

The Impact of the Development of Social Media on Education

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Abstract: Due to the arrival of the Internet era and the rise of social media, there has always been controversy about the impact of social media on the education field. The purpose of this research is to analyze the advantages and disadvantages that social media brings to the current and future education fields. It will focus on students and educators, two major groups in the field of education, discussing their impact on themselves when using social media now and the potential impact they may get in the future. This paper concludes that the development of social media has a positive impact on the education industry and will continue to assist the education sector in future development. It will demonstrate to the public the benefits and rationality of using social media in education, both now and in the future.

Keywords: social media; impact; student groups; educators

1. Introduction

In today's booming development of social media, it is often used as an opportunity to learn things, and the benefits and challenges that social media brings to education have attracted public attention (Nasution 2022). In general, social media is a product of the Internet era, which spreads useful and interesting information to unfamiliar users. The education industry happens to use this convenient feature to accumulate knowledge, although some people may maintain a skeptical and wait-and-see attitude towards using social media in the education field. Ramaley (2013) deliberated that our education system had always been associated with the prevailing social, cultural, and economic conditions. In this situation, the connection between social media and education has become closer. The development of social media has an undeniable impact on education.

Some people agree that with the development of social media, there are many benefits for education. However, others believe that the rise of social media is not conducive to the development of education. With the arrival of the internet age, more and more social media tools are increasingly popular and used, such as Facebook and YouTube (Dubose 2011). It is said that the development of social media has played a helpful role in teaching activities, such as students being more energetic in expressing problems in the classroom (Faizi, El Afia, and Chiheb 2013). Moreover, in traditional teaching methods, social media has become a tool that can be presented through audio, images, and videos (Latif et al. 2019). On the other hand, the use of social media can also affect students' thinking, making them lack the ability to think critically and logically (Strategically 2011). In addition, Dubose (2011) also mentioned that it is important for educators to understand the risks of using social media in the classroom. So, in that case, it can be seen that the emergence and development of social media not only benefits students' learning but also enables these teachers to communicate knowledge diversely. At the same time, social media also has some drawbacks for these two major educational entities, which are worth seeing.

The purpose of this paper is to research some arguments about the encouragement and harm of social media to the education industry. This paper will be divided into three

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sections. It will focus on the impact of the development of social media on students and educators. After that, the role of social media in the field of education in future development will be considered. This paper will argue that although social media has some drawbacks, it is still helpful for education in response and will play an important role in education in the future.

2. The Impact of Social Media on Student Groups

Although social media plays an important role in conveying an amount of information, providing people with many conveniences and having a profound impact on the country and society. On the other side, people are still concerned about the impact of the rapid rise and development of social media on the young group - students themselves, such as physical and mental health and academic performance.

There is research indicating a subtle negative correlation between the use of social media and adolescent health. It is claimed that, especially for adolescents, the use of social media is related to their happiness, which is a two-way effect (Orben 2020). In other words, the more social media is used, the lower the level of happiness they feel, and as happiness decreases, the use of social media also decreases. Orben (2020) suggested that they may have a certain degree of rationality and importance due to existing research evidence, but the final results are not yet clear. Besides that, these trends can only reflect the correlation, which is not enough to support the conclusion that teenagers are harmed by social media. Furthermore, among the adolescent population, particularly between the ages of 13 and 17, the number of people using and sharing YouTube, Instagram, and Snapchat has long surpassed Facebook (Anderson and Jiang 2018). Therefore, Orben (2020) based on the Facebook platform has a few limitations and shortcomings, that is to say, the research basis needs to be more comprehensive and stable.

However, even if there is suspicion of bias in the experience of social media among young people, this seems to have received some optimistic improvement. Firstly, the majority of students are very optimistic about their acceptance of social media, while a few of them feel mediocre (Rezaul Karim et al. 2022). In a word, the great majority of students are willing to use social media, which indicates that students have a high level of satisfaction with using social media. Secondly, Kadek Puspa Ariantini et al. (2021) also affirmed the positive impact of social media on adolescents. It is said that teenagers are still in the learning stage, and social media provides them with the motivation to learn the English language and stimulates their creativity and critical thinking. Moreover, using social media for learning can indeed increase students' motivation (Nasution 2022). From this perspective, this not only demonstrates the recognition of social media among young people, but also seems that social media can be seen as a tool for students to learn, with the benefits of helping them learn. In brief, the positive experience and impact that social media brings to students cannot be ignored.

