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**EDUCATION AND SOCIAL MEDIA ADDICTION**


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**DADABOINA. SRIKANTH YADAV**

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**Abstract:** Things change constantly in all areas of life, and it is sometimes difficult to keep up with all the changes. It is interesting to watch the development of such things as satellite television, radio, the internet and more. Each invention offers a wealth of a new research topics and opportunities, in the past century the Face of this planet has changed over the emergence of technology and the internet. The human life has become so different in the Facebook, WhatsApp, Skype era, but if there is something that has to be changed is the role of the teachers and student's society. A psychological and physical response of the body that occurs whenever a person must adapt to changing conditions, which may lead to a state of Addictiveness, So the present study intends to measure the personal opinion in teaching and learning through social media.

**Keywords:** Addiction, Education, Internet, And Social Media.

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**Introduction:** The revolution called social media has actually taken the world by storm, But what it is believed is, "**There is no substitute for a great Teacher**". Teaching, especially social media is a two way process. Teachers have to enjoy what they teach and students should enjoy the learning process. The focus is not so much as rote learning as it is about skill development and comprehensive of the subject. The student should be able to understand the **5W and 1H** of the subject that is, **What, Where, Who, Why, When and How**.

The Social Media:

Its growth has been exponential where

- Radio took 38 years to reach 50 million users.
- TV took 14 years to achieve the same target
- The internet got there in 4 years,
- iPod took 3 years for the same
- Whereas Facebook added 100 million users in less than 9 months.
- In the past few years, social media made a rapid growth in terms of user counts globally.
- Facebook has more than 1.2 billion active users.
- Twitter counts more than 200 million users
- Google Plus has more than 540 million users.

(Sources-Facebook statistics and wikipedia)

**Social Media And Education:** While social media comes tagged with potential distractions, it can also be harnessed to enable efficient communication among students and teachers, to reach out to their students over 84% of institutions across the country social media to declare events, distributes study material, conduct virtual tours and alumni meets. Parents too have joined the frenzy of social media communication to track the progress of their pupils and receive instant feedback.

Among popularly used tools are facebook, whatsApp and skype. Talk to students, and their social interaction would reveal the role of these tools play in their academic lives. 'It is a creative field and everybody has their own idea of creativity. Sharing mate not only helps us improvise in assignments'. The classroom lectures are recorded and shared on various social media groups to help absentees catch up with lessons, and how some people sidestep the grueling process of attending regular class and maintaining notes to take refuge in group chats or facebook pages. "These groups are active especially during exams. It is commonly known that only a handful of students attend classes regularly. During exams, the group admin collects these notes shares on the page for everyone to study". Some students say that they take to the social media to conduct extensive debates on subjects and hold peer discussions. Skype takes this kind of communication to another level by allowing groups to personally video chat and brainstorm over important subjects; Preparations for exams have become easier with the use of skype. " Video chat over skype to help each other understand important subjects able to form self study circles and clear doubts instantly", However, some faculty members opine that a closed group chats or page restricted to students alone compromise the quality of discussion and the credibility of their source material. "Social media surely aids in education. But since the faculty is rarely privy to the information and material massively circulated through chats and groups, there is little we can do its students are learning it wrong. If we can have access to the material students use, we can

better help in their preparation". But they also points out to an undeniable advantage, "social media is the best platform to express opinions or ask doubts, especially for students who are hesitant or shy to participate in live classes activities".

It is not all hunky dory for who solely depend on social media study groups for their exam preparations. The quality of study in such circles is only as good as the active members in any group. Should the better ones mistakenly or deliberately omit sharing of important material, an entire group can be mislead or remain uninformed on study matters. Though, students and faculty have the power to access one another even outside the classroom, there are clear disadvantages and pitfalls that need to be taken care of least the blind ends up leading the blind.

**Addiction:** Plenty of research has demonstrated that the addictive quality of social media is very real. And according to a new study, heavy social media use may also contribute to a different type of addictions. Psychologists at the university of Albany found that not only is social media (particularly Facebook) itself potentially addictive, those who use it may also be at greater risk for impulse-control issues like substance abuse. Julia Hormes, who led the study, said that Facebook was found to have especially addictive properties. The respondents spent an average of one-third of their online browsing time on Facebook push notifications on their phones.

"New notifications or the latest content on your newsfeed acts as a reward. Not being able to predict when new content is posted encourages us to check back frequently be connected to its platform, for example by offering push notifications to mobile devices."

The researchers hypothesize that disordered social media use is likely a symptom of poor emotion regulation skills, which heightens susceptibility to a variety of types of addiction. The findings of research investigating the addictive potential of Internet social media use, MRI data has shown that the brains of compulsive Internet users to exhibit similar changes of people with alcohol and drug addictions.

**Scope:**

- The scope of social media in educational campaign is not only important but it is the opportunity to be in touch with large numbers of

learners and teaching communities quickly, constantly and at a low cost.

- With the speed of communications and the numbers of people involved, the impact has to be significant because educated active people are subscribing to the technology on social media sites like Facebook, Twitter, and other Blogs.
- They're still seeing those messages when their technical active friends comment and "like" them.

**Objectives:** The objective of the study is to identify the importance of the teacher and student in the Social media era, How the impact of social media is on the present social media users (Teachers and Learners).

**Methodology:** Research methods are used to determine, discover, interpret, and formulate facts. The main sources of information that used in this Research were issued from Internet articles, Newspapers and online blogs. Moreover, there are sufficient scientific articles which focuses on social media education campaign are also studied in order to provide a stable theoretical argumentation.

**Suggestions:** Social media can be the cheapest marketing tool around. Some hope it could help India move away from the current situation, where money means success in educational campaigning.

- The message of the campaign contains the ideas that the teachers and learners wants to share with the social media, who agree with their ideas to support them, when running for a position into their respective fields.

**Conclusions:** \* From the above research, it can be concluded that social media has played and will continue to play a significant role in education. And emerged has essential tool of communication for the users.

\* The research study on "impact of Social Media in education" was intended to find out the popularity of social media network sites to attract others for upcoming general research information.

\* Social Media has created new ways of activating and encourage the users activities ranging from joining their learning and teaching groups by, Tweeting Short Messages in Twitter, Facebook Status Update, Expressing Supports through Blogs, Videos on YouTube, Group Hangouts on Google+, 3D Technology and others,

\* The Internet is a sphere that involves virtually at all levels of the student communications.

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Dadaboina. Srikanth yadav/  
Lecturer/Dept of Mass communication and Journalism/  
Kakatiya University/Warangal/Telangana state/  
getdskyadav@gmail.com/073866 71369