



Influence of media in higher education

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<p>Received on: 27 Jul 2023 Revised on: 02 Aug 2023 Accepted on: 23 Aug 2023</p> <p><i>Keywords:</i> media, higher education, students, e-learning, Digital Learning, Educational Content, Student Engagement, Online Resources.</p>	<p>There has already been a widespread impact of web 2.0 on students' learning environments. Due to the proliferation of online services in tertiary education, students' learning and study habits are constantly changing. In addition to using Google and Wikipedia in their free time, students use these services to learn as well. Despite this, they still rely on traditional information media, like textbooks or printed handouts, to aid their learning. We conducted a long-term study of media use in tertiary education to determine how it has changed over time. Educational institutions can reach students worldwide through media, which plays a key role in globalizing education. As a result of this process, higher education is able to establish an international market.</p>

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INTRODUCTION

The process of learning and understanding goes beyond our school textbooks. Throughout our lives, it affects all aspects of our being. The events and happenings of everyday life teach us something in some way. Our society has almost

become dependent on media as much as food and clothing. Social transformation is facilitated by the media. There is a significant cultural and social impact of the media. The importance of media in education can be seen in the proliferation of computer labs, televisions, and libraries in most schools today. Learning and interpreting information are impacted by many forms of media.[1, 5]

The education process goes beyond textbooks, as learning and understanding is a continuous process. Throughout our lives, it affects all aspects of our being. It is inevitable that we will learn from day-to-day events and happenings in one way or another. As essential to modern society as food and clothing, media has become almost as essential. Social transformation is facilitated by the media. There is a significant cultural and social impact of the media. The importance of media in education can be seen in the proliferation of computer labs, televisions, and libraries in most schools today. Learning and interpreting information are impacted by many forms of media.[1]

IMPLEMENTATION OF SOCIAL MEDIA INTO EDUCATION

Social media is now a part of many educational institutions' daily operations. The quickest way to find information of interest to all students is through Twitter and Facebook, which are widely known. [1]

THE USE OF MEDIA IN TEACHING-LEARNING PROCESS

Information is acquired through learning. Students can lose interest in a lesson as a result of hard work and boredom. As a result, media should be incorporated into the teaching-learning process to engage students and enhance the learning process. There is nothing new about media being integrated into teaching-learning processes. The media can be beneficial for teachers, as many are aware. [1, 2]

THE IMPORTANCE OF MEDIA IN THE CLASSROOM

Media access in the classroom makes learning more engaging. Media can be used to provide students with real-world examples that they can relate to in order to enhance their understanding of a lesson. Students are able to illustrate concepts by moving objects around on a screen using smart boards and other interactive media. Students consider media to be useful learning aids that enhance learning enjoyment and make it less monotonous. It is possible to educate people through the media in both positive and negative ways. Since the media affects the eyes, ears, and mind simultaneously, it is impossible to overcome its influence. [3]

To enlighten the public and discourage sectarian, communal, and divisive attitudes is the noble mission of the media in a developed society. It is generally considered a relatively new phenomenon that media are being integrated into education. Despite a lack of full integration of media in classrooms nationwide, the use of media in the classroom seems old hat. Nearly every country around the world considers education to be a highly contentious issue. [3]

As a result, the media holds a great deal of power. Educating people for a low price is possible with it. In today's society, media are responsible for keeping people informed about what's going on around the world and in their communities. In

addition to weather and politics, they discuss war, health, finance, science, fashion, and music. Due to the growing demand for news, dedicated radio and television stations have been established, as well as magazines. The latest news can be listened to, watched, or read from anywhere and at any time.[3]

DIGITAL MEDIA LITERACY

There isn't a precise definition of media literacy, but it can be broadly described as the ability to understand digital information, interpret it, and communicate it effectively. Media literate individuals are capable of accessing, critically evaluating, and creating media. It is different to absorb and express information in traditional media when it is presented in digital media. As a means of gaining social power, literacy has always been considered important. The world of today is saturated with digital media, despite the fact that not everyone has access to such activities. [4]

For students to be prepared to participate in the political, social, and economic aspects of society, these technological advancements should be incorporated into the educational system. Consequently, it is essential for educational systems to examine a variety of methods of teaching and to provide the needed resources and knowledge for today's workforce. [4]

Higher Education institutions have transformed their communication landscape by using social media to improve learning and teaching experiences. Teachers and students working in higher education have benefited from social media use: Students are motivated and encouraged to learn through the use of social media platforms. A variety of educational benefits can be obtained from using YouTube to find educational videos, using online notes or e-books, and utilizing video calls to learn. The use of social media has made remote learning from a reputable organization possible, regardless of where you are in the world. In addition, students can join and gain knowledge from many study groups online of different subjects. [4]

The use of social media, however, reduces some researchers' ability to conduct research and learn. As more and more students use social media to gain knowledge and information, they are less likely to search for it in journals, books, or notes.

