# Influential Article Review - Social Media and Education

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*This paper examines innovation of education. We present insights from a highly influential paper. Here are the highlights from this paper: This paper serves as an initial discussion for how higher education institutions like Truman State University could begin incorporating social media into higher education. Needs of the millennial generation are different from previous generations, requiring increased engagement, real application for future careers, and accessible educational material in a digital form. The paper will take you through research to support the needs of millennial students in higher education, followed by recommendations for educational applications in each of the following widely-used social media sites: Facebook, Twitter, Tumblr, and YouTube. For our overseas readers, we then present the insights from this paper in Spanish, French, Portuguese, and German.*

*Keywords: strategic innovation, sustainability, social media*

## SUMMARY

- Facebook is one the biggest social media sites used today. Each month an average user is said to be on Facebook about 336 minutes. Most social platform users' time is spent viewing statuses or posted pictures. What if we could shift college students to use Facebook as an educational resource?
- One suggestion could be encouraging professors to establish a Facebook group for all students to join. Each week, students would then be required to either post something course-related or comment on a post by the professor. Content requirements would need to be established by the professor, but could include guidelines such as «content posted should be insightful and must add to the discussion.» In other words, students could not just repeat what is already said. This would allow students to stay engaged in course work, while building relationships beyond the basic classroom requirements.
- Twitter, a micro blogging social network, offers advanced capabilities for higher education advancement. To allow students to engage online, while still relating online social media activities to coursework, faculty could consider the power of retweeting and accessibility to news sources. One suggestion for higher education's use of Twitter would be regular social media assignments to discuss trending news. Such assignments could be carried out through retweets and original tweets posted by each student's personal Twitter account using a course-designated hashtag.

- Faculty should pay special attention to integrating LinkedIn with class curriculum, as it is essential to future hiring. Faculty should encourage all class members to create a LinkedIn profile and build their professional experiences. One specific example of faculty facilitating LinkedIn profile development is creating a semester-long project that could showcase important skills in the LinkedIn «projects» section on the LinkedIn profile.
- Tumblr would be a great option for higher education to take incorporate in curriculum, by replacing «classic journal assignments» with a weekly blog post. The Tumblr blog posts should consist of responses from relevant, faculty-developed prompts within general career fields students are pursuing. For example, each week communication professors could post a prompt asking students to apply a communication theory to an aspect of social media culture.
- Learn at your own pace video instructions are successful in many areas both inside and outside higher education. One of the most successful examples is Khan Academy, whose mission is «to provide a world-class education for anyone, anywhere.» Their YouTube channel has over 480 million views and contains medium length videos that explain concepts on educational topics, particularly Math. This is a great example of a format that works and can be used as a reference for professors to create their own content. Perhaps a professor could make watching YouTube videos they create as part of the curriculum or as extra credit; also, linking to relevant videos from other channels could also be beneficial.
- Using YouTube in combination with class contests could also prove rewarding: encouraging or requiring students to make their own instructional videos or other films based on class related content could help students to learn more about a topic while also using artistic and creative processes.

## HIGHLY INFLUENTIAL ARTICLE

We used the following article as a basis of our evaluation: Alghalith, N. (2018). Social Media: Application in Education. *Journal of Strategic Innovation and Sustainability*, *13*(1).

This is the link to the publisher's website: https://articlegateway.com/index.php/JSIS/article/view/600

## INTRODUCTION

"Members of the net generation use the web differently, they network differently, and they learn differently...Many of the teaching techniques that have worked for decades do not work anymore because new students learn differently too" (Selwyn, 2011). A shift in method and practice is occurring in our educational system. The techniques that were once used in higher education no longer work. In the last five years social media has grown to transform every aspect of how users experience the Internet. Colleges and universities have started to embrace social media and have quickly realized the potential power of social media as a medium to reach students in a unique and effective way.