Other research has already shown that using social media can influence students' grades. Lau (2017) claimed that the impact of social media on students may depend on how they use it. If college students use social media for actions unrelated to academia, it will be detrimental to their classroom performance and even have a negative impact on academic performance. This means that as long as students use social media for non-academic purposes, possibly for social or other purposes, it will harm their academic performance. For example, students may choose not to appear in the classroom, but instead use the convenience of social media to replace the traditional mode of face-to-face teaching in the classroom (Walsh et al. 2013). Although there is correct and sufficient data to support experimental theories and hypotheses, the research was only conducted among the college student population, and the results were only valid among the college student population. It does not cover all student groups, such as primary and secondary school students, as they also have the ability to use social media. On the other hand, social media has a direct function of providing students with learning materials quickly (Legaree 2015).

In this situation, further research is needed on the impact of using social media on students' academic results.

Though social media has the potential to have an impact on students' academic performance, this situation is not inevitable. Some suggestions have been put forward regarding students' use of social media. One point is that students need to reduce their time using social media to ensure more time to practice exercises, rather than prohibiting them from using social media, as it covers a large amount of resource information, such as YouTube and Google, which can achieve educational goals for students (Igcasama et al. 2019). What's more, social media activities with academic goals and significance can have a positive impact on academic performance, because this behavior is task-related and has a mandatory nature (Chang, Tu, and Hajiyev 2019). As a result, there is no doubt that social media platforms can not only help students gain more knowledge, but also promote them to achieve good academic performance.

In summation, social media has been overcome or is currently being addressed in terms of its impact on students' physical and mental health and academic performance. It is not unique, the help that social media brings to students' learning is also visible. Thus, the positive impact of social media on students is more dominant than the negative impact.

3. The Impact of Social Media on Educators

Nowadays, there are many types of social media platforms on the market, which have greatly changed people's lives, including the impact of educators (Joosten 2012). This section will discuss whether educators should be allowed to use social media to participate in work, focusing on the pros and cons of social media for educators.

Some argue that educators face challenges when using social media for work. Research has shown that educators may face challenges in balancing time and energy (Carpenter and Harvey 2019). For instance, during breaks between classes, some educators tend to prepare materials for the next class, but also struggle with whether to reply to people on social media, and even keep replying to them. In this event, educators will find it difficult to make a decision, which is the problem that social media brings to them. Some educators have also admitted that social media can put them under pressure (Carpenter and Harvey 2019). Due to the increasing identity and attention of educators, the rigor and appropriateness of speech are particularly important. Nevertheless, it can be seen that each educator has different difficulties, and not every educator has difficulties. After all, there are also some educators willing to engage in resource exchange and personal development through social media platforms (Marcelo and Marcelo 2021). The meaning of this is that for the use of social media platforms, educators have their own choices and perceptions that are different from others. Consequently, the challenges that social media brings to educators vary from person to person and cannot be generalized to all educators.

Although experiments have shown that social media can bring some drawbacks to educators, there are also studies that have introduced corresponding measures to overcome them. The other side of social media is worth seeing. With the increasing number of social media users, research has confirmed that social media has the ability to provide educators with opportunities to meet new learning partners and encourage them to provide feedback to students together (Ranginwala and Towbin 2018, Cheston, Flickinger, and Chisolm 2013). So, for educators, treating social media as a platform for free communication and learning rather than a task may alleviate their psychological burden. In addition, the school community is expected to follow relevant policies to build its own data-driven platform, with the aim of protecting its teachers and students, where inclusiveness and justice will prevail (Bayne and Gallagher 2021). To put it another way, the views and information released by educators here will be understood and respected, and they will reduce the fear of being surrounded by various sectors of society. At this point, it can be seen that the challenges brought to educators by social media are not insurmountable. As

a consequence, educators can use social media intermittently in their work based on their own needs and actual situations.

There are also some people who agree that social media has much more advantages for educators. According to the study, it has shown that using social media can help educators manage students more systematically (Stathopoulou, Siamagka, and Christodoulides 2019). In other words, applying online videos to teaching can significantly improve students' participation and facilitate communication with teachers and students. This also means that the work efficiency of educators has been improved. Another benefit is that social media creates diverse models of classroom teaching, which is different from the overall management model of large classes. In that case, educators can have a more accurate understanding of each student's situation, such as their strengths and weaknesses (Han 2022). Through this approach, educators can have the opportunity to conduct more flexible assessment work. At the same time, Han (2022) also recognized the possibility that the use of social media can lead to work fatigue among educators. On the other hand, the probability of this possibility occurring has not yet been accurately determined and was only based on a research inference. On the contrary, social media is also a supporter of educators receiving benefits (Willis et al. 2023). Furthermore, Willis et al. (2023) stated that educators could recognize the positive impact of social media. As a result, it can be seen that social media has some benefits for educators' work, and it is meaningful for educators to use social media during work.

