

# **EDUCATIONAL TECHNOLOGY AND ICT**

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**Week-12**

**Lecture-59**

## **Module-59: Social Media in Education**

Hello dear learners, welcome to the SWAYAM-NPTEL course on Educational Technology and ICT. I am your course coordinator, Dr. Sarita Anand, from the Department of Education, Vinaya Bhavana, Visva-Bharati, Santiniketan, West Bengal, India. Today, we will discuss Module 59 on Social Media in Education, and this is Lecture 59. Before going into the lecture, we will review the concepts covered. Earlier, we discussed digital content creation tools, especially video and animation tools, the different types of video content creation tools, and the various animation tools. We also gained an understanding of the all-rounder app, Renderforest, and tried creating an animation video using this tool. We also explored ScreenPal and Screencastify, including Renderforest.

Now, we will move on to social media. Now, you can see this social media picture I have included here. This is also AI-generated. The first picture was generated with the help of Copilot, and the second picture was generated with the help of Meta AI.

You can see Meta is already adding its hallmark. A hologram is included with this generated picture, and this picture is self-explanatory, showing how we can use social media in education. Perhaps these students on the screen are using social media for educational purposes, or maybe some teachers have assigned a task for discussion and deliberation. That girl seems surprised by the variety of social media available for educational purposes. It depends on us how we utilize social media, especially for education. With the rise of distance or remote learning and emerging technologies like artificial intelligence, social media has become an essential part of modern education. No institution or teacher is separate from these social media platforms.

It offers various ways to enhance the learning inside and outside the classroom, making digital education more interactive and accessible. It depends on the teacher as well as the

learner. Recognizing the impact of social media in education, many institutions have adopted strategies to optimize its use. Earlier in 2018 one PhD was awarded under my guidance and the title of that thesis was Social Media as an Alternative Pedagogy in Higher Education and it was found that yes, many teachers are using social media as an alternative pedagogy to teach, to share the information, the content to their learners and after COVID, we have realized that yes, social media is maybe used as a positive aspect, especially when the teachers, the academic fraternity were using the social media for the dissemination of the knowledge content to their learners using Facebook Live and YouTube Live.

Hope you remember those days and At that time, that PhD, which was awarded in 2018, that was proven true that yes, social media can be used and alternative pedagogy for the education purpose, especially in higher education because school children may be diverted, may be distracted with this social media, but the higher education students are very much mature, so they can use it wisely. We hope they can use it wisely.

So, positive I will only focus mainly on the positive sides of social media and education because I have research-based evidence for this concept. The first positive utilization may be the expanding learning opportunities. The social media enables the remote and online learning, distance learning, nurturing the digital literacy, preparing students for the modern workforce and the platform like Facebook and YouTube support the content sharing, live lectures and discussion enhancing the learning experiences. The building connection with the students and the alumni, the students who have completed their courses, their degrees, they can be kept connected with the people. Even our family members, friends are kept connected with the help of the social media, Facebook and Twitter, etc. Now the X and the faculty and alumni strengthen the academic community.

Now, social media strategies have been linked to increased student enrollment and engagement. You can see universities, especially private institutions, advertising on social media platforms. Boosting institutional branding. Universities utilize social media platforms for branding, awareness, alumni engagement, and event promotions because they are spending so much money, they are interested in improving institutional reputation and outreach programs, so they utilize social media.

Then comes enhancing communication and collaboration. Social media platforms such as Facebook, X, LinkedIn, WhatsApp, and Telegram are used as tools for communication between educators and students. Here, I have included WhatsApp and Telegram, which are instant messaging apps, but these days they are not far behind social media platforms.

So, I am keeping them as social media platforms. These platforms facilitate seamless interaction, allowing students to ask questions. Instant questions are still being asked on Telegram and WhatsApp, especially WhatsApp. They participate in discussions, seek clarification beyond the classroom setting, after classes, and especially in WhatsApp groups. Every time, students ask queries, and we try to solve them in that group only.

