# Using Social Media Platforms to Survive and Thrive in Education

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## ABSTRACT

The use of social media platforms in education has become increasingly popular in recent years. This research paper aims to explore the challenges and opportunities of using social platforms to survive and thrive in education. The paper discusses the benefits and limitations of social media in education and the impact on student engagement and academic performance. The research identifies the ways in which social media can be used to enhance learning and teaching, including the use of blogs, wikis, social networks, and multimedia platforms. The paper also examines the challenges of using social media in education, such as privacy concerns, digital distractions, and the potential for cyberbullying. The research concludes by discussing the need for educators to develop effective strategies to maximize the benefits of social media while minimizing the risks.

**Keywords: Social Media Platform, Survive and Thrive, Cyberbullying.**

## INTRODUCTION

Social platforms have become an integral part of our daily lives, especially in the realm of education. With the advent of technology, we have witnessed a transformation in the way we learn and teach, and social platforms have played a significant role in this change.

Social platforms offer numerous opportunities for students and educators to survive and thrive in education. They allow learners to connect with their peers, instructors, and experts from all over the world, access vast amounts of information and resources, and collaborate on projects and assignments.

One of the most significant benefits of using social platforms in education is that they enable personalized and self-directed learning. Students can create their own learning paths, access relevant content, and engage in activities that align with their interests and goals. They can also receive feedback and support from their peers and instructors, which helps them stay motivated and on track.

Social platforms also provide opportunities for educators to create and share instructional resources and connect with other educators worldwide. They can collaborate on lesson plans, share best practices, and access professional development opportunities.

Moreover, social platforms can be used to enhance the learning experience beyond the classroom. For instance, students can use social platforms to participate in online discussions, share their work, and receive feedback from their peers and instructors. They can also use these platforms to access virtual field trips, webinars, and other educational events that are not available in their local area.

However, while social platforms offer numerous benefits, they also pose certain risks, such as cyberbullying, privacy violations, and exposure to inappropriate content. Therefore, it is crucial for educators and students to use these platforms responsibly and follow guidelines and policies to ensure their safety and security.

In conclusion, social platforms offer a wealth of opportunities for students and educators to survive and thrive in education. By leveraging these platforms, learners can personalize their learning experience, access vast amounts of information and resources, and collaborate with their peers and instructors worldwide. As such, social platforms have become an essential tool for education in the 21st century.

## REVIEW OF RELATED LITERATURE

**"Use of Social Media in Education: Positive and Negative Impact on the Students" by Dr. Renu Bala, published in the International Journal of Multidisciplinary Research and Development in 2016.**

This paper discusses the impact of social media on students' academic performance and engagement. The author argues that social media can be both beneficial and detrimental to students, depending on how it is used. She highlights the importance of creating guidelines and policies for social media use in education to ensure students' safety and security.

**"Role of Social Media in Education" by Dr. Sangeeta P. Badal, published in the International Journal of Research - Granthaalayah in 2015.**

This paper explores the various ways in which social media can be used to enhance teaching and learning. The author discusses how social media can be used to create collaborative learning environments, provide access to a wealth of information and resources, and foster student engagement and motivation. She also highlights the need for educators to embrace social media and incorporate it into their teaching practices.

**"Social Media and Education: A Study of the Impact of Social Networking Sites on Student Engagement and Learning" by Dr. S. Sathiyabama, published in the International Journal of Humanities and Social Science Research in 2015.**

This paper examines the impact of social networking sites on student engagement and learning. The author argues that social media can enhance students' academic performance and engagement by providing them with access to a wide range of resources and opportunities for collaboration. She also highlights the importance of teaching students how to use social media responsibly and ethically.

**"Exploring the Role of Social Media in Education: An Indian Perspective" by Dr. N. Gopalakrishnan, published in the International Journal of Applied Engineering Research in 2016.**

This paper discusses the various ways in which social media can be used to enhance education in India. The author highlights the importance of creating a supportive environment for social media use in education and suggests that social media can be used to bridge the digital divide and provide access to educational opportunities for students in remote areas. He also emphasizes the need for educators to receive training on how to effectively use social media in the classroom.