Social media should be viewed as a tool by higher education for several reasons. First, social media has the ability to connect students with original new sources, which contributes to learning and discussion in the classroom. Second, and most important, employers are turning to social media at increasing rates to hire graduates for entry-level positions. Students should be taught in higher education how to maximize their marketability for future employers by creating regular, quality content for their personal brand. Lastly, social media networking functions as a method for connections to be made between individuals, organizations and other entities. Higher education can make meaningful connections between students and universities to increase engagement, satisfaction, and loyalty to benefit both parties.
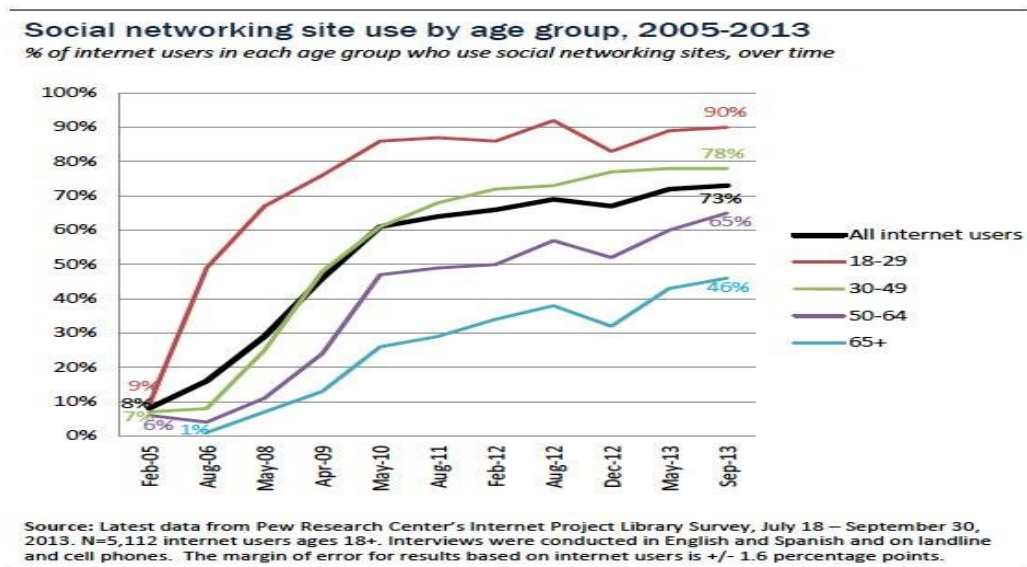
**CONCLUSION**

Use of social media should be tailored for individual majors and future career choices. Social media has more capabilities for higher education than just the classroom collaboration and teamwork. Colleges and universities have quickly integrated social media into almost every aspect they can think of including admissions, alumni relations, and even day to day campus life. Leveraging the rich, engaging capabilities of social media would maximize the effectiveness of high education among millennial students.
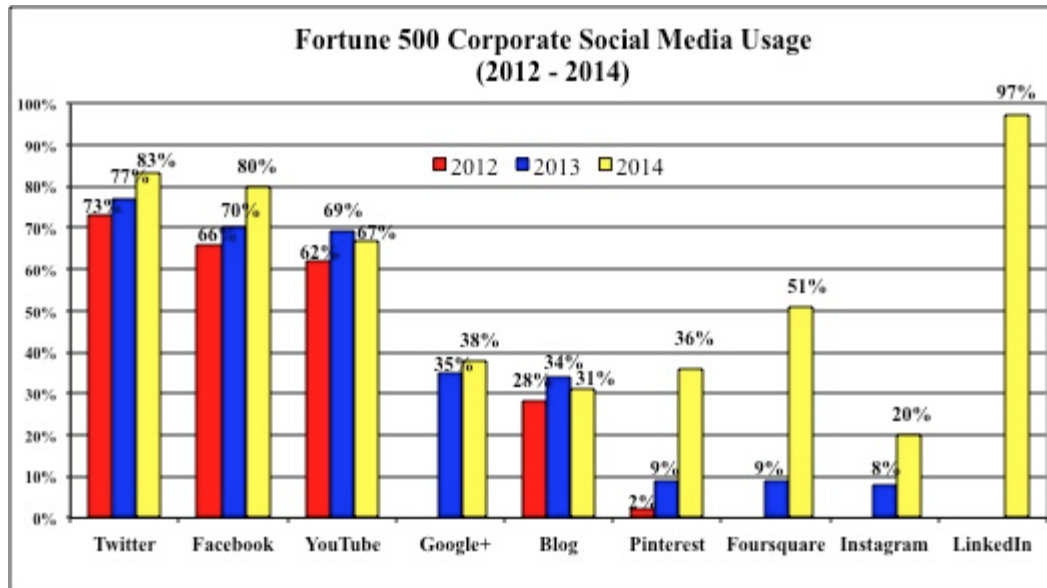
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**APPENDIX**

