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## *Social Media: Key Issues for the Development of Students*

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*Abstract: Social media is the fastest growing web application and it is a popular trend today, especially among College students. Social media allow the creating and sharing information, ideas, audio, video, images to others for some purposes. Students used social media such as Facebook, Twitter, LinkedIn, Whatsapp etc. The thousands of peoples sharing the knowledge internally. Each social media has its own unique characteristics. Nowadays students used social media for distance education, recover missed lecture, information sharing, improvement of communication, learning more effective etc. The objective of this paper is to find the key issues for the development of students.*

*Keywords: Social Media, Key issues, Development, Students.*

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### I. INTRODUCTION

Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. People used social media such as Facebook, Twitter, LinkedIn, Whatsapp etc. A social media is a place where user can create a profile and build a personal network that connects the user to other users. In the past, most communication took place over the postcard and phone. After entering the social media, communicating with other people became faster and easier. In the last ten years everyone is connected to one another with social media. Most of the peoples have Smart Phone/Laptop/Computer/Tab. So that peoples has awareness about the social media. The thousands of peoples sharing the knowledge internally. Each social media has its own unique characteristics and best practices. Nowadays students used social media for distance education, recover missed lecture, information sharing, improvement of communication etc.

### II. REVIEW OF LITERATURE

Jih-Hsin Tang (2003) studied on Effect of social network on students' performance: A web based forum study in Taiwan and concluded that it is interesting that while e-learning, distance learning, and asynchronous learning have a great impact on education systems globally, the traditional classroom pedagogy has not been replaced by these new learning modes. Instead, more and more teachers have explored Web-based applications by providing discussion forums as extension to, rather than replacement for, "conventional" teaching.

Qingya Wang (2011) studied on "The Effects of Social Media on College Students" and concluded that college students were likely to be affected by social media. Social media is attractive; it not only provides college students another world to make friends, also provides a good way to release pressure. To some degree, it absolutely affects the lives of college students including the grades. This research also indicates that an approach is needed to better balance the relationship between social media and academic study. Therefore, college students should think more about the balancing equation of social media and academics.

Dr. Duman Kumar (2014) studied on Social Media: Key issues and new challenges- A study of Nalgonda District and revealed that the last two decades have witnessed a rapid transformation of traditional media into new media that includes computerized, digital, and networked information and communication technologies. Today, an increasing entertainment of social phenomena, ubiquitous data and computational process can be observed in many domains and context, including social media. There is a palpable shift from conventional media to new media. This shift has raised many concerns and discussions around the pros and cons of the new media, and other related issues.

Heyam A. (2014) studied on The Influence of Social Networks on Students' Performance and revealed that, this study tried to explore the literature to come up with the major dimensions of social network that influence the behaviours of students. Facebook can be a great tool for the following tasks, which contributes to a better performance: Communication, socialization, coordination, collaboration and entertainment.

### III. RESEARCH METHODOLOGY

This study is to discuss the Social Media for the development of students with the help of primary and secondary data. The method used to collect the information was through personal interview with the College students. The information then analysed according to the need of this paper. The sources of secondary data are research papers, books and social media sites.

### IV. KEY ISSUES

1. **Sharing the information:** Social media is a great tool for sharing the information with teachers and students. In the past the free sharing of information among peoples were restricted. But in present days the new world of social media allows free sharing of information. By way of social media teacher sent innovative information to their students. It supports to improve student knowledge for learning the topic and whatever required regarding study.
2. **Helpful to Distance learning:** A distance learning is that it can be taught from anywhere in the world. Distance Learning is a new way of learning and study. People can study and get a whole degree from home. The students also obtain the education as in a conventional course without interrupting their consistent life. In recent development social media is dynamic to education and help to distance education. Through the social media like Whatsapp, Twitter, LinkedIn, Facebook etc., student discuss problem with the expert and get solution easily.
3. **Learning more efficient and collaborative:** Social media feeds, student feel that the technology they use to study should be as personalised to their needs. For missed lectures, his/her friend or any nearest friend record the lecture on any other available media. It helps to recover missed lectures. Another way is that, they connect virtually with their teachers employing collaboration tools such as video, audio, web collaboration and instant messaging tools to learn the particular point. Social media is also aids to group study.
4. **Improvement of Communication:** In the past, most communication took place over the postcard and phone. After entering the social media like email, Whatsapp, LinkedIn, Facebook etc., communicating with other people became faster and easier. However, it was the development of social media that changed interpersonal communication. Using social media, students can chat live and share the most intimate details of their lives through frequent posts, images, audios videos and public profiles.
5. **Extra course materials:** Social media can support for resources to additional material whatever student needed for the development of exclusive performance through YouTube videos, question-answers and some playlist on most challenging topics. Social media also allows to exchange assignments, educational material and issues.
6. **Marketing through social media:** Nowadays social media is new way for marketing. Social media can improve business communication as well. The social media can built ongoing relationships with consumers. Social media also provides

valuable information to customers. Sometimes earning sources are required to some students. So that social media obliging for the students those who needed financial support to family.

7. **Searching job:** After completion of education, student need the job. He/she surveys different ways for searching the job such as talk with various professionals, see advertisement in newspaper etc. nevertheless student is not successful. Nowadays one of the best and popular solution for searching the job is social media. Using social media, student can upload his/her resume on particular site and if he/she is fit in required criteria can get proper job.

## V. CONCLUSION

Nowadays Social media is popular trend especially among college students. Students used social media such as Facebook, Twitter, LinkedIn, Whatsapp etc. This paper concluded that the key issues for the development of students with related to social media. These are sharing the information, improvement of communication, searching jobs, marketing through social media, learning more efficient and collaborative, extra course material and helpful to distance learning.

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