

The Impact of Social Media on Education

William M. Akin IV

Delaware State University

Social Media: Websites and applications that enable users to create and share content or to participate in social networking. Since the boom of technology and social media in the 1990s, people started to take off with this invention and run off with it. The creation of major corporations such as Apple, Microsoft, and Facebook began to flourish and blossom. Since this forever changing aspect of life as we know it, other things have been affected, both positively and negatively. Education, since the upbringing of social media, had changed in a dramatic way. Teachers, students, and the entire classroom setup has been transformed. Social media has most impacted education through online virtual learning, countless resources, and communication.

Online virtual learning has become a steppingstone for making education easier on the web. Let's face it, either students are in the classroom, doing personal or extracurricular activities, or on a device of some sort. There's no denying the rapid increase of people that own and use a cellular device, and social media on them, on a daily basis. Two common applications used by schools, colleges, and universities nowadays are google classroom and Blackboard. As stated in her article, *How Social Media is Reshaping Today's Education System*, Wade researched that "...learning management... systems will lead to the actual implementation of social media within classrooms. ...teachers... being open-minded and using the technology themselves will they be able to really reach out to students" (Wade, 2019, p. 1). Both of these learning management tools I have used personally and can say their benefits have a wide range. With the application, google classroom, it allows for teachers and their students to go paperless. Most of the time, teachers have a number of classes to teach with a lot of kids in those classes. With all of their students, comes assignments that need to be graded. Rather

shuffling through papers and potentially losing them, uploading assignments to google classroom automatically saves to the drive so it won't get lost. Not to mention, physical paper assignments will not be needed as much, which will result in saving trees. Blackboard, a similar virtual learning tool, interjects increased availability into the learning relationship of the classroom environment. Whether you have a phone, tablet, or computer you are able to use this app for your assignments. Teachers now have access to post presentations, notes, and slides from class to all of their students with just a couple clicks of a button. Both google classroom and blackboard have been a prime working example of how social media can positively affect education.

In addition to virtual learning, there are countless resources and tool out there to make learning more fun, easy, and doable. Some resources that come to mind are duo-lingo, noodle tools, and Edmodo. First, we have duo-lingo, which is an app that helps you learn and practice a language. This tool has received lots of positive feedback as it is easy to use, nudges and reminds you to practice daily, and sharpens your basic vocabulary and sentence structure. This is also helpful due to the fact that jobs like when a person is bilingual and might offer you a better position based off that alone. The next tool that is serviceable to education purposes is noodle tools. Noodle tools helps students when writing papers and they have to utilize a works cited/reference page. Most teachers provide their students with lessons on how to use different formats when writing an essay. This website allows for you to type in the necessary parts of the information you referenced and puts it in the right citation for you. This allows for time saved and for the correction and completion of your worked cited page. The last application that adds value to the education field is Edmodo. Edmodo lets students be at home

to connect with the classroom and their teachers, resources can be linked and shared, and it is a closed network so that it is only viewable to those involved with the discussions. These websites and apps help bring to light the complete overview of social media.

Lastly, communication has been a riveting effect of social media in regard to education. There are so many ways a teacher and a student can communicate and reach out to one another. One way is through a simple email. Emails might seem like a thing in the past, but still qualifies as social networking and is useful when you have a question about something regarding the class. The use of virtual learning also ties in with communication and talking to your professors and other students in your classroom. As Matthew Lynch talks about in his article, *10 Benefits of Google Classroom Integration*, "Teachers and students can send emails, post to the stream, send private comments on assignments, and provide feedback on work. Teachers have full control over student comments and posts. They can also communicate with parents through individual emails or through Classroom email summaries which include class announcements and due dates" (Lynch, 2018, p. 1). The vast world of technology and social media has helped us in so many ways that we take for granted. Talking to your professors more often might be a plus for the student as they build a personal relationship and will most likely understand the content more fluently.

Overall, Social media has been extremely influential in the span of education. Education and higher education are a big part of some, if not most people's lives. It only makes sense to use what we have to our advantage and make social media work for us in a positive way. Yes, there are of course some negative aspects that come with social media. However, the positive benefits outweigh the negative, and education thrives even more with it being a helpful tool.

References

Lynch, M. (2018, September 4). 10 benefits of google classroom integration. Retrieved October

19, 2019, from The Tech Edvocate website: [https://www.thetechedvocate.org/10-](https://www.thetechedvocate.org/10-benefits-of-google-classroom-integration/)

[benefits-of-google-classroom-integration/](https://www.thetechedvocate.org/10-benefits-of-google-classroom-integration/)

Wade, L. (2019). How social media is reshaping today's education system. Retrieved October 19,

2019, from Georgetown University: Center for Social Impact Communication website:

<https://csic.georgetown.edu/magazine/social-media-reshaping-todays-education-system/>