

Positive Impact of Social Networking Among College Students an Overview

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Abstract

Social Medias is computer ensued technology provide a platform for users to express their views, ideas and opinions.it is largely used for sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Facebook, Instagram, LinkedIn, Snapchat, Twitter, WhatsApp, and YouTube are some popular media applications used. networks create a strong bond between people and products attracts all people of the society irrespective of them age and financial aspects. This article discusses social media importance and its impact on building social networking.

Keywords: Cyber Bullying, Electronic Aggression, Rocket.Chat, only office, Net Cloud, LMS Open source, Moodle, Dokeos.

1. Introduction

Social networking technology allows one to share thoughts, connects people globally, spread social awareness, created more recruitment opportunity by building profile pages in LinkedIn, Facebook and Twitter. It has drastically changed the way of people interactions, play a major role in our daily life. Of course, poses security threats and 30 percent of youths fallen victims for cyber bulling, and electronic aggressions are affecting the privacy of the individuals.

2. Literature Review

Facebook, Instagram, WhatsApp, YouTube, Blog, and so on, to have virtual interaction with teachers and friends, array of technological tools at our disposal to design rich and engaging, learning experiences for all students, without undergoing a structured change process, higher education online adjunct instructors may not fully embrace the concept of using social media. sites as teaching tools. (Hariswan Putera jaya et. Al., 2022; Gregor E. Kennedy. Et.al.,2008; Barbara Case Fedock et.al., 2018). mobile learning apps across various affordances ranging from multimedia content, communication, digital storytelling to social networking and cloud computing. Social media supports personal interest, increase motivation and connecting with other people. (Teimzit Amira. 2019; Hedviga Tkáčová. Et.al., 2021).

social media is a powerful instrument for social interactions and is also used as a tool for teaching and learning, Coronavirus crisis has revolutionised the entire higher education architecture of the country through e-tools for teaching and learning, FSSDL-CBDC technique, which was found to be effective

compared to other state-of-the-art approaches, (Muhammad Zahid Latifl. Et.al., 2019; Dr Ankuran Dutta .2020; Neelakandan S. et.al.,2022).

Learning media Supports the implementation of the teaching and learning process such as the Whatsapp Group application, Zoom, Youtube, existing technological structures incorporation in joint learning, (Taufik Ramdhani,. Asep Bayu Dani Nandiyanto. 2021; Mary Gaceri., Ant,hony Njina,. Eli Kangaru.2022; Nazir Ahmed Jomezai. Et.al., 2021).

YouTube is used to watch the existing content, rather than develop new original videos and Facebook is mainly used to track some events, students have a positive perception of the online learning (Constantina Catalano. 2021; Muhammad Ramdhan. Et.al.,2022; A. Venter, 2019 M. Simonson, S., Smaldino., M. Albright., S. Zvacek. 2019).

3. Research questions

Social medias are becoming more popular among youth irrespective of their Gender, age, and income etc., it is used among the youth to exchange information by using different online source like LinkedIn, Snapchat, Twitter, WhatsApp, and YouTube. Social networking carries more benefits, used to send quick piece of information to large size documents. On the other hand, it has risk of intruders hacking of information. Or else cyberbullying and electronic aggression. Is social media is equally contributing for the growth and development of academic progress, used for exchanging knowledge where online platforms like google scholar, zoom, Ed mingle, Learn Cube, WiziQ, Black board, Articulate, Cisco Webex Meeting etc..., are used.

4. Objectives

- To understand the purpose of using social media
- To get the awareness about the impact of social media
- To analyses the academic developments by using social media

5. Research methodology

Survey is done to collect data from the social media users, direct interview method is used for the data collection from the various students using social media platforms for social networking. Interview is scheduled among respondents who use social media networking often. where qualitative data is collected on perception about social media in creating social networking.

Tabel no: 1 Summar of key findings

Source	Publication year	Journal	Key findings
Prof. Bhavana, Singh Prof. Minu Paul. (2017)	2019	Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org	Digital platforms mostly used for search of information are edx.org followed by archive.org, academic.org, howcast.com and bigthink.com.

