

Impact of social media for learning and its challenges on Education in Taraba State

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Abstract

The introduction of social media in education has strongly transformed traditional pedagogical methods, creating a change and interactive learning environment. This paper explores the diverse impact of social media on education, examining its benefits, challenges, and implications for future educational practices. This paper provides a comprehensive review of the literature on the impact of social media on education. The paper discusses the benefits and drawbacks of social media in educational settings, including its effects on student engagement, learning outcomes, and teacher professional development. The paper also explores the potential risks and challenges associated with social media use in education, such as cyber bullying, privacy concerns, and distractions. The findings suggest that social media can be a valuable tool in education when used appropriately, but its impact depends on various factors, including the type of social media platform, the context in which it is used, and the level of teacher training and support.

Keywords: Impact, social media, learning, challenges, and Education

Introduction

Social media has become an integral part of modern life, with billions of people worldwide using platforms like Facebook, Twitter, and Instagram. The use of social media in education has also become increasingly popular, with many educators using it to support teaching and learning.

Despite its advantages, the use of social media in education poses several challenges. One significant concern is the potential for distraction, as students may be tempted to engage with non-educational content. Privacy and data security issues also arise, given the amount of personal information shared on social media platforms. Furthermore, there is a digital divide that can exacerbate inequalities, as not all students have equal access to the necessary technology and internet connectivity. Additionally, the informal nature of social media communication can sometimes lead to the dissemination of misinformation and a decline in the quality of academic discourse.

The incorporation of social media into educational settings necessitates the replacement of traditional teaching methodologies. Educators are encouraged to develop ways that harness the positive aspects of social media while mitigating its

drawbacks. This includes setting clear guidelines for appropriate use, integrating social media literacy into the curriculum, and leveraging these platforms to create interactive and engaging learning experiences. Educational institutions must also address issues of equity by ensuring all students have access to the required digital tools and resources. Government can also play their vital role by putting all that is required to enhance learning.

Social media is the means that employs mobile and web-based technology to create highly Interactive platforms via which individuals and community share, co-create, discuss and modifies user-generated content (Kietzmannn, 2012). Social media is a phrase being tossed around a lot. It is a website that does not just give you information but interact with you while giving you information. It is a group of internet-based application that allows the creation and exchange of users generated content. It is easy to confuse social media with social news because we often refer to members of the news as the media. Adding to it, that social news site is also social media site. Some media website includes:

1. Social Bookmarking: interact by tagging website and searching through website. Book marked by others (Blink list, simple). Social News: interact by voting for articles and commenting on them (Digg, propello).
2. Social Networking: interact by adding friends, commenting on photo and profiles, sharing groups for discussions (Facebook, twitter, BB chat)
3. Social Photo and Video Sharing: interact by sharing photos or videos and commenting on the user submission. (YouTube and Fliki).
4. Wikis: interact by adding articles and editing existing articles. (Wikipedia, wikia).

Social media refers to the means of interaction among people in which they create, share, exchange and comment among themselves in different networks. Andreas *et al*, (2010) are of the opinion that social media is a group of internet-based application that builds on the ideological foundation and allows the creation and exchange of users – generated content. Social media has become one of the major channels of chatting through platforms such as twitter, BB chat, blogger and wiki a. There has been an increase in the mobile social media which has created new opportunity for browsing.

The internet usage effect of social media, in views of Nielsen (2012) is that, students continue to spend more time on the social media than any site. The total time spent on social media across mobile devices increased by 37%, 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011.

Kaplan & Haenlein (2010) classified social media into six different classes as follows:

1. Collaborative Project (Wikipedia)
2. Blogs and Micro blogs (Twitter)
3. Content Communities (Youtube)
4. Social Networking Site (Facebook; whatsapp; BB chat)
5. Virtual Game World (World of war craft)
6. Virtual Second World (Second life)

Technology includes the blogs, picture sharing, music sharing, crowd sourcing, e-mail, instant messaging and voice over. These services could be integrated via social network aggregation platforms.

