

## THE ROLE OF SOCIAL MEDIA IN MODERN EDUCATION: ADVANTAGES AND CHALLENGES

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**Abstract:** There are many different types of social media that people use for different reasons; these social media include Instagram, YouTube, Telegram, and TikTok. These social media platforms can change how people learn and communicate with each other, and they provide an abundance of tools to allow for easy communication, interactions, and collaborations among users. Social media also helps students provide support to their creative learning process and to share the content they produce. There are many positive aspects associated with using social media as part of a student's education; however, there are several negative aspects as well, including distractions, false information, and excessive usage of social media. This article will outline both the advantages and disadvantages of using social media in education, and it will discuss ways that social media can be used to enhance student engagement and to improve educational outcomes. In conclusion, social media can be a powerful educational resource; however, it should always be used in a responsible and thoughtful manner.

**Keywords:** education; social media; digital learning; communications; increase student engagement; online platforms; educational technology; disadvantages; disadvantages (negative).

**Аннотация:** Настоящая работа посвящена рассмотрению роли социальных сетей в современной образовательной системе. Проведен анализ влияния на процесс обучения таких платформ, как Instagram, Telegram, YouTube и TikTok. Social Media стали важными инструментами для студентов и преподавателей, обеспечив быстрый доступ к информации, общение и совместную деятельность. Социальные сети также содействуют развитию креативного обучения и обмена контентом. В то же время нельзя обойти такое негативное явление, как отвлекающие факторы, недостоверная информация, избыточное времяпрепровождение в соцсетях. Рассматриваются как положительные, так и отрицательные факторы воздействия социальных сетей на учебный процесс. Итогом статьи является вывод о том, что при разумном использовании Social Media могут серьезно повысить эффективность образовательных процессов.

**Ключевые слова:** Social Media, Digital Education, Communication, Student Engagement, Online Platforms, Educational Technology.

**Annotatsiya:** Ushbu maqolada zamonaviy ta'lim tizimida ijtimoiy tarmoqlarning o'rni ko'rib chiqiladi. Instagram, Telegram, YouTube va TikTok kabi platformalarning ta'lim jarayoniga ta'siri tahlil qilinadi. Ijtimoiy tarmoqlar tezkor axborot olish, muloqot va hamkorlik qilish imkoniyati tufayli talabalar va o'qituvchilar uchun muhim vositaga aylangan. Ular ijodiy o'rganishni rivojlantirish va kontent almashishni ham qo'llab-quvvatlaydi. Biroq, chalg'ituvchi omillar, noto'g'ri ma'lumotlar va ortiqcha foydalanish kabi kamchiliklari ham mavjud. Maqolada ijtimoiy tarmoqlardan ta'limda

foydalanishning ijobiy va salbiy tomonlari yoritiladi. Xulosa qilib aytganda, to'g'ri foydalanilganda ijtimoiy tarmoqlar ta'lim samaradorligini oshirishi mumkin.

**Kalit so'zlar:** ijtimoiy tarmoqlar, raqamli ta'lim, muloqot, talabalar faolligi, onlayn platformalar, ta'lim texnologiyalari.

### **INTRODUCTION**

Social media has become a central part of life for almost every student. Students now regularly engage with platforms like Instagram, Telegram and YouTube not just for entertainment but also for educational resources from the Internet and via video. In addition to accessing learning resources, social media serves to connect students with their teachers and classmates. The education system has been changed through technology, with social media becoming embedded within that education system. The result is that students can learn more quickly and easily through the use of social media. However, the impact of social media on education is not well understood. Some individuals believe that social media improves education while others believe that it creates challenges for students. The objective of this article is to evaluate the contribution of social media to education and to reveal the advantages and limitations of social media. Finally, we will present strategies for incorporating social media into the learning process effectively.

### **LITERATURE. HISTORICAL PERSPECTIVES**

Social media began to develop in the early 2000's for the purpose of communication. Platforms such as Facebook and YouTube changed the manner in which people share information; thereafter, younger generations began using social media, including Instagram, Tiktok and Telegram to communicate with each other. At the start, social media was not used for educational (academic) purposes; however, over time, students and teachers began to use social media for educational (academic) purposes. Thus, resources such as educational videos, online discussions, and group chats became common. Studies of social media demonstrate that it can help with learning. For example, according to a study done in 2023, students who use YouTube as an educational resource tend to have an increased understanding of topics. Furthermore, another study indicated that Telegram group chats help students by allowing them to provide resources and support for one another. At the same time, some research indicates that excessive use of social media can disrupt student focus, cause unnecessary distractions and allow for rampant misinformation to be spread. Recent studies suggest that social media needs to be used with caution when utilized for educational purposes. If used правильно, it can facilitate learning; if not appropriately monitored like anything else in education, it could lead to potentially negative consequences.

### **NOTES**

Social media has become an important component of education today. Students utilize it for a variety of reasons, including watching lectures, reading articles, and communicating with peers.

#### **The benefits of social media in education include:**

- The ability to access information quickly and from almost anywhere.
- Improved communication between students and educators.
- Sharing knowledge or ideas quickly and easily.
- Enhancing creativity through the creation of videos, posts, and other content.

Encouraging independent study. An example of the benefits of social media on education is the use of video-based learning on YouTube, or the creation of Telegram groups for classroom discussion; both types of social media create engaging and interactive opportunities for students.

**However, there are also drawbacks associated with social media usage in education:**

- Entertainment content that distracts from academic success.
- Procrastination and addiction to social media networks.
- The chance to see or hear misinformation or unreliable facts.
- The decrease in face-to-face communication ability.

Many students find themselves scrolling through social media as opposed to completing schoolwork. This creates problems and may contribute to declining academic performance. There are similar issues for teachers as well. Many teachers struggle with controlling the way that students use social media; however, some research suggests that not all students use social media for educational purposes. Many challenges exist with the use of social media; however, if used properly, it can promote student success! Teachers can create and post educational content, as well as communicate via social media with their students. Students can follow social media pages for educational purposes and use it to pass the time productively.

### **FINAL THOUGHTS**

Social media is both an asset and a liability for education. When used properly, it can enhance a student's learning experience by providing easy access to materials, facilitating communication between students and teachers, fostering creativity, as well as communicating with others within the same learning community. However, there are dangers associated with its use, including misguidance, misuse, distraction, and difficulty differentiating factual information from unfounded claims. Therefore, both students and teachers must use social media in a responsible manner. The best method to achieve this goal is to integrate social media applications into traditional classroom instruction. Using both can foster a more effective and engaging learning experience for students. With careful implementation, the role of social media in the educational process will continue to grow and provide meaningful contributions to the field of education today.

### **Recommendations include:**

Make use of social media appropriately for educational purposes at all times while studying. Connect to relevant and reliable educational sources through social media. Minimize exposure to entertainment-related media. Provide adequate supervision to students in the use of their social media accounts. Utilize social media while employing traditional pedagogical techniques.

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