

## A large, colorful illustration of a brain filled with icons representing social media, technology, and communication, symbolizing the digital age. The brain is filled with various icons such as gears, people silhouettes, social media symbols (like Twitter and Facebook), and communication tools (like a microphone and a speech bubble). The background is black, and the icons are in various colors like green, blue, red, and yellow. The brain is shown in profile, facing right. The overall theme is the integration of technology and human thought.



Computer  
Education and  
Instructional  
Technology



[CEIT 207  
Section 2]  
Design and Use  
of Instructional  
Material



Assoc. Prof. Dr.  
Tuğba Tokel



Betül Elif Sari



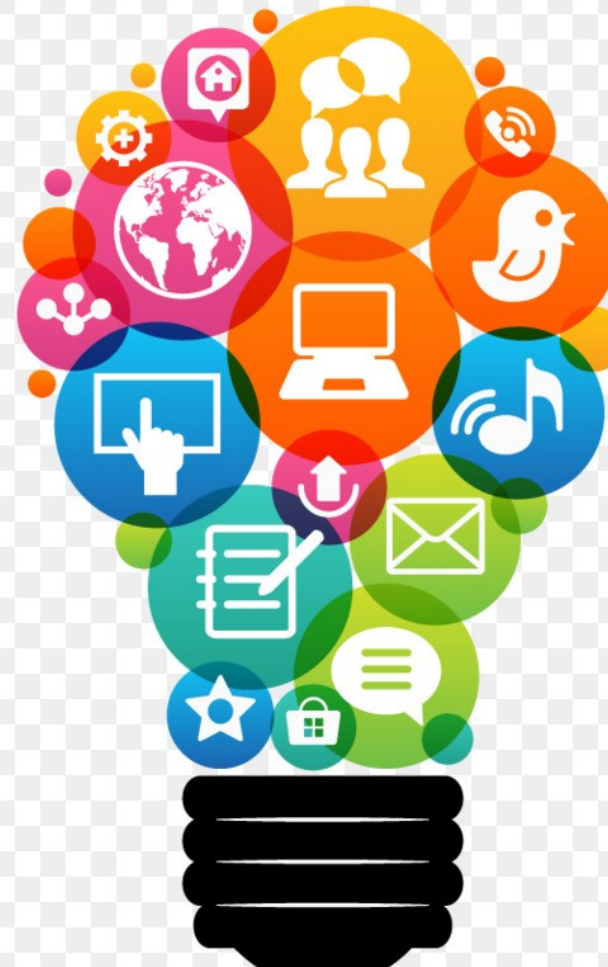
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# Abstract

In this section, a study on social media is conducted for high school students. It includes the definition and applications of social media. Moreover, information is provided on the effects of social media and how it can be used effectively in daily life and education.

**Media:** Communication platforms to collect and deliver information to audience.

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# Objectives

## 1. What is social media?

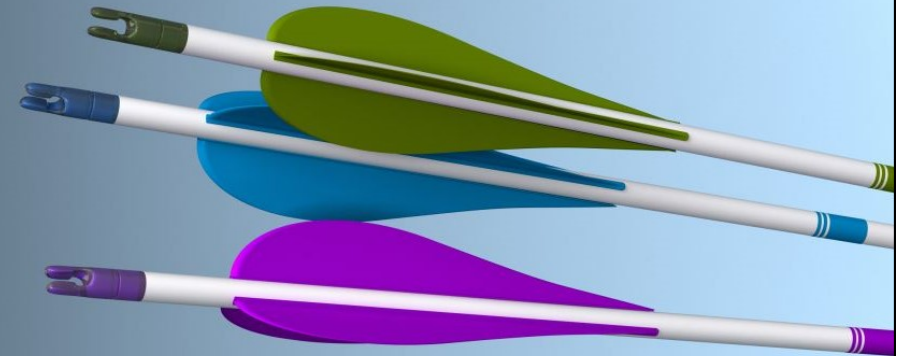
The student recognizes what social media is, the steps of using it, and the types of social media.

## 2. Advantages and disadvantages of social media

The student recognizes about the advantages and disadvantages of using social media.

## 3. Social media in daily life and education

The student recognizes the effective use of social media in daily life and education.