**FIGURE 1**
**SOCIAL NETWORKING SITE USE BY AGE GROUP**

**FIGURE 2**
**FORTUNE 500 CORPORATE SOCIAL MEDIA USAGE**



## TRANSLATED VERSION: SPANISH

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## VERSION TRADUCIDA: ESPAÑOL

A continuación se muestra una traducción aproximada de las ideas presentadas anteriormente. Esto se hizo para dar una comprensión general de las ideas presentadas en el documento. Por favor, disculpe cualquier error gramatical y no responsabilite a los autores originales de estos errores.

## INTRODUCCIÓN

"Los miembros de la generación de la red usan la web de manera diferente, se conectan de manera diferente y aprenden de manera diferente ... Muchas de las técnicas de enseñanza que han funcionado durante décadas ya no funcionan porque los nuevos estudiantes también aprenden de manera diferente" (Selwyn, 2011). Un cambio en el método y la práctica está ocurriendo en nuestro sistema educativo. Las técnicas que alguna vez se utilizaron en la educación superior ya no funcionan. En los últimos cinco años, las redes sociales han crecido para transformar todos los aspectos de cómo los usuarios experimentan Internet. Los colegios y universidades han comenzado a adoptar las redes sociales y se han dado cuenta rápidamente del poder potencial de las redes sociales como medio para llegar a los estudiantes de una manera única y efectiva.

Las redes sociales deben ser vistas como una herramienta por la educación superior por varias razones. En primer lugar, las redes sociales tienen la capacidad de conectar a los estudiantes con nuevas fuentes originales, lo que contribuye al aprendizaje y la discusión en el aula. En segundo lugar, y lo más importante, los empleadores están recurriendo a las redes sociales a tasas cada vez mayores para contratar graduados para puestos de nivel de entrada. A los estudiantes se les debe enseñar en la educación superior cómo maximizar su comerciabilidad para futuros empleadores mediante la creación de contenido regular y de

calidad para su marca personal. Por último, las redes sociales funcionan como un método para establecer conexiones entre individuos, organizaciones y otras entidades. La educación superior puede hacer conexiones significativas entre los estudiantes y las universidades para aumentar el compromiso, la satisfacción y la lealtad para beneficiar a ambas partes.

## CONCLUSIÓN

El uso de las redes sociales debe adaptarse a las carreras individuales y las futuras opciones de carrera. Las redes sociales tienen más capacidades para la educación superior que solo la colaboración en el aula y el trabajo en equipo. Los colegios y universidades han integrado rápidamente las redes sociales en casi todos los aspectos que se les ocurren, incluidas las admisiones, las relaciones con los ex alumnos e incluso la vida cotidiana en el campus. Aprovechar las capacidades ricas y atractivas de las redes sociales maximizaría la efectividad de la educación superior entre los estudiantes millennials.

## TRANSLATED VERSION: FRENCH

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## VERSION TRADUITE: FRANÇAIS

Voici une traduction approximative des idées présentées ci-dessus. Cela a été fait pour donner une compréhension générale des idées présentées dans le document. Veuillez excuser toutes les erreurs grammaticales et ne pas tenir les auteurs originaux responsables de ces erreurs.

