



The Use of Social Media in Higher Education for Classroom Management in Nigeria: An Overview

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Abstract

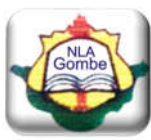
This paper focused on the use of social media in managing classroom activities in higher education in Gombe State. The use of social media is pervasive as it cuts across every sector of life; be it social, political, economic, and cultural and education. It is on this premises that this paper examines the impact of social media as tools for managing classroom activities. Social media tools change the learning environment through access to communication, interactions and sharing of ideas. The paper also discusses the ability of the users of social media to converse and interact with each other, to create, edit, and share forms of textual, visual and audio content. The paper maintain that social media the application classroom management which allowed for students-teachers to converse and interact with each other for effective learning. That is, It is an online space that is used to connect, share, communicate, establish or maintain a connection with others for the purposes of improving learning, teaching and feed-back processes. Literature revealed that social media enables learners to build social networks, confidence for the personal or career interests, activities, backgrounds or real-life connections. The paper portrays that social media have vital influence on lives they help in various fields of life; especially in educational field. The paper concludes that social media provide avenue for interaction and sharing of knowledge among the students as a way of improving learning capability. The study advocate that social media have become a platform that improve learning and enhance research output as a way forward for effective classroom management.

Keys words: social media, higher education, impacts, classroom management, students

Introduction

Social media play an important role in raising awareness about the reliable sources of information among the people in the society by providing alternate sources of knowledge. Tayo, Adebola and Yahya (2019) opined that social media encourage people to create new knowledge and share it across their online communities. Social media can be used to capture tacit knowledge, which can aid the rapid resolution of problems, by proving people with a mechanism to quickly and efficiently access the expertise of many users. Until recently researches in this area have primarily focused on early web 2.0 tools, such as blogs and tagging. However, with the unprecedented technological advancement of the 21st century, no doubt social media has impacted on the educational sector globally. The social media hype has gradually crept into the teaching profession with social sites such as Facebook, Myspace, Flickr, YouTube etc. It has become evident that education services will need to change to meet the growing needs of the students to be proactive in learning.

Social Media's presence is almost everywhere and the vision of the education within the last few years has been that pragmatic services should go to learners not necessarily that learners should come physically to the four walls of the classrooms. According to Penzhorn (2016)



social media can be used as effective tools to improve instructional approaches and enhance critical thinking. The advent of social media has created new opportunities and challenge for teachers and learners alike. According to Lucky, Erimieleagbon and Hope (2014) social media are rapidly becoming the instructional of choice for communication between the teachers and students.

Globally, many schools today utilize social media to promote learning. For instance in the United State of America, Britain, Canada, Belgium and France, social media have become new channel of learning. This was vividly witnessed during the heat period of COVID-19 in which social media played significant roles in promoting learning (Orlando, 2017). In Africa, many countries also utilized social media to impact on the learning activities among students. However, recent study have shown that many countries in African were still facing challenges of using social media to impact knowledge because of poor funding, poor internet connectivity, high cost of internet bandwidth and lack of good policy framework for digital technology development (Kim, Moravec and Dennis 2019; Premium Times, 2022).

In spite of the challenges, social media remained tools that are used in all works of life and in different disciplines for various purposes. In addition to their use in a social capacity such as the use of mobile devices such as smart phones and laptop, social media tools such as blogs, micro-blogs, wikis and social networking sites, which assist educational sector to facilitate and support learners in most forms of learning such as mobile or blended learning. Furthermore, social media tools such as wikis have been applied by educating in the classroom to support group work and knowledge sharing, while blogs have been used to support reflection on courses such as language learning and teacher training. The use of social media tools in the educational sector has resulted in the amalgamation of term such as education.

Social Media

Social media have been defined by various dictionaries and platforms without any difference in their definitions. The Webster dictionary defines social media as “forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content such as videos”. Tayo, Adebola and Yahya (2019) viewed social media as “the application that allows users to converse and interact with each other”. It is an online space that is used by people to connect, share, communicate, establish or maintain a connection with others for various purposes. They stressed further that “Social media is an online platform which enables people to build social networks or relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections”. Social media is therefore the interaction among individuals in which they create and share information and ideas in networks.

