with exposure to various media outlets, they develop awareness about society and the world. This cultural and political awareness is vital if we want to groom a generation of socially responsible citizens. With news channels, magazines, social networking sites blaring about world happenings, teens can realize that there is more to the world than just what is happening in the 'hood'.
2. **Help Develop Social Skills:** Many teens are socially awkward. Media gives them the chance to groom their social skills. It also gives them the chance to expand their social circle and develop new friendships. Other benefits include social confidence, heightened literacy in the media, and more social support.
3. **Inspire Teenagers:** When a teenager watches an action flick, don't just despair about the violence. With a little guidance, they can use the movie as inspiration. Teenagers look up to celebrities, and when a celebrity tells them to stay off drugs, they just might listen.

4. **Help Fine Tune Motor Skills:** Video games draw a lot of flak these days. But there's some good in video games too! There are a few video games that can help teens develop and fine-tune their motor skills and coordination.

2.2. Negative effects of social media on Teenagers:

1. **Making Violence Normal:** The amount of violence in video games and movies today is scary. And teenagers spend several hours every day watching these scenes of gore. Violence becomes their reality. Many teenagers are unable to distinguish between reality and fantasy. This makes violence 'normal' for them.
2. **Risky Sexual Behaviour:** Teenagers are just discovering their sexuality. It is very normal for them to be interested in everything sexual. But the amount of sex in media today can make a teenager confused. Sex without responsibility – that seems to be the message being beamed at teenagers. This can lead to irresponsible sexual behaviour and unwanted pregnancies.
3. **Making Everything Commercial:** Happiness comes at a price. At least that's the message teenagers get through media. Their life would be perfect if only you'd buy them that hot new game, that happening dress. Advertisers target teenagers to ramp up their revenues. But teenagers fall prey to the idea of commercialization of happiness.
4. **Score Low In School/Colleges:** Teens who watch too much television have lower scores in exams. Also, such teens are not good readers as they spend more time in front of the television. A study reveals that individuals with high degree scores watch less television in their childhood and teenage. Another study reveals that different media affects school work differently.

3. Impacts of Social Media on Society:

Almost a quarter of the world's population is now on Facebook. In the Nigeria nearly 80% of all internet users are on this platform. Because social networks feed off interactions among people, they become more powerful as they grow. Thanks to the internet, each person with marginal views can see that he's not alone. And when these people find one another via social media, they can do things – create memes, publications and entire online worlds that bolster their worldview, and then break into the mainstream.

Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses.

Without social media, social, ethical, environmental and political ills would have minimal visibility. Increased visibility of issues has shifted the balance of power from the hands of a few to the masses. The flipside: Social media is slowly killing real activism and replacing it with 'slack activism'. While social media activism brings an

increased awareness about societal issues, questions remain as to whether this awareness is translating into real change.

3.1. Positive effects of social media on society:

1. **Connectivity:** The first and main advantage of the social media is connectivity. People from anywhere can connect with anyone. Regardless of the location and religion. The beauty of social media is that you can connect with anyone to learn and share your thoughts.
2. **Help:** You can share your issues with the community to get help and giddiness. Whether it is helping in term of money or in term of advice, you can get it from the community you are connected with.
3. **Information and Updates:** The main advantage of the social media is that you update yourself from the latest happenings around in the world. Most of the time, Television and print media these days are biased and does not convey the true message. With the help of social media you can get the facts and true information by doing some research.
4. **Noble Cause:** Social media can also be used for the noble causes. For example, to promote an NGO, social welfare activities and donations for the needy people. People are using social media for donation for needy people and it can be a quick way to help such people.

3.2 Negative effects of social media on society:

1. **Cyber bullying:** According to a report published by PewCenter.org most of the children have become victims of the cyber bullying over the past. Since anyone can create a fake account and do anything without being traced, it has become quite easy for anyone to bully on the Internet. Threats, intimidation messages and rumours can be sent to the masses to create discomfort and chaos in the society.
Hacking: Personal data and privacy can easily be hacked and shared on the Internet. This can make financial losses and loss to personal life. Similarly, identity theft is another issue that can give financial losses to anyone by hacking their personal accounts. Several personal twitter and Facebook accounts have been hacked in the past and the hacker had posted materials that have affected the individual's personal lives. This is one of the dangerous disadvantages of the social media and every user is advised to keep their personal data and accounts safe to avoid such accidents.
3. **Addiction:** The addictive part of the social media is very bad and can disturb personal lives as well. The teenagers are the most affected by the addiction of the social media. They get involved very extensively and are eventually cut off from the society. It can also waste individual time that could have been utilized by productive tasks and activities.

4. **Reputation:** Social media can easily ruin someone's reputation just by creating a false story and spreading across the social media. Similarly businesses can also suffer losses due to bad reputation being conveyed over the social media.

4. Conclusion

The world is getting closer every day and everyone wants to be connected. Static blogs and websites are losing popularity. World is moving more towards "information streams". The information comes to users rather than users have to make effort to get the information. It has become routine for every person and with these people are getting addicted with the technology. Social Media has affected various fields in both Positive as well as Negative aspects. The current research shows that in Education field students can get the quality of education, acquire new skills but at the same time he/she may get distracted and addicted by too much use of social media. Social media has helped Teenagers in developing awareness, develop social skills, but has also made violence normal, made everything commercial and also many teenagers are not able to score good in their exams. We can say that social media is a boon for Industries in many ways by fostering information on websites, emails, social networking etc, business can be promoted via Facebook fan following, advertising. In Social media helps Society in connecting each other, provides updated information, helps in social welfare activities etc. at the same time there are many negative effects such as Cyber bullying, Hacking, Addiction of Facebook, Twitter, You tube. So the use of social media has many Positive aspects but it should be used in a limited way without getting addicted.

References

1. <https://www.techbead.com/positive-and-negative-effects-of-social-media-on-society/>
2. <http://www.edudemic.com/social-media-education/>
3. S. Kuppuswamy, P. B. Shankar Narayan, "The Impact of Social Networking Websites on the Education of Youth", In International Journal of Virtual Communities and Social Networking,
4. <http://viralms.com/blog/2011/04/how-social-media-affects-students/>.
5. http://www.momjunction.com/articles/positive-and-negative-influences-of-media-on-teenagers_00107975/#gref
6. <https://www.techmaish.com/advantages-and-disadvantages-of-social-media-for-society/>
7. <https://hubpages.com/technology/effects-of-social-media-on-our-youth>
8. <http://www.bbcactive.com/BBCActiveIdeasandResources/Howsocialmediaischangingeducation.aspx>

9. Gitanjali Kalia Chitkara University, Punjab, A Research Paper on Social media: An Innovative Educational Tool, Issues and Ideas in Education Vol.1 March 2013 pp. 43-5
10. <http://www.automatedbuildings.com/news/sep11/columns/110826030404mandrusiak.html>.
11. https://en.wikipedia.org/wiki/Social_media#References.