Social Media Andteacher Effectiveness: A Literature Review

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Abstract

There has been an increase in the number of social media platforms in recent years. These social media platforms werepreviously viewed and regardedas mere distractions to the educational system as students could get exposed to vices and ultimately prevent them from focusing on their studies. Of late, there has been a swift change on this line of thinking. Instead of focusing on negative impacts, educationists now focus on positive impacts of social media on education.It is common practice that many teachers are using different social media platforms (like YouTube, Facebook, Instagram, Twitter, LinkedIn, etc.) in teaching and learning processes.Consequently, the positive impact of social media in education is eminently prevalent.In this paper, over thirty scholarly articles (ranging from the year 1999 to 2020) were reviewed that depicted that social media has enhanced knowledge sharing, collaboration, interaction, creativity and innovativeness in both teachers and students. Therefore, incorporating social media in educationhas great impact on teacher effectiveness.
Keywords: Social media, teacher effectiveness

INTRODUCTION

In recent years, social media has gained popularity incredibly not only as an open source of information but also a platform for sharing knowledge. Social media space is now used in education system to interact with the young minds. Nowadays, educators are leveraging the potential of social media technologies to facilitate the overall processes of teaching and learning.(Jain, 2018).It is a known fact that educationists cannot ignore the emerging role of social media in teaching and learning processes. Social media doesnot only connect students with other learning groups, but also provides them access to useful information. In addition, social media has potential to make the overall learning of students engaging and interesting.

What is social media?

Hughes (2009) defined "social media as a collection of internet based websites, services, and practices that support collaboration, community building, participation and sharing".Ahlqvist, Bäck, Halonen and Heinonen (2008) defined "social media as the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks". Similarly, Kalia (2013) has defined "social media as a group of internet-based applications that build on the ideological and technological foundations of the web and that allow the creation and exchange of user-generated content." WhileDevi, Gouthami and Lakshmi (2019)defined "social media simply as the relationships that exist between network of people".It is eminent that social networking sites (SNS) are considered a sign of real life community as opposed to being an online community. Educational system uses social media channels like LinkedIn, Facebook, WhatsApp, Twitter, Google plus and blogging; the commonest of all being Facebook. In educational context, these social media platforms are used for networking, content and knowledge generation, sharing and networking and collaborating.

Teacher effectiveness

Katoch (2013) defined "teacher effectiveness as personal competency of a teacher. An effective teacher is one who helps in development of basic skills, understanding, proper work habits, desirable attitude, value judgment and adequate personal adjustment of students." On the other hand, Kulsum (2010) defined "teacher effectiveness as the competences in teachers needed for their

function and roles as well as planning and preparation for teaching, classroom management and knowledge of the subject matter, teacher characteristics and their interpersonal relation". Cruickshank and Haefele (2001) argued that "more effective teachers create a positive climate for learning by challenging pupils' ideas, inspiring them, being more innovative in their practice and differentiating amongst pupils according to their abilities and interests where appropriate" (as cited in Katoch, 2013). Anderson (1991) stated that "… an effective teacher is one who quite consistently achieves goals which either directly or indirectly focuses on the learning of their students". Sharma (2018) stressed that 'learning is an active, meaning-making process which represents individual learner own personal knowledge construction process which includes learners' active, goal oriented, pre-decided and feedback setting role'. In fact social media can play this important role of enhancing teacher effectiveness, if used appropriately.

How teachers can use social media for effective teaching and learning

Of late, various opportunities have been opened to enhance teaching and learning processes as a result of revolutionary changes in technology. The introduction of internet and smart phone technologies has completely transformed the world of education. The usage of social media in the academic world has varied benefits such as Social media has enabled students and teachers to work collaboratively i.e. student-student, student-teacher and teacher-teacher interactions. Apart from exchanging valuable information, social media also enables students to share views and opinions for classes and examinations. Research initiatives are enhanced by social media platforms by assisting in the extraction of secondary data. Social media platforms as such as Facebook and WhatsApp can be used in conducting survey pools. Further, social media facilitates teaching from anywhere and everywhere. Teachers can also make use of such platforms and sites of social media to extend teaching hours beyond classroom by utilizing live sessions of Facebook or discussions through Twitter where queries and doubts from students can also be cleared out. Jain (2018) observed that social media enables both students and teachers to remain connected even when they are off campus. Using social media, teachers can build intellectual credibility by setting up websites or personal blogs. Academic work in form of lectures and videos can be uploaded that can be used by students as study reference material and even add their input to them. Great learning opportunities are offered to students by social media through building social networks where they share academic work. With the help ofsocial media, teachers can involve parents in the learning of their children. Parents can be updated on school-related activities, academic progress of their children, projects and school events through Facebook, WhatsApp, Skype, Twitter or other online platforms used by the institution (Willbold, 2019). Teachers can use skype to connect their students with other students across the world. In addition, teachers can also connect students to people working in different fields so that they can get real life experiences in different fields through asking questions.

