THE IMPLEMENTATION OF SOCIAL MEDIA IN EDUCATION: A FRAMEWORK

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Abstract
The aim of this paper is to identify the benefit of social media in education. This paper proposes a framework, in order to evaluate the benefit of social media in an education. In order to achieve the aim, the proposed framework identifies the impact of social media in an education, as well as the importance of the social media in education. As a result, the paper reveals the significance of social media used in an education. This paper is also expected to act as a medium to ensure that the social media could be accepted in the education, especially in this modern era.
Keywords: Social media, education, higher education, awareness, usage, importance, interaction, performance

1. Introduction

Education method nowadays is getting more advance and attractive, with the help of the technology, which could bring more benefit towards the world. An education method such as social media could bring a better development in upgrading the education learning, which they could apply it parallel with the technology nowadays. This paper is conducted in order to identify the benefit of the social media in education, since only few of the studies mentioned about the impact and the importance of the social media. Other than that, this paper is agreed to evaluate the impact of social media in an education, as well as to identify the importance of the social media in education

In 2002 onward, numbers of social network sites launched are large, for example Friendster and MySpace. By the late 2000s, social media had gained widespread acceptance and some services gained huge numbers of users. For example, in November 2012, Facebook announced that it had 1 billion users worldwide. In July 2012, Twitter had an estimated 517 million users, which shows that a number of factors have contributed to this rapid growth in social media participation. These include technological factors such as increasing of broadband availability, the improvement of software tools, and the development of more powerful computers and mobile devices, social factors such as the rapid uptake of social media by younger age groups, and economic factors such as the increasing affordability of computers and software, and growing commercial interest in social media sites. That is a brief information about the emergence of social media, as said by Mirescu, 2010.

Social media is well known as the computer-mediated technologies, which it could be used to share the information, to express an individual's opinion, as well as to communicate in virtual without any boundary. In this millennium world, parallel with the

advancement of the technology, social media has become an integral part of an individual's daily life. People might feel incomplete without the help from the social media, where it can help an individual to be free from depression, can communicate with his or her friends virtually without need them to travel, especially for those whom are in long distance friendship. However, social media also has a big impact and importance in an education, regardless in what level it is. Students, educators, and librarians from the lowest to the highest level would benefit the social media in their education based on their needs, in order to ensure that each party would reach their own targets.

2. Literature Review

This paper is expected to identify the benefit of social media being used in an education, which he had come out with two variables; the impact and importance of social media in education. For the impact of social media in education, we had found three keys, which are usage, performance, and effectiveness, which are very useful to help the students from different level of education in their studies development. Meanwhile, for the importance of social media in education, we found another three keys, which are collaboration, awareness, as well as the usefulness of the education to help the students to develop their virtual discussion.

2.1 The Impact of Social Media in Education

The usage of social media among the communities over the world keeps increasing from time to time and from there, we can obviously assume that there is positive acceptance towards technology. Based on Rauniar et. al. (2014), each month in 2010, 90 percent of internet users have visited a social networking site. Niedermeier & Wang, (2016), supported the statement that there were 1.49 billion active Facebook users every month and more than 302 million active Twitter users also is increasing every month, regardless every country around the world. In statistic, it shows the percentage of user spending their time on social media is high, where they tend to spend time on social media longer than on email, informative web or online sources and others.

In general, students use social media for interactive engagement in the social environment (Bercovici, 2010). Furthermore, Dhume et al., (2012) have pointed out that the use of social networking site among university students is a common culture and they mentioned that students tend to use social media when they have leisure time. Meanwhile, the usage of social media in education becomes popular in helping teaching and learning process. Hrastinski and Aghaee (2012) reported that the usage of social media for education purpose also helps to upgrade the students in gaining knowledge process for curriculum activities. Besides, university students who frequently used interactive websites have practiced better behavior towards interaction in class with friends and improve the performance in academic. Lastly, based on Tess (2013), using social media platform for learning in higher education could help to enhance the capability of communication for teaching and learning activities. For instance, social

media could offer students an extra efficient medium to communicate with their friends and lecturers considering that it is usable at anytime and anywhere.

"Social interaction; information seeking; pass time; entertainment; relaxation; communicatory utility; and convenience utility" (Whiting & Williams, 2013). This paper has come out with 7 themes; these are reason of why users use social media. In education field, Ertmer et al. (2011) have mentioned the influence of using a social media on the process of learning bring to a desirable level of performance. As an example, Junco et. al. (2011) has observed in detail the application of social media, specifically inTwitter and Blogs, and Novak et al. (2012) studied the use of various types of social site. All of them are agreed that by using all these tools, it will give advantages in enriching the students' performance and encourage dynamic collaborative learning at higher education level. Social media are extensively available and usually accessed around the university area by the students to communicate, collaborate and obtaining information (Tess, 2013). Likewise, Hrastinski and Aghaee, (2012) also agreed that social media has been implement in education field to improve teaching and learning for curriculum activities also as encourage student-centered learning. In addition, the Oxford dictionary (2014) stated that social media perform the function of collecting the Internet Web sites, which it could help in supporting the community within a library to build, participate and sharing the information among users.

