THE INFLUENCE OF SOCIAL NETWORKING SITES IN EDUCATION

by:
Angelo R. Basilio, EdD
School Principal III, JEAG MHS

There is still a continuing argument on the direct paybacks of making use of Social Networking Sites (SNS) in education. Unfortunately, for these online social networking sites, their early reputation has long preceded their potentials. Facebook, Snapchat, Pinterest, YouTube, and Instagram are just some examples of such SNS which have formed a stigma around themselves that technology per se does not deserve. But with the lines blurring, it is fascinating to know that a change is taking place, and it relates to what could be the productive role of online social networking in the lives of learners.

The majority of the contents of online SNS are user-generated. They are exposed to everyone who desires to become a member. Since some users often post thorough and detailed personal facts which include addresses, and phone numbers; compromising, and inappropriate pictures, statements, or other information. Social Networking Sites are considered as a playground for online predators.

Learners are getting in trouble with their school administrators for posting self-incriminating and undesirable pictures or information, which violate obligatory school policies or codes of conduct. School administrators, nevertheless, do not monitor the activities of their learners on online social networking websites. But if their learners’ online accounts that violate school policies are reported to them, or are taken to their attention, then they may examine the matter further.

The challenge in employing the potentials of Social Networking Sites in the lives of learners lies in how to fit in such sites with academic practice. Primarily, as anticipated, schools had repudiated to accept the impact of social networking activities in the lives of
their learners. Still, it is without a doubt that despite the downsides, the internet is a powerful educational tool, a virtual school ground where learners can meet and chat and bring learning to them without having to leave their homes.

Recently, school institutions had to see these Social Networking Sites with a fresh eye. This technological socialization among learners may be an effective cohort in the education system. There ought to be a coalition, rather than a collision, between the online activities of learners and academic goals. The test here is how to exploit the potential of SNS and how to incorporate it effectively with the traditional academic approaches.

Certainly, it is not generally conceivable to integrate SNS directly into the classrooms. Nonetheless, these tools have flourished to a level so potentially useful among learners that teachers should not overlook their worth. With optimism, this target may be achieved through (1) Considering social networking sites - School administrators must not articulate disproval of networking activities completely without really understanding how it works. Studying these sites will disclose what makes them popular among their learners; (2) Make use of the educational value of social networking activities - Educators may carefully consider ways of expanding classroom activities on the internet. Online groups work by presenting ways through which users interact. Carefully thinking of projects and assignments to be accomplished by the students with the aid of SNS may make the most out of it.

Effectively deflecting the impact of SNS to a more positive side will intensify the role of online technology to the learners. The function of social networking in education may just be an essential part of the learning process of the students, and not purely a distraction.
References:

https://doi.org/10.1186/s40561-020-00118-7