**"The Role of Social Media in Education: A Review of Current Literature" by Dr. K. Srinivasa Rao, published in the International Journal of Innovative Technology and Exploring Engineering in 2020.**

This paper provides a comprehensive review of the current literature on the use of social media in education. The author discusses the benefits and challenges of using social media for teaching and learning and highlights the need for educators to develop effective strategies for incorporating social media into their teaching practices.

**"Exploring the Use of Social Media in Higher Education: An Empirical Study in India" by Dr. P. Siva Prasad, published in the International Journal of Management Studies in 2019.**

This paper presents an empirical study on the use of social media in higher education in India. The author examines the factors that influence students' and teachers' use of social media and the impact of social media on students' academic performance and engagement. The study highlights the need for educators to integrate social media into their teaching practices to enhance student learning outcomes.

**"Social Media and Higher Education: Opportunities and Challenges for Indian Universities" by Dr. B. Sarada Devi, published in the Journal of Education and Practice in 2019.**

This paper discusses the opportunities and challenges of using social media in higher education in India. The author argues that social media can be used to enhance student engagement, facilitate communication between students and teachers, and provide access to a wide range of educational resources. She also highlights the need for educators to address the challenges and

risks associated with social media use in higher education, such as privacy violations and cyberbullying.

# NEED FOR THE STUDY

The need for the study of using social platforms to survive and thrive in education is becoming increasingly important in today's digital age. With the rise of social media and other online platforms, students and educators have access to a wealth of resources and opportunities for collaboration that were previously unavailable. However, the use of social media in education also presents significant challenges and risks, such as the spread of misinformation, cyberbullying, and privacy violations.

Therefore, there is a need to study the use of social platforms in education to understand how it can be leveraged to enhance teaching and learning while mitigating the associated risks. Specifically, the study can focus on identifying best practices for integrating social media into educational practices, examining the impact of social media use on student engagement and academic performance, and developing guidelines for responsible and ethical social media use in education.

Moreover, as social media use in education continues to evolve and expand, there is a need to keep up with the latest developments, trends, and challenges associated with its use. This study can provide insights and recommendations for educators, policymakers, and other stakeholders to effectively leverage social media for educational purposes and ensure that students are prepared for success in the digital age.

# OBJECTIVES OF THE STUDY

The Objectives of the Study to understand :
- ➢ Challenges and Opportunities of using social platforms to survive and thrive in education.
- ➢ Benefits and Limitations of social media in education.
- ➢ Social media enhancement in learning and teaching.
- ➢ Social Media in education, such as privacy concerns, digital distractions, and the potential for cyberbullying.

**Table 1. Indicators of Teachers' Dispositions Towards Online Teaching (Martins & Ungerer, (2015).**

**Easily Changed** ⟵⟶ **Difficult to Change**

| Expert/Cognitive Presence | Social Presence | Pedagogical Presence | Virtual/Tech. Presence |
|---|---|---|---|
| Passion foreducation Commitment to profession Exhibits humour | Shares personal information and experience Communicates care and interesttowards others Acknowledgesindividual participants Expressesagreement | Punctuality Creates meaningful assessments Organisation | Incorporates avariety of technologies Maintains a meaningful online presence Seeks out opportunities forcontinual improvement |

These findings lead me to consider the complexity of the adoption process but also provide a pathwayfor professional development activities that are designed to enhance the disposition of distance education teachers towards effective use of the media.

**REGULATING SOCIAL MEDIA'S IMPACT ON EDUCATION**

A number of scandals involving hacking incidents and the commercial abuse of social media users' privacy have surfaced during the past year (Wall, 2018; Yar, 2018). Can we argue that we have faith in these businesses to look out for our best interests (as customers) when those interests conflict with the company's own (as a business)?

For the Alberta Teachers' Association, I oversaw a qualitative study on the topic of students' use of technology in advanced K-12 classrooms in 2018. (Anderson & McPherson, 2018). Many creative educators used online resources in a wide range of in-person, online, and hybrid settings, so the findings weren't a surprise. The 'Google-ization' of Alberta classrooms was the most difficult outcome I witnessed. About 90% of Alberta's school districts employ at least one Google product, whether it be Chromebooks, Google Classroom, Google analytics, Google productivity tools, or Google's professional development seminars for teachers. And, what's the deal with all the usage? Google provides these useful resources at no cost to users despite their high quality and dependability.

So what exactly are we hoping to accomplish with all of this gift giving? This might be a successful business model for Google, as it helps both professors and a steady stream of students become proficient with Google's cloud-based services. However, the information produced by the students themselves is arguably more interesting.