The key element in these and other definitions is the medium of interaction or communication which is 'electronic communication'. This implies that a social media user needs an electronic device such as a desktop, laptop, tablet, or mobile android phone. The element requires internet connectivity through Wi-Fi or mobile data. Tayo, Adebola and Yahya (2019) affirmed that “social media relies on many electronic devices like tablets, IPad, laptops, and Internet-based technologies for connecting people. Thus, social media can be described as technologies that facilitate social interaction, make collaboration possible, and enable deliberation among people globally. The other features of social media are the creation of communities and sharing of information of any kind. The most widely used device for social media are mobile devices. Mobile social media differ from others because they incorporate the current location of the user



(location-sensitivity) or the time delay between sending and receiving messages (time-sensitivity).

Social media have become thoroughly rooted in modern culture. Social media platforms such as Facebook, Twitter, LinkedIn and YouTube are used on a daily basis for communication and interactions for business, learning and personal communication. In educational environment, social media makes students more peer-based, young people are motivated to learn from their peers (Boateng and Amankwaa, 2016). They are motivated to learn more from each other on various field of study. Social media makes students more networked than ever. It is easier for students to make friends with people all over the world, most of whom they will complete semblance. Social media applications, therefore, allow users to converse and interact with each other, to create, edit, and share new forms of textual, visual and audio content. Social media application are seen to be open rather closed button up (Patil, 2016)

Used of social media in classroom management in higher education

Raut (2016) stated that social media has driven organizational communication, collaboration and decision-making in recent times. The popularity and widespread usage of social media like face-book, twitter and LinkedIn. The growth of social media over past few years has changed the ways people interact, communicate and share information on politics, economics, technology, education and personal development. Social media was built on the idea of how people know and interact with each other. It gives people the power to share and connect with each other, thereby influenced lives as it helps in every field of life.

People watch billion of videos clip on YouTube daily. Every hour, users upload videos content. Research has shown that more than 90 percent of university and college of education students visit social networking sites (Mrah, 2017). This means that people have woven these networks into their daily routines, using Facebook, Twitter and LinkedIn. Social media have become an instrument which continues to change educational institutions as well as shape learning and research of the students. According to Prafulla, (2016) Using social media is not limited to professionals but also been widely used in educational sectors by students. There are people who cannot even write their names and yet they are able to recognize people by their pictures whenever they have full access to social media and constantly check their smart phones for status updates.

Students usually use social site for many reasons, such as study purpose, entertainment purpose. Social media provide any data needed easily and quickly within seconds. Usage of social media depends upon person to person as it has good as well as negative impact on the students. Social media have become major distractions to students, causing the overall performances of students to dwindle. This is the most common to students who tend to check their face-books and twitters while studying.

Learning with social media in classroom

It is no secret that most students and teachers have smart phones and have used social media in classrooms. In fact there are applications and web tools that offer social media in an educational context. The use of social media is on the rise in higher education classrooms, compared to traditional learning methods that provide few opportunities for learners to develop and maintain their own learning activities. Learning platform based on social media place the control of learning in the hands of learners themselves.

Patil (2016) stated that a growing number of research efforts have been made to support teaching and learning by means of variety of social media tools. Social networking site for students are been developed aiming at enhancing both collaborative study and social



interactions. The research reveals that making social media tools a part of traditional learning is attractive to students and can motivate their participation in the learning process. Patil (2016) also argued that e-learning through the social network sites can handle big problem by providing information to the educators in the recent period. However, social networks help to resolve some of these problems, by adding interactive features for students and make the participation of the students in educational process easier.

