



ISSN: 2230-9926

Available online at <http://www.journalijdr.com>

# IJDR

*International Journal of Development Research*

Vol. 11, Issue, 04, pp. 46448-46450, April, 2021

<https://doi.org/10.37118/ijdr.18270.04.2021>



RESEARCH ARTICLE

OPEN ACCESS

## ROLE OF SOCIAL MEDIA IN HIGHER EDUCATION: CHALLENGES AND OPPORTUNITIES

\*Dr. Suprerna

(Asst. Prof.) BCM College of Education, Ludhiana

*Article History:* Received 10<sup>th</sup> January, 2021; Received in revised form 18<sup>th</sup> February, 2021; Accepted 11<sup>th</sup> March, 2021; Published online 30<sup>th</sup> April, 2021.

*Copyright* © 2021, Dr. Suprerna. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

**Citation:** Dr. Suprerna. "Role of social media in higher education: challenges and opportunities", *International Journal of Development Research*, 11, (04), 46448-46450.

### INTRODUCTION

Education has been a very essential tool for both teachers and students to understand the criticality of how important it is to have a better perspective for all the aspects in life. Although various educational researchers have been trying to look and develop for new tools, methods and techniques to have a better perspective to education. All the teachers and students are nowadays trying to adapt the latest technologies required to make education a better and trying to learn about the new designs which will add value to the formal education that is being provided to the students. It has become very important to understand the social and psychological problems arising from education and finding better ways to deal with it by working and focusing more on online training sessions and other courses which will integrate both formal and informal education. We do have various social platforms which can assist us in sharing the educational experiences in multiple groups and sessions which will in turn make the education a better technology savvy experience. There are various social networking websites namely Facebook, LinkedIn and others where individuals are sharing their professional experience on their own, different groups and blogs as well. There has been so many debates, arguments on social media where people keep their point of views and knowledge is being shared with other people which can definitely increase the level of higher education. When more teachers and students will be associated with each other they should be able to have more effective conversations on how they can make education better in terms of technology and socio-physio aspects. Teachers will have unique and different ways to make learning concepts innovative for the students by providing them online learning material/sessions, hosting live lectures and assisting in off hours in order to improve the level of education thereby. Choosing and applying new learning techniques can be very beneficial to the students and their interest level will increase when they will have more interesting ways to inculcate in their knowledge content and learning. Social media has changed the

life of people and the way people needs to look at the world which is supposed to be a perfect destination for higher education. When people exchange their professional knowledge with each other, education seems to shift at another level which will prove beneficial to all the prospective teachers, students and alumni who are looking or will be engaging with different educational groups present on the social websites. Teachers can stay connected to their present as well as ex-students and the knowledge can be shared on Facebook, Twitter and LinkedIn which will add value to the higher education thereof.

### Opportunities In Social Media Research For Higher Education

- There are so many professors/teachers who are nowadays providing off hours assistance to their students and researchers to make sure that pace of learning remains unstopped and they can get the maximum benefit out of it.
- Various educational groups/accounts have been and can be created in future where the knowledge and ideas can be shared so that everyone grows mutually and they can make higher education a big success through social media sources.
- Educational blogs can be created by all the teachers, students and alumni to help each other with the latest technologies and other updates which plays a pivotal role in the success of higher education.
- The professors/teachers/advisors who are trying to provide and share the knowledge will have numerous connections depending on the authenticity of the information being shared by them.
- Not just a platform for studying, it has gone to innumerable boundaries of learning.
- It has a pivotal of role in making knowledge served for all and in not in a news like fashion. Its just a fancy way of displaying vital information.

- Twitter is one such example, all the dignitaries from around the globe write about new content, current scenarios and provides it all in a well readable manner. Knowing it the current scenarios this is as important as reading news.
- Education has risen from the horizons of pen and paper. We don't get to see subject matter experts rather everyone must be well versed with everything and anything.
- The fashion of higher education has changed multifold, networking is one big growth criteria for the same.
- There are many examples of platforms that provide professional networking, LinkedIn being one the profound platforms that helps network student especially of higher education, who are looking for a place in corporates and various sector.
- These platforms provide an insight to the professional hierarchy, opportunities, working patterns etc.
- A big opportunity is learning online. There are many platforms like Udemy, Edx, Coursera etc that provide technical courses from around the globe.
- Most of these online certifications are free of cost and many others have the availability of financial aid which is a very easy procedure.
- Renowned platforms like World bank also provides courses which are otherwise difficult to pursue.
- It might affect to some extent but provides a lot more to the table, everyone gets the opportunity to learn as per the aspirations and that too with valid certifications.
- Social media is one of the big stakeholders of internet. The information provided there is for all by all.
- Most of the times the data/information or knowledge that is being shared is proved to be fake/not genuine and people adding this kind of information to their educational abilities might have an adverse effect to their educational motives.
- The information shared can be either commercialized or explicit for the people following the same and it can often mislead people in spite of adding value to their knowledge and it might lead to abusive disagreements at times.
- Sometimes the content created is fake and does not have any dependency with regards to gaining the important information and genuine knowledge out it thus increasing the educational abilities in themselves.
- Breach of privacy along with commercialization and data protection can be the major issues while using the social media networks to inculcate formal education. India still does not have good security protocols where the information and data can be protected for the people who are not comfortable to disclose it without their permission. data gets leaked very easily in India and therefore some people whose knowledge can be very beneficial does not try to share it on social networks.
- Although working with social media in lieu of providing formal education to students/researchers and people will be proved beneficial as it would have new techniques for people to get engage in. Teachers and students can share the information/knowledge through online classroom sessions, hosting live lectures by professors/teachers along with sharing of the relevant documents and papers in the off hours with the students, some professors/teachers still believe in providing the classroom learning/teachings and that is the only method which gives them satisfaction of upgrading the educational knowledge/abilities to their researchers/students.
- Since there has been lots of scandals that has been captured with regards to exchanging of data in social media websites, trust has been the major concern for some people who really wants to help the other by sharing the ample amount of knowledge and information that they have which can actually take the higher education to the next level.
- Data can be forged in social media and can be created/published by the students itself which can mislead people believing that the data is accurate.
- The impact of social media is way above imagination to children as well as adults. It is not just the quality affecting the education but is also imparting various psychological problems.