While most major suppliers, including Google (see The Student Privacy Pledge https://studentprivacypledge.org/privacy-pledge/), have promised not to sell students' personal information to third parties, there is little protection against authorised or unauthorised use in higher education and no control over the use of aggregated data.

The vast opportunities for good that social media offers are accompanied by serious risks to our privacy and freedom of expression. Clearly, public universities and colleges have not typically utilised commercial items like this due to concerns over their ethical standards. Is the product's educational and motivational value high enough for organisations to ignore their reservations and embrace it anyway?

Is the benefit to the higher education institution so great that they are willing to give away control over their data and that generated by their employees and students? Can any other options be considered? To wrap off this article, I'll quickly go through two strategies. The first is that the institution runs its own social media services, so it can keep its data private and use it only for educational purposes (rather than for profit or political gain). The second is more forward-looking, focusing on the creation of tools that will ensure users maintain ownership of the information they produce as they actively shape and improve their own learning.

## OWNED AND OPERATED BY INSTITUTIONS

Along with Jon Dron in 2012, we developed a "in-house" media suite based on the free and open-source ELGG platform. The toolkit is elaborately outlined elsewhere (Anderson & Dron, 2017; Dron & Anderson, 2014). In conclusion, the Athabasca Landing offered a wide range of social and productive resources, such as blogging, microblogging, tools for creating and supporting groups and networks, curating content, making suggestions, providing likes, and more. The obvious benefit of this method is that it protects data from being used for profit or political gain. Even if it has a lot of features, this platform can't compete with the large teams of engineers and UI designers at companies like Facebook and Google. Despite its continued existence, the system has not garnered enough institutional support to become a standard part of the institution's delivery platform, and, more importantly, has not been incorporated by instructors or designers into the instructional plans of the vast majority of courses and degree plans. It appears that the extra security and network features were not worth enough compared to the institution's LMS system to encourage a large enough percentage of students or teachers to use the system. Just like other forms of social media, our system's value increases with usage and decreases when it no longer does.

The Holy Grail of learning analytics is the creation of personalised learning scenarios and plans based on an individual's profile and historical data from the institution. Our internal social media platform was simplified by not being able to connect to any external feeds of personal data, however this decision was made out of need rather than preference. As a result, the Athabasca Landing has been demoted from a competitive social media addition to the institution, its staff,

and most significantly, its students, to that of a boutique research product due to the difficulties associated with acceptance, both by the university and by the faculty.

# DECENTRALIZED SOCIAL MEDIA APPLICATIONS

Tim Berners-Lee, the man who created the World Wide Web, has presented one of the few viable solutions to this problem (2018). Now he manages the team building the Solid platform to provide users agency over their data. With individual ownership, data can still be shared and combined with other data, but the user (and generator) retains control over how the data is used, sold, or exchanged among various services. Verborgh (2019) illustrates the distinction between the current approach and one in which people have exclusive access to their own data, kept in their own data pods (Fig. 1).
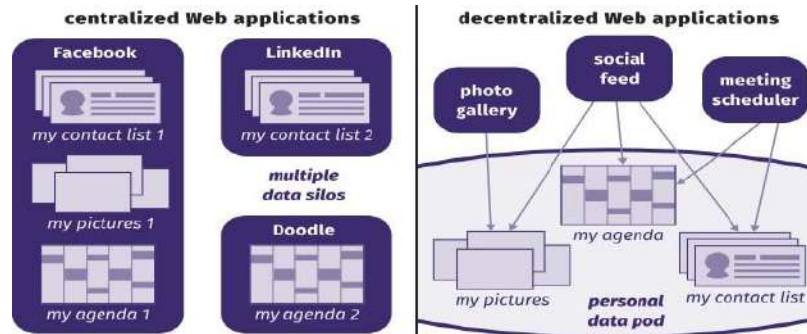


**Figure 1. Centralized versus decentralized models for web-based services** *(Verborgh, 2019).*

# CHALLENGES AND OPPORTUNITIES OF USING SOCIAL PLATFORMS TO SURVIVE AND THRIVE IN EDUCATION

## Challenges:

**Digital Divide:** The access to technology and the internet is still unequal, which can create disparities in education opportunities.

