

# The Risks and Benefits of Social Media, and Its Place in Higher Education: a literature review

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*Abstract—*

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## I. INTRODUCTION

Finding your place socially at university can be very daunting, especially if you have been unable to find your way into any large social events, or onto any student run social channels such as Discord etc, if any such things are in place at all. Failure to find such places can have a major impact on not only the university experience, but also their mental health, as they can find themselves isolated. I plan to research into the question; could a social media platform embedded into higher education institutions be of a benefit to students starting university by aiding their integration into their new social setting.

## II. LITERATURE REVIEW

This literature review investigates the risks and benefits attached to social media and the potential advantages that it could bring forward as a tool in higher education and pedagogy. Social media has made a massive impact on society in many ways, and using it one way or another has become commonplace in most of our lives, but do we fully understand the risks and advantages that it presents? This thematic analysis of recent (2010-2022) research papers aims to explore findings on the possible side effects of social media in an effort to weigh the pros against the cons in regard to the integration of social media with higher education (HE) and pedagogy. We hypothesize, that with proper application, social media could become a valuable tool within HE institutions and could help increase engagement with learning materials and courses.

### A. Social Media in Higher Education

Liu [1] acknowledges that each social media platform comes with its own set of strengths and weaknesses and that the integration of such into pedagogy must be planned cautiously, ensuring that it is the platforms strengths that are leveraged and not the potential distractions and difficulties that could hinder student learning. Liu talks of each social media platform being a tool, each in its own specific right and each with its designated purpose, so a one size fits all approach would

only bring about nuisance. The author notes, for instance, that we could capitalize on Facebook's ubiquity and capabilities for collaboration. Liu [1] and Baruah [4] both talk about the integration of social media into higher education and both conclude sharing their thought on that it would be an advantage to implement social media elements as tools within higher education. Baruah further empowers Liu's point about different platform providing different tools, by discussing how much easier collaboration becomes when using online facilities. Online mediums that provide the features allowing users to co-draft documents, organize members, arrange meetings, spread information and gauge opinion, all while having the capability to reach audiences all over the world. Wang concludes that there will be a greater capacity for groups to participate in collective action, going on to say that it is the hallmark of civil society. Kelm [3] also implemented social media into their course and noticed an increase in engagement from their students and reported a greater sense of team ethic between classmates. Kelm concluded with a note stating that the secret for educators is to observe how technology is used in everyday life and then implement that use into our education systems. Wang et al. [2] mentions in the paper that there is a call for an approach to try and better balance the relationship between social media and academic study but pays a great deal of respect to the potential benefits that it can offer. The paper goes on to mention that students are very likely to be affected by social media, whilst it provides a world in which to make new friends and release pressure, it can absolutely impact students lives and grades, calling for the aforementioned balance. Evans [5] encouraged students to interact with him and their peers through Twitter and found that the amount of Twitter usage was associated with increased student engagement. Course related tweeting showed no evidence of being related to interpersonal relations between students and their tutor, and finally that Twitter usage did not relate to class attendance.

### B. The Effects of Social Media

## III. METHODOLOGY

Talk about the methodology, all of the papers I have read so far that conduct any kind of data collection, all do so through online survey, which greatly justifies my chosen method.

I will conduct a within participant study to survey a collection of first year students on their experience of starting university. This will be around week 7 (after reading week). We will research into how they found integrating into their new social environment and if they have been able to find their cohort socially. We will question how they have been

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coping mentally, whether they have attended any student union events, or engaged in any other activities such as group gaming session. We will also look into how current iterations of social media have played a role in their experience so far.

The same group of students will then be surveyed again through means of within participant study after week 7 of semester 2 after some exposure to my prototype platform to gauge if they think that such a platform would have been of a benefit to them when they started university.

We have chosen a within participant study as opposed to A/B testing as we will not be subjecting testers to side-by-side version of the platform with some form of variable changed. By design of the within participant study, testers will be subjected to all features and functions of the website.

#### IV. CONCLUSION

The conclusion goes here.

#### ACKNOWLEDGMENTS

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#### APPENDIX

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#### REFERENCES

- [1] Youmei Liu *Social Media Tools as a Learning Resource* Journal of Educational Technology Development and Exchange (JETDE): Vol. 3 : Iss. 1, Article 8, 2010
- [2] Qingya Wang, Wei Chen, Yu Liang *The Effects of Social Media on College Students*.MBA Student Scholarship, Paper 5, 2011.
- [3] Orlando R. Kelm *Social Media: It's What Students Do*.Business Communication Quarterly, Volume 74, Number 4, December 2011.
- [4] Trisha Dowerah Baruah *Effectiveness of Social Media As a Tool Of Communication And Its Potential For Technology Enables Connections: A Study.*, New York, NY, USA: Springer, 2007.
- [5] Chris Evans *Twitter for Teaching: Can Social Media Be Used To Enhance The Process Of Learning?* British Journal of Education Technology Vol 45, No 5, 2014.

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