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# СОЦИАЛДЫК МЕДИА: 21-КЫЛЫМДАГЫ ЗАМАНБАП ЖОГОРКУ БИЛИМ БЕРҮҮ ҮЧҮН ПЛАТФОРМА

**Аннотация.** Социалдык медиа адамдардын баарлашуу, маалымат алуу жана коомдун ар кандай аспектилери менен байланышын өзгөрттү. Жогорку билим берүү чөйрөсүндө социалдык медиа 21-кылымда заманбап окуу, кызматташуу жана катышуу үчүн күчтүү платформа катары пайда болду. Бул макалада дүйнө жүзү боюнча кеңири колдонулган Фейсбукка (Facebook) көңүл бурулат. Социалдык медиага байланыштуу технологиялардын тез жайылышы кызматташуунун жана коммуникация аракетинин жаңы түрлөрүнүн пайда болушуна алып келди. Студенттер жана жогорку окуу жайлардын мугалимдери социалдык медианын технологияларын өзүлөрүнүн жеке жашоосунда колдонгондуктан, социалдык медиага байланышкан технологияларды билим берүү аппараты катары кандайча колдонулуп жатканын изилдөө абдан маанилүү. Макаланын максаты - Facebook социалдык тармагы жогорку окуу жайларында билим берүү аппараты катары социалдык медианын ишин текшерүү болуп саналат. Ар кайсы басылмаларды изилдөө аркылуу, бул макалада Facebook окутуу үчүн билим берүү аппараты катары колдонулуп жаткан көп сандаган ыкмалары изилденет. Фейсбуктун билим берүү жана окутуу үчүн колдонуунун көптөгөн артыкчылыктары көрсөтүлгөн, мисалы, студент-студент байланышын кеңейтүү, окууга болгон жогорку талаптарды милдеттүү түрдө аткаруу. Макалада Фейсбукту кошумча түрдө колдонуудагы мүмкүн болгон көйгөйлөр чагылдырылган, айта кетсек, мугалимдер тарабынан көрсөтүлгөн тоскоолдуктардан баштап коопсүздүк маселерине чейин. Акырында, Facebook социалдык медианы колдонуунун болгон мүмкүнчүлүктөрүн мугалимдер тарабынан пайдаланып, колдонуу эрежелери сунушталды. Социалдык медианы колдонуу жогорку окуу жайларында жайылтылып, өнүгүп келе жатканына байланыштуу келечекте дагы да изилдөөлөрдү улантуу керектиги негизделген.

**Негизги сөздөр:** байланыш, билим берүү аппараты, Facebook, жогорку билим берүү жана коомдук социалдык медиа.

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## СОЦИАЛЬНЫЕ СЕТИ: ПЛАТФОРМА ДЛЯ СОВРЕМЕННОГО ВЫСШЕГО ОБРАЗОВАНИЯ В 21 ВЕКЕ

**Аннотация.** Социальные сети, несомненно, изменили способы общения людей, доступа к информации и взаимодействия с различными аспектами жизни общества. В сфере высшего образования социальные сети стали мощной платформой для современного обучения, сотрудничества и взаимодействия в 21 веке. В данной статье основное внимание уделено Facebook, широко используемой сети во всем мире. Быстрое развитие технологий, связанных с социальными сетями, привело к существенному изменению способов сотрудничества и коммуникации. Поскольку студенты и преподаватели высших учебных заведений используют технологии социальных сетей в своей жизни, крайне важно исследовать, как технологии, связанные с социальными сетями, используются в качестве образовательного аппарата. Цель статьи – изучить работу социальных сетей, в частности, Facebook как образовательного инструмента в высшем образовании. Путем обзора научного материала в данной статье исследуются методы, с помощью которых Facebook используется в качестве образовательного инструмента для преподавания и обучения. Были отмечены многочисленные преимущества использования Facebook для преподавания и обучения, например, расширение связи студент-студент, улучшение приспособления и более высокая приверженность к обучению. В статье также представлены потенциальные проблемы и препятствия для использования Facebook, начиная от сопротивления преподавателей и заканчивая соображениями безопасности. Наконец, предложены правила использования Facebook, которые могут быть приняты преподавателями для расширения возможностей использования социальных сетей. Поскольку использование социальных сетей в высшем образовании продолжает развиваться, необходимо в будущем продолжать подобные исследования.

