Role of Social Media and Internet in Higher Education

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Abstract:
In the era of 21st century Social media and internet plays a vital role in higher education. It is helpful for both students as well as teachers to enhance their knowledge. Valuable knowledge will be gained through social media. We can use social media and internet for analytical and insight study on various topics or issues. With the help of social media students can extract beneficial information for their subjects, research and career. Internet and social media provide opportunities to students to enhance their knowledge. These are the means through which we can share information, ideas, opinions etc. with each other. Different discussion groups which are made for study purpose on Facebook, WhatsApp, YouTube etc. helps the students to go through the topics and clear their doubts to discussion with each other. With the help of internet we can find out experts in each and every subjects and field. Students can listen expert’s lectures and put their queries before them. The aim of this paper is to show the role of Social media and internet in higher education.

Keywords: Social media; Higher education; Analytical; Insight; Extract.

I. INTRODUCTION

Introduction portion divide in 2 parts. First part encompasses the introduction of social media and second portion introduce higher education.

1. Social media
The Wikipedia Definition of social media is Web based and mobile based Technologies which are used to turn communication in to interactive dialogues among organizations, committees and individuals. It includes social media platform as Facebook, LinkedIn, Twitter, Instagram, YouTube etc. All of which have general property of being internet based applications that build on the ideological and technological foundation of web 2.0 and allowed the creation and exchange of users and generated content.

2. Higher education
Higher education means University level education. It offers a number of qualifications ranging from Higher National diplomas and foundation degrees to honors degrees and as further step, Postgraduate programmers such as Master degrees and doctorates. Bachelor degrees, Master degrees and doctorate are the most frequently terms related to higher education.

Education and social media
In present scenario educational institutions communicate with students via social media. Learning colleges have the ability to connect with students through social media networks such as Google plus YouTube, Facebook etc. These channels can be used to communicate campus news, announcements and to provide useful and important information to students. Social media become a link between the college and students which help to tackle many students’ issues through the group interaction. Online discussions are helpful to gain knowledge and solve the problems related to discussion topic. Video is a prominent tool in social media to spread information among students. Social media learning Institutions can share useful videos that inspire students and help them in their course subjects. Social media enables educational institutions to provide stakeholders with information about new research programs, changes to policies, events, job vacancies, and alumni meet and institutional news. Social media provides a perfect platform to highlight new courses, admission notices, information about research and teaching staff and campus facilities. This is an attempt to attract more students. Social media provides a unique stage for interaction between students and teachers and among students. Through social media student find it easy and convenient to communicate and access information.

Access information with the help of social media
Students, with the help of internet now have access to all form of information. No matter how old the information is, the internet serves as searchlights to them. Some information that cannot be found in the libraries and Research centers are now available online. The world is now a small place where there is a circulation of knowledge and information.

Connection with experts via social media
The great benefit of social media is that we can now learn who the expert in particular subject is and field. When we start following these experts we can collect lot of knowledge from them and find out the solutions of our problems from that expert. This empowers us to produce great results. Besides the knowledge of a particular subject we also can collect lot of information for career and career path. Social media provide help to students for select their career after 10th, plus 2 and derive their efforts in one particular career. By reflecting an educational background and gaining exposure on social media, build social credibility and students come across as people who
can offer their expertise in specified field. It has also helped the students to have access to their mentors and role models that are far away and take their helps at the time of any difficulties related to subject and research process.

**Distance learning and social media**

Distance learning made possible through the use of social media. Many universities are now offering online courses to the students. The social media has brought education and learning to our door steps. Options are available to the students for studying abroad who are not affords to travel out of the country. Lecture notes, handouts and other study materials are available by the teachers online and download by the students. Media houses like radio and television also provide knowledge through quiz competitions, debate competitions and by discussing the social issues regularly.

**It helps in selecting research topics and useful in research process**

Social media provide wide range of topics for research purpose. we can get an idea about research topics from social media so many general and subject related topics are available at the social media. Social media is one of the best platforms to extract data. We can find out how the majority people feel about a particular topic and how experts perceive and advice on specific issues. This can help students to compiled and produce useful content for research. Whether students are working on an assignment or project or trying to gain insight knowledge about particular subject the best information and result can be extracted from social media.

**Social media helps to build career**

Students with The time spent on mobile and Internet become familiar with the technology and get new exposure to bright their career in web designing and other computer related programs. The social lives help with socializing and enhance their confidence in future. This increase their creativity and Technological knowhow. Digital marketing qualification can inspire learners to know about the role of social media in education this can lead to various social media and marketing job paths.

**Negative effects of social media**

1. Youth pay more attention to mobile phones Instead of libraries and Research institutes they know that they can search all type of information from internet at any time.
2. Students are now lazy to remember important dates, days, notes and key points. They know the information needed can be browsed up.
3. The writing skills of student’s drop-off day by day. They are no longer know how to write long essays, articles, stories etc. because they no more read novels and story books that polishing their writing skills. Internet is full of short stories and written material with bundles of abbreviations. Student reading all this will not have the area skill needed for writing.
4. Students search shorthand study material from internet and read all this just to pass an examination and not to gain knowledge. This has declined the vast use and development of brain.
5. Most of the students search non-educative information from internet they spend most of their time on chatting and surfing the internet for non academic purposes.
6. Instead of gain knowledge from seminar and pay their attention to teachers, some students use mobile phone during seminars, in libraries and even in the classrooms.
7. With the more use of internet students become Unable to communicate in person in an effective manner this has actually created a lax attitude for using proper spellings as well as grammar.

**II. CONCLUSION**

To conclude we can say that social media has both negative and positive effects on higher education. This is upon us how we use technology if we use it properly, it will gives positive result on the other hand if we make misuse of Internet it will be harmful for us and also have negative effect on studies. Media and networking contributes significantly to the development of students, Education, Society and country when used in right way.

**III. REFERENCES**


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