

Benefits and Risks of Social Networking: A Review

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ABSTRACT: *The use of social media in education is a heated subject in school districts around the country. Educators are lagging behind the public in embracing social networking for educational reasons because they are afraid that children may be exposed to inappropriate online content, unwanted adult connections, and peer bullying. Proponents of social networking in the classroom, on the other hand, claim that limiting students access to these sites denies them the opportunity to study, create, and learn utilising modern communication tools. Current study is about the benefits and risks associated with the Social Networking. It was reported that Facebook is now the most popular social networking site, with an estimated 750 million monthly users. Twitter, a microblogging social networking site, with over 250 million monthly users. Myspace was once the world's most popular social network, but it could not keep up with Facebook. The site has 70.5 million monthly visits, according to estimates. As seen by the limited experience of a few top businesses, the future of social media networking holds great promise.*

KEYWORDS: *Communities, Internet, Learning, Social, Network, Young People.*

1. INTRODUCTION

In recent years, social media has seen a lot of success, with many users visiting social sites like LinkedIn, Instagram, Facebook, and WhatsApp for social networking, WordPress for blogging, Twitter for micro-blogging, Netflix, Flickr, Pandora radio, and YouTube for image and video sharing, respectively, and a lot of social news reading. This social media networking mostly relies on its users to generate and share material, as well as to annotate other people's content with tagging, item ratings, and comments in order to form online connections and join online communities. Recommender systems became a major tool for giving consumers with tailored suggestions on goods such as movies, music, books, news, and websites in order to avoid information overload[1].

The way young people connect with one another and with the environment around them has changed dramatically because of technological advancements. The majority of young Australians rely on the internet or their mobile phones to gather information, engage in social networking, and maintain their social networks. Young people's interactions with one another, their families, and their communities have been significantly altered because of technological advancements. Young people's online behaviour is frequently misunderstood, resulting in a digital gap between young people's use of technology and parents', professionals', and community members' awareness and worries about it[2].

Over the last decade, academics have created algorithms and systems in response to a variety of practical applications. Online web services such as Alibaba.com, Flipcart.com, Amazon.com, Netflix.com, and IMDb.com have commercialised a number of them. The collaborative filtering algorithm is a common recommendation system that has been used to identify users that are similar based on the documented history of previous user activities. A collaborative filtering algorithm, in general, employs a collection of user profiles to locate the

most relevant information, goods, products, services, and so on for these people[3]. The individual user receives a suggestion that is consistent with the user profiles of other users with comparable profiles. Collaborative filtering has a variety of applications in areas such as trust and security, as well as web services recommender systems[4].

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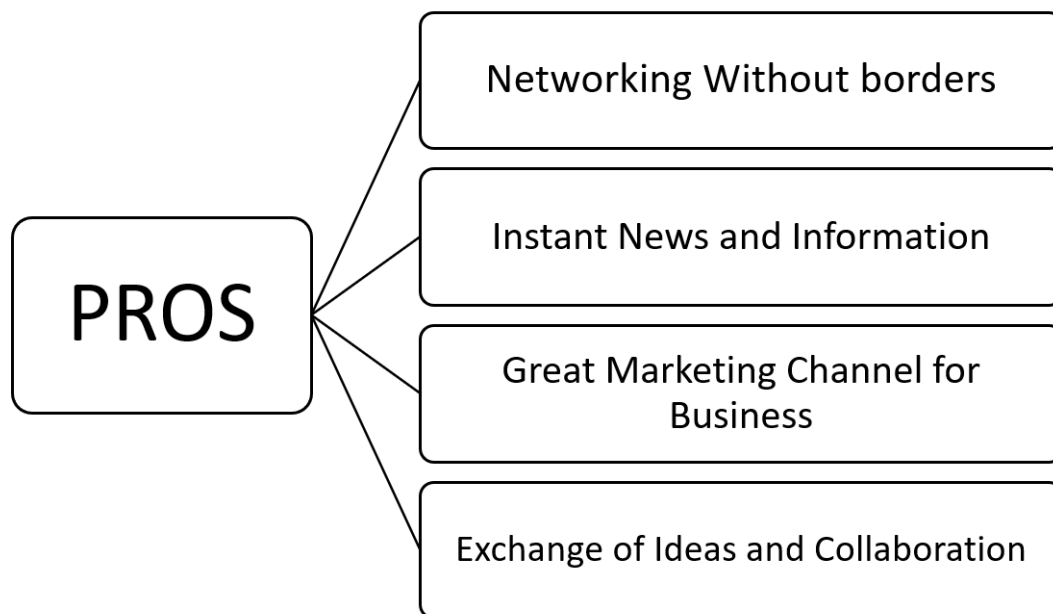