**Ключевые слова:** коммуникация, образовательный аппарат, Facebook, высшее образование и социальные сети.

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# SOCIAL MEDIA: A PLATFORM FOR CONTEMPORARY HIGHER EDUCATION IN 21st CENTURY

**Abstract.** Social media has undoubtedly transformed the way people communicate, access information, and engage with various aspects of society. In the realm of higher education, social media has emerged as a powerful platform for contemporary learning, collaboration, and engagement in the 21st century. This paper will focus on the Facebook, widely used by across the world The quick selection of technologies related to social media has brought about a basic move in the manner collaboration and communication effort occurs. As students and staff employ the technologies of social media in its own lives, it is critical to investigate how technologies related to social media are being employed as an educational apparatus. The objective of paper is to examine the job of social media, specifically, Facebook is the educational apparatus in higher education. Through survey of the writing, this paper investigates the heap manners through which the Facebook is being employed as an educational apparatus for teaching and learning. Numerous advantages of Facebook use for teaching and learning have been distinguished, for example, expanded student-student and student-student connec-

tion, improved execution, the accommodation of learning and higher commitment. The paper additionally features the potential issues and impediments of Facebook use going from teachers' predominance to security concerns. At last, Facebook use rules that can be embraced by teachers to empower adoption of social media are proposed. As the social media use keeps on developing in the higher education, future observational research is justified.

**Keywords:** Communication, Educational Apparatus, Facebook, Higher Education and Social Media.

## I. INTRODUCTION

Technologies of social media have changed the scene of both professional and personal communication. Social media stages are a practically essential piece of numerus's personal lives by means of cell phones nowadays. Social media appears as online stages that empower communication, collaboration and connectivity. Blogs, virtual communities, vlogs, social networking sites and instant messaging are various models wherein social media shows itself. Social networking websites are fragmented into various kinds of market sections and explicit needs. Video and LinkedIn target formal enterprise-related collaborations while Myspace and Facebook target casual social communication, however the limit among formal and casual employ is getting obscured. Despite the fact that the extent of the social media is very broad as it includes blogging, bookmarking, wikis and discussion forums, the sole focal point of the paper is about social networking sites [1].

The social media destinations structure an important and integral piece of social media that intends to advance coordinated effort on an enormous scale. A comprehensive meaning of the social networking sites which covers individuals, processes and technology is an online assistance enabling users to build a private or public profile to associate and interface with its social associations. For consistency and clearness, from here onwards expression social media would be employed to indicate social networking sites, specifically, Facebook.

As the express spotlight is on the Facebook, a word social media has additionally been utilized reciprocally at times. Now Facebook is world's most mainstream open social networking sites over 1.72 billion dynamic users. 74% of the online American grown-ups employ Facebook that further exhibits the notoriety of Facebook. Facebook empowers connectivity and collaboration at a huge, beforehand unwitnessed, scale enabling individuals to make and share substance and construct connections [2]. Facebook is the most well-known social media site to the educators. 80% of instructors have in any event one social media record, and it employ Facebook to convey with students. A report by researcher discovered that 92% youthful grown-ups employ social media that likewise showed a 76% expansion over 14% who employed social media in 2006.

As the utilization of social media keeps on rising, the employ of social media in the higher education is additionally consistently developing and advancing with defenders pulling between its benefits and bad marks [3]. Higher education, likewise alluded to as tertiary education identifies with education embraced after secondary school that incorporates graduate and undergraduate studies. Writing surveys have been done in past that blueprint the utilization of the social media for teaching and learning activities yet do not have a sole accentuation on Facebook and advanced education.

This writing survey paper plans to plug that hole by condensing the present discoveries with an elatedness on Facebook and advanced education by comprehensively uniting the various investigations [4]. In doing as such, the audit traces the advantages and employments of Facebook for learning and teaching before featuring the issues and confinements of Facebook utilization. It at that point features Facebook use rules that can be a beginning stage for teachers towards the joining of Facebook in its educational areas.

## II. RESEARCH METHOD

A story writing review has been done, which focussed on portraying and examining the point from a conceptual and theoretical perspective. To be progressively comprehensive and precise in the quest for articles, an unequivocal hunt methodology, and model was concocted. An efficient research of full-content peer surveyed journal articles was led by means of the analysts' institutional online library that is controlled by EBSCOhost database. Phrases and keywords employed for search were: Social media, Facebook, higher education, tertiary education and social networking site.

Keywords were consolidated in various manners employing Boolean operators (Or, Not, and). Wildcarding and truncation were employed when accessible. The search was constrained to full-content articles in insightful peer surveyed journals and just articles published between 2014 to 2017 were picked [5].

This date run gave the chance to survey existing information that is as present as could be expected under the circumstances and pursues on after the past thorough audit by researcher, which did not have a select spotlight on Facebook. A potential proviso to search was that as keywords in diary articles are not founded on an institutionalized list, it is conceivable that a portion of articles during recognized period might have been omitted.

A beginning research of EBSCOhost online database uncovered an aggregate of 86 articles. Initially, copy articles were expelled and afterward articles which were not significant were rejected [6]. Articles that lone concentrated on Facebook were chosen as opposed to other online networking stages, for example, YouTube, Twitter, LinkedIn, exclusive stages, etc., subsequently were especially appropriate. At long last, 26 articles were considered to be appropriate for the writing survey. Surveys were one of the most famous research strategy in shortlisted articles.