			social networking group/groups with their friends for information sharing and discussions on the learning courses
Lourduraj Ignacimuthu, Mallika Vijayakumarv (2022)	2022	International Journal of Health Sciences	Employed digitalized, interactive, activity-based teaching to reach students online, WhatsApp or Google Classroom, e-books are downloaded prepared notes assigned case studies course design and facilitation as a tool to take students to achieve learning quizzes and MCQs on Google Classroom. individual and group-based assignments Google Classroom, Zoom, Google Meet, and College LMS classes are done.
Tihana Babić. (2021)	2021	Communication Management Review	changes in society that have occurred with the advent of social media educational and scientific paradigm from a classical paradigm progressive paradigm focused on the future
Ruth K. Annan-Brew., Philip Nartey. (2021)	2021	Reconnaissance of the Function of social media on Study Habits of Undergraduate Students in the University of Cape Coast	WhatsApp and Facebook sites regularly used Android phones become a common gadget social media has a negative influence on the study habit of students
Rahman, S. I. u., Ullah, H. S., & Akhtar, A. (2020)	2020	Consumption of social media and Academic Performance: A	Computer-mediated communication through social media sites, the GPA of male students is

		Cross-Sectional Survey of Perception of Students in KP universities.	more affected than those of female students' relationships with GPA and 2 nd semester use of SNS.
Sourav Biswas., Dr. Sanghamitra Ghosh. (2018)	2018	Positive And Negative Effect of social media and of social media And Their Impact on Academic Performance of Higher Secondary Students in Nadia District of West Bengal	Teacher or institution has achieved their short or long-term educational goals social media of higher secondary students on their academic performance plays a significant Role, Positive effect of social media increases academic performance of higher secondary students
Joginder Goet (2022)	2022	KIC International Journal of Social Science and Management- VOL. 1, NO.1, 2022	ideas to executive and regulatory bodies for making successful plans and strategies, benchmark for achieving competitive gains
Hairul, M.A., Nurhayati. (2023)	2023	IJEE (Indonesian Journal of English Education)	perceived positive attitude toward learning model, successful language learning, get easily distracted on their study, additional support for learning
Bayisa Natea Sima (2020)	2020	International Journal of Advanced Research in Engineering and Technology (IJARET)	cheap, accessible and user friendly, for entertainment, game and socialization, sharing information and ideas, improving reading skills, could impact negatively on their academic.

6. purpose of using social media and digital platform

There are many benefits in accessing the social media and it's networking especially among the arts and science students, for the purpose of enriching the learning it includes.

Advanced learning tools: students are using advanced tools like interactive content tools like “surveys, quizzes, and games, web-based type forms, iorod (Creating efficient tutorials and share them at lightspeed), audio and video tools, adobe premier Rush, Movavi Video editor and image creation and ed”.

Social media: is used for collaborative learning, for students’ engagements, interactions with peers, interaction with teachers. (Omar A. Alismaiel. Et.al., 2022).

Digital platforms: mostly used for search of information are edx.org followed by archive.org, academic.org, howcast.com and bigthink.com. along with this social networking group or groups are used with their friends for information sharing and discussions on the learning courses. Digitalized, interactive, activity-based teaching to reach students online, WhatsApp or Google Classroom, are playing important role in providing advanced classroom with potential academic outcomes.

Long-term educational goals: social media of higher secondary students on their academic performance plays a significant Role, Positive effect of social media increases academic performance of higher secondary students. Helps in collecting instant subject information in order to gain perfect clarifications.

7. Suggestions to use Modern Technology driven tools:

Use affordable software: for innovative teaching many software’s are available but among that keep using simple versions and unpaid or trial version friendly software’s like rocket.Chat, Only office, net Cloue, LMS Open source, Moodle, Dokeos etc.. these software’s are user-friendly has instant messaging capability more reliable, scalable and flexible for communication. Use Tech Savy advice: using tech innovations in the teaching required complete knowledge, using skill and knowledge of Edu tech providers and celebrating with Edu tech solution providers will give better results in providing right amount of knowledge to the different geographical areas, the better services can be provided to the interior and rural areas where quality of education is not disseminated. Complete service: open sources help for openness, sharing, innovation and flexibility, particular Edu tech software gives complete packages, for Learning management System. Documents, plugins, Themes, Translations, forums etc...

8. Conclusion

In the latest scenario the development of technology for social interactions have reached different dimensions. Various social medial platforms such as Facebook, Instagram, Twitter, LinkedIn, Snapchat, TikTok, Pinterest, Reddit, Clubhouse, Discord are contributing for sharing of instant information. On the other hand, Edu tech solutions are providing instant software solution to reach out to the larger section of population around the word. This helps the higher educational institutions achieve higher standards. At large more than 800 billion of Indian population is using mobile technology among that for per second nearly 20000 financial transactions are taking place in India (Hamsini Karthik. (2023, November 20)),

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