#### **Challenges in education in lieu of social media:**

Although social media has and will continue to be proved as a very beneficial platform to promote formal and higher education in present and future as well. There are numerous challenges that have been and still are being faced while promoting higher education on social media sites. Most of the times the media and advertising campaign being organized by the educational planners/groups are being controlled and they are unable to exchange the right kind of information and knowledge across the social media platforms and it might not add value to the teachers, students and the alumni who are trying to find the genuine knowledge in order to improve the level of higher education. Mostly the media websites are being purchased for commercial purpose and knowledge shared is not free for the people who are looking to innovate their way of having and providing the learning experiences across to other people. The information being shared is sometimes fake/unreal and there are people who are more into arguing and being offensive rather than exchanging the value knowledge with other people. Many times the data which is being shared on the social media is not genuine and even if it is students/alumni feels that the data is being forged and therefore they do not inculcate it in their knowledge or study it further believing that the data is manipulated. Advertising media is at times being commercialized. Putting in together, following are the crunch points which can indicate various challenges that are being faced for providing higher education through multiple social media websites.

- The major negative role that social media plays is due it's very vast nature.
- Not everything that is out there is an information or is a source to learn from. Internet has tons of information but rarely any barriers to filter the content.

#### **Conclusion**

- In spite of so many challenges and obstacles being noticed working with social media to upgrade the educational level, it is very much important to introduce and inculcate new ways to share the updated knowledge and information as it will definitely help people to learn in their off hours and to listen to the live lectures which will be a real learning experience with them.
- Although, maintaining the privacy and authenticity has been the critical points that are required to be considered, social media sites will still continue to

provide partial ways to learn new things from a professional group of people available on media sites.

- Efficiency to share information and knowledge will definitely increase if all the professors/teachers share a good level connection with their students/alumni which will in turn increase the level of formal education amongst people and world.
- Building online communities and activities will prove beneficial to the teachers and students associated with such groups and the people who are aiming to provide the real assistance to others in form of inculcating in their knowledge/abilities.
- Social networks have somehow added value the education level as it has become a two-way communication now and even students are free to express their ideas/views which has made the experience grow at a much vast level.
- Although there are people who are sharing forge data and information on social media sites but along with that there are people who actually want to provide knowledge by creating different groups based on multiple disciplines, blogs and videos to make it easier for students to learn new things and add value to their knowledge levels.
- Special social forums are being created wherein people can exchange data, information and knowledge which can turn to their development in terms of their decision on a social, economical and political level.
- Anything that has the ability to provide vast information will definitely bring in drawbacks with it.
- The matter of discussion must rise from what is good or bad with these growing advancements to how must these growing advancements be placed in the lives of different categories of people, children being the most sensitive category.

- If excelling technological advancements have negative impacts then social media is merely a digital platform, it too does come along with drawbacks like affecting education, mindsets, psychological issues, thinking abilities as well as patterns.

## REFERENCES

- Racham, P. and Firpo, D. 2011. Using social networking technology to enhance learning in higher education: A case study using Facebook. In *2011 44th Hawaii International Conference on System Sciences* (pp. 1-10). IEEE.
- Jiang, H. and Tang, M. 2010. Web-based learning platforms integrating social networking for design education at high schools in china. In *2010 International Conference on Computational Intelligence and Software Engineering* (pp. 1-3). IEEE.
- Tess, P. A. 2013. The role of social media in higher education classes (real and virtual)—A literature review. *Computers in human behavior*, 29(5), A60-A68.
- <https://blog.hootsuite.com/social-media-in-higher-education/>
- Voorn, R. J. and Kommers, P. A. 2013. Social media and higher education: introversion and collaborative learning from the student's perspective. *International journal of social media and interactive learning environments*, 1(1), 59-73.
- Zhang, S., Flammer, C. and Yang, X. 2010. Uses, challenges, and potential of social media in higher education. *Cutting-edge Social Media Approaches to Business Education: Teaching with LinkedIn, Facebook, Twitter, Second Life, and Blogs*. Charlotte, NC: Information Age Publishing, 217-24.

\*\*\*\*\*