

CLICK AND LEARN THROUGH SOCIAL MEDIA

by:

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Due to the rapid development of information and communication technologies, internet or World Wide Web makes it possible for a significant event occurring in one part of the world to be simultaneously and clearly transmitted to people in other areas of the world via photographs, texts, video clips, etc. In just a click, information can spread throughout different regions and countries. Learning can be anywhere and anytime.

Communication has no limit so learning can be limitless.

In connection, the face of the internet nowadays is social media where more than a billion people use different applications to connect, share and react with others even if they're a thousand miles apart. The wide variety of opportunities is seen through sharing of information, vlog, videos, etc. which can be a good avenue for teaching and learning process.

The term "social media" consists of two components: "social" and "media." In today's context, the term "media" refers to the Internet, whereas "social" indicates "interacting with people through sharing and receiving information from them." Combining the two terms, "social media" refers to "web-based communication technologies that enable people to interact with one another by sharing and communicating information." (Nation, 2021). In addition, another definition of "social media" is "technology-mediated by social media that permit the creation and exchange of information, ideas, career interests, and other kinds of expression via virtual communities and networks." (Steve 2015). Based on the aforementioned definitions, the use of social media has altered people's communication patterns during the past decade by allowing

users to "produce, distribute, share, and manipulate diverse sorts of content, the majority of which is publicly accessible." Therefore, "Social Media" can be defined as online media that enables users to interact with one another online through a variety of web applications that allow users to create, distribute, share, and manipulate a variety of content including texts, images, videos, songs, etc. with other Internet users, and these contents can be made publicly accessible. In this study, websites and YouTube, Facebook, Facebook messengers, Google+, Twitter, and Instagram are explored as social media.

The usage of social media or social media networking has been prevalent in remote education and e-learning for years. Due to the allure of social media, it is now possible to combine the usage of social media or social networking sites with the concept of a community of inquiry in the classroom, which can support and motivate students to have fun and become autonomous and independent learners.

Many aspects of traditional classroom instruction have been altered by social media. Social media has altered communication between professors and students, as well as between students themselves. In turn, this enables students to enjoy the allure of their cutting-edge devices in both daily life and study environments. Students can access updated content, track current events, and acquire relevant information in the form of texts, photographs, and videos for class reports and projects, as opposed to relying on content provided by their teachers. Thanks to the remarkable function of social media, students' creative and original work can be shared with the world. Therefore, social media can help students learn in a meaningful way provided social media-based activities are planned thoughtfully and with intent.

Social media have altered traditional education methods, particularly classroom instruction. Students can now utilize social media to post, share, and comment on relevant content. Moreover, social media can make learning more collaborative and productive. Therefore, social media can aid students in creating and managing their studies, optimizing their study time, and discovering new resources to help them learn

and retain information. However, Information and Communication Technology and social media cannot help pupils to learn on their own. Active educators with creative ideas and methods will always be at the heart of a successful learning environment. Teachers must use social media wisely to fill the gaps of learning specially in times of pandemic. Teachers must create innovative ways to utilize social media as a source of learning modality. Rapid technological advancement is inevitable so adoption must be on the priority list of the educators.

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