REVIEW OF LITERATURE

Research further reveals that social media has the potential to enhance teachers skills tomotivate and engage students as well as strengthening teaching in schools. Bransfordet.al. (1999) asserted that "web-based social networks introduce tools, people, and materials to school culture that could help to break up established routines and assist teachers and students in getting feedback on their performances". On the other hand, Devi, Gouthami and Lakshmi (2019) asserted that recently there is a growing use of social media in teaching and learning environment where group discussions and collaborative learning are enhanced(as cited in Jain, 2018).Greenhow (2006) recommends the maximum and effective use of social media by teachers and learners for the improvement of teaching and learning.

Generally, social media tools created a platform for the improvement of the educational process. Educational institutions believe that social media sites contribute greatly to the improvement of teaching and learning processes. Social media is useful in enrichingthe teaching-learning processes with text, videos, and audio materials thereby improving students' learning, supporting teachers in the performance of their duties and student evaluations (Urista, Dong and Day, 2009). Kalpidou, Costin and Morris (2011) pinpointed that social media like Facebook is of late being positively used not only for social connectivity but also for participation in school life by students. Moron, Seaman and Tinti-

Kane (2011) emphasized thatsocial media platforms can greatly be used for cooperative and collaborative learning. Alexander and Levine (2009) found that universities have used Facebook to enhance discussions amongst teachers and the students; while wikis and blogs have been used to collaborate on projects and get timely feedback(as cited in Devi, Gouthami and Lakshmi, 2019). While Johnson, Levine, Stone, and Smith (2009) revealed that some students and teachers can create and share course videos to facilitate teaching and learning(as cited in Devi, Gouthami and Lakshmi, 2019). Hamid, Waycott, Chang and Kurnia (2011) also found that social media like Twitter is used for class discussions and enhancing group communication.Willbold (2019) posited thatsocial media platforms, if properly used, can improve student learning and their academic performance. Devi, Gouthami and Lakshmi (2019) underlined thatsocial media is providing opportunity of changing the traditional way of delivering education; further,social media sites are offering value in teaching. Javaeed, Kibria, Khan and Ghauri (2020) revealed that barriers of communication are broken down by social media and enables students to communicate with confidence.Chawinga (2017) found that if blogs and Twitter are used appropriately, they can be very instrumental to the student-centered approach to teaching because these technologies allow learners to share instruction material and interact amongst themselves and the teacher any time. Al-Mukhaini, Al-Qayoudhi and Al-Badi (2014) found that social media sites such as Facebook, blogs, YouTube, etc. have a great potential to change traditional teaching methods to learner centered methods. However, Tariq, Mehboob, Khan and Ullah (2012) revealed that although social media can be good on students' education, it can be detrimental to the future and career of students if not properly handled. Raut and Patil (2016) contended that use of social media has created both positive and negative impacts on students in their studies. As such great care and caution have to be taken when using social media in the world of education. Boateng and Amankwaa (2016) found that social media significantly influences students' academic life and contributes immensely to the development of academic life of students by exciting collaboration, knowledge construction and critical thinking skills in them. In the article by Rajesh and Michael (2015) which investigated the effectiveness of social media in the field of education and it was revealed that social media is a very useful tool for both teachers and students to promote teaching and learning as well as enhancing students' future career opportunities. Students can make use of the different services of social media such as blogging, group interaction, etc. in their studies if properly guided by the teacher.Ansari and Khan (2020) found that collaborative learning can effectively implemented through online social media where teachers and students share knowledge and behavior through interactions. In addition, it was pinpointed that collaborative learning enhances students' creativity and innovativeness. On the other hand, Alabdulkareem (2015) found that social media is not used in the teaching and learning processes in Saudi Arabia; while the teachers and learners are willing to use it in education. However, it was found that many teachers and students in Saudi Arabia have smart phones although they are not utilized for educational purposes. Jain (2018) contended that social media can make the teacher enhance the engagement of students during teaching and learning, improve communication skills in students, improves ability of students in the use of technology as well as facilitating collaboration in a classroom situation.Gurcan (2015) posited that students greatly benefit from learning process when the teacher uses social media in the teaching process since social media reduces isolation of students, amplifies passion and interest for studies, and builds tolerance and understanding of cultural diversity. Bold and Yadamsuren (2019) explored the pros and cons for the utilization of social media as a potential tool for the improvement of academic performance in the education environment and revealed that educators considered social media as a tool for reshaping and improving the teaching and learning methods. However, the study cautioned the educators to use social media in the right manner for it to be effective and bring out above the desired results in students.

CONCLUSION

The impact of social media on teacher'sclassroom practice is indeed huge. Social media can be used as an effective tool for teaching and learningin the education system. Teachers can make use social media platforms in improvingstudent engagement, improving technological ability, enhancing collaboration in classrooms and building students' communication skills.However, it is worth noting that, technology and social media will never replace teachers; but if used as part of a teaching

strategy, social media will make teachers become more dynamic. Hence, special care and precaution should be taken while using social media in a classroom situation to facilitate and ensure genuine and concrete teaching and learning process.

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