The teachers are also using these platforms to share the important update, resources, content, assignment, instruction and trying to ensure the continuous engagement with their student. Then the fifth one is expanding learning opportunities. Social media is definitely expanding the learning opportunities beyond the traditional walls of the classes and providing the access to diverse educational resources. The platform like YouTube offers a vast repository of instructional videos, tutorials, lecture and supplemented classroom learning. Either it's the SWAYAM, YouTube contents are there

NCERT contents are there or any other institution or individual teachers who are preparing the content that can be placed and found in the YouTube channel. So, this is not only institution but also providing the individual platform academics and non-academics also. Then comes the encouraging student engagement. Definitely Facebook groups and discussion forums are providing the opportunity for the discussion, giving insights, participating in the academic debates if we are using it positively. Otherwise, you are free to waste your time in different unnecessary debates.

The supporting professional development, educators can also benefit from the social media, connecting with the peers, attending webinars and assessing the professional development resources. These days this is fashion that if you are giving the lecture in some institution, then you are uploading the pictures and photographs, long writings that thank you for XYZ and giving me the opportunity and many things are mentioned in the Facebook post. So definitely these are increasing the professional development and connections between the people and they can showcase their performance where they are performing in a particular institution. Now the national level, international level people are knowing that performance.

Then platforms such as LinkedIn and ResearchGate are providing the opportunity for the educators to share research network with professionals and say, stay updated with the latest advancements in their field. I have shown you the ResearchGate, and I have told you that LinkedIn, ResearchGate, and Academia can be used as academic social media. So, in academics, people are utilizing this social media again the Napkin AI, which I have shown

you in the previous lecture. I have prepared it to be a little bit colorful because all our content is black and white. So, social media utilization in the classroom.

We can utilize social media in the classroom if we proceed wisely. As teachers, we are giving commands and instructions in a friendly manner to our students, explaining to them video storytelling, course updates, and blogging. I have explained in previous lectures that we can use the blogger as a social media platform. Content creation on Facebook or any YouTube channel. The resource organization.

If you are searching for a resource person, you can find them on social media as well. Because we are posting our content. Information or the activities on social media, so this will create the resource organization. Then, live streaming YouTube Live and Facebook Live is the biggest opportunity for us as teachers. We can go live, showcase our expertise, and engage our students with different kinds of activities. If we have sent them, for example, for community engagement or any fieldwork activity, we can ask them, 'This is the Facebook group of this M.Ed. class, and you have to go live when you reach the destination.'

In the field with the villagers, with the community members, with the slum people, so this social media use will be engaging. Students will not only engage practically by going and working in the field, but they will also create some appropriate content by going live or on the social media platform, which can be latter utilized for the showing or showcasing that how our students are performing in different activities, so these are my ideas, I taken some from the some other articles also that yes social media can be utilized to in educational purpose otherwise you are free to see the YouTube shorts and Instagram Reels.

So, definitely other platforms are also which we can utilize for the educational purpose and I have mentioned those whatever I have discussed, I have mentioned in a content writing because as a learner you need some theoretical content also so we can organize we can go for the different platforms like X you can use for the quizzes or discussion blogging you can Use for the different channels, storytelling you can utilize and many activities can be performed linked with the social media. So, seminar information, activity information, different activities going in the department can be shared on the social media wisely and student will be interacting accordingly.

So, what are the challenges and ethical consideration regarding this social media? Definitely privacy and data security are the biggest issue. Many times, we are sharing our content, our information to the social media and maybe situation can create that you have

to delete your post and how and why and what time you have deleted. posted maybe in working hours you have posted so we have to cautiously utilize it then distraction and time management definitely if you are scrolling the Facebook and Instagram or any other social media app if you are not having self control then definitely there will be issue of diverting the attention either the teacher, the student, the administrator, the parents, any stakeholder is there If they are not controlled, they are not taking the academic responsibility, the excessive use of social media may lead to the reduced productivity and affect the student's ability as well as the teacher's performance also.