Social media has emerged as a term frequently used (and variously defined) to describe different types of communication platforms and electronic ways of interacting (Moze, 2011). Kaplan *et al*, (2010) defined it as a group of internet – based applications that build on the ideological and technological foundations of Web 2.0, allows the creation and exchange of user- generated content and depend on mobile and Web based technologies to create highly interactive platforms through which individuals and communities share, create, discuss and modify user- generated content. (Bryer & Zavatarro 2011) saw it as “technologies that facilitate social interaction, make possible collaboration, and enable deliberations across stakeholders”. (Anjugu, 2013) describes social media as “a group of internet-based application that allows the creation and exchange of users generated content”, while Ezeah *et al* (2013) defines it as “modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of common interest”. Social media has been classified by (Anjugu,2013) into: Social Bookmarking: this interacts by tagging website and searching through website bookmarked by others (Blink List, Simple);

Social News which interacts by voting for articles and commenting on them (Digg, Propello). Social Networking which interacts by adding friends, commenting on photo and profiles, sharing groups for discussions (Facebook, twitter, WhatsApp);

Social Photo and Video Sharing – these interact by sharing photos or videos and commenting on the user submission (YouTube and Flickr); and Wikis – interact by adding articles and editing existing articles (Wikipedia). Social media is a phrase being tossed around a lot. It is a website that does not just give you information but interact with you while giving you information.

Impact of Social Media on Education

Generally agreed that social media has both positive and negative effects on the education in tertiary institution in Nigeria: Eke, *at al* (2014) have noted the following positive impacts of social media on the academics of students:

- i. Web engagement:** In a where online engagement is important for businesses, students are becoming experts at developing a sense of internet presence. Not only do they know how to interact with others on the internet, they know how to use basic and even complex functions in order to do so. Thus, students use social networking sites to interact with their peers and even teachers about class-related subjects.
- ii. Informal knowledge and skill:** Social Networking sites can facilitate learning and skill development outside formal learning environments by supporting peer- to peer learning, skills collaboration and diverse cultural expression. The knowledge and skill young people are learning through SNSs are directly relevant to the „participatory web“ in which „user generated content is now integral in a rapidly developing online business model that capitalizes on the social networks, creativity and knowledge of its users; and this means that new business models are expected to emerge.
- iii. Education:** Social networking sites help in schools and universities programmes. Such social networking sites for example, blogs help to leverage or complement formal educational activities and enhancing outcomes. SNSs are also used to extend opportunities for formal learning across geographical contexts. Thus, social media can enhance the interactions of marginalized young people with their teacher and increase their confidence in educational activities. Social media was used to educate students at home during covid19 pandemic. Distance learning was introduced in order to curb the spray of the virus in the country. This also help where most university adopt e-learning where students are taught online using zoom, google class other social network site to deliver lectures. Assessment test and also to summit their assignment. Tertiary institutions have shown high level of response as a result of covid 19, institution have been engaging in online classes, doing exams and also trying to improve their facilities in response to covid19. Al Hikma University Kwara, Nigeria did it exam online during lockdown and public university like kwara state university responded by community service to cushion the effect of covid-19 on education. Adedotun, (2021).
- iv. Individual identify and self-expression:** Because SNSs are essentially flexible and designed to promote individual customization, they are used to experiment as well as find legitimacy for their political, cultural or sexual identity. Social networking sites can provide users with a space to work out identity and status, make sense of cultural cues, negotiate public life and

increase user's sense of personal belonging. This sense of personal belonging and identity has been positively correlated with academic performance.

- v. **Strengthening interpersonal relationships:** generally, studies have found that having positive interpersonal relationships is an important predictor of wellbeing. Social media by and large, has been found to strengthen individual interpersonal relationships. Email, instant messaging and social networking can address new barriers people may face to forming and maintaining public places together, limited transport to get there, and time free of structured activities such as school and sport.

Social media provides students a new mechanism for a familiar exercise. It provides students a direct medium by which to publicly evaluate and comment on their campus environments, institutional policies, classes, professors, and administration and fellow students in real-time. Social media zips through our campuses nearly unseen, dragging behind it the heavy weight of social injustices and complicated Jurisprudence accumulated from decades of student speech (Gurcan 2015). Given social media's potential for positive impact, no one is suggesting we pull the breaks on it, and in many ways the technology is already out of our grasp. Today's students communicate via technology, and that If you say absolutely no Facebook or texting, you are cutting off an important relationship with students technology as an online teacher use of technology via the use of a variety of tools such as Skype, text, email, Facebook and twitter.