### III. ADVANTAGES OF FACEBOOK AS AN EDUCATIONAL APPARATUS

Research has recommended that the employment of Facebook gives a heap scope of favourable circumstances as an educational apparatus. The employment of Facebook was investigated in a Turkish investigation of planned educators, which found that employing Facebook in language instructor education can offer advantages to the two students and teachers for example, expanded student-student and teacher-student collaboration. The students in investigation discovered Facebook as a powerful education apparatus in its learning settings, helping them in collaboration, resource sharing and communication and building up its capacity to employ online innovations in learning atmosphere. Facebook can be employed to advance metacognitive mindfulness, particularly intelligent practice in English language instructor education. A Thai report found that peer input on Facebook for composing advancement activities fundamentally improved execution, made giving criticism less difficult and exhausting and prompted more prominent pleasure. Facebook gives a stage to cooperation among students themselves and among students-teachers.

The employment of Facebook as after-class discourse scene demonstrated that it tends to be an important stage to advance sharing of thoughts outside eye to eye interactions, engagement and collaboration. In a subjective research, the impressions of online teaching by Facebook has appeared to upgrade intelligent learning environment, which prompted view of effectively working in joint effort and accomplishing fulfillment [7]. Facebook can be employed both as an informal and formal apparatus for language learning. An examination researcher discovered that language students could be capable clients of the social media and the Facebook empowers them to be dynamic clients in remote places as well. The investigation got for empowering out-of-class the language commitment opposite Facebook and planning learning exercises revolved around the utilization of the social media [8].

Through content examination of Facebook posts, centre journal reflections and gathering meetings, it was discovered that Facebook is favoured as communication space by the students since it is advantageous, gives freedom and mobility of learning, advances cooperation and empowers bashful students to share openly in online group discussions. Research shows that students discovered that Facebook as advantageous for its learning, improved joint effort among peers and advanced a feeling

of having a place. An investigation of 'Taiwanese students'' that investigated students' attitudes and experiences towards the mobile Facebook in its learning discovered the interface advantageous to utilize, supportive for reflecting, sorting out thoughts and sharing the practical experiences and empowered gathering learning.

A significant perception from this examination likewise featured that students got themselves all the progressive willing and less constrained to partake in the discussion of online Facebook than up close and personal in-class talks[9]. The advantages of Facebook for learning and network building have been recorded in US study including 172 students. Researchers infers that while Facebook use may encourage learning networks and give scholastic imagination, the expected outcomes are not really certain. Henceforth, the requirement to consider the issues and impediments of Facebook are obvious.

## IV. ISSUES RELATED TO FACEBOOK

Research has sketched out that Facebook use isn't liberated from restrictions. A portion of its imperatives and challenges incorporate educators' inactive behaviour, privacy and technology concerns, discrimination and absence of academic language utilization. This segment looks at the significant writing that reports the issues and impediments of Facebook use in an educational atmosphere. An investigation of researcher of 163 1st year students discovered that educators were prevailing in Facebook connections among students and staff, embracing instructional teaching approaches online [10]. Researcher accentuated that how regularly/how much students employ Facebook positively affects how it sees the nature of content of educator-student cooperation on the Facebook and negative effect on how it sees its performance.

An investigation of 'Turkish English' like an foreign language students' cooperation with its educators on Facebook discovered that students show passive (watching, reading and viewing) behaviour in its connections and stay away from active (posting, chatting and commenting) behaviours. The utilization of Facebook for instructive purposes can likewise be damaged by slow internet connection and untrustworthy and potential interruptions emerging from readily accessible recreational and social content. Essentially, access to Facebook could likewise be constrained for the students due to confinements on information downloads from cell phones and no any kind of access of Internet at home. Notwithstanding all the Facebook privacy settings, it isn't sure that data posted on the Facebook will fundamentally stay private. In an investigation with respect to utilization and protection settings of the Facebook by advising students, it was discovered that half of the male students employed security settings for not exactly 50% of its data though just 14.9% of female students employed settings of privacy for a similar measure of data [11].

The examination additionally discovered that millennial age students set up the more privacy settings rather than older age students. The utilization of non-university bolstered social media platform, for example, Facebook, for instructive purposes has additionally brought some negative ramifications to the teaching staff as entangled scholarly appeals indicating that students were oppressed due to Facebook utilization. There is additionally a plausibility of instructors getting one-sided for its students in the wake of discovering data about its students on the Facebook.

The inclination could be either negative or positive. Students have likewise communicated worry over its own data being accessible to its friends who are bad associates. Every one of these issues and confinements require some utilization rules, which instructors can receive to go around the troubles furthermore, improve appropriation of Facebook in the higher education.

