

WILL INSTAGRAM BE THE NEW CLASSROOM?

SOCIAL MEDIA TOOLS AS A TEACHING METHOD



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PREFACE

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ABSTRACT

Social media is a growing snowball which started to take place in most of everyone's life. Social media started to decide how we live, how we work and how we learn. Teachers and professors started to use social media more and more in their classrooms to attract students. It is not only a learning tool but also a network which connects students each other. By using social media, the teachers can build great sense of collaboration in the classroom. Social media allows students a great freedom which helps their creative and critical thinking processes behind the physical classroom. This article aims to explain usage of social media types as a teaching method deeply in order to become a guideline for future research in social networks in education



GLOSSARY

Blog	a website containing a writer's or group of writers' own experiences, observations, opinions, etc., and often having images and links to other websites.
Facebook	is a social networking site that makes it easy for you to connect and share with family and friends online
Google Docs	is a word processor included as part of a free, web-based Google Docs suite offered by Google within its Google Drive service.
Google Drive	is a cloud-based storage solution that allows you to save files online and access them anywhere from any smartphone, tablet, or computer
Instagram	the name of a social media service for taking, changing, and sharing photographs and video
LinkedIn	the name of a social networking website for business people to communicate, find new job opportunities, share information, etc
Social Media	websites and other online means of communication that are used by large groups of people to share information and to develop social and professional contacts
TikTok	is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic
Twitter	the name of a website where people or organizations can publish short remarks or pieces of information, and where you can see information published by people or organizations that you choose
YouTube	is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others
Zoom	is a cloud-based video conferencing service you can use to virtually meet with others



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OBJECTIVES

The chapter objective is explain how we can use social media tools as a teching method.



SOCIAL MEDIA FOR ENGAGED LEARNING

The century, which is called the technology age we are in, has brought some changes in our daily life. The communication that people provide one-on-one has now left its place to communication with technology. In this way, the importance of social media is increasing day by day. All kinds of materials and services used during the interaction include the entire social media. Conversations made via the Internet and all kinds of sharing situations also constitute a part of social media. Social media, which includes the collaborative learning and working process, seems to be easier to use compared to different teaching management techniques, with its flexibility and usability.

TYPES OF SOCIAL MEDIA TOOLS



YOUTUBE

Type: Video Sharing Site

Number of Active Users: 2 Billion

Youtube, where 72 hours of video is uploaded every 1 minute, is one of the most popular social media sites in the digital world. Youtube, which is a great sharing platform with nearly 70 thousand video uploads, has become a promotional tool for brands and people.

Teachers can easily upload videos and students can watch, stop, fast play, rewind these videos whenever they want. Thus, they have a very productive experience for lecturing.



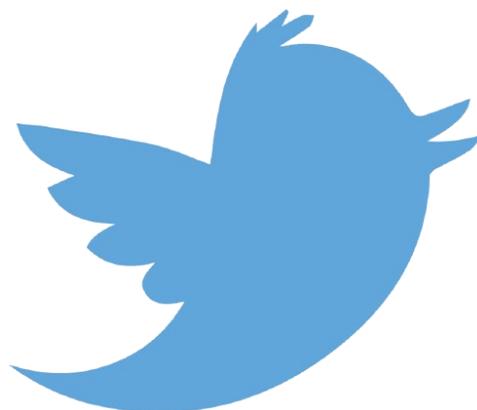
TWITTER

Type: Microblog, Social Network Site, RSS

Number of Active Users: 330 Million

Twitter, one of the strongest representatives of the communication network, is also a powerful advertising tool. On Twitter, where more than 6 thousand tweets are posted every second, more than 500 million tweets are entered per day. Almost 75% of Twitter users access their accounts via mobile devices.

In addition to fostering an open forum in the classroom, Twitter can be used to access experts in-sector and the discussions they have. As education and technology begin to converge, many forward-thinking experts in the area weigh in with their observations and experiences.



FACEBOOK

Type: Social Networking Site

Number of Active Users: 2.45 Billion

Facebook is a social networking site that aims to enable people to communicate with other people and exchange information. Facebook, which was founded by Harvard University 2006 circuit student Mark Zuckerberg on February 4, 2004, has become a communication network covering the whole world, although it was established primarily for Harvard students.

There is almost no one who does not know Facebook.

Thanks to groups on Facebook, students can easily communicate, do group work and exchange information with each other.



PINTEREST

Type: Visual Based Social Networking Site

Number of Active Users: 442 million

It is a social media website that creates visual signs called “Pins” and enables sharing these Pins with social networks through visual collections called “Boards”. It can be shared with any visual explanation.

Pinterest is a great chance for students to build studying and ideation resource boards. These can be used to further their studies, careers, or even their peer relationships!



LINKEDIN

Type: Professional Networking Site

Number of Active Users: 275 Million

Social platform that brings together people from different specialties in the business world. It is actively used especially for community and brand management. People can establish professional connections with each other.

Students don't need to wait until after graduation to start networking. If you start participating in related LinkedIn groups while you are still a student, by the time you graduate, you will already have created a solid network. You'll definitely want to remain linked to your school's culture even after graduation. They can learn about opportunities such as alumni activities and have access to a network of other students , graduates, teachers, and employees around the nation.



ZOOM

Type: VideoCommunication Tool

Number of Active Users: 300 Million

Zoom Video Communications, Inc. is an American communications technology company headquartered in San Jose, California. It provides video telephony and online chat services through a cloud-based peer-to-peer software platform and is used for teleconferencing, teleworking, distance education and social relationships.

As we are used to during the pandemic period, teachers can share their live lessons with their students by using this tool.



TIKTOK

Type: Short Video Sharing Site

Number of Active Users: 800 Million

Tiktok was developed by China and has become one of the most popular social networking apps of 2020. It is the latest social media platform of all we mentioned in this book. It is in Musical.ly style and has a concept. Tiktok is an application that increases its popularity day by day, which enables live broadcasting as well as creating and sharing videos.

Taking into account the reality of students using Tiktok, short entertaining videos with various course content can be easily delivered to students through this platform.



GOOGLE DRIVE

Type: Cloud

Number of Active Users: 800 Million

Google Drive is a file storage and synchronization service created and managed by Google. This service; It enables users to store documents in the cloud, share files, and organize documents with their collaborators.

Students can continue their real-time work on google drive, store their work, and easily share them with other friends and teachers.



SLACK

Type: Team Communication App

Number of Active Users: 75 Million

Slack is a cloud-based team collaboration application. It was founded by Canadian developer Stewart Butterfield. With the Slack application, which is widely used abroad, you can create a regular working environment by creating separate groups / channels for each project. Groups form the basics of Slack application. According to the sector you work in; Jobs such as performance data, support checks, budget approvals, code reviews, sales leads, bug reports, press leaders flow on a single page, and this page can be viewed by anyone attached to the channel.

Therefore, slack is great way for students to colloborate each other and work as a teams.



ASSESSMENT

1) Which types of social media tools are explained in this material?
Which one do you use use the most?

2) enables communication channels that can be organized by project, client, team etc.

3) Which one is the latest social media tool developed by China?

A) Zoom

B) Facebook

C) Tiktok

D) Twitter

E) Google Drive

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