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Investigating Faculty Members' Awareness on Social Media Usage in Teaching and Learning

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Abstract

In modern classrooms, lecturers are faced with numerous issues as they compete for students' attention among a diversity of communication stimuli. This review aimed to review various social media benefits to educational institutions, faculties and students. In the review various social media benefits were discussed range from its benefits to educational institutions, to faculties and to students and also the various means and types of social media via social networking sites were listed, such as Facebook, YouTube, Bloggs, MySpace, Twitter etc. To conclude, the social networking sites have gained huge momentum and popularity among college and school-going students in this ever growing internet era. It's evolving as a real-time, two-way communication platform and marketing, promotional vehicle for institutions to raise its online brand, share experiences, knowledge and information within its major key players. No uncertainty, in the upcoming age, social media will definitely act as a major role in higher education establishments in diverse configurations.

Keywords: Social media; faculty; student; educational institutions; social networking sites

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1. Introduction

In present day classrooms, educators face numerous difficulties as they go after understudies' consideration among an assorted quality of correspondence jolts. Quick development of mobile figuring, including PDAs and tablets, displays a twofold edged issue: Alongside beforehand unfathomable access to data come already unexpected diversions. Of wide worry to numerous educators is the potential diversion created by students using their mobile gadgets to, content, play recreations, check facebook, tweet, or enroll in different exercises accessible to them in a quickly advancing computerized territory. That business has potential legitimacy; the latest insights from the Pew Foundation demonstrate that the normal number of day by day writings for more established adolescents ascended from 60 in 2009 to 100 in 2011 (Lenhart, 2012). Also, in addition, 64% of youngsters who own cell telephones have messaged amid class, even in schools where cell telephones are actually banned. Those writings, possibly come to the detriment of perusing, as messaging amid class decreases understudies' capacity to self-administer and give supported consideration regarding classroom undertakings (Wei et al., 2012). This survey meant to audit different advantages of online networking (likewise called Web 2.0 tools) to instructive establishments, resources and understudies.

Rueben (2008) stated social contains common procedures that include systems administration and mingling online through photographs, words, pictures and recordings. Online networking is rethinking how we interface with one another as people and how we as people identify with the administering bodies that help us. It is some dialogue – two way examinations uniting individuals to learn and share data.

2. Social media

Social media is defined as a gathering of Internet-construct applications that work with respect to the ideological and innovative establishments of Web 2.0, and that permit the creation and sharing of client produced content (Buettner, 2016).

The fast progress of applied science is driving teachers to execute gadgets, they may have quite recently found. Understudies, likewise called Digital Natives, Gen Y, Net Gen, and Millennials (Zimmerman, 2012). Are far ahead in the use of development and are asking for advancement connected within the address corridor. By, this more young period of scholarly people has spent their entire lives incorporated by and using PCs, TV redirections, automated music players, video cams, PDAs, and the different toys and instruments of the propelled age (Prensky, 2001). These Digital Natives have made their own gatherings of excitement on Facebook and Twitter furthermore been there basically despite in the midst of class time (Akhras, 2012). Then again, some other examination showed that not all the digital locals are the same concerning the dynamic use of web systems administration gadgets (Kilian et al., 2012).

Social networking instruments and portable devices are for the most part late marvels. The use of web systems administration and versatile contraptions in the classroom to upgrade understudy engagement and to extend instinct has been represented to be profitable (Aviles & Eastman, 2012; Chao, et al., 2011; Crews & Wilkinson, 2010; Enriquez, 2010). An audit that focused on the usage of tablets in the classroom exhibited an extension in understudies' dynamic participation in the midst of locations, an overhauled ability to assess understudy learning, and a solid methodology for offering quick feedback to better understudy execution (Enriquez, 2010).

A late study taken by the Babson Survey Research Group as a group with New Marketing Labs and the preparation advising pack Pearson Learning Solutions, drew from pretty much 1,000-school and school staff the nation over and revealed that more than 80 percent of teachers are sharpening web organizing in some substance and more than half use these instruments as a part of their bearing (Blankenship, 2011). The study show that 30 percent are using interpersonal associations to talk with understudies (trading posts on web logs, for instance) while more than 52 percent are using online

recordings, podcasts, web diaries, and wikis (cluster composed locales) in the midst of class time. They moreover found that positioning staff (those demonstrating 20 years or more) uses long range informal communication at pretty much the same degree as their more young buddies.

