
**ROLE OF SOCIAL MEDIA IN TEACHING AND LEARNING PROCESS: AN
OVERVIEW OF LOCKDOWN PERIOD DUE TO COVID-19 PANDEMIC**

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ABSTRACT:

The swift advancement in the modern technology has brought new phase in social communication by the invention of social media technology which establish new social communication platform between families, friends, relatives and the people in general. However, the use of social media is rapidly increasing which counterbalance all human activities and allow people to exchange, create information, discuss and share knowledge in a collaborative manner. Thus, social media is an important tool which alter communication landscape and its impact has significantly affects student's way of learning as well as the way teachers teach. Today, education sector is at forefront in benefitting from the social media technology which brings a new trend in the realm of education sector for its implication in teaching and learning process. However, the outbreak of corona virus pandemic which resulted in the enforcement of law to assume temporary total lockdown by the governments of many countries of the world has change almost everything from its normal outlook. The decision was taken with a view to control widespread of corona virus pandemic on one hand, but it has badly affected all sectors on the other hand. Education in particular was seriously affected because almost all educational institutions were closed in an attempt to contain the wide spread of the virus and maintain physical distances. This closure of Schools, Colleges and Universities ceased all academic activities and as such make it necessary for government, educational administrators, teachers and scholars to find out an alternative means that will supplement the face-to-face mode of teaching and learning. It was in this point, social media was recognized as an alternative means for teaching and learning during the covid-19 lockdown to replace the physical contact mode. This paper was aimed to find out the role and impact of social media in teaching and learning process during the lockdown period. Meanwhile from the data collected, it is concluded that social media played a significant role in teaching and learning during the covid-19 pandemic.

KeyWords: Social Media, Teaching, Learning, Lockdown, Covid-19

INTRODUCTION:

In recent years, interactions between humans have completely changed with the appearance and development of computers and networks. Social relationships are going to start at the beginning of the web. People communicate; build relationships using social networks (Bandura, 1989, cited in Md. Tarequl Islam 2019). In other words, social media has been seen as an essential tool that brought fundamental socio-structural changes in all human lives, it has further revolutionized communication tools for facilitating teaching and learning process. However, the recent closure of schools, colleges and universities due to covid-19 pandemic necessitate making a paradigm shift to social media in teaching and learning process. The adoption of social media explores the discovery of its potentials in drastically transforming the pedagogical basis of teaching and learning at the same time gives teachers tools that they can use to create truly adapted and flexible mode of teaching to facilitate better result.

However, the use of social media during covid-19 lockdown has created a platform for the improvement of educational process because of its flexibility, ease of use, individual affordability. It also provides communication among teachers and students regardless of the distance, making it open to all and provide ease in sharing information, files, pictures, videos as learning contents from teachers to learners. Moreover, teaching and learning become solely reliable on social media platform at all levels of education in the lockdown period and it has played a vital role in sustaining

education sector. In other words, one can not rightly say without social media, education will be at deteriorated state during the lockdown. Social media is the only platform that saves education system and process. Social media provide learners with access to information and make their overall learning process very interesting and engaging. Social media platforms like; LinkedIn, Facebook, You Tube, Twitter and Instagram are used to share and generate knowledge content during teaching-learning process. It also empowers students and educational institutions with opportunities to improve teaching-learning process. It is the only reliable medium during the lockdown where students can establish beneficial connection for their careers and in the same vein help educational institutions to create better student engagement strategies and make learning more interactive and inclusive. It also extends and enhances the scope of learning beyond classroom settings and as such increases outreach of academic post of ideas, views, new trends and updated useful information in education system. Thus, social media helps both teachers and students to remain connected off campus during the lockdown. (Rahul Jain, 2020).

SOCIAL MEDIA DEFINED:

Social media is a term that has been defined in so many ways by different scholars, for example Boyd and Ellison, (2008): “Social media has been defined as a platform to create profiles, make explicit and traverse relationship” (cited in Maxim, Julian, & Huadong). “It is a category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn, Facebook, or My Space, social bookmarking sites like Del.icio.us, social news sites like Digg or Simpy, and other sites that are centered on user interaction (Lazworld, cited in Chris Lake, 2009). In other words, social media is viewed as an “online technologies and practices that people use to share opinions, insights, experiences and perspectives with each other.” (tvb.org cited in Chris Lake, 2009).

According to Caplanou cited in cited in Chris Lake, (2009) “social media are works of users-created video, audio, text or multimedia that are published and shared in a social environment, such as blog, wiki or video hosting site.” In this vein, social media refers to that medium of communication that can convey message, information, knowledge and ideas to large number of audience or users at ease and within a particular time with aid of technological gadgets.