# What is social media?

Social media is an online network where people's feelings and thoughts are shared quickly. In this way, fast access becomes easier, users can see contents, articles, news, thoughts, daily events, photos via social media, and reflect their views again through this social network. If we make the shortest definition of social media, the first concept that comes to mind is "sharing". Social media is an online network that allows users to share, create digital content through personal or corporate pages, and deliver your opinion, perspective, thoughts, daily life, where you are, photos, advertisements or an important event to people around you.

In today's digital age, many people or institutions actively use social media. In this way, quick access to information becomes easier. Users can view content, news, articles, photos via social media without entering the news or blog sites, and reflect their views via social media tools.

Social media includes various websites and apps. There is no limitation for sharing on this website and apps. Any sharing can be made on any platform. For example, Instagram, Twitter, TikTok, Pinterest, LinkedIn etc.



# Social Media Usage Steps

1

- Firstly, creating user account by providing a username and email address.

2

- Secondly, editing your profile by adding a profile photo, adding a description about yourself.

3

- Finally, your account ready to produce content. You can prepare content related to sharing and share it with your followers or friends.



For example, to use the Twitter application, you must first register with your e-mail account. Then, after setting up the username and profile photo, just tweet your thoughts and feelings about the topic you want.



# Types of Social Media

- Collaboration
- Networking
- Image-sharing
- Blogging
- Micro-blogging
- Video sharing





### Collaboration

It is an online working environment. The users come together and achieve a project or a mission. Collaboration applications are social media tools that are used to create surveys for different purposes in order to obtain opinions, collect information, and evaluate a certain issue on the internet. Collaboration applications are a widely used tool, especially in thesis studies at universities, in article studies, in educational organizations such as conferences and seminars. Such as Survey Monkey, Wallwisher.



### Image-Sharing

It is a type of social media where users share visual content with their friends and followers. Shares are mostly video and photos. Image sharing, a social media network, is a platform where users share and interact with an incredible number of various photos. Users who see each other's photos on Image Sharing platforms, on the other hand, can sail to different interests. Social platforms where people can express their feelings more easily by sharing photos, videos and gifs are called image sharing. Such as Instagram, Pinterest.



### Video sharing

Video sharing platforms are basically a social network that allows users to upload videos and watch videos uploaded by other users. It is an application form that users can upload and share their videos. People have the opportunity to explain themselves with the videos they upload and express themselves better. Such as YouTube, Blip.



### Networking

Today, social networks are indispensable elements of the internet world. Networking platforms, which are among the other channels of social media, are a social network used by job seekers and employers and where information about business life is shared. Networking platforms, but with only one distinction, which is used for business purposes, is a platform where you can easily communicate with colleagues and make friends easily. Such as Facebook, LinkedIn.





