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Social Media in Teaching and Learning

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Navigating Social Media in Education: Challenges, Recommendations, and a Path Forward

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The intersection of education and technology has become unavoidable and consequential in the contemporary digitally interconnected society. Consequently, the current educational terrain is undergoing a transformation towards the utilization of digital technologies for both teaching and learning (Rautela, 2022). Concurrently, social media (SM) is widely utilized for sharing content, initiating discussions, promoting businesses, and outpacing traditional media. Technological advancements play a crucial role in strengthening social media by mitigating security threats and improving overall reliability (Stergiou et al., 2018). As of January 2022, the global Internet user count has exceeded 4.95 billion, with approximately 4.62 billion individuals actively engaging on social media platforms (Johnson, 2022).

Utilizing social media in academic settings presents numerous advantages. The enjoyable aspect of social media platforms facilitates continuous connections between students and teachers, fostering a conducive environment for knowledge acquisition (Amin et al., 2016). When employed for educational purposes, social media has the potential to enhance academic performance, although it is accompanied by certain challenges (Rithika & Selvaraj, 2013). Hence, this article aims to delve into the drawbacks of utilizing social media in education, providing recommendations for effective integration.

ISSUES	SOURCES
Students divert their use of social media towards non-academic discussions	Arnold & Paulus (2010), Davis, Ho & Last (2015).
Facebook emerges as a primary distraction among students	Kirschner & Karpinski (2010)
Cyberbullying, security and privacy issues	Sharma, S., & Behl, R. (2022)
Legalities in sharing copyrighted educational material (e.g., lecture slides and images)	Siemens, G. (2014)
Balancing personal and professional online identities is a significant concern for both teachers and learners, impacting professionalism	Lie,Trial, Schaff, et al. (2013)
Students are increasingly using social media platforms, with social networking becoming an integral aspect of their lives	Chen & Xiao (2022)
Excessive social media use beyond 2 hours a day correlates positively with anxiety and depression, according to researchers	Tsitsika et al (2014)

In navigating the complexities of social media in education, it is evident that a proactive approach is essential to harness its benefits while mitigating challenges. To address non-academic discussions and distractions, instituting clear guidelines and designated spaces for academic discourse on social media platforms is recommended. Educating students on cyberbullying, security, and privacy issues and establishing and communicating robust policies in these areas is crucial. Ensuring compliance with copyright laws demands educational efforts, emphasizing proper attributions and permissions. To tackle the delicate balance between personal and professional online identities, integrating digital literacy programs and fostering open discussions can be impactful. For strategic platform use, educators should receive training to maximize the educational potential of social media. Lastly, promoting healthy social media habits, including awareness campaigns on mental health impacts, encourages responsible usage. In conclusion, by adopting these recommendations, educational institutions can create a conducive and secure online environment, fostering a positive and purposeful integration of social media into the educational landscape.

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