Accordingly, the reading habits of students, along with their capability to research and learn, are in decline.[4]

SOCIAL MEDIA IS AN EFFECTIVE DEVICE FOR ACADEMIC PERFORMANCE

It is also possible to use social media platforms for teamwork successfully. You can meet online and discuss a specific topic with a team if you need to conduct research on it together, for example. Students can connect to:[3]

- It does not matter whether they are in your cohort, or years above or below, students who are in your course.
- In the same field, students studying at other institutions
- Your field's experts

For educational purposes, the Internet allows you to communicate with your classmates and groups more easily. The accounts can also be used for communicating curriculum changes, sharing online lectures, and receiving feedback from students. [3]

LEARNING WITH SOCIAL MEDIA

Social media has become a common tool for students and teachers in education. Social media can be used in an educational setting with apps and web tools.[4]

Using free tools and web applications, faculty are increasingly leveraging social media in higher education classrooms to enhance learning, communication, and engagement. Unlike traditional learning methods, social media-based learning platforms allow learners to employ their own learning activities and take charge of their own learning. [4]

Social networking sites for college students have been developed with the aim of enhancing both collaborative study and social interaction. Researchers are using a variety of social media tools to support teaching and learning. Social media tools can motivate students to participate in traditional learning by integrating them into it.[5]

Educators have been provided with information through social network sites in the recent period in response to the big problem of e-learning. As a result of social networks, some of these problems

have been resolved, as they add interactive aspects with students and increase their involvement in the educational process, which in turn has increased the number of students who are interested in e-learning and clarifies the reason for their interest in social networking sites.[4, 6]

CHALLENGES FACED BY THE USE OF SOCIAL MEDIA

Challenges associated with the use of social networking sites include the following: -[3]

- Privacy
- Real Friendship
- Health Issues
- Other Challenges

Privacy: -

Social networks like Facebook and Twitter are engrossing a vast number of students, connecting them with people they have never met, seen or spoken to before. Their sharing of very personal and private information is very common, which can occasionally be misused. Despite the fact that a lot of the information on social networking sites is voluntary, users are increasingly comfortable displaying a great deal of personal information.[3, 7]

It is common for students to start believing very easily in strangers and to share their private conversations, which can be misused. Using social media in education has been challenging due to the privacy issues. Using social media in education has been a challenge due to the privacy issues.[2, 8]

Health Issues

Social networking sites can lead to multiple health problems due to the long hours users spend on them. As a result of continuous access to networking sites, it is possible to develop eye problems, back pain, and other health problems as a result of sitting in one position for long periods of time. [9]

Real Friendship

The quality and integrity of friendships made through social networking are not always true, and the number of friends is growing rapidly. However, these social-networking sites provide

information about their members that isn't always accurate and reliable, and do not verify their personal information (age, location, etc.). Individuals can present an accurate and positive image of themselves on sites. As a result, having a lot of friends on social networking sites may be detrimental to your health. As a result, social networking will be used in education in a different way. [3, 10, 11]

Other Challenges

Social media is becoming increasingly popular among teens now, but many of them use it for more than just snapping pictures, they use it to connect with friends with whom they can share their thoughts, but sometimes they interact with the wrong people and the result could be kidnapping. In addition, we can find too many examples of Facebook-related kidnappings where the kidnappers have used Facebook to their advantage.[3, 11]

BENEFITS OF SOCIAL MEDIA IN EDUCATION

It is only natural that technology and social media have become an integral part of our daily lives, and using them in the classroom is becoming increasingly common. From holding live lectures to sharing announcements, social media platforms can be used in the classroom in many ways. Teachers and students can communicate more directly through social media, as students can ask or answer questions.[5, 12]

There are also more e-learning opportunities available through social media. Students should be trained to work remotely as

remote and online classes and jobs become more popular. The benefits of social media:[13]

- **Low cost communication.** This medium of communication can be very cost-effective and is usually free for its users. Besides communicating with students, you can also use it to promote upcoming events, new courses, and research progress.[14]
- **Branding.** You can reach a wide audience through social media, which is an important way to promote your university on the internet.[15]
- **Relationships.** Social media is a useful way for the University and its staff to communicate with existing students, prospects, researchers, and other organizations.[5, 16]

CONCLUSION

Educational institutions are able to reach students around the globe through media as part of the globalization of education. Higher education is able to establish an international market as a result of this process. A key trend that universities should monitor in the next few years is mobile computing. New devices, such as tablet computers which are rapidly spreading as well as eBook readers, could also contribute to the spread of mobile learning and the use of electronic texts among students. The use of smartphones and mobile Internet flat rates is also on the rise. In the meantime, desktop computers are slowly but steadily disappearing.

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