Impact of Social Media as an Educational Tool for Media Students

N. Raja[1], Assistant Professor[1], Dr. P. Subramaniam[2], Director[2],
Department of Visual Communication[1], Tribal Research Centre[,2], Sathyabama Institute of Science and Technology[1], Chennai[1], Government of Tamilnadu[2], Ooty [2]
Email: raja.viscom@sathyabama.ac.in[1], subramaniam.panneerselvam@gmail.com[2]

Abstract- Social media is a large resource of authentic data of written, audio, video materials with that each receptive and productive skills could also be practiced by media students. Students are supplied with new learning experiences synchronously and asynchronously to possess a lot of depth and direction in their media learning method. Students are ready to share the resources quickly and gain the maximum amount of media educational information. Instructions are more practical and economical as social media provide the users gain in several advantages. Social media offers the foremost important feature for communication that's giving and receiving feedback. Social media are ready to offer the chance for online live lecturers. Through this active participation and interaction among media students and subject experts are altogether concerned within the learning method.

.**Index Terms -** Social media learning, 21st century Media education, E-learning

1. INTRODUCTION

The fast explosion and intensive adoption of social media has created and it possible for one person to another chat with thousands individuals worldwide. Today, social media become unstoppable and important for content sharing. Its large benefits like simple to use, low cost, quick and simply reached all. Additionally, social media has penetrated today's society with large individuals engaged within the latest updates in media educational happenings via several social media applications. As such, the chances for social media in media education are equally exciting because it could be a platform to support media education. Therefore, the challenge to media educators is a way to bind the identical options of social media for their academic functions.

1.1. *Theoretical Frame Work*

The researcher has adapted cognitive load theory, because the implications of social media in media education from cognitive load perspective can be bridged by working memory and long term memory. When social media is utilizing in media learning, the design of the interface could constitute a wellspring of multitasking to the learners. This imposes cognitive load on the working memory system as the extraneous processing for the utilization of cognitive resources. This can increase the concentration and engagement within learning. In

simple, working memory is what a teacher teaches which is not expected to last long whereas long term memory is what we visually see and learn by ourselves through social media (Sweller, 1998).

1.2. *Need and significance of the study*

In India, NPTEL and E-learning courses were viewed and learned by 110 million people through YouTube in the 2014. So, it is worthwhile researching the impact of social media among media learners.

1.3. *Statement of the problem*

The Statement of the Problem selected for the present study is "Advantages and disadvantages of social media in media students". The present study intends to find out and analyze the access, usage and impact of social media in media education students.

1.4. *Scope of the study*

The research was conducted using Google form questionnaires were circulated through social media and data was collected from media students in Tamilnadu.

1.5. Objectives

The main objective of the study is to access, acceptance and perception of social media and its effects on media learners. The research was conducted with the following objectives.

- To study the reach and accessibility of media educational content in social media.
- To study impact of social media among media students.
- To study positive and negative perception of social media among media students.
- To study the relationship between teacher and learner in social media.
- To analyze the effectiveness of social media

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learning.

- To study the purpose and utilization of social media in media education.

2. REVIEW OF LITERATURE

The impact of social media usage on educational performance among the university students. The results suggest that the social media integration facilitates student's educational expertise that associates to the student's educational performance. Further, social media integration was found to extend the interaction inside the classroom, that increase student's participation and enhance cooperative learning. Additionally, as collaboration will increase within the learning method, social media tools operate as platforms for learners to access, collect, and share instructional information (Al-Rahmi &Othman, 2013).

Use of social media is taken into account plan because it is an academic tool however one would should see, if it's used properly for the academic purpose. There's potential during the social media due to usefulness of video lectures and audio-video clippings on these sites. (Archana Kumari, 2015).

Facebook uses an efficient tool by learners wherever collect the data and share with their friends. And it absolutely was understood that learners forever connected with subject specialists and classmates to boost their learning experiences (Mills, 2011).

3. METHODOLOGY

The study has followed the methodology of structured Google form questionnaire with participant observation. The following section discuss in detailed the methodology followed in the research.

