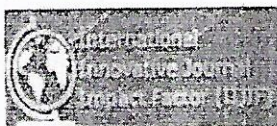


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## SOCIAL MEDIA AND EDUCATION

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### Abstract

*Social media are increasingly visible in higher education settings as instructors look to technology to mediate and enhance their instruction as well as promote active learning for students. Many scholars argue for the purposeful integration of social media as an educational tool. In an era, where the global is the word to define common platform for the people around the world to share and exchange their beliefs, culture, traditions, knowledge, views, etc. The study concludes that our education system needs change and social media should be widely utilized for the educational purposes. It is mainly used for the purpose of making presentations followed by assignment updates, better research and connectivity*

*Keyword: Social Media, Social Learning, Social Networking, Education and Effect of Social Media.*

### Introduction

Social media has been influencing our lives for quite some time now and the trend of using it is ever increasing day by day. It is used by people as a platform to interact among each other, share personal photos, videos, views and reviews on different topics of daily life, politics, sports, markets and much more through the internet with the use of devices like computers, tablets, and cell phones etc. The use of social media is on boom nowadays. Whether it is socializing and networking websites such as Facebook, blogs and informative websites such as Twitter, Tumblr, video sharing websites, e.g. YouTube and Daily-motion and other kind of platforms, they have made life easier by quick sharing of almost everything that a person wants to know about. There is no doubt about the dependability of humans on these sources of socializing that is why every business is using them to maximize their productivity and profits.

Education is no exception in using social media. We know that education has been dependant largely on the print and electronic media for quite some time, but those media are expensive due to lesser availability, on the other hand, social media is inexpensive and easily available. Now most of

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