2.1. Benefits of social media for educational Institutions

In today's digital world, Web 2.0 technologies and social media have spread out the doors of learning beyond physical classrooms for open communication mainly among students and staffs. Thus, these tools provide outstanding potential for institutions to upgrade its information online freely. Despite being a young concept, Social media in training is slowly becoming an essential ingredient and also a novel terminology of communication in the academic world (Raman, 2015). The following are the five key benefits of utilizing social media in instruction:

- *College Admission:* Social media help institutions to recruit prospective students and staff.
- *Continuous Learning Environment:* It enables students to read online at their own pace by means of listening to video blogs, podcasts, lectures and webcasts. At the same time, it enhances the pupils and faculty interaction within the schoolroom.
- *Real-time Alumni Engagement:* An active presence in social media websites will aid institutions to nurture a strong online relationship with its former students i.e. Alumni. It likewise offers an opportunity to see and reconnect with international alumni as well.
- *Industry Partnerships:* It helps institutions to connect with industry for nurturing the partnerships and identifying experts in the area of interest.
- *Trade name-building platform:* It presents wholesome opportunities for higher education establishments to convey and advertise its online brand image among its key stakeholders.

2.2. Benefits of social media for faculties

Faculties are neither unquestioning supporters of including innovation into their showing nor careless Luddites who reject all innovation wild. Most resources rush to perceive the potential for innovation, computerized interchanges, or online networking, yet they additionally comprehend its limitations and issues (Seaman, 2013).

Researches shows that there are many benefits to academics of using social media in their work. Veletsianos (2013) drafted in an auto-ethnography of his own social media use as a digital scholar and his reflections of those other academics with whom he interacted with these media. He identified the importance of the culture of sharing for participants, in which sharing is portrayed as a scholarly and education practice. Veletsianos notes that these newfangled ways of academic practice (such as asking for help for references from colleagues on social media and circulating draft forms of manuscripts for comments) differ markedly from traditional approaches to academic scholarship. A semi-structured interview study conducted out by academics from a figure of different nations who were members of an information technology network found that, unsurprisingly, turned over their area of research, they were frequent and varied users of social media for research (Gruzd et al., 2012).

The main five most-utilized tools were wikis (counting Wikipedia), general online networking locales, for example, Facebook, listserv bunches, web logs and video or remotely coordinating tools. The frequently specified advantages of utilizing online networking for research were setting up new associations and fortifying existing ones, staying up with the latest with the subjects in their field of research and advancing their own particular insightful work (Lupton, 2014).

2.3 Benefits of social media for students

While its use in educational settings is fairly new, ever-present social media is gaining attention as a learning tool. Students use social media for educational functions by becoming more actively involved with courses that employ technology (Estes, 2013).

- *Students apply social media to communicate with peers and instructors:* Researches indicate that students apply social media to contact their instructors, as considerably as to share information about co-curricular activities and academic resources with classmates (Coffin & Fournier, 2015).
- *Students want to use social media as a platform for discussion:* Social media can support student participation, collaboration, and self-managed learning by making a political program for meaningful, natural discussion (Coffin & Fournier, 2015). Some other study found that the number of posts students made to Facebook was 400% bigger than the number made to the LMS discussion board and their content covered more complex topics (Estes, 2012).
- *Students are fluent in social media:* Studies conducted between 2013 and 2014 on teen and adult internet usage found that 77% of internet users between the ages of 12 and 17 and 87% of internet users between the ages of 18 and 29 use Facebook (Madden et al., 2013; Long, 2013).
- *Students want teachers to hold virtual office hours:* A 2013 study similarly found that pupils appreciate the chance to engage in virtual office hours as a way of backing up their learning and increasing flexible communication with faculty (Coffin & Fournier, 2015).

3. Conclusion

To conclude, the social networking websites have gained huge momentum and popularity among college and school-failing students in this ever growing internet era. It's evolving as a real-time, two-way communication platform and marketing, promotional vehicle for institutions to raise its online brand, share experiences, information and knowledge among its key stakeholders. No uncertainty, in the upcoming age, social media will definitely act as a major role in higher education establishments in diverse configurations.

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