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**ULHB2122 SECTION 41**  
**ACADEMIC COMMUNICATION SKILLS**

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**OUTLINE ASSIGNMENT**  
**(THE BENEFITS OF SOCIAL MEDIA IN EDUCATION)**

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## **Benefits of Social Media in Education**

### ***Introduction***

#### **General Statement:**

Learning is a lifelong process, while education is the most proper and common medium where we gain knowledge from. With the existence of networks, social media becomes a significant tool and medium to promote and conduct educational processes. As the eruption of covid-19 pandemic occurs in many countries throughout the world, we can see how social media plays an important role to enable the educational process to be conducted in a safe environment. In this article, we are going to discuss the benefits of social media in the education field. “Despite the terminological differences, ‘social media’ refers to a variety of applications which enable the creation, sharing, discussing and commenting on digital content. These applications can be classified into more specific categories: collaborative projects (wikis), blogs, content communities (e.g. YouTube/Vimeo), social networking sites (e.g. Facebook), virtual game worlds, and virtual social worlds.” (Perez, E., & Brady, M., n.d., p.129) “Research on social media in education suggests that integrating social media in learning and teaching environments may yield new forms of inquiry, communication, collaboration, identity work, or have positive cognitive, social, and emotional impacts.” (Greenhow, C. & Lewin, C., 2016, para. 5).

#### **Thesis Statement:**

Social media with a variety of learning material and platform provides an opportunity for educators and learners to communicate anytime and anywhere, it enables educators and learners to develop their skill and ability by collaborating with each other and taking part in various activities and competitions.

#### ***Main Point 1:***

Social media serves as a communication channel.

#### **Supporting details:**

Research indicates that the effectiveness of any learning experience is dependent on a variety of factors, one of them being a good communication medium between teachers and their students (Faizi, El Afia, & Chiheb, 2013, p. 51). Students were capable of sharing their knowledge and learning with one another as well as with educators and pupils from other institutions (Greenhow & Lewin, 2016, para.8). Moreover, social media can enhance communication among students. For example, students can utilise social media to communicate

about future tasks or assessment and learn about the topics that might be included on an exam or even the criteria for one or more assignments from their peers. Students can also seek help from classmates on a social networking site whenever they have any difficulty with a particular subject (Faizi et al., 2013, p. 52). For instance, Facebook, MySpace, and Twitter can be used as a communication medium among students as well as between teachers and students inside or between classes (Faizi et al., 2013, p. 52). “Evidently, the discovery of these systems of communication (Facebook, LinkedIn, MySpace, Blackboard) have transformed the landscape of interpersonal and group communication and have largely minimized the need for face-to-face meetings and discussions.” (Okoro, E., 2012, p.255).

### **Own Evaluation:**

Our opinion for social media serves as a communication channel is verifiable. As we can see during this pandemic, we are having difficulty communicating in person but social media is making our communication easier and reachable. Hence, we are able to be in contact with each other even though we live in different regions. Besides that, we do not need to manually record our discussions as the messages are all recorded while using social media such as WhatsApp and Telegram. We also can point out any mistakes or misinformation easily when communicating using social media platforms. These can ease our burden during online classes and might be able to improve our communication skills between students and lecturers.

### **Main Point 2:**

Social media provides a platform for collaboration.

### **Supporting details:**

The definition of collaboration working closely, creatively, and socially to pursue collective objectives (Faizi et al., 2013, p. 52). A wide range of social media channels are useful to students as forums for gathering and sharing data and knowledge from both intrinsic and extrinsic collaboration networks (Faizi et al., 2013, p. 52; Magro, Sharp, Ryan, & Ryan, 2013, p. 298). Individual understanding about the creativity and knowledge that could be generated together might change as a result of social media collaboration platforms. Besides that, the collaborative knowledge tools have the potential to provide a specific system for individuals to gather their ideas, discuss them with their peers, and share them in a manner that can be edited and revisited. Furthermore, research suggests that students who actively participate in group collaboration and often work in groups will have better understanding and remembrance as well as learning more compared to those pupils who study in other teaching methods (Faizi et al., 2013, p. 53). According to Howard Rheingold (2008), “by showing students how to use

Web-based channels to inform publics, advocate positions, contest claims, and organize action around issues they care about, participatory media education can influence civic behavior positively throughout their lives.”(p.25) “Moving from a private to a public voice can help students turn their self-expression into a form of public participation. It is an important and beneficial learning outcome, and it is also fundamental to democracy.”(Rheingold, H., 2008, p.26).

**Own Evaluation:**

According to our way of thinking, we agree that social media provides a platform for collaboration. Social media such as Telegram is often used for students specifically to do collaboration. This is due to the fact that social media can be a tool that can supply us a platform to do group discussion and exchange ideas easily among peers. In addition, by joining a lot of collaborative programs, we are able to improve our knowledge and understanding about things that we are studying since we get to discuss it and share our opinions with our friends. Furthermore through collaboration, relationships between peers can be strengthened. Besides that, students who have low self-esteem can also boost their confidence level as they can comfortably share their opinions and ideas in social media.

***Main point 3:***

Social media provides a variety of study materials.

**Supporting details:**

In the network, we can use many social media platforms to find information and study materials. “Examples of social media include social network sites (eg. Facebook); wikis (eg. wikispaces); media-sharing services (eg. YouTube); blogging tools (eg. Blogger); micro-blogging services (eg. Twitter); social bookmarking (eg., Delicious); bibliographic management tools (eg. Zotero); and presentation-sharing tools (eg. Slideshare).” (Greenhow, C. & Lewin, C., 2016, para. 2) Faizi, R. et al. (2013) opine that students are able to obtain precious study materials regardless of time and place by making use of software such as Google Apps. (p.52) According to Faizi, R. et al. (2013, p. 52), “given that many students often complain of getting bored or intimidated at school, the dynamic and participatory nature of many social media resources could be used to engage or re-engage bored or shy students.”

**Own Evaluation:**

After reading articles related to main point 3, we agree that social media does provide various kinds of material in education. As we know, education is not only found on internet networks,

but these materials are closely related to social media itself, such as Twitter, YouTube, Telegram, Instagram and many more. Information in social media is of various sorts and varieties. The information is also easier to access by just key in the keyword we want to search, compared to when we physically go to a library or bookshop, it will take more time and energy to find a book we want from mountains of books. Social media shows its value by saving Internet users' time to gain knowledge from different resources by only using their fingertips. Furthermore, social media has the advantage of providing more interactive and attractive study materials like colorful pictures, videos, dramas or games to motivate students and ensure the effectiveness of the learning process.

### ***Conclusion***

In conclusion, implementation of networks and social media contribute a lot to the education field. “One of the most commonly cited benefits of social media by scholars is their ability to facilitate collaborative learning and communication among peers and with people outside academia.” (Al-rahmi, W. M., Mohd, S. O., & Musa, M. A., 2014, p. 211). Social media has been shown to improve communication and interaction between students and between teachers and students. Thanks to these platforms, teachers and students are now able to communicate within or between classes. Social media has also proven to be an effective way to promote student engagement as it allows shy, intimidated, or bored students to share ideas and express their opinions in a more comfortable way. An additional pedagogical benefit of social media applications is that they encourage collaboration by providing teachers and students with a single place to gather ideas, discuss them with peers, and post them in a way that can be edited. Taking all of these benefits into account, we strongly believe that social media can be used as valuable pedagogical tools that enrich the learning experience. Therefore, we recommend that educators use these online social communities whether they are working in an online-only, blended, or face-to-face learning context (Faizi, El Afia, & Chiheb, 2013, p. 53).

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