To conclude, even if the disruption of social media to educators' work is foreseeable, not only have relevant studies proposed solutions to such problems, but more studies have shown that social media can play some useful value in educators' work. Overall, social media has more positive aspects for educators, and educators can be allowed to choose to use social media during their work.

4. The Role of Social Media in Education in the Future

Social media is now recognized in the field of education and is expected to help education to a much greater extent in the future (Panahi, Watson, and Partridge 2016). So, this section will discuss the future relationship between social media and education.

In the future, social media will be a constituent member of the education industry. One reason for this is that social media can make students feel confident and energetic. They can use social media to effectively control their learning situation and also have more responsibility for themselves (Blankenship 2011). In other words, social media can bring more convenience to students because they can use and access it according to their own needs at any time. Blankenship (2011) also mentioned a survey based on the use of social media among 1000 university faculty members nationwide. Furthermore, it found that at least 500 or more educators would use social media for teaching. This reflects the emergence of the universality of social media in education. However, although the phenomenon of teachers and classmates using social media is not uncommon, the sample size of this survey is relatively small, which means that is not enough to represent the level of social media use among faculty and workers nationwide. On the other side, there is no doubt that social media does provide students with many learning opportunities, and they can still use the power of the internet to explore more and richer professional knowledge (Greenhow and Lewin 2016). Therefore, social media is worth contributing to education in the future.

Another benefit of social media for education in the future is that it can enhance educators' sense of professional identity (Willis et al. 2023). By using social media, educators can help and support each other with other teachers. As a result, social media is gradually becoming a social tool with a public welfare nature. In addition, under traditional teaching methods, students typically enter the classroom unprepared. However, if educators send preview materials to students through social media, allowing them to learn about course guidance in advance, teachers can take on more responsibility in the classroom (Han 2022).

It is reliable that these are the results obtained by researchers through experiments and interviews. So, after educators use social media to work, whether online or offline, it has a promoting effect on educational work.

On the other hand, there are still some challenges worth paying attention to when using social media in education in the future. A large number of teachers and students choose to use social media to assist learning, which is beneficial for the development of social media and more conducive to the formation of a media conglomerate business interest chain (Anderson 2019). This also means that when teachers and classmates engage in normal teaching activities on the internet, the social media backend can track their usage data, steal their personal information for commercial purposes, and obtain more financial benefits. This poses a threat to the privacy of users. In another study, Carpenter and Harvey (2019) claimed that if teachers use social media and speak in the internet community, it can turn educators into public figures, and the comments made may be distorted by others, which is detrimental to teachers themselves. However, the probability of these problems occurring is not very high. After all, teachers are required to pay attention to students' more subtle ideas and analytical abilities in the future, so they also need to have a sense of quick response (Barnhart and van Es 2015). Since the educational community will use social media, it will promote the development of social media, so it is necessary to be vigilant about future problems that may occur.

As a summary, although the potential harm of social media to education in the future can be predicted, there are also corresponding measures to prevent them. Moreover, it seems that social media will have a more significant positive impact on the education sector in the future. Therefore, social media will play a favorable role in the field of education in the future.

5. Conclusion

With the development of social media and the increase of research, the topic of whether social media can be allowed to be applied in the field of education continues to receive attention from the public. However, based on the currently available evidence, it seems reasonable to conclude that social media can not only take on a positive role in the education field, but also play a crucial role in the education industry in the future. Social media is containing more and more information, and people are gradually accustomed to obtaining information from it, which is convenient for people's lives. While some people believe that social media can affect students' learning and physical condition, and even interfere with educators' work status. On the other hand, as the two major participants in the education industry, students and teachers have now recognized the supportive effect of social media in acquiring knowledge and improving efficiency, so social media should not disappear from the education industry.

In fact, as a carrier of education, schools may wish to take on the responsibility of balancing social media and learning. There is great potential for the development of social media in the future, and students' use of social media data should be monitored and restricted. At the same time, the rights and interests of educators should be protected. It can be seen that it is reasonable to research and introduce more detailed campus management measures and protection mechanisms for using social media in the future. If this is not done, the negative impact of social media will be exposed. However, in summary, the development of social media still holds many useful and valuable positions for the education industry, both now and in the future.

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