Figure 1: Illustrating the Pros Associated with the Usage of Social Networking Sites

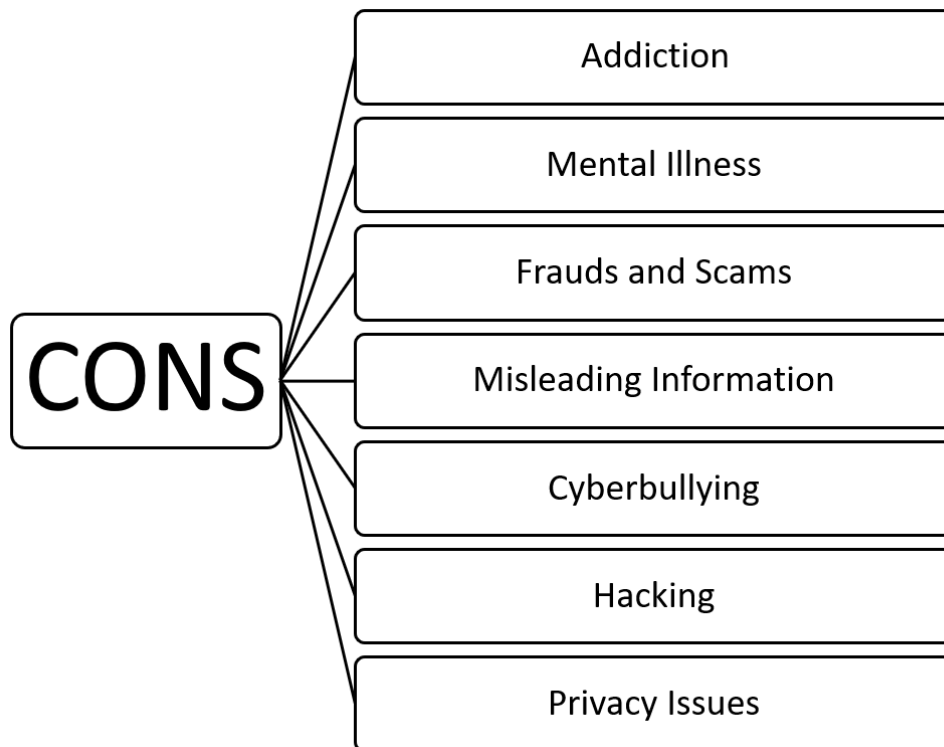


Figure 2: Illustrating the Cons Associated with the Usage of Social Networking Sites

In order to fill gaps in the research, this study reviews previous work on social media technologies and investigates their influence on students in the Pakistani setting[6]. As a result, the goal of this research is to see how social media affects university students' learning behaviour, as well as the negative and positive effects it has on their psychological well-being. Such research investigations are either rare or non-existent, according to a thorough review of the existing literature on social media technology. Furthermore, none of the factors utilised in this study had been used in previous research[7]. This offers an opportunity for instructors to capitalise on students' passion for technology by incorporating these tools into the classroom.

1.1 The creation of a Web-based education infrastructure is built on four Web 2.0 principles:

1.1.1 Web Platform:

The emphasis should shift away. The internet is a platform for publishing and sharing views, ideas, knowledge, learning resources, performing assessments, and communicating and collaborating with instructors and students.

1.1.2 Collective Intelligence:

This is the fundamental idea that underpins all Web 2.0 activity. Users have evolved from being passive spectators to collaborators and creators to new material and websites. As the Web expands naturally via the collaborative activity of users. The new "gift culture," in which you provide as much as you gain from your online experiences, benefits both instructors and students.