**Cyberbullying:** Students may face cyberbullying on social media platforms, leading to emotional distress and negative impacts on their mental health.

**Misinformation:** The prevalence of misinformation on social media can negatively impact the quality of education, leading to misunderstandings and inaccuracies in learning.

**Addiction:** Social media addiction can distract students from their studies and reduce their productivity, leading to poor academic performance.

**Privacy and Security Concerns:** Social media platforms may have privacy and security concerns, leading to the potential exposure of personal information.

**Distraction:** Social media can be a major distraction for students, leading to reduced focus and attention on their studies.

**Time Management:** Students may struggle with time management when using social media platforms, leading to reduced study time and poor academic performance.

**Lack of Face-to-Face Interaction:** Social media may reduce face-to-face interaction between students and educators, leading to reduced social skills and communication abilities.

**Inappropriate Content:** Social media platforms may contain inappropriate content that can negatively impact students, leading to exposure to harmful and disturbing images and information.

## Opportunities:

**Collaboration and Networking:** Social media platforms allow students and educators to collaborate and network with each other, leading to the sharing of knowledge and ideas

**Personalized Learning:** Social media can be used to personalize learning experiences for students, as it allows for tailored content and feedback.

**Informal Learning:** Social media platforms can be used to supplement formal education, allowing students to engage in informal learning through discussions and interactions with their peers.

**Access to Information:** Social media provides access to a vast amount of information and resources, which can enhance the quality of education and support self-directed learning.

**Real-World Learning:** Social media can connect students to real-world issues and events, allowing for the application of theoretical concepts to practical situations.

**Enhanced Engagement:** Social media can enhance student engagement by providing interactive and engaging learning experiences.

**Global Learning:** Social media allows for global learning, as students can connect with peers and educators from around the world, leading to exposure to diverse perspectives and cultures.

**Active Learning:** Social media platforms allow for active learning, as students can create and share their own content, leading to increased creativity and critical thinking.

**Accessibility:** Social media platforms can be accessible for students with disabilities, providing equal access to education opportunities.

# BENEFITS AND LIMITATIONS OF SOCIAL MEDIA IN EDUCATION

## Innovative Benefits:

**Virtual Reality Learning:** Social media can be used to provide virtual reality learning experiences, allowing students to engage with immersive and interactive content.

**Gamification**: Social media can be used for gamification of learning, incorporating game elements to increase student engagement and motivation.

**Artificial Intelligence:** Social media platforms can be integrated with artificial intelligence to personalize learning experiences and provide instant feedback to students.

**Augmented Reality:** Social media can be used for augmented reality learning experiences, allowing students to engage with digital content in the real world.

**Micro learning:** Social media can be used for microlearning, providing small, bite-sized learning opportunities that can be easily accessed and consumed.

**Social Learning:** Social media can be used for social learning, allowing students to learn from each other through sharing and collaboration

**Flipped Classroom:** Social media can be used to support the flipped classroom model, where students learn the content outside of class and use class time for discussions and application.

**Personal Learning Networks:** Social media can be used to create personal learning networks, connecting students and educators with individuals who share similar interests and expertise.

## Innovative Limitations

**Algorithmic Bias:** Social media algorithms can perpetuate biases and stereotypes, leading to limited exposure to diverse perspectives and ideas.

**Information Overload:** Social media can provide an overwhelming amount of information, leading to difficulty in filtering and processing relevant content.

**Ethical Concerns:** The use of social media in education may raise ethical concerns around data privacy, ownership, and security.

**Social Isolation:** Over-reliance on social media for learning can lead to social isolation, reducing face-to-face interaction and opportunities for social development.

**Digital Fatigue:** The constant use of social media for learning can lead to digital fatigue, reducing motivation and engagement.

**Accessibility:** The use of social media in education may create accessibility barriers for students with disabilities.

**Technological Dependence:** Over-reliance on social media for learning can lead to technological dependence, reducing students' ability to learn through other means.

**Quality Control:** The quality of information on social media may vary, leading to potential inaccuracies and misunderstandings in learning.

