

in Influence of LinkedIn

- Professional social media tool
- According to Brownson (2014) LinkedIn is a means of connecting individuals based on their field of study
- LinkedIn integrates social networking with professional profiles of individuals
- Learners can join professional discussions to obtain information about their field

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Influence of Social Media on Learning

collaboration between students and teachers
social presence is the ability for individuals to show their characteristics and present themselves when they connect with each other

social interaction
-communication
relationship between student and teacher is created by student's need to seek clarification through online social networking
-discuss course content and ask questions

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Influence of Facebook

Facebook is a prominent social media platform that has become a central hub for social interaction and communication. It allows users to connect with friends, share content, and engage in various activities. The platform's influence on learning is significant, as it provides a space for students to collaborate, discuss course material, and seek help from peers and teachers.

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Influence of YouTube

YouTube is a leading video-sharing platform that has revolutionized the way we consume content. It offers a vast library of educational videos, including lectures, tutorials, and documentaries. The platform's influence on learning is profound, as it allows students to access high-quality educational content anytime and anywhere.

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Online Resources

- [1. http://www.education.com/guides/guide-to-social-media](http://www.education.com/guides/guide-to-social-media)
- [2. http://www.education.com/blog/education-social-media](http://www.education.com/blog/education-social-media)
- [3. http://www.education.com/6-best-social-media-resources](http://www.education.com/6-best-social-media-resources)
- [4. http://www.education.com/10-best-social-media-resources](http://www.education.com/10-best-social-media-resources)
- [5. http://www.education.com/10-best-social-media-resources](http://www.education.com/10-best-social-media-resources)
- [6. http://www.education.com/10-best-social-media-resources](http://www.education.com/10-best-social-media-resources)

Activity Do you think social media has a positive or negative effect on student learning?

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What is social media?

Definition of social media
Social media refers to digital technologies and platforms that enable users to create and share content or to participate in social networking.

Examples of social media
Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.

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Watch the video on social media as learning tool



References

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Wolcott, M., & Li, Y. (2015). The influence of social media on learning: A case study of a higher education institution. *Journal of Research in Innovation Learning*, 17(1), 1-15.

Introduction

- Social media is an important tool used with many individuals and can be a useful tool in learning
- According to Johnson et al. (2015), "The popularity of online social networking has increased dramatically in the past few years because of the advances in technology and because of the need for fast communications and interactions between social groups" (p. 21)
- During the learning process, social media can be used to connect students and teachers with each other about concepts and skills (Brownson 2014).
- Individuals have formed a strong level of interactivity through social networking (Brownson 2014).

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Activity How do you think social media influences student learning?



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Conclusion

- It is important as teachers to become familiar with the various social media tools
- There is a relationship between social media and student learning
- Students can be negatively and positively affected by social media in regards to learning
- Teachers can utilize social media to reach content both inside and outside the classroom to generate questions and discussions
- Social media can create a relationship between teachers and students

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in Influence of LinkedIn

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Influence of Facebook

Facebook is a prominent social media tool used by students and teachers to connect and interact. It provides a platform for sharing content, discussing course material, and seeking help. Facebook groups and pages are often used for course-related activities and discussions.

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Influence of YouTube

YouTube is a popular video-sharing platform used by students and teachers. It provides a rich source of educational content, including lectures, tutorials, and documentaries. Teachers can use YouTube to share resources and engage students through video-based learning.

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Online Resources

- [1. http://www.education.com/guides/social-media](http://www.education.com/guides/social-media)
- [2. http://www.education.com/blog/social-media-in-classroom](http://www.education.com/blog/social-media-in-classroom)
- [3. http://www.education.com/6-best-social-media-resources-of-2015](http://www.education.com/6-best-social-media-resources-of-2015)
- [4. http://www.education.com/10-best-social-media-resources-for-learning-to-use-in-the-classroom](http://www.education.com/10-best-social-media-resources-for-learning-to-use-in-the-classroom)
- [5. http://www.education.com/blog/social-media-for-world-languages-teacher-tips](http://www.education.com/blog/social-media-for-world-languages-teacher-tips)



What is social media?

Definition of social media
Social media is a collection of online platforms through which users can create and share content or interact with others in a virtual community.
Examples of social media
Facebook
Twitter
Instagram
YouTube

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References

Brownson, G. (2014). Connecting social media tools to online learning systems. *Journal of Research in Innovation Learning*, 12(1), 112-126.

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Conclusion

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- Social media can create a relationship between teachers and students

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Influence of Social Media on Learning

- collaboration** between students and teachers
- social presence** is the ability for individuals to show their characteristics and present themselves when they connect with each other
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Influence of Facebook

- Nkhoma et. al (2015) states "the academic value of Facebook is determined by the opportunities it provides to students as a means of fast interaction with students" (p.2).
- Students used tool as a place to ask questions and other students and instructors answered
- The study done by Nkhoma et. al (2015) resulted in students thinking Facebook had a negative impact on the quality of the content and was a distraction
- Students believed that using Facebook as a means of learning instead of socializing required a lot of time and attention (Nkhoma 2015)

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Activity: Do you think social media has a positive or negative impact on student learning?



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What is social media?



Definition of social media

-forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content

Examples of social media

- Facebook
- Twitter
- Instagram
- YouTube

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