1.1.3 Inside, Data is the Next Intelligence:

More data is generated and evolved as more people utilise the Internet. The quality, trustworthiness, and accessibility of information improves when more students and instructors participate in the creation of educational content. Social network has long been recognised as an important element of the global communication infrastructure. People are connected through shared activities on Social networks. Members of SNS may build profiles[8]. The importance of social networking in the global communication system is widely recognised. People are connected through shared activity on social networking sites. Members of SNS may establish personal profiles; join interest groups, and post videos, photos etc. SNSs provide recommendation algorithms based on rating and allowing users to make well-informed judgments while gathering information. The simplicity of use and accessibility of social networks, like Web 2.0 applications, is a major benefit. While these social information networks are mostly utilised for entertainment, there is an increasing emphasis on using them for education and other constructive endeavours[9]. This article begins by examining the influence of social software on our evolving knowledge relationship.

The Internet has evolved into a network where information is generated via cooperation and shared their experiences, and how affects students' learning techniques will be investigated. Wikis and blogs are two Web technologies that show tremendous potential in the educational area. They enhance participation and provide interesting learning environments. In addition, the uses, benefits, and drawbacks of these technologies in an educational context will be evaluated. When it comes to delivering educational programmes, LMSs are thought to be rigid and teacher-centric. This paper will examine the benefits and limits of both Social Networking Services and Learning Management Systems[10].

1.2 Social Learning:

Our connection with knowledge is evolving because of social software. Indeed, most of the research data for this article on social networking and education was found on the internet. New digital scholarship grow more prevalent, a system for evaluating and recognising them as legitimate kinds of academic labour is required. This allows for a two-way communication, in which children can use the Internet not just to acquire information. The teacher's position evolves from instructor to learning partner when students are empowered to take responsibility of their own learning. Different ways of navigating through curricular information provide learners with more options. Giving pupils control over their learning encourages them to comprehend topics more deeply.

1.2.1 Collective Learning:

Participation and collaborative effort are encouraged through social networking. In the "era of peer creation," the author examines the significance of "People Power". New ways of sharing information are continuously developing because of the development of Web 2.0 tools. Participation and group effort are encouraged through social networking. In the "era of peer production," considers the relevance of "People Power". Creativity becomes a common experience in an open-source society.

1.2.2 Social Education Tool:

Through cooperation, social software allows users to form communities of interest on a variety of topics. Wikis and blogs are two Web technologies that make it easier to create user-generated content. Both of these tools are utilised to create compelling learning experiences and have a

lot of potential in the educational field. Wikis are collaboratively edited online sites that allow a group of people to contribute and update material, resources, and links to other internal and external websites. Through cooperation, social software assists users in creating communities of interest on a variety of topics. Wikis and blogs are two Web technologies that make it easier for users to create information. Both of these tools are utilised to create compelling learning experiences and have a lot of potential in the educational space. Wikis are collaboratively edited online sites that allow users to contribute and change material.

Wikis allow students to collaborate on content creation. This aligns with a proactive approach to education that emphasises learning as a collaborative, shared experience rather than passively absorbing fixed information supplied by a teacher. Wikis are ideal for developing group discussion projects for academic courses since they may be established around any topic. Wikis encourage cooperation, and students acquire valuable teamwork skills by sharing the building of content. Because creating a wiki needs no technical knowledge, it is accessible to instructors and students from many lifestyles. A wiki's content is fluid and adaptable to reflect advances in knowledge and the changing requirements of its users. Wikis contextualise knowledge and broaden student understanding by connecting to and from other resources and relevant topics. Wikis keep track of a page's history, allowing users to compare the most recent version to earlier changes.

1.2.3 Management Learning System:

The fast growth of Web and other platforms creates a problem for universities and higher education institutions' proprietary Learning Management Systems (LMSs). Originally created for a single user, access they have progressively expanded to incorporate collaborative and social elements, enabling users to engage with peers as well as get top-down teaching. LMSs are regarded rigid and teacher-oriented.

