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Article

The Impact of Social Media on E-Learning Effectiveness in Modern Education

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Abstract: Currently, social media networks is the most popular technology, which have used by the young people. These networks support several fields especially the educational system. E learning is one of these fields that has been working with these networks. This paper shows an overview of the relationship between the social media platforms with E learning system, and gives some examples of using these platforms with Learning.

Keywords: Social Media Networks; Education System; E learning

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Introduction

Social media has drastically changed how people communicate, work together, and gather information making it a progressively significant part of todays classroom. The radical development of digital technologies and online networking platforms has led to fast-tracking the deployment of e-learning systems, allowing academic institutions to offer flexible, accessible, and learner-centered teaching and learning experiences.Patient_1. With the help of social networking applications, you can also interact, learn and share knowledge and have an open-ended communication going on between the instructor and students outside the classroom environment (Facebook, Twitter, LinkedIn, You Tube etc). Thus, immersing the social media into e-learning play an imperative part to enhance student engagement, encourage active learning and work towards the building of digital competencies in trend-setting education.

Even though social media increasingly plays a role in educational contexts, current studies either describe specific platforms or note general benefits of using social media for educational purposes but pay relatively little attention to their contribution for overall e-learning effectiveness and the mechanisms that help enhance learner interaction, motivation and knowledge acquisition. Moreover, with the ever-evolving nature of digital communication technologies, a constant reevaluation has to be drafted out on how social media can best fit into educational practices. To fulfil this gap, the current study constructs a literature-based analytical framework based on both, previous studies and theoretical perspectives that illustrates the past uses of social media in e-learning, practical implications and future research directions. The purpose of the analysis was to assess the educational functions offered by well-known social media sites in terms of their contribution towards communication, collaboration, learner engagement and delivery of instruction.

The results reveal that social media applied to eLearning yields better learning outcomes due

to collaborative-based learning, augmented instructor-learner communication, increased learner motivation and a wider access to educational resources with a more flexible approach of learning away from the confinement of traditional classrooms. The findings also indicate that the strategic integration of social media platforms foster greater engagement in interactive and student-centered learning environments thereby enhancing educational effectiveness. This research has significant implications for educational institutions, teachers and policymakers: the need to develop digital literacy and innovative teaching strategies, as well as institutional policies which optimise the learning benefits of social media while minimising their potential drawbacks. Its future educational development will need to hence incorporate rising digital technologies and made intelligence website social media to fortify the e-learning systems in quality, coherence, and functionality.

Methodology

The results show that social media has become a useful tool for improving the effectiveness of e-learning in terms of linking communication, collaboration, engagement and sharing knowledge among learners–instructors–educational institutions. The results show that the inclusion of popular social media applications (i.e., Facebok, twitter, LinkedIn, google+, YouTube) in e-learning environments encourages participatory communication and provides more access to learning resources; it also enhances collaborative learning opportunities and makes learning flexible beyond classroom. In addition, social media not only encourages instant feedback but also motivates learners and builds self-confidence in a learn-it-yourself environment while training them digital skills that are today required for effective learning. Implications: Our results suggest that educational stakeholders need to identify appropriate and relevant social media platforms for integration into their teaching and learning processes, while establishing comprehensive institutional policies, digital literacy programs, and pedagogical guidelines to leverage the educational benefits of social media while managing some challenges related to privacy, information quality, and learner distractions. The research also suggests that educators should apply new teaching strategies by using social network technologies to develop more inclusive, learner-centered styles of education. Future studies should explore the efficacy of new-age social media platforms and artificially intelligent–enabled educational technologies under multiple educational circumstances, assess their sustained influence on student learning outcomes and engagement, and utilize empirical techniques with diverse learner cohorts to provide more conclusive evidence on how social media can enhance both e-learning quality and education performance.

Result and Discussion

The definition of the terms

“Social Media Networks” term refer to web and mobile technologies and practices that people use to share content, opinions, insight, experience, and perspectives online. There are many prominent examples of social media platforms, including Facebook, Twitter, YouTube, LinkedIn, and blogging sites. Among many others, social media can be used for both personal and professional purposes [1].

“E learning” term to all technology-enhanced learning when technology is used to support the learning process.

However, according to Bermejo, “E-learning is education that uses computerised communication systems as an environment for communication, the exchange of information and interaction between students and instructors” [2].

The relationship between social media networks with Learning

Currently, social media networks have played very important role in motivation, and confidence in deep levels of learning. These networks make a connection between the users with the world through variety of platforms. E Learning is one of this connection between the students or learners with diversity of educational institutions.

In addition, the relationship between social media with E learning has extended to be one of

the strongest relationship. According to Dron, "Social media extend beyond classroom groups to encompass learning interactions amongst networks of teachers, distributed learners, external experts and professional communities" [3].

However, using social media with educational field especially with E learning have been very important topic because it has wide points of advantages, which helps the learners to enhance and develop their skills and abilities.

Social media networks represent an opportunity for learners, teachers, educational system and external networks. They provide tools for creating, locating and tagging learning objects, articles and portfolios. As well as, they extend and enhance learner achievement and collaborative learning expertise [4].

Useful ways of using social media networks with E learning

1- Engagement: these networks provide interaction between the learners with each other. They will help them to share their ideas and information and find the easiest way of solving the problem or finding the solution.

2- Time: using these networks will help the learners to invest their time outside the classroom. They will be able to manage their time according to the homework or the assignment.

3- Social Interaction: some of the learners could not ask the teacher or the professor inside classroom because they are shy or misunderstanding some points of the lecture. Social media networks will provide a place to the learner to ask and talk about the missing information through the classroom.