Challenges of social media in Education

Research by Maple *et al.* (2015) from University of Bedfordshire has found that social media are the most common prosecution ground for cybercrime activities. According to Perry, (2012) there are 150 settings in Facebook that are directly related to security, and it is important to note that default Facebook security settings can increase the potential for crime and put victims at greater risk. As Yeboah *et al.* (2014) indicated social media platforms enhance the spread of cybercrime among university students. One of the problems on social media was security problem; which is a crime committed on social media by using social media as a vector. Besides, this (Sharma and Shukla, 2016) also investigated that learner's academic enactment was adversely influenced by social media by allowing them to perform the crime.

As Senthilkumar *et al.* (2017) Carried out survey on cyber-crime on the students at Tamil University, on his study the questionnaire was distributed to the student for data collection. The cyber-crime among university students is studied by looking at different security problem, for instance, email phishing, malicious code, and password intensity. It has been shown that the crime on social media among the university learners in Tamil Nadu is account as 30.55% involving of 16.98% male and 13.57%female.

According to Thakur and Arjun (2018) examined the study on cyber-crime among the university student by selecting 100 sample students. From their study, they understood that student commits cyber-crime due to unawareness of cyber-crime on social media. At the interface of the investigator, their goal was to study the difference between the social media of the university, pillars of communication and information sharing.

The investigation of social media elaborates on why students use social media is a very exciting question for many researchers. The study carries out on 302 participants indicated that students have used social media for purpose of entertainment and usefulness are the major reason that people use social media (Lin and Lu, 2011), in contrast, the find out different gender have a different reason of dealing with social media. However, this study does not clarify with types of entertainment is better looking for social media members.

As Harney (2012) indicated in his study sexting is the activity of sending unambiguous messages, manly between online posts or between mobile phones. This assumption was first propagated at the beginning of the 21 era and it is expressed of texting and sex where the communication is inevitable in the extensive sense of delivering a text conceivably within the message, vulgar words, videos and obscene. It is unacceptable to recognize that different images culminating up widely posted or circulated particularly when relationships stopped. The law names these images as criminal abuse or pornography. Furthermore, writing messaging on social media use is connected to sexting attitudes and behaviours. The one who mostly sends sex-related information on social media receives information similar to what they send. Such kinds of activities have been enhanced the expansion of cybercrime on social media.

According to Purser (2014) explained social media are the most platforms for cybercrime to steal identity information. The hackers of personal information distribute web applications to the target person through social media sites to access the data directly. He also expressed the prevention method of cybercrime by increasing cyber security and keeping precarious information setups are necessary for each social media user and economic wellbeing. So, making social media secure from cybercrime was become a pillar to the growth of modern technology as well as the security of users.

A survey carried out by Alexandros, *et al* (2013), indicated the majority of the cybercrime made on social media had been happened by Facebook, as it's shown in the results. Only fewer cybercrime was taking place by other social media (e.g, Twitter, Instagram, window live, Badoo). This study was done on 342 participants and most of the participants hacking their personal identity through posting the photo without permission, fake photography. The statics of study indicate that out of the total number of participants 327 participants were victims of cybercrime on social

media and the rest fewer participates victims by other social media. Therefore, from this survey be concluded that social media was served as vectors to commit cybercrime.

As Singh & Jaspreet (2015), stated the easy admission to the internet, accessibility of low- priced gadget and capable internet data use permits the increase of cybercrime on social media. This easy get in to the internet promote the users felling to text and chat online. In addition to this, as showed in this investigation the raising of smart phone increase day to day, and attract the user to spend more time on social media. They also expressed that present expansion of the unsecured internet café was highly contributed for the cybercrime to be take place on social media. Therefore, the result of the study stated the expansion of technology have both advantage and disadvantage.

As the study conducted by Ghari (2012), in University of Jazan indicated most of the social media evolves members manage and create their identity profile and share different data and information for the group members as well as the participants of the set spending the more time on the social media. Furthermore, different software inventors are doing on creating a modern application that helps the users on the site. Commonly, the users of the social media faced many problems by making subscribing to the service that is not authorized and program that has the virus to the users account and leading to cybercrime on social media. The study summarizes that the unnecessary trust between the users and social media lead to cybercrime.