## INTRODUCTION

« Les membres de la génération Internet utilisent le Web différemment, ils réseautent différemment et ils apprennent différemment... Bon nombre des techniques d'enseignement qui ont fonctionné pendant des décennies ne fonctionnent plus parce que les nouveaux élèves apprennent aussi différemment » (Selwyn, 2011). Un changement de méthode et de pratique se produit dans notre système éducatif. Les techniques qui étaient autrefois utilisées dans l'enseignement supérieur ne fonctionnent plus. Au cours des cinq dernières années, les médias sociaux se sont développés pour transformer tous les aspects de la façon dont les utilisateurs utilisent Internet. Les collèges et les universités ont commencé à adopter les médias sociaux et ont rapidement réalisé le pouvoir potentiel des médias sociaux en tant que moyen d'atteindre les étudiants d'une manière unique et efficace.

Les médias sociaux devraient être considérés comme un outil par l'enseignement supérieur pour plusieurs raisons. Premièrement, les médias sociaux ont la capacité de connecter les élèves à de nouvelles sources originales, ce qui contribue à l'apprentissage et à la discussion en classe. Deuxièmement, et c'est le plus important, les employeurs se tournent de plus en plus vers les médias sociaux pour embaucher des diplômés pour des postes de premier échelon. Les étudiants devraient apprendre dans l'enseignement supérieur comment maximiser leur valeur marchande pour les futurs employeurs en créant un contenu régulier et de qualité pour leur marque personnelle. Enfin, le réseautage social fonctionne comme une méthode de connexion entre les individus, les organisations et d'autres entités. L'enseignement supérieur peut établir des liens significatifs entre les étudiants et les universités afin d'accroître l'engagement, la satisfaction et la loyauté au profit des deux parties.

## CONCLUSION

L'utilisation des médias sociaux devrait être adaptée aux majors individuels et aux choix de carrière futurs. Les médias sociaux ont plus de capacités pour l'enseignement supérieur que la simple collaboration en classe et le travail d'équipe. Les collèges et les universités ont rapidement intégré les médias sociaux dans presque tous les aspects auxquels ils peuvent penser, y compris les admissions, les relations avec les anciens et même la vie quotidienne sur le campus. Tirer parti des capacités riches et engageantes des médias sociaux maximiserait l'efficacité de l'enseignement supérieur chez les étudiants de la génération Y.

## TRANSLATED VERSION: GERMAN

Below is a rough translation of the insights presented above. This was done to give a general understanding of the ideas presented in the paper. Please excuse any grammatical mistakes and do not hold the original authors responsible for these mistakes.

## ÜBERSETZTE VERSION: DEUTSCH

Hier ist eine ungefähre Übersetzung der oben vorgestellten Ideen. Dies wurde getan, um ein allgemeines Verständnis der in dem Dokument vorgestellten Ideen zu vermitteln. Bitte entschuldigen Sie alle grammatikalischen Fehler und machen Sie die ursprünglichen Autoren nicht für diese Fehler verantwortlich.

## EINLEITUNG

"Mitglieder der Netzgeneration nutzen das Netz anders, sie vernetzen sich anders und sie lernen anders... Viele der Unterrichtstechniken, die seit Jahrzehnten funktionieren, funktionieren nicht mehr, weil neue Schüler auch anders lernen "(Selwyn, 2011). In unserem Bildungssystem findet ein Methoden- und Praxiswandel statt. Die Techniken, die einst in der Hochschulbildung verwendet wurden, funktionieren nicht mehr. In den letzten fünf Jahren sind soziale Medien gewachsen, um jeden Aspekt der Art und Weise, wie Nutzer das Internet erleben, zu verändern. Hochschulen und Universitäten haben begonnen, Social Media zu nutzen und haben schnell die potenzielle Macht von Social Media als Medium erkannt, um Studenten auf einzigartige und effektive Weise zu erreichen.