# SOCIAL MEDIA : ENHANCE LEARNING AND TEACHING

Social media has rapidly become an integral part of our daily lives, transforming the way we interact, communicate, and learn. With the increasing use of social media platforms such as Twitter, Facebook, Instagram, and YouTube, social media has become a powerful tool for enhancing learning and teaching in various fields. Social media has revolutionized the way we access and share information. Today, social media platforms are a treasure trove of educational resources, from online courses and e-books to research articles and blogs. Educators can use social media to share and exchange knowledge, ideas, and experiences with their students and peers, creating a collaborative learning environment that encourages creativity and innovation. Students can also use social media to research and share information, connect with experts in their fields of interest, and collaborate with their peers on group projects. Social Platform can facilitate personalized learning. With the help of social media platforms, teachers can customize learning content and adapt to students' learning styles, needs, and preferences. For instance, teachers can use Twitter and other social media platforms to curate relevant content and share it with their students, tailoring the information to their individual interests and learning objectives. This not only helps students stay engaged but also ensures that they are learning at their own pace and in a way that works best for them. It can create a sense of community and foster a culture of learning. With social media platforms, students and educators can connect with each other beyond the traditional classroom setting, forming online communities that encourage learning and support. This community-based approach to learning helps students feel more engaged and motivated, fostering a sense of belonging and ownership over their learning journey. It can provide a platform for authentic assessment and feedback. Teachers can use social media platforms to assess students' learning outcomes in real-time, providing instant feedback and guidance to help students improve their skills and knowledge. Moreover, social media can help teachers gather data and insights about students' learning preferences, behaviors, and progress, enabling them to tailor their teaching methods and strategies accordingly.

**Blogs:** Blogs can be used to supplement traditional course materials, providing students with additional resources and perspectives on course topics. Blogs can also be used as a tool for self-reflection and self-assessment, allowing students to track their progress and set goals for their learning.

**Wikis:** Wikis can be used to create collaborative learning environments, where students can work together to create, edit, and review course content. Wikis can also be used to facilitate peer review, where students can provide feedback and suggestions on each other's work.

**Social Networks:** Social networks can be used to create communities of learners, where students can connect with each other and their instructor to share resources, ask questions, and engage in discussions. Social networks can also be used to create social learning opportunities, where students can learn from each other's experiences and perspectives.

**Multimedia Platforms:** Multimedia platforms can be used to create and share educational content in a variety of formats, such as videos, podcasts, and infographics. This can help to engage students and make learning more interactive and fun. Multimedia platforms can also be used to provide alternative modes of instruction, such as lecture recordings or instructional videos.

**Mobile Learning:** Social media can be accessed on mobile devices, making it a convenient and accessible tool for learning on-the-go. Mobile learning can be especially beneficial for students who have limited access to traditional classroom settings or who have busy schedules.

**Personalization:** Social media can be used to personalize learning experiences, by tailoring content and activities to individual student needs and interests. This can help to increase engagement and motivation, and improve learning outcomes.

**Real-World Application:** Social media can be used to facilitate real-world application of course content, by providing opportunities for students to connect with industry professionals, participate in online communities, and engage in experiential learning activities.

**Cyberbullying:** Social media can provide a platform for cyberbullying, which can be particularly harmful in an educational context. It is important to have policies and procedures in place to address cyberbullying and to provide support for students who are affected.

**Digital Distractions**: Social media can be a significant distraction for students, particularly if it In conclusion, social media has the potential to enhance learning and teaching in various ways. From creating a collaborative and personalized learning environment to fostering a sense of community and providing authentic assessment and feedback, social media can be a powerful tool for transforming the way we learn and teach. As educators continue to explore the potential of social media, it is important to balance the benefits with the potential risks and challenges, such as privacy concerns, digital literacy, and online safety. Nevertheless, with the right approach and guidance, social media can be a valuable asset in our quest for lifelong learning and education.

## EDUCATORS : STRATEGIES TO MAXIMIZE THE BENEFITS OF SOCIAL MEDIA

Social media has become an increasingly important tool for educators in the modern era. With the rise of social media platforms such as Facebook, Twitter, Instagram, and LinkedIn, educators can now connect with their students, peers, and the wider community in ways that were previously not possible. In order to maximize the benefits of social media, educators can adopt various strategies that enhance teaching and learning experiences.

One of the primary strategies that educators can use to maximize the benefits of social media is to create a professional online presence. This involves using social media platforms to showcase their work, expertise, and interests, and to connect with peers and professional groups. By doing so, educators can build their reputation, stay up-to-date with the latest trends and research in their field, and enhance their professional development. They can also use platforms like Twitter to share their thoughts and opinions, connect with other educators in their field, and engage with the wider community.