## V. GUIDELINES OF FACEBOOK USAGE

It shows up from the advantages and impediments that students both dislike and like activities of Facebook in its courses. There is both enthusiasm and misgiving that appear to exist together. Without a doubt, students employ Facebook in an unexpected way. Educators should know about these various

ways to deal with the utilization of Facebook in planning the coordination of the Facebook for teaching g and learning tasks. A longitudinal ethnographic investigation of Facebook utilization by recently enlisted college students in UK University discovered that Facebook could be a consistent partner and source of data while on the opposite end it introduces an increasingly disengaged and detached use.

The developing notoriety and take-up of Facebook by the students is very apparent [12]. Be that as it may, a student of US discovered that lone 15.52% of respondents had employed Facebook in the previous classes for example teachers are additionally not utilizing Facebook for instructive tasks in its classes. Likewise, 76% of the students in study of UK expressed that it didn't employ Facebook for learning reasons.

This requires some utilization rules that instructors can promptly apply to join Facebook into its teaching and learning activities. In the first place, offbeat learning environments could be effectively created utilizing mainstream technology, for example, Facebook as it gives students both commonality and solace. In any case, students have communicated alert about utilizing Facebook as a proper learning stage however bolster its utilization for casual learning and the course-related correspondence to impart thoughts to different students and talk about assignments. Achieving the consideration of students and drawing in them is a noteworthy test in an online atmosphere.

Researcher have sketched out methods to improve online learning atmosphere and motivate to the students by Emphasising basic focuses all through the substance, supporting the substance with multimedia, giving crystal- clear directing inquiries, employing both asynchronous and synchronous apparatuses, and consistently collaborating with the students. Stretching out discussions past up close and personal collaborations and on to the Facebook calls for extrinsic and intrinsic measures for motivating the students by setting errands that animate students for utilizing its higher-order thinking abilities. The understanding and utilization of Facebook ought not be underestimated and satisfactory training ought to be given before its employment in teaching and learning tasks, truth be told, guidance and training ought to be given to the students as well as to the staff.

This has been likewise reverberated by researcher who have suggested that students ought to be guided through the features of Facebook and there ought to be teacher-student communication. Factors like technophobia and disability, which may restrict the utilization of Facebook ought to be tended to through adequate infrastructure or corrective training with the goal that these constraints are diminished or evacuated.

## VI. CONCLUSION

Instead of seeing Facebook in awful light, it tends to be viewed as a convincing stage on account of its broad adoption comprehensively by youthful grown-ups and the various favourable circumstances it accommodates higher education. This is obvious through an audit of the writing that the employment of Facebook for teaching and learning tasks can be viewed as a key move to improve instructive results and commitment. As the limits between up close and personal and online atmosphere become obscured, instructors can view Facebook as a reciprocal educating and connection stage. It could investigate openings aimed to incorporate social media into its educating and connections with the students instead of avoid it.

Facebook ought to be viewed as a gateway for teaching and learning as opposed to only a stage aimed for improving social communications. Regardless of the constraints, it is obviously clear that Facebook gives numerous advantages also, it ought to be utilized to improve instructive results by coordinating it in the higher learning atmosphere. The employment of Facebook was obvious for various purposes – expanding participation and engagement, enhance learning, information sharing, improving pedagogy and content dissemination. Some of the distinguished issues should be routed to take into account a significantly more prominent selection of Facebook.

The presentation of passive behaviour through the students should be rectified perhaps by customary instructor support on Facebook. Giving students satisfactory rules for the utilization of the

necessary scholarly language on the Facebook can help fabricate the necessary measures. An absence of attention to the different functions/choices offered by the Facebook was clear. It is sensible to propose that both teachers and students ought to be made increasingly aware of the different usefulness gave by Facebook so utilization is much greater. It is likewise imperative to pick a platform of social media that works well for the students and teachers. The decision of social media stage ought to be student-focused with an aim for promoting learning. Nonetheless, on the off chance that an instructive organization bolsters a specific social media platform, at that point that ought to likewise be considered, however the Facebook popularity may in any case settle on it the main decision for instructors.

The paper has endeavoured to explain the uncertainty of employing Facebook for teaching and learning in higher education. In any case, as this paper depends on a survey of the writing, it needs exact proof in proving the discoveries. Likewise with any examination, this investigation has its impediments. Research ought to be done that gives all the more convincing evidence. This paper has attempted to give an original knowledge into the employment of social media to the education and the featured issues could assist in further incorporating social media into instruction. It is unmistakably obvious that there is a developing enthusiasm towards Facebook for learning and teaching as it attacks into being a valuable educational apparatus. The utilization of Facebook for educational reasons for existing is a fragile see-saw to offset with research saying something regarding the two sides. Going ahead, this paper should explain a portion of the restraints and give a progressively insightful methodology towards the combination of social media, especially Facebook, in the higher education.

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