

A Study on Social Media in Education

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Abstract—Social network sites (SNS) have attracted millions of internet users, who have integrated these sites in their daily lives routines. The internet is more than just a means of seeking information. People have discovered that the internet can be used to connect with other people for business or commercial purpose, to make new friends or reawaken old friends and long lost relatives.

Social networking sites influence the interpersonal relationship of students in many ways. Through social networking sites, users have the opportunity to be acquainted with people worldwide. These people consequently can affect the user's interpersonal relationships with other people close to them.

Internet has changed the way of people interaction. Communication and access to information has been made easier. Use of internet is now not only about communication through emails but is also a platform on which people interact. SNS is now more about blogs, podcasts, Face book, what's App, YouTube, LinkedIn, Hike, Instagram, snap Chat and Twitter also called social networking sites. Most of members to these social networking sites are young peoples.

The use of new technologies, especially social media, is becoming increasingly ubiquitous in students daily lives. Free or inexpensive apps distributed through app stores have given rise to a social-media-focused culture that is shaping how we should communicate and learn. Social networking sites can have a "Positive" or "Negative" impact on college student's attitude towards SNS. Therefore as more teenagers rush to join and continue using SNS. This study intends to find out the impact of students attitude to social networking sites.

Index Terms—social media, education

I. BACKGROUND OF SOCIAL NETWORKING SITES

The first Social Network Sites launched in 1997, it is six degrees.com. This site allowed users to create profiles, list their friends and beginning in 1998. A social networking service (SNS) is a platform to build social networks or social relations among people who share interest, activities, backgrounds or real-life connections. It consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. These sites are web-based services that allow individual to create a public profile, to create a list of users with whom to share connections, and view and cross the connections within the system.

The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to

trust. Popular methods now combine many of these, with American-based services such as Face book, Google+, LinkedIn, Instagram, Reddit, Pinterest, Vine, Tumblr, and Twitter widely used worldwide. The internet has given us the ability to connect with people from around the globe within a few clicks of a button, making it easier than ever to keep in touch with our friends and family. Because of that, social networking is the biggest industry of our time. Social networking sites are internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia mix of personal words, pictures, videos and audio. At these Web sites, individuals and groups create and exchange content and engage in person-to-person conversation.

II. HISTORY OF SOCIAL NETWORKING SITES

Early social networking on the World Wide Web began in the form of generalized online communities such as Theglobe.com (1995), Geocities (1994) and Tripod.com (1995). Many of these early communities focused on bringing people together to interact with each other through chat rooms, and encouraged users to share personal information and ideas via personal Web Pages by providing easy-to-use publishing tools and free or inexpensive web space. Some communities—such as Classmates.com— took a different approach by simply having people link to each other via email addresses. Planet all started in 1996.

In the late 1990s, user profiles became a central feature of social networking sites, allowing users to compile lists of "friends" and search for other users with similar interests. New social networking methods were developed by the end of the 1990s, and many sites began to develop more advanced features for users to find and manage friends. This newer generation of social networking sites began to flourish with the emergence of SixDegrees.com in 1997, followed by Make out club in 2000, Hub culture and Friendster in 2002, and soon become part of the internet mainstream. Friendster was followed by My space and LinkedIn a year later, and eventually Bebo. Friendster became very popular in the pacific Island. Orkut became the first popular social networking service in Brazil (although most of its very first users were from the United States) and quickly grew in popularity in India (Madhavan, 2007). Attesting to the rapid increase in social networking sites popularity, by 2005, it was reported that My Space was getting more page views than

Google. Facebook, Launched in 2004, become the largest social networking site in the world in early 2009. Facebook was first introduced (in 2004) as a Harvard social networking site, expanding to other universities and eventually, anyone.

III. ADVANTAGES AND DISADVANTAGES OF SOCIAL NETWORKING IN EDUCATION

As the number of social networking community increases, there are many educational benefits of using social networking sites, for both Teachers and Students in various educational institutes around the world. Social networking is become one very important tool for 21th century communication, content collaboration, studying cooperation, knowledge exchange, online sharing, teaching methodology exchange, as well as education related subjects or other relevant topic.

There are many advantages of the use of social networking in educational environment around the world; some advantages of social networking for educational community such as teachers, students as well as schools are explained as under.

Advantages of social networking in education:

a) Students:

- Increase of information sharing, collaboration content and cooperation by use of blogs, wikis, feeds, file sharing, chat.
- Continuous technology development by accessing the late realized features.
- Enhancement of exchange of knowledge, experiences, ideas, opinions, throughout group work or team projects.
- Enhancement of more cooperative innovation among the community, by allowing them to participate in different tasks and educational projects.
- The technology features are already familiar and have been used by different student community worldwide.

b) Teachers:

- Broader cooperation, communication as well as effective collaboration with teaching colleagues and students around the world.
- Ability to expose suitable material, books, reviews, documents, articles to the studying community through wikis, blogs, feeds, file sharing.
- Ability to exchange teaching methodology, teaching material, educational experiences with teaching community around the world.

c) School:

- Reduces the software costs by relying on free software.
- Ability to create more innovative features to be implemented.
- Enhancement of more cooperation, collaboration and communication with different partners and public around the world.
- Increase the competitiveness by increasing the number of viewers worldwide.

Disadvantages of social networking in education:

There following are the disadvantages regarding the use of social networking in educational environment.

- Decrease of privacy on personal profiles as well as user's content.
- Risks of user's data to be used for illicit purposes.
- Different to be monitored and controlled during lessons or contact hours.

IV. CONCLUSION

The studies cited in this chapter give a clear picture about the history of social networking sites. The social networking sites are a highly important medium of communication and entertainment, especially for youth. As a matter of fact youngsters are far more attracted than any group of people to social networking sites. This may be due to the vast advantages that these sites provide including better access to people around the world, instant messaging, video calling, access to various products and services of many companies and brands and much more. In this era the development of technology and its accessibility has enabled the rapid expansion and popularity of social networking sites.

The present study primarily focuses upon college students in the Indian context. College students are the mass users of these sites and hence it becomes important to analyses them in relation to their interpersonal relationships. As a result this aids in better formulation of the present study and a proper understanding of the diverse opinions existent.

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