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

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***Abstract*—This literature review investigates the risls and benefits attached to social media and the potentital 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 vecome 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.**

***Index Terms*—Article submission, IEEE, IEEEtran, journal, LaTeX, paper, template, typesetting.**

I. Introduction

This literature review investigates the risls and benefits attached to social media and the potentital 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 vecome 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.

II. Social Media in Higher Education

Liu (2010) 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 specefic 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 (2010) and Baruah (2012) 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. Kelm (2011) 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. Evans (2014) 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 realted to interpersonal relations vetween students and their tutor, and finally that Twitter usage did not relate to class attendance.

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III. The Effects of Social Media

IV. Conclusion

The conclusion goes here.

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Appendix
Proof of the Zonklar Equations

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