# Advantages and Disadvantages of Social Media





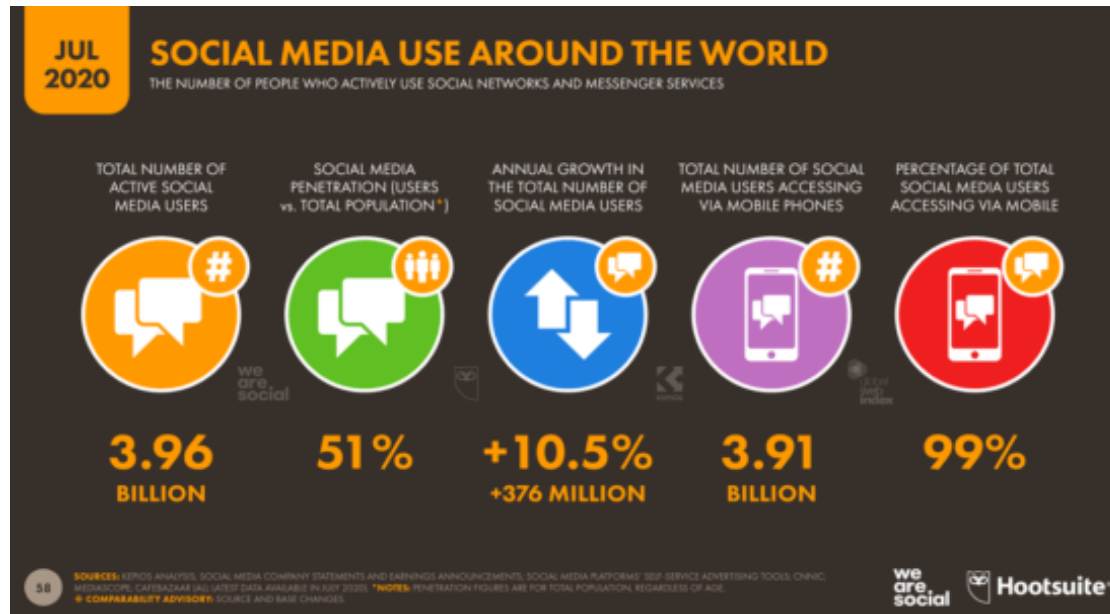
# Advantages of Social Media

Reaching large audience

Quick communication

Increasing creativity

Finding a job and making money



Since 3.96 billion people actively use social media, it is quite easy to reach people. It is now very fast to report an event or situation happening on the other side of the world. In an emergency, it is quick to deliver the desired situation to the desired audience through social media. Earthquakes, fires, political situations, etc. can be reported instantly. Social media is very helpful in reaching large audiences. Since social media is used around the world, shared content can reach large audiences.

Thanks to social media, people can communicate with each other quickly. The first aim of social media platforms was to communicate with people and learn what is going on in their lives. Social media gave people the ability to communicate quickly and instantaneously. It is possible to easily contact many family members and friends who would normally be disconnected through social media and maybe abroad.



Anyone who wants to express themselves can use social media platforms. Users can transmit any of their opinions, requests, comments on social media platforms. The way of expressing yourself may vary. Users can express their creativity through social media platforms such as Pinterest and Instagram. There are many posts on painting, knitting, painting, producing household items, taking pictures, etc. Different content shared on social media helps people develop their creativity.



Following the development of communication networks, the use of social media for both our private and business life has gradually increased. We can say that every company has started to promote its products and services through social media. This media tool, which is indispensable for business life with its permanent nature, has a very important place for intra-organizational communication. By applying the work carried out on social media, people can gain profession and earn additional income.





# Disadvantages of Social Media

Cyberbullying

Spending too much time

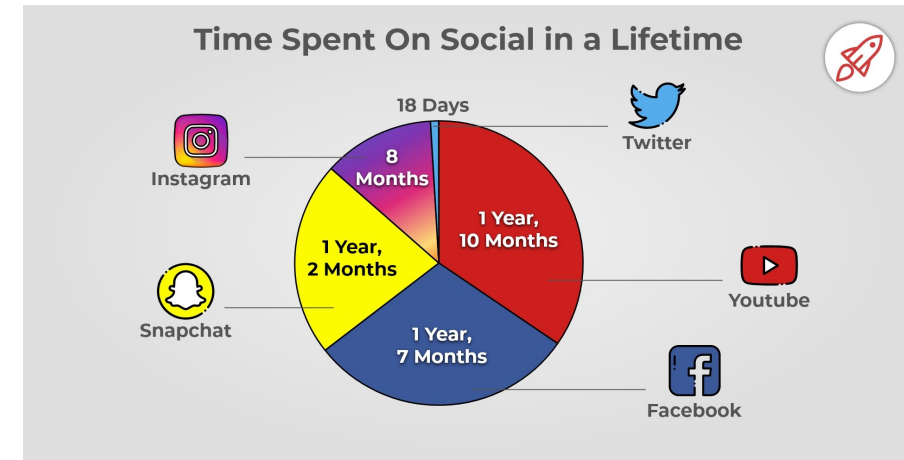
Damaging relationships

Security problems





The number of users who are targeted by their gender, appearance, sexual orientation, religion, disabilities, political views and much more is increasing. Especially children are the target of this aspect of social media. Many individuals want to be treated like an adult during their adolescence. Young people who are not seen as adults can be deceived by malicious people, thinking that they have found what they are looking for on social media. People open fake accounts and make bad comments to people they don't know on social media. This is called cyberbullying. It especially harms adolescents psychologically.



We hardly ever separate the smartphones and tablets that are mostly used for social media access. This addiction harms adolescents the most. Physically, radiation and psychological inadequacy can be shown as the main damages. Radiation is shown as the source of many ailments, from chronic fatigue to hormonal disorders. The psychological course, which starts with a feeling of inadequacy, can even cause personality disorder in the following years. Therefore, these young people can turn into incompatible individuals in society during their adulthood.



Social media; although its name is social, it isolates young people. It limits the time spent outside with friends. He removes him from his family. This may cause him to be distanced from society. The use of social media causes many young people to prefer correspondence to chat. In fact, we often saw young people sitting in the same cafe for hours, spending time chatting on their smartphones without looking at each other's faces. This damages relationships. Spending too much time on social media hurts relationships because people spend time on social media instead of spending time for each other.