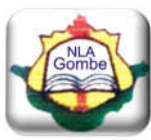
Impacts of social media on students in higher education for classroom management

Social media not only help to acquire knowledge but also establish enduring relationship with real people through face-book, twitter and various social media sites can also help students overcome isolation (Raut, 2016). A twitter account can provide students with information about events that facilitates face to face encounters with other students. Such personal interactions are vital to creating and sustaining a sense of belonging. Using technology such as social media to accommodate students' different learning styles is not novel. The strength of social media application is-that they offer assorted tools learners can mix and match to best suit their individual learning styles and increase their academic successes (Mrah, 2017). Social media tools and networking sites encourage students to engage with each other and to express and show their creativities. As there are positive effects of social media, there are also negative effects.

The impact of social media in classroom management in higher education cannot be emphasized as Mrah (2017) and Singh (2019) justifies the following as a major impact of using social media for provide effective teaching among the leaner in higher education in developing countries.

Before the advent of social media in Nigerian higher education, teaching and learning process were basically done manually, but, with the emergence of social media, materials in electronic formats are now included in classroom activities, the methodology and scope of teaching have changed dramatically from local contents to global networks. The use of social media have attracted the interest of stakeholders in educational sectors because of its advantage and convenience over Manuel methods of teaching which makes learning more conducive and convenient (Lucky, 2018).

Social media offer a wide range of free, professional tools that are used to impact on learning positively. In recent years, a number of digital and networking tools have emerged on the Internet. Globally, these tools facilitate communication, secure information sharing, and collaboration between a host and the public over the Internet. Teaching and classroom management now use digital board to facilitate communication, secure information sharing, interaction and socialization among its learners (Obi Okore Okore and Kanu, 2019). Social media plays a key role in the dispensing of information, knowledge, and communication services in classroom. As teaching strives to evolve in response to the needs of the Internet generation, the use of social media have become an indispensable tool in the work of teachers. Larson (2014) stated that social media platforms are blessings for teachers and students, as they can design attractive services using web 2.0 applications. Web 2.0 tools enable effective classroom management to reach out to a larger number of learners, entice potential learners to use social media to improved skills and knowledge in a technological-driven environment (Davies, 2016). Singh (2019) asserted that the powerful figure of the social media have revolutionized the way learners are accessing information and opened up new concepts and possibilities in many areas, such as electronic or digital search. These changes convinced Asogha et al, (2015) to opine that the impact of social media have significantly changed the characteristics and psycho-motor of the learners to easily access not only the resources in their own domain but also those in other places.



Challenges of social media in classroom management

Social media also faces challenges among the students in classroom management as provided by Obi, Okore, Okore and Kanu (2019) as follows:

- The popularity of social media and spread at which information is published has created a lazed attitude toward proper spelling and grammar; it reduces students' ability to effectively write by relying on computers spell checker feature.
- Many students rely on the information on social media and web to provide answers. This means a reduced focus on learning and retaining information.
- Ability to retain information has desecrated as rely of frequently using social media and the willingness to spend more time researching and looking up good information has reduced to the minimal.
- Students attempt to multi-task, checking social media sites while studying, show reduce academic performance. Their ability to concentrate on the task at hand is significantly reduced by the distraction that are brought about by You tube, Facebook or Twitter.
- The more time students spent on social sites, this less time they spent socializing in person.

Conclusion

This article has provided an over view of the use of social media in classroom management. Social media such as Facebook, Blog, YouTube, Twitter, and Myspace have improved classroom management in higher education in recent time. Social media platform therefore allows learners to converse and interact with one another; create, edit and share new form of textual, visual and audio content. Social media applications are seen to be open and closed bottom up rather than top down.

Using a variety of software tools and free web applications is enhancing learning, communication, and engagement, the use of social media is on the rise in higher education classroom. Compare to traditional learning methods which provide few opportunities for learners to develop and maintain their own learning activities and learning platform based on social media.

Way Forward

1. There is the need for more advocacy enhancing learning, communication, and engagement in higher education
2. Classroom management should be strengthening with social media for content development, activities and frequencies of engagement to ensure its sustainability.

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