

Academic Paper Assignment

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ACADEMIC COMMUNICATION SKILLS

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**ACADEMIC PAPER ASSIGNMENT
(THE BENEFITS OF SOCIAL MEDIA IN EDUCATION)**

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1.0 Introduction

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. Regardless of terminological variations, the term "social media" refers to the number of software that allows for the production, sharing, debating, and commenting on digital material. These applications are further categorised as collaborative projects (wikis), blogs, content communities (such as Youtube or Video), social networking sites (such as Facebook), virtual gaming worlds and virtual social worlds (Perez & Brady, n.d.). Moreover, according to the studies on social media in education, combining social media in learning and teaching conditions may result in new types of inquiry, communication, cooperation, identity work, or having beneficial cognitive, social, and emotional effects (Greenhow & Lewin, 2016). Social media 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 as well as having a variety of learning material and platform.

2.0 Social media serves as a communication channel

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). According to Greenhow and Lewin (2016), educators thought that the communication between educators and peers can be increased and peer tutoring and peer feedback can be enabled. Hence, the existence of technology literally changed the interaction among them. Educators admitted that student's progress also can be monitored easily. In addition, students were capable of sharing their knowledge and learning with one another as well as with educators and pupils from other institutions. 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. 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 in 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). 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). Obviously, the finding of these communication platforms (Facebook, LinkedIn, MySpace, and Blackboard) has changed the landscape of interpersonal and group communication and has significantly reduced the necessity for face-to-face gatherings (Okoro, 2012). 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.

3.0 Social media provides a platform for collaboration

The definition of collaboration working closely, creatively, and socially to pursue collective objectives (Faizi et al., 2013). Therefore, there is a wide range of social media channels that are useful to students as forums for gathering and sharing data and knowledge from both intrinsic and extrinsic collaboration networks (Faizi et al., 2013; Magro, Sharp, Ryan, & Ryan, 2013). 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. Moreover, social media collaboration platforms can also cause the changes of individual understanding about the creativity and knowledge which can be generated together. 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). For example, a group of students worked together on a project to increase interest in their school's basketball games. They collaborated in groups to build projects and build interest by using Web 2.0 technologies. Students are able to acquire key ideas about social media through utilising platforms like Facebook, YouTube, and others, but more significantly, they learned how to

collaborate and utilise these technologies in a real-life project (Magro, Sharp, Ryan, & Ryan, 2013). In our opinion, through a social media collaborative platform, it can increase teamwork between students. Since we, students can only do everything online due to the pandemic, social media is indeed a great platform for us to collaborate with others within countries or outside countries as sometimes what we learnt are different from others. Hence, through collaboration, we can learn a lot of new stuff that we might not even learn before. 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, thus, relationships between peers can be strengthened. Besides that, participatory media education may significantly affect civic behaviour throughout their lives by teaching students how to use Web-based platforms to inform publics, advocate views, challenge claims, and organise action around topics that are important to them (Rheingold, 2008). Social media not only enables students to collaborate with their friends, family and educators, but also the society. It provides an opportunity for students to learn knowledge outside of the syllabus, to become involved in social community like volunteerism, to get used to taking care of current issues. For example, during COVID-19 pandemic, many students exposed themselves and were active in their Facebook account discussing, exchanging ideas and taking care of the current news about COVID-19. The transition from a private to a public voice can assist pupils in transforming their self-expression into a sort of public engagement. It is a significant and positive learning consequence, as well as a basic tenet of democracy (Rheingold, 2008). In our point of view, through collaborative platforms, students who have low self-esteem can also boost their confidence level as they can comfortably share their opinions and ideas in social media.

4.0 Social media provides a variety of study materials

In the network, we can use many social media platforms to find information and study materials. Information in social media is of various sorts and varieties. The information is also easier to access by just 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. “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). 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. Faizi, Afia and Chiheb (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. As our own experience as a student, we clearly observe and understand that we can find a variety of study materials and new knowledge from social media. For example, Youtube. There is a lot of youtubers come from different countries, races, occupations are giving opinion and uploading video every day to spread information on many topic, when I key in a single topic such as “How to earn money”, “C++ programming”, “Good communication skill”, there is thousands of video available in the youtube channel. Apart from that, according to Faizi, Afia and Chiheb (2013), In order to attract or re-attract uninterested or frightened students, the dynamic and participative character of the social media tools might be utilized as a lot of students complained about being bored and shy in school. For example, users utilize Twitter to publish comments or facts in 140 characters or fewer. Individuals can also tweet fresh content, retweet other people's tweets, or even respond to other people's comments (Rinaldo, Laverie, Tapp, & Humphrey Jr, 2013). 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. We cannot avoid saying that the learning process sometimes is boring. Small fun tests and games can help students to learn and remember more. However, a real test with good quality is not easy to prepare, but social media makes it possible. Well-known websites such as Kahoot and Quizizz provide a platform and source available to improve the learning environment and reduce the educators' work. Social media shows its value by saving Internet users' time to gain knowledge from different resources by only using their fingertips.

5.0 Conclusion

In conclusion, implementation of networks and social media contribute a lot to the education field. The ability of social media to enhance collaborative learning and communication among peers and with people outside academia is one of the most frequently highlighted benefits of social media by researchers (Al-rahmi, W. M., Mohd, S. O., & Musa, M. A., 2014). Social media has been demonstrated to promote student communication and interaction, as well as teacher-student contact. Teachers and students can now communicate within and between classrooms thanks to these platforms. Social media has also been shown to be an excellent tool for increasing student involvement since it allows timid, discouraged, or uninterested students

to exchange opinions and express their thoughts in a more relaxed environment. Another pedagogical benefit of social media is that this platform encourages cooperation 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 (Faizi, El Afia, & Chiheb, 2013). Social media offers many learning materials. Hence, students can easily search up for information that they need for study or assessment purposes. Besides that, students can also increase their general knowledge just by searching up for it in social media applications such as Youtube. Moreover, social media also provide interesting and colourful study websites that can decrease the boredom of students and increase the effectiveness of the learning process.

Taking all of these advantages into consideration, we are certain that social media may be utilized as effective instructional tools to enhance the learning experience. As a result, whether working in an online-only, hybrid, or face-to-face learning setting, we suggest that educators should engage these online social groups. However, the use of social media might also result in negative impacts. Therefore, parents should control their children's social media usage in order to prevent addiction. Meanwhile, for students, they should always use appropriate words when communicating with other students to prevent any misunderstandings which may cause a huge fight over the internet. Moreover, students should never talk about any sensitive issues such as religions. For example, they should always think twice before posting something on the website. However, social media is a precious creature invented by mankind's intelligence, it does not only contribute a lot to the education field but also to world development. Hence, we should appreciate their contribution and pass on their intelligence and knowledge to the future generation.

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