Soziale Medien sollten aus mehreren Gründen als Werkzeug der Hochschulbildung angesehen werden. Erstens haben soziale Medien die Fähigkeit, Schüler mit originellen neuen Quellen zu verbinden, was zum Lernen und zur Diskussion im Klassenzimmer beiträgt. Zweitens, und das ist am wichtigsten, wenden sich Arbeitgeber immer häufiger den sozialen Medien zu, um Absolventen für Einstiegspositionen einzustellen. Studenten sollten in der Hochschulbildung lernen, wie sie ihre Marktfähigkeit für zukünftige Arbeitgeber maximieren können, indem sie regelmäßige, qualitativ hochwertige Inhalte für ihre persönliche Marke erstellen. Schließlich fungieren Social-Media-Netzwerke als Methode für Verbindungen, die zwischen Einzelpersonen, Organisationen und anderen Entitäten hergestellt werden können. Hochschulbildung kann sinnvolle Verbindungen zwischen Studenten und Universitäten herstellen, um Engagement, Zufriedenheit und Loyalität zum Nutzen beider Parteien zu erhöhen.

## SCHLUSSFOLGERUNG

Die Nutzung von Social Media sollte auf einzelne Majors und zukünftige Berufsentscheidungen zugeschnitten sein. Social Media bietet mehr Möglichkeiten für die Hochschulbildung als nur die Zusammenarbeit und Teamarbeit im Klassenzimmer. Hochschulen und Universitäten haben Social Media schnell in fast jeden Aspekt integriert, den sie sich vorstellen können, einschließlich Zulassungen, Alumni-Beziehungen und sogar das tägliche Campusleben. Die Nutzung der reichhaltigen, ansprechenden

Funktionen der sozialen Medien würde die Effektivität der Hochschulbildung unter Millennial-Studenten maximieren.

## TRANSLATED VERSION: PORTUGUESE

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## VERSÃO TRADUZIDA: PORTUGUÊS

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## INTRODUÇÃO

"Os membros da geração da rede usam a web de forma diferente, rede de forma diferente, e aprendem de forma diferente... Muitas das técnicas de ensino que trabalharam durante décadas já não funcionam porque os novos alunos também aprendem de forma diferente" (Selwyn, 2011). Uma mudança de método e prática está a ocorrer no nosso sistema educativo. As técnicas que outrora foram usadas no ensino superior já não funcionam. Nos últimos cinco anos, as redes sociais cresceram para transformar todos os aspetos da forma como os utilizadores experimentam a Internet. As faculdades e universidades começaram a abraçar as redes sociais e rapidamente perceberam o potencial poder das redes sociais como meio para chegar aos estudantes de uma forma única e eficaz.

As redes sociais devem ser encaradas como uma ferramenta do ensino superior por várias razões. Em primeiro lugar, as redes sociais têm a capacidade de ligar os alunos a novas fontes originais, o que contribui para a aprendizagem e discussão em sala de aula. Em segundo lugar, e o mais importante, os empregadores estão a recorrer às redes sociais a taxas crescentes para contratar diplomados para cargos de nível de entrada. Os estudantes devem ser ensinados no ensino superior como maximizar a sua capacidade de comercialização para futuros empregadores, criando conteúdos regulares e de qualidade para a sua marca pessoal. Por último, as redes sociais funcionam como um método para que sejam feitas ligações entre indivíduos, organizações e outras entidades. O ensino superior pode estabelecer ligações significativas entre estudantes e universidades para aumentar o envolvimento, satisfação e lealdade em benefício de ambas as partes.

## CONCLUSÃO

A utilização das redes sociais deve ser adaptada para as grandes empresas individuais e para as futuras escolhas de carreira. As redes sociais têm mais capacidades para o ensino superior do que apenas a colaboração em sala de aula e o trabalho em equipa. As faculdades e universidades integraram rapidamente as redes sociais em quase todos os aspetos que podem pensar, incluindo admissões, relações com ex-alunos e até mesmo a vida quotidiana do campus. Alavancar as capacidades ricas e envolventes das redes sociais maximizaria a eficácia do ensino superior entre os alunos milenares.