SOCIAL MEDIA AND EDUCATION:

With technological advancement, social media is found as an essential technology product that can impact on education. Social media can be use in education system and process to brings desirable outcome. The mode of admission, entrance examinations, assessment strategies, educational records, research process to mention but few requires the application of social media to make things simple and at ease. In addition, social media can also enhance learning management systems, established communication medium between institutions and students, build social credibility among learners. It also affords students and educational institutions with multiple opportunities which can be effectively utilized to produce desirable impetus and improve learning methods. Hence, education achieve another remarkable development and witness a new trend through the use of social media which transform the entire education system and process as well as make education as a discipline more suitable, desirable, generic, more standard and open to all irrespective of status, gender, location and qualification. It also helps education process in making sharing and accessing of knowledge contents very easy and simple thereby make education cost effective such that even less privilege and weaker section of the society can afford and access.

TEACHING AND LEARNING DEFINED:

Put simply, teaching is an intimate contact between a more matured personality and a less matured one which is designed to further the education of the latter. (H.C. Morrison, 1934). According to Amidon (1967), “teaching is defined as an interactive process, primarily involving classroom talk which takes place between teachers and pupils or learners and occur during certain definable activities.” Joyce and Weil (1985) defined teaching as “a process by which teacher and students

create a shared environment including set of values and beliefs which in turn color their view of reality". In another definition "teaching is a form of interpersonal influence aimed at changing the behavior potential of another person." (Gage cited in RajaniRaji, 2011). Thus, teaching is a set of activities design to impart knowledge to the learner with a set of objectives of achieving self-actualization and emancipation.

While, leaning on the other hand, occupies an important place in education, it is regarded the essence of enrolling into schools, colleges and universities, thus it is an integral part of educational process. Malcolm Knowles viewed learning as "the process of gaining knowledge and expertise" (Malcolm Knowles cited in Connie Malamed 2019). It is also defined as "relatively change in a person's knowledge or behavior due to experience. This definition consists of three main components: the duration of the change, the locus of the change and the causes of the change in the behavior of the learner. (Richard E. Mayer cited in Connie Malamed 2019). F.S Freeman (1958) observed that "learning is the process of developing the ability to respond adequately to a situation which may or may not have been properly encountered."

Both teaching and learning are two related concepts in social process settings. While teaching aim at instruct someone as to how to do somethings or knowledge imparting, learning is an enrichment in knowledge and experience in the learner and it is the products of the latter. Thus, the two concepts cannot be separated; one cannot be divorce by the other. In subsequent, the two concepts were significantly influence by the social media and turn them to another dimension. The mode of teaching and learning have realized a significant transformation as a result of advancement in technology primarily through the application of social media have enriched the two concepts. However, this transformation portrays the need and importance to review the meanings and definitions attached to both concepts as some new ideas, element and discoveries need to be included to ensure adequate conceptualization of the two terms so that young growing generation may have better understanding of the terms and in order to go hand in hand with present world of technology.

ROLE OF SOCIAL MEDIA IN TEACHING AND LEARNING PROCESS DURING COVID-19 PANDEMIC:

The use of social media before the pandemic process was at normal level as individuals use it to spend their leisure time, spare time outside their work with little number of users who use it wisely for academic purposes. But during the pandemic, the enforcement of law to stay at home in the name of temporary lockdown enforced by government made people stay constantly at home, none going out for work except few government officials who are charged with responsibility of ensuring abiding of laws by citizens and except for emergency purpose. However, during this period people become reluctant at home having nothing to do, this call their attention to make use of social media for entertainment, spent their time and perform some work that can be done with the use of technological gadgets. It was in this juncture; social media play a major role in educating, enlighten, and entertaining the teeming populace as well as keeping them busy during the lockdown. Nevertheless, the lockdown also influenced the closure of all educational institutions in most client countries as such social media was a medium championed to supplement the physical interactions between teachers and learners. In fact, all educational activities; academics and non-academics were re-shifting to social media platform because of the lockdown.

During the covid-19 pandemic, social media sites become the major means of communication and mode of teaching and learning in education. Thus, social media has gained incredible popularity during the pandemic as an open source of information and knowledge sharing platform. Educational institutions are using social media space to carry out some important educational activities such as interacting with young minds, scholars and professionals through webinars, web conferences and overall teaching-learning processes. Hence the role of social media in teaching learning process during the pandemic cannot be ignored, its provides students with access to useful

information and in the same vein, connect them with learning groups and other educational system that make their overall learning process more interesting and more engaging. (Rahul Jain, 2020). However, as the social media become more integral part in teaching and learning process in the lockdown period, it has impacted the educational system and process with particular reference to teaching-learning processes in the following connections:

SUPPLEMENTS THE FACE-TO-FACE CLASSROOM INTERACTIONS:

The major role of social media in teaching and learning during the covid-19 lockdown is that its supplement the physical contact between teacher and learner thereby channeling all educational activities to be conducted via social media platform. This has gone a long way to ensure the sustainability of educational programs even though the schools were closed. Thus, social media play an integral part in making teaching and learning possible during the lockdown period