Williams *et al* (2013), emphasizes on social media customers with the capability to manage social media evidences streams for signs of extraordinary tension that can be scrutinized in order to distinguish deviancies from the standard (low tension /levels of interconnection). Indicators about area crime, demography, and scarcity to give a multidimensional demonstration of the terrestrial' and cyber streets. Consequently, these are some of the social media challenges in tertiary institutions in Nigeria.

Social Media Reduces Library Patronage

Before now, students are expected to go to libraries and consult archives to access information relating to their area of study or research. The advent of internet has made libraries a mere facility with low patronage. Daluba & Maxwell, (2013) mentioned that a major reason for setting up a library is to stimulate educational advancement, expose students to acquisition of knowledge through the use of the library. However, in this present era of fast internet and speedy connecting, students would rather consult the internet for research and assignments. Although this seems as an effective way to carry out academic research and work, but the internet has much contents clamouring for attention. To worsen the case the social media sets in. Presently, students would rather stay connected on with friends chatting and comment on frivolities rather than go to the library to improve themselves.

Jager (2014) noted that undergraduate students did not use their library very much and that library usage did not correlate very well with academic performance. Jager's assertion further affirms that students don't go to the library anymore. It is even more alarming to discover that individuals who use social media are often shocked of how often social media consumes the bulk of their time unknowingly to them, such time could have been spent in the library to learn and for personal development.

According to Lwehabura, (1999) as cited by Chinyere (2014), he remarked that few people ever use libraries willingly. He stresses that most people have to be persuaded or prodded into using the library. Despite the increase level of online public access catalogue (OPAC), students still have not shown needed interest to use the library, rather, as noted by Osharive (2015), they are often seen pingping, twitting or Facebooking, while lectures are going in the classroom.

Social Media Affects Spoken and Written English

Since the inception of social media, there have been some awkward development and change in classroom status quo, with the way students communicate with one another through social media and text messaging, which has crept in to classrooms. In Bulus, *et al* (2012), in their research observed that the use of social media has affected students' use of English and grammar, they concluded that students are now used to short forms of writing words in their chat rooms, which they sometimes or mistakenly use in their classrooms.

However, the advent of internet brought these new shorthand and acronyms that are now conversant with social media platforms and interactive applications. They are called social media slangs and languages.

Cyber bullying on social media

As Tarigan *et al* (2018) carry out survey the youth are the upcoming generation that use social media in arison to other class is of social media users. From the survey they understood 64% of the users of social media were youth (ages 17-22). Out of the total percentage 58% had access to online actives through the help of social network. The study classified the users to understand the social media on the cyber bullying is mostly committed. So, as output of the study indicated 70.9% of cyber bullying happened on Facebook.

Setiawan *et al* (2018) investigated the increase use of social media give different advantages to its users and on the other way, will have many drawbacks if it is not used wisely particularly among the youth who have still suspected to different impact of the consuming of social media. Absence of background related to rule resulted in youth becoming victims of social media. In addition, some fundamentals intentionally help social media to commit cybercrime prepare youth to simply target for the crime on social media.

Social Media Cause Unwanted Pregnancy and Distraction

A lady of Federal University Wukari got pregnant by a Facebook friend who she met on social media. He requested to come and visit her in school which she agrees and after their meeting, with some few weeks she realised that, she was pregnant and she don't know where to meet guy again because they met on Facebook and they guy is no longer responding to her chat again neither his he picking her calls. Which lead to unwanted pregnancy. a discussion with the girl lecturer in Federal University Wukari (Ibrahim, 2022).

According to Olubiyi (2012) as cited by Osharive (2015), he noted that students are so engrossed on the social media to the extent that they are present online for almost 24 hours a day. Since most youth and students are present for almost 24 hours online staying connected on social media, it has distracted them and time that ought to be channelled towards learning, research, creativity and innovation have been crushed by their continuous yawning to use social media. Meanwhile this and other factors have caused most students' academic performance to suffer setback.

Conclusion

The use of social media in education has both benefits and drawbacks. While it can enhance student engagement and motivation, improve learning outcomes, and support teacher professional development, it also raises concerns about cyber bullying, privacy, and distractions. Therefore, educators and policymakers need to be aware of these potential risks and challenges and take steps to mitigate them.

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