1.2.4 Educating Digital Native:

In higher education, there has been a lot of study on the learning characteristics of Millennials. According to the author, the makeup of these students has radically changed, and outdated educational systems can no longer support them.

There is a difference between "digital natives" and "digital immigrants". Prensky argues that because current pupils have had so much exposure to technology.

The following learning qualities are common among today's pupils.

- Parallel processing and multitasking.
- Preference for multimedia (pictures or video) over text for learning.
- Individual studies are preferred over interactive networked learning.
- Not linear learning.
- Individualized learning is preferred over interactive networked learning.
- Millennials have strong visual-spatial abilities, a strong need for interaction, and a preference for cooperation.

Lack of capacity to judge the dependability of online material are all unfavourable elements of these learning traits, according to the study.

1.2.5 Student Support Networks:

Despite its enormous popularity, Facebook's usage in the classroom has been little documented. The author has also investigate the effect of social networking sites on PhD students' cultural adaptation to their new educational setting. Feelings of social isolation are to blame for the high incidence of attrition among PhD students. As a result, a social networking site like Facebook is an ideal tool for improving both educational and cultural adaptation. It gives an informal platform for students and professors to address personal and educational issues, they claim.

1.2.6 Social Network and Student Motivation:

Students can utilise social networking as a motivational technique to boost their self-efficacy. They investigated the use of Facebook as an academic incentive aid. In order to improve the 'connection' between student and instructor. The first student to complete an allotted vocabulary exercise, for example, was awarded a "congratulations balloon" on their public gift wall. The author stated that Facebook's popularity among teenagers and its ability for teacher outreach are two aspects that show promise for motivating pupils. It was discovered that the level of disclosure between the instructor and the student had a direct impact on academic performance, as well as motivation and affective learning. Students' positive impressions of their instructor's willingness to use Facebook features influenced their own willingness to use the features, resulting in a positive classroom environment.

2. DISCUSSION

The author of this paper discusses the advantages and disadvantages of social networking. As everyone knows, social media has grown in popularity in recent years, with many users visiting sites like LinkedIn, Instagram, Facebook, and WhatsApp for social networking, WordPress for blogging, Twitter for micro-blogging, Netflix, Flickr, Pandora radio, and YouTube for image and video sharing, and a lot of social news reading. To build online relationships and join online communities, this social media networking mostly relies on its users to create and distribute content, as well as to annotate other people's content with tagging, item ratings, and comments.

In order to minimise information overload, recommender systems have become a key tool for providing customers with personalised advice on items such as movies, music, books, news, and websites. To collect information, engage in social networking, and maintain their social networks, the majority of young Australians use the internet or their mobile phones. Because of technology developments, young people's interactions with one another, their families, and their communities have changed dramatically. Young people's online behaviour is frequently misinterpreted, resulting in a digital divide between their use of technology and their parents', professionals', and community members' understanding of and concerns about it. Because of technology developments, the way young people communicate with one another and with the environment around them has changed drastically. The use of social media in education is a heated subject in school districts around the country. Educators are lagging behind the public in embracing social networking for educational reasons because they are afraid that children may be exposed to inappropriate online content, unwanted adult connections, and peer bullying.

3. CONCLUSION

The author has concluded that social networks are useful as well as risky for the present generation as they are more likely get attracted towards the Instagram and other social

networking apps. The way young people connect with one another and with the environment around them has changed dramatically because of technological advancements. In school districts around the country, the use of social media in education is a hot topic of discussion. Because educators are concerned that kids may be exposed to improper internet information, unwanted adult contacts, and peer bullying, educators are lagging behind the public in adopting social networking for instructional purposes. On the other hand, proponents of social networking in the classroom argue that denying students access to these sites deprives them of the chance to study, create, and learn using new communication technologies. With an estimated 750 million monthly users, Facebook is presently the most popular social network. Twitter, a microblogging social networking service, receives over 250 million monthly visits. The majority of young Australians rely on the internet or their mobile phones to gather information, engage in social networking, and maintain their social networks. The future scope of the social media networking is being increasing day by day in numbers. Its might help and might harm the new generations. It depends on the how it is being used.

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