

## SOCIAL MEDIA AS A CATALYST IN STUDENTS' LEARNING

*by:*

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Social media refers to a collection of programs and websites that give users a place to share information and expand their social networks. Social media websites allow users to communicate a variety of ideas, information, opinions, job interests, and other kinds of expression with apparent groups and global networks in addition to posting photos and changing status.

As a gateway of communication and learning, social media has a big impact to students. Students have recently realized the value of honing their creative abilities and applying them in their daily lives. It used to be difficult for gifted children to demonstrate their abilities to others. Talented individuals may now exhibit their abilities on various social media sites, grow their skills through comments, and eventually find new work. You will gain a lot of exposure, adoration, and a potential asset if you are persistent enough on the appropriate social media networks.

For students and young professionals, social media has been a godsend since it has made it possible for them to learn about a variety of topics in an entertaining and engaging way. Popular learning sites for students include Facebook, Instagram, and YouTube, especially for video content. Additionally, when students utilize Facebook and Instagram properly, they may share knowledge and continually learn new things. One of the most obvious uses of social media for students is group communication.

Moreover, since the outbreak of the global pandemic, the majority of students and young professionals have grasped the value of expanding their networks on different social media platforms such as LinkedIn, Twitter, Facebook, and Instagram, to mention a

few. Students may also engage in a range of fun activities and challenges, such as Sudoku, hackathons, and quizzes, to mention a few. These are some of the most important advantages of social media for students, and using them promotes the development of soft skills such as confidence, professionalism, teamwork, networking, and communication.

Social media's influence in the twenty-first century has made students' lives considerably easier and more enjoyable. While it has both positive and negative aspects, children may benefit significantly from using it as a tool to help them develop their abilities and learn more. "Ultimately, the way you validate this is through increasing your consciousness," Wilcox (2012) suggests. It's not about don't invest energy in Facebook, but rather just aware about what it may do to you".

Use social media only when absolutely essential; unintentional scrolling has no positive impact on people's lives. Never allow the internet take over your life; emphasize internal work over internetwork.

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