- 1. Ushers Paradigm Shift to Collaborative Learning:** Unlike conventional setting where the teacher usually dominates the discussion, the use of social media in teaching and learning allows for exchange of ideas, information and knowledge between teachers and students and among the students themselves. In essence, social media play an important role in encouraging and improving collaborative learning giving students courage to forge international partnership to take up some academic activities such as assignment, projects etc.
- 2. Leads to rise of E-learning in Teaching and Learning:** During the lockdown period the use of social media in teaching-learning process was distinctively increase as an alternative to conventional classroom settings. In this angle, social media play a major role in ensuring teaching and learning delivery and makes educational process via social media duly sustained and maintained. However, students found social media very useful during the pandemic as an essential tool for accessing the learning material thereby makes learning more effective and easy to access
- 3. Posters Research Initiatives:** Due to the covid-19 pandemics, research scholars, academicians and professional from different field of study embark on conducting researches on the impacts of the pandemics on human endeavors, in this regards, social media offers collaborative opportunities in fostering research initiatives. Most scholars during the period conducted their research through the use of social media in sourcing relevant literature for review. It is also serve as technique for data collection using online questionnaire. Similarly, social media remain central in analyzing the data through the use of SPSS software as well as plagiarism detector are all achieve as benefits of social media.
- 4. Makes Teaching and Learning Accessible Anywhere and Everywhere:** Sequel to the closure of schools, colleges and universities due to the covid-19 pandemic, social media play a key role in making teaching and learning accessible even during the lockdown. In other words, it offers ample opportunities to have access to teaching-learning at anywhere and from everywhere. The teaching hours can be extended beyond classroom hours so that students can have access to learning without any restriction during the pandemic. Moreover, students can also extend their learning hours because they are at home not facing any time constraints and travel challenges, this can help them to academically achieve more. (Rahul Jain, 2020).
- 5. Improves Students' Academic Performance:** The use of social media in teaching and learning help learner to become autonomous in learning. Conversely, the learner is at liberty to choose when and how to engage in learning. They also have ability to access different social media sites in search of different information about a particular topic and this allow learner to have general knowledge about a particular phenomenon unlike in the face-to-face classroom where his experience is only confine to what teacher teaches. Therefore, the learners' ability to access

different literature using social media platform may help them achieve better in their academic pursuance.

6. Helps Assess Students Learning: Teachers can take advantage of social media platform and assess students learning during the lockdown. Students can be instructed to make use of Snapchat to summarize the learning contents. Likewise, live streaming via zoom chat, Facebook, Imo, You Tube among many others can be used to assess students learning. The feedback the teacher obtains so far can be used to measure students' performance on that particular subject or topic.

Moreover, the benefits social media for academic entities during the lockdown period are numerous, the aforementioned list above are very few. When social media sites are effectively used in pedagogical process, students who have difficulty in expressing their thoughts in the classroom can get involved in the learning process, it helps build their learning confidence. Social media gives students freedom to collaborate and become connected to scholars outside their institutional boundaries with a view to gain more knowledge and diversify experience. Educational institutions however found social media as answer to problem of educational process because it offers many values to education system. It is against this believe, social media was used in teaching and learning and in conducting other educational activities during the lockdown. However, the utilization of social media during the covid-19 pandemic has brings positive result in sustaining the status quo of educational process and save it from deterioration otherwise educational sector cannot answer itname anymore because the temporary lockdown has leads to closure of all educational institutions in many affected countries of the world and all educational activities were ceased off, if not because of social media education sector has no even single alternative to re-shift its activities during the pandemic period.

CONCLUSION:

Advancement in the social media networks have positive impact on education system by advancing beneficial tools that can make learning more interesting and provides enriched experience. The use of social media during the covid-19 pandemic has immensely help in educational process. Teaching and learning process becomes liable to social media platform because all educational institutions were closed as enforced by government in many client countries to accommodates and curb the corona virus from extensive spread among citizens. During this period, all educational enterprises was put an end to ranging from administrative work up to academic pursuit. It was in this point that social media was used as a last resort in education to put back education process.

However, social media played a major role during the lockdown in blending learningand support enthusiasm in a common space around sharing interest, collaborations, resource sharing, communication and interactions. It also helps teachers to communicate instantly and directly with students and compare curriculum, notes, teaching methodology among others. Hence, Social media has changed the way the world of education feature during the pandemic; it also changed the traditional mode of delivery and allows students to develop initiatives and cognitive ability in learning. Thus, there is no gainsaying that social media play a key role in sustaining, improving, developing, enhancing and supplementing teaching-learning process during the covid-19 lockdown across many countries of the world. (Rahul Jain, 2020).

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