Another important strategy for educators is to use social media as a tool for classroom instruction. Educators can create and share instructional videos on platforms like YouTube, providing students with an opportunity to learn in a variety of formats. Social media can also be used to create online discussion forums where students can engage in discussions and share their ideas. Additionally, social media platforms can be used to provide students with real-time feedback on their work and assignments, creating a more interactive and engaging learning environment.

Collaborative learning is another important strategy that educators can use to maximize the benefits of social media. By creating online groups or communities, students can work together on projects, share ideas and resources, and collaborate with peers. Social media platforms like Facebook and Twitter can be used to facilitate these collaborative learning experiences, creating a more interactive and dynamic learning environment. In addition, social media can be used to create opportunities for students to engage in real-world problem-solving, promoting critical thinking skills and innovation. Encouraging student creativity and expression is also an important aspect of maximizing the benefits of social media. Platforms like Instagram, TikTok, and Snapchat can be used to create short videos or pictures that reflect students' creativity and imagination. Educators can use these platforms to showcase students' work, providing feedback and encouraging further development. This can help to foster a more positive and creative learning environment.

Professional development is another important aspect of maximizing the benefits of social media. Educators can use social media to enhance their professional development by joining professional groups on LinkedIn, participating in Twitter chats, or attending virtual conferences.

This allows educators to learn from their peers and stay up-to-date with the latest trends and research in their field. By doing so, educators can continue to improve their teaching skills and enhance their ability to engage with their students. Finally, fostering a positive digital citizenship culture among students is essential. Educators should educate students on the appropriate use of social media, including privacy and security measures. Additionally, educators should model positive social media behaviors and encourage their students to do the same. This can help to create a safe and respectful online community that promotes positive communication and interaction.

In conclusion, social media has become an integral part of modern life, and educators can maximize its benefits by adopting various strategies. Creating a professional online presence, using social media for classroom instruction, fostering collaborative learning, encouraging student creativity, enhancing professional development, and fostering positive digital citizenship are all essential strategies that educators can use to create a more engaging and dynamic learning environment for their students. By doing so, educators can help students to develop the skills they need to succeed in the 21st century.

## SUGGESTIONS

➤ Follow social media accounts of educators, teachers, and educational institutions that share content related to your field of study. This will help you stay updated with the latest news, trends, and research in your field.

➤ Join online groups, forums, and communities that are related to your area of study. This will allow you to connect with other students and professionals in your field, share ideas, ask for help, and collaborate on projects.

➤ Twitter chats are real-time discussions that take place on Twitter using a specific hashtag. Participating in Twitter chats related to your field of study can be a great way to network with other professionals and learn from experts in your field.

➤ LinkedIn is a great platform for professional networking. Create a profile that showcases your skills, experience, and education. Join groups related to your field of study, connect with other professionals, and engage with their content.

➤ If you have created a project or written a paper that you are proud of, share it on social media. This can help you get feedback, build your portfolio, and showcase your skills to potential employers.

➤ Social media can be a great tool for conducting research. Use hashtags and keywords related to your topic of interest to find relevant information and connect with experts in your field.

➤ Use social media tools like Hootsuite or TweetDeck to stay organized and manage multiple social media accounts. This will help you stay on top of your social media activity and ensure that you don't miss any important messages or opportunities.

## CONCLUSION

Writing this article has helped me to consider the benefits and drawbacks of social media and how they are likely to evolve in the future.

The potential for education to evaluate and enhance its own procedures is unprecedented. In order to improve the quality of both teaching and learning, educators now have access to innovative tools that allow them to better interact with their students and, more significantly, to track and adjust their progress as needed. There are now more accessible options for students to organise, save, and share their educational materials and experiences. These advantages, however, come at a price: a loss of privacy and agency for the individual user. If we want to improve education quality and access, we need to keep an eye on the people who keep an eye on us. There are benefits and drawbacks to using social media for teaching and learning. Social media can increase student involvement, boost communication, and encourage cooperation, but it can also raise issues about privacy, digital distraction, and cyberbullying. In order to prepare

their students for success in the modern digital world, educators must devise techniques that help them reap the benefits of social media while avoiding its potential pitfalls.

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