Hacking personal and private information and defrauding people can be done through social media. This poses a security threat. This situation cannot be achieved by the security measures taken alone by the user. Using strong passwords can provide some account security, but alone is not enough. In today's world where information is a weapon, identifying vulnerabilities related to the account to be compromised and revealing alternative security vulnerabilities determine the motivation factors of hackers. We can exemplify these elements as political, religious, ethical values, financial gain or national interests



# Social Media in Daily Life and Education

Daily Life

Education

# Daily Life

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Human nature is a social entity, and today most of the need for socialization is done through social media. Social media emerges as the most popular communication tool that emerged with today's technology. One of the most important benefits of social media, which is of great interest to almost everyone, is that it makes the developments, news and information available all over the world instantly. It allows people to increase their self-confidence. It offers the opportunity to break some of the taboos in their lives and express their ideas without hesitation. It makes people feel free. People who use social media platforms such as Instagram, Twitter and Facebook are happy due to their continuous and mutual communication and interaction. The usage rate of social media, which also offers shopping opportunities today, where time is very valuable, is increasing day by day because it saves time.

Businesses advertise through social media. In this way, they can promote their products to more customers and earn money. Among the benefits of social media is that it makes it heard by people with the help of various campaigns, advertisements and platforms in order to increase the profitability of the brand or any business. In this sense, it attracts a lot of attention from brands. The best way to expand the customer portfolio is to use social media actively and with full knowledge of all the details. The long time spent on social media often gives people hope and provides them with new job opportunities. It is one of the benefits of social media in gathering world-famous brands under one roof.

# Education

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Teachers prepare content for their lessons on social media. They can contribute to the lessons by preparing slides, videos and 3d animations.

Students can access the content that teachers share on social media. The use of social media in education enables teachers, students and parents to access information more quickly and to have the opportunity to repeat. Thanks to social networks, teachers can share their educational work on social blocks and convey this information to students who do not have information about the subject who do not come to the class. They have a better chance of understanding by reading or watching in written or visual form than from social networks. They adapt better to the subject and since they have the information, they have the chance to check, test, and try again and again.

Students have the opportunity to reach companies via social media and do internships in these companies. In this way, they contribute to their personal development. When teachers watch the lessons again, they can work on the missing, forgotten and not shared subjects. They have the chance to reinforce with different examples and even learn about unknown topics. They have the chance to have the knowledge and courage to participate actively in the lesson. It has laid the groundwork for the research of the homework given by the teachers from more sources, the more practical homework, the formation and learning of new knowledge. At the same time, accessing information via social media is a less costly and cheaper method. With this method, it is easier for parents to participate in education with students, share them, and establish dialogue with the teacher.



# Assessment Questions

1. What are the advantages of social media?
2. What are the disadvantages of social media?
3. What are the 6 types of social media?
4. Explain a advantage of using social media in education in line with the information written in the workbook.
5. Which of the following platforms contributes to the development of projects in line with the ideas produced by collaboration of students? A)Facebook B)Twitter C) Instagram D)Survey Monkey E)Pinterest
6. What do you think about running your lessons with social media? For example, what do you think about your lecture notes being shared on Facebook and having the right to comment below?

# Feedback

- 1) This question was asked in line with the direct information provided in the workbook. Advantages of social media are reaching large audience, quick communication, increasing creativity, finding a job and making money.
- 2) This question was asked in line with the direct information provided in the workbook. Disadvantages of social media are cyberbullying, spending too much time, damaging relationships, security problems.
- 3) This question was asked in line with the direct information provided in the workbook. There are 6 types of social media. Types are collaboration, networking, image-sharing, blogging, micro-blogging, video sharing.
- 4) The answer to this question is explained in detail in the workbook. There are many answers that can be given. The following can be given as an example answer : It is an advantage that teachers can prepare content for the lessons.
- 5) The answer is D. Other social media platforms are used for social interaction. Suitable platforms for sharing photos, videos, thoughts, etc. But an- Survey Monkey is an environment where users can come together and develop projects based on the ideas they generate.
- 6) The last question is open-ended,. This question, which was asked in line with the information learned in the workbook, was asked to learn the student's own opinion. There is no correct answer to this question.



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