Then the main misinformation and credibility definitely there are lots of misinformation, wrong information are available on the social media. I have heard about the many YouTube channels; influencers and they are providing the wrong information only for the sake of views. So, whenever you are following or creating content, there should be authenticity and we as a teacher should explain the cause and cons of misinformation given on the social media. Educator must create the awareness enabling the students to evaluate the sources and try to distinguish the credibility of the information for unreliable or reliable. So, sources should be checked, cross-checked, cross-verified and then you should spread or share the information.

I will take few examples for the institutional purpose. I have taken the screenshot of BHU, Banaras Hindu University, Varanasi, Uttar Pradesh and Because I belong to that institution and place that is why I have kept here and no other reason. So, I have written here the social media link pasted here because now these days this is the Asia's number one university, I hope. And these universities are not away from the social media.

So, in academic purpose we are also utilizing either its private institution or this kind of renowned old universities. So, I will just click one link and Okay! I will not go for the login, but I will show you that what kind of information they are sharing. You can see the admission notice are shared here, different events are being shared here. So, definitely this social media can be utilized in the educational purposes.

They are giving the wishes and other activities are being done here on your Facebook. So, I will go back to my presentation otherwise this lecture will be lengthy. So, similarly there is a University of Delhi they are also utilizing, I will click to show you that how we can utilize social media for educational purposes. They are showcasing their The 1 million followers are there.

Delhi University's Dean of Student Welfare makes different types of announcements about the activities available. They are posting it. Their achievements are recorded here, or the news is kept here. Many kinds of activities are being utilized here on social media. Next, I will go to the one I just mentioned for reference purposes, like the YouTube page.

I mentioned IIT Kharagpur because the SWAYAM NPTEL course is maintained or developed with their help. So, I have a special connection with them. So, this is the platform where They provide the content. This is the YouTube channel of IIT Kharagpur and this is the social media platform. Another one I took from the NCERT official. We can go through YouTube and Facebook. This is the NCERT official website where they keep content for teacher development.

For example, you can see the development of e-content for teaching and learning science, emerging trends in educational technology and they are sharing these content on the social media for better learning of the great masses. So, these are the YouTube channels which we cannot deny in the academics. Now, I have kept yes. One thing I had missed in, at the time of explaining Canva when I was talking about the Canva the one feature was left over that was, that we can prepare the MP4 PPT with the help of Canva. And I kept that MP4 PPT on YouTube.

So, you can imagine the digital content creation ability that we can prepare the PPT, not only PPT, we can prepare the MP4 PPT. Do you feel tired after climbing just one flight of stairs? You are out of breath, drained and those few steps feel like running a marathon. So, I hope you can understand that in this particular MP4 PPT, you can find the all kind of content which we are already talking. The text was mine.

The PPT was free with the Canva. MP4 facility was given by the Canva, placed on YouTube and that is utilized in here SWAYAM Mooks platform. So, you can imagine that if you are having the techno savvy nature then you can utilize these things in your classes and your classes will be much more interactive. And this was just a simple example. of the use of Canva.

Canva is all rounder type of platform and the next one is your social media platform is the Twitter. I have placed the UGC India and JNU official because these are the big names. So, I think if I will not go there is no problem but at least UGC we can go. Otherwise, our lecture will be lengthy. So, what happened?

Okay, let it be you go and click on the link and search the content, educational content which are placed here on the X by the UGC and the JNU official. Now we can conclude that the social media is offering new avenues for the collaboration, engagement and knowledge sharing when used effectively. Remember, we have to use effectively, wisely and and have to manage our time what purpose we are using that social media to enhance the communication expand the learning opportunity and support the professional development. However, it is important to address the challenges as the privacy concern is there, distraction is there, misinformation is there to ensure a safe and productive learning environment.

By implementing the appropriate policies, practices and developing the responsible digital citizenship, educators and students can harness the full potential of social media in education while mitigating its risk. I have given the few references. You can go through it.

Thank you.