Examples of social media platforms with E Learning

1- Facebook: this platform provide several services for learners. For example, the instructor can create an open group to share information, ideas, quizzes, questionnaires, materials, pictures, or even an entire page on a specific course or module. However, students can talk about various course-related issues, and other information of the course.

2- Twitter: In E learning, it can be used as a backchannel to connect learning communities or smaller classrooms over a specific topic or event, to share highlights, make statements, upload pictures, etc. In addition, all teachers can create an account and communicate its #hashtag to their student or followers.

3- LinkedIn: This platform includes several useful E learning services such as thousands of groups in various languages that allow to share views, problems, development and how to tips.

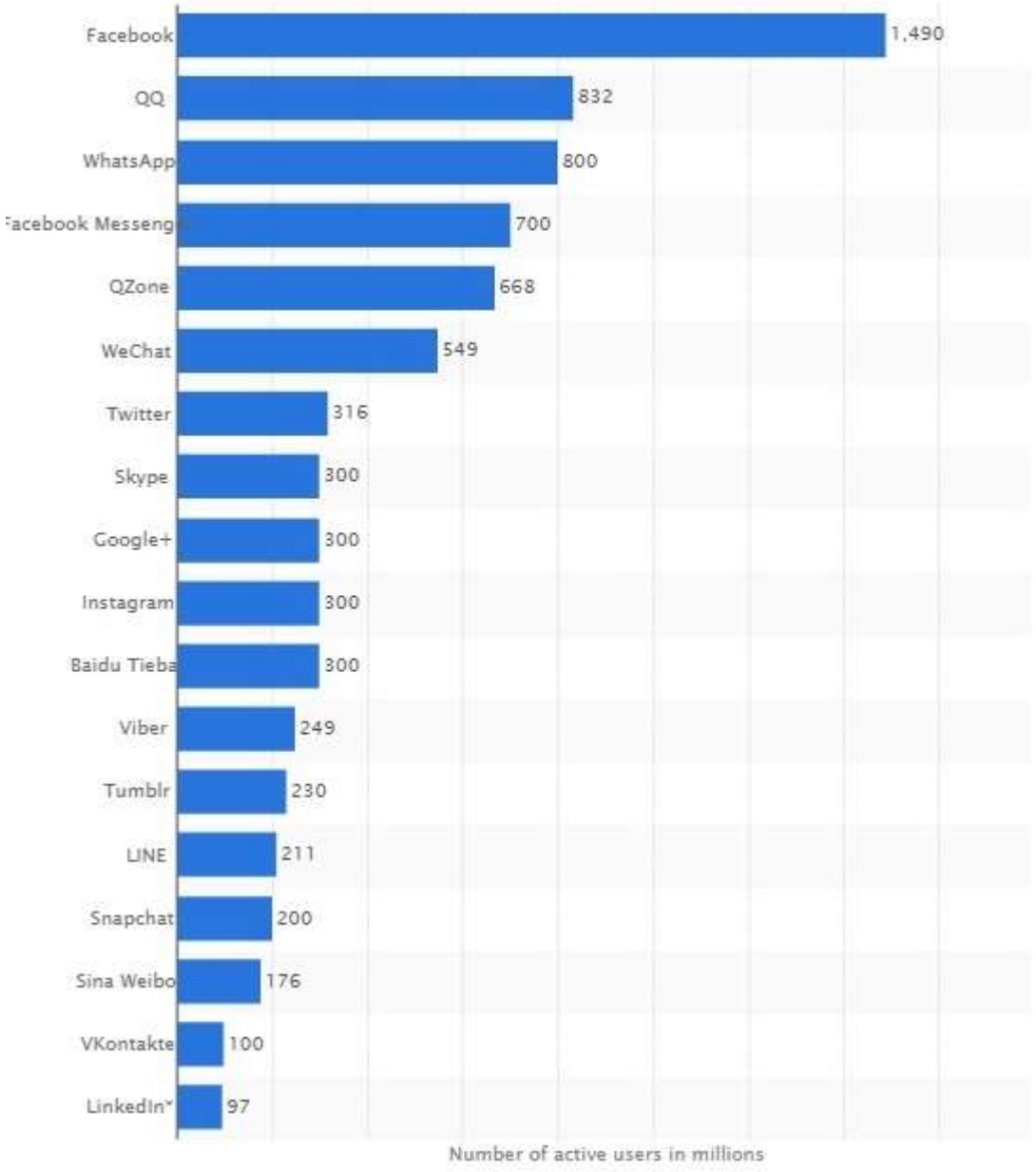
4- Google Plus: this social media network has the ability to host communities with video embeds, comments plus Google hangout. Therefore, this platform will be more helpful tool with E learning system in the next days.

5- You Tube: this platform is the most useful social media networks with E learning system. It is an excellent resource foe educational system through internet. The advantages of this platform are the following points:

- Free platform and it uses to support courses.
- The viewers can rate the video's content and quality as well as comment.
- The videos can be part of the course, and it will be more helpful for the instructor [5].

Social Media Networks Users Statistics:

In the following the ranks of the social media networks according to the active accounts of the users in the world on August 2015 [6][7][8][9][10][11][12][13][14][15].



Conclusion

Social media technologies have the potential to support and enhance teaching and learning in higher education. They provide learners with a chance to manipulate their learning environment and to participate activity in the learning process.

Using the social media platforms will increase the skills and the abilities of the learners in several types of tutorials and videos. The future of these platforms will develop and enhance the educational system, and they will make confidence between the instructors and educational institutions.

Depending on the pervious list of social media networks ranks, the workers in the educational field should focus on the tools according to the statistics. They will be able to publish their studies and lecturers on these tools depending on the most popular social media networks using in the world.

The future work of this paper is to explore the social media platforms using with the new applications and tools of them. However, make a survey of the most useful social media platforms with E learning system.

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