3.1. Data collection instrument

Primary data was collected using online Google form questionnaire.

3.2. Sample size

Well-structured online Google form questionnaire were circulated to 300 media study respondents through social media. Hence the sample size chosen for the study is 300.

3.3. Statistical tool used

SPSS tool used to analysis the data for the research.

4. DATA ANALYSIS

4.1. *Is social media update with latest media technology?*

Latest media technology	Percentage
Agree	31.0%
Disagree	6.7%
Neutral	31.3%
Strongly Agree	26.3%
Strongly Disagree	4.7%

Interference:
According to table 1, 31% of the respondents agreed social media updates with latest media technology, followed by 6.7% disagreed, 31% were neutral, 26% were strongly agreed and only 4.7% strongly disagreed.

4.2. *Have you been deviated from studies to other activities in social media learning?*

Diversion	Percentage
No	27.0%
Yes	73.0%

Interference:
According to table 2, 27% of the respondents said that, there was no deviated from studies in social media and followed by 73% said that, there was deviated from study to other activities in social media.

4.3. *Have you secured good marks in exams while studying in social media?*

Marks	Percentage
Agree	43.0%
Disagree	4.7%
Neutral	36.0%
Strongly Agree	12.0%
Strongly Disagree	4.3%

Interference:
According to table 3, 43% of the respondents agreed to score good marks in their exams while studying in social media, followed by 4.7% disagreed, 36% were neutral, 12% were strongly agreed and only 4.3% strongly disagreed.

4.4. *Is Social media is easy to access anytime and anywhere for media education?*

Anywhere Anytime	Percentage

study	
Agree	32.3%
Disagree	5.7%
Neutral	28.3%
Strongly Agree	29.0%
Strongly Disagree	4.7%

Interference:
According to table 4, 32% of the respondents agreed Social media was easy to access anytime and anywhere for media education, followed by 5.7% disagreed, 28% were neutral, 29% were strongly agreed and only 4.7% strongly disagreed.

4.5. *What digital device do you prefer for social media learning??*

Digital Device	Percentage
Desktop Computer	5.7%
Laptop	16.7%
Mobile Phone	76.7%
Tab	1.0%

Interference:
According to table 5, 5.7% of the respondents agreed desktop computer was useful for media education while studying in social media, followed by 16.7% were said laptop, 76.7% were said mobile phone and only 1% said tap.

4.6. *Have you included your professors in social media group for educational needs?*

Professors in Group	Percentage
No	30.0%
Yes	70.0%

Interference:
According to table 6, 30% of the respondents said no and followed by 70% said that, I included professors in social media group for educational needs.

5. FINDINGS

- 31% Respondents agreed social media updates latest media technologies immediately.
- 73% Respondents said that, while studying in social media divert from study to other activities like chat with friend, online marketer, and blogs.
- 43% Respondents agreed social media helps to get good marks in their examinations.
- 32% Respondents agreed, they can learn anytime and anywhere with the help social media.
- 77% Respondents said that, Mobile phone is very useful for their learning.
- 70% Respondents agreed to connect their class teachers and subject experts to clarify their doubts in educational social media.

6. CONCLUSION

Today's media Students encircled with social media like Facebook, Whatsapp, YouTube, Twitter and blogs for social interaction further as for academic functions. Social media brings learning outside the classroom, as students are ready to proceed with the media education outside the room once their traditional room session. Therefore, students are ready to complete their activity atmosphere. Students are ready to learn at their own pace. They are going to be ready to explore the social media at their own interest to pursue for needed media educational data. Social media is fun to be familiar with and can be ready to inspire students in learning. Social media provides students with footage, videos and data and also the most vital half is its movie mode that permits students to participate and interact sharply. Social media like Facebook, Whatsapp and YouTube are the a lot of distinguished medium of interaction wherever users will categorical their thoughts freely further as share their creative thinking to be mentioned. Important interaction amongst peers and instructors can occur as they impart with one another.

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