This era, social media have changed the way of how to study in modern generation. With current technologies, students more preferred to access social media to get information needed (Sreeja Rajesh & Jithin Michael, 2015). Social media have become the best platform to obtain information although possibility to get wrong information is high and at the same time less time consuming. Social networking also can be interpret as a channel to communicate between teachers and students using the communication linkage provided by the social media.

For research purposes, social media are very effective tools. Social networking sites, as much as other on the Internet, represented the impactful goal for researchers and also to people who make a policy (Livingstone and Brake, 2010). Social media can be valuable tools to all sorts of education. The social media such as blogs has better role in education. It can be a digital library because it can provide beneficial information and contents, which are not available, any other resources. Social media also can come out with both text and visual information. According to Sherer and Shea (2011), they argued that YouTube site increased involvement, personalization that related to customization as well as productivity. Furthermore, with YouTube, student's digital skills can be improved and opportunity can be given for learning, problem solving and decision-making.

Besides that, social media in education help students to gain information and ideas from other students or people that they have a social relationship (Maghrabi et. al., 2014). They also able to collaborate in doing task or assignment and online project. Students in school and university also able to use social media in order to contact with their classmates or friends to ask questions about the teaching and learning process or class activities. According to Al-Mosa, (2015) the goods of social network is because it is available anytime and also anywhere that can help in reduces the effect of hours.

2.2 The Importance of Social Media in Education

Collaboration is very essential in an education, in order to keep in touch with the peers, educators, librarians and many more regarding the education process and tools. According to Kauffman (2000), he said that the advancement of the technology regarding the social media could bring up new chance in education world, as it only demands few critical appraisals in formal educational programming. Supported by the research made by Case et al. (2010), he found that students would spend their 18.2 hours a week on social media, which lead the universities to participate in the "groundswell" activity, in order to cope with the students in ensuring that they meet their needs. It this activity, they could monitor the students without any boundary as it would be cost-free for them. Other than that, the help from the social media tools could enhance the communication system within a library in order to meet its audiences' needs, as supported by Krista Ann Voss and Anil Kumar (2013). They agree that it could be vital for a developed university, which have large number of students. In previous studies conducted by (Boyd, 2007; Zeeng et al., 2009; Gulbahar, 2013), they mentioned that the social media has been used widely in order to support human interaction and collaboration, as well as to support the communication so that a library could attract its audiences. Last but not least, Alonge (2014) believes that social media could expand the network and the information landscapes into library and information services.

Apart from been used in a collaboration process, it also could help in creating the awareness of the environmental sustainability. This is agreed by McKenzie-Mohr (2000), where he had pointed out two perspectives proposes regarding the awareness of using social media, which are it could bring the changes in increasing public knowledge, as well as the individuals systematically review within the economic self-interest in social media. Hamid et al. (2017) pointed out that the social media tools play an important role in a higher education institution, in order to help the students in shaping the awareness among students regarding their surroundings, as long as it has a connection to the matter of education. "An increasing in environmental knowledge will lead to the increasing of the environmental awareness", as stated by studies of Hungerford and Volk, 1990; Ramsey and Rickson, 1976; Zsóka et al., 2013. To support the statement above, (Chenoweth et al., 2007; Alshuwaikhat and Abubakar, 2008; Ben-Zvi-Assaraf and Ayal, 2010; Chua and Oh, 2011; Abdul Aziz et al., 2012) had come out with the studies mentioned that the quality of life would depend on how the students from different level of education could apply and measure the natural environment so that it could enable them to be more precise in the studies, regardless on what is happening around them from time to time.

Social media creates a big help in an education. "The distance education (DE) is normally related to the higher education, which will need more focus in developing the social media help in their daily activities" (Bernard et al., 2004). It could help them in gathering with their peers virtually without they notice it. Poellhuber, Bruno et al. (2013) supported the previous study by stressing that the social media used in an education can engage the education in both of formal and informal social leaning, as the

Facebook now is believed to have more than 1.01 billion users, whom focused more in the Facebook groups associated with the institution. Meanwhile, Stainbank, Lesley and Kerry-Lee Gurr (2016) also come out with the same point, where the interaction occurred in South African university, had become the official online platform for communicating with students by using the Moodle. It is created to ease the course co-ordinator to upload copies of lecture slides, additional notes, class examples and tutorial solutions, as well as past papers and various notices. In addition, the Oxford dictionary (2014) stated that the social media is also function as a collection of the Internet Web sites, where it could help in supporting the community within a library to build, participate and sharing the information among users.

Table 1. Analysis of review.

Author (s)	Impact of social media in education	Importance of social media in education
Al-Mosa, (2015)	Effectiveness	
Bercovici, (2010)	Usage	
Dhume et al., (2012)	Usage	
Ertmer et al. (2011)	Usage; Performance	
Hamid et. al. (2017)		Awareness; Usefulness
Hrastinski & Aghaee (2012)	Usage; Performance; Effectiveness	
Fasae & Adegbilero-Iwari, (2016)		Collaboration; Usefulness
Junco et. al. (2011)	Usage; Performance	
Voss & Kumar, (2013)		Collaboration; Usefulness
Garcia & Silva, (2017)		Usefulness
Stainbank &Gurr, (2016)		Collaboration
Livingstone & Brake (2010)	Effectiveness	
Maghrabi et. al., (2014).	Effectiveness	
Nassar, (2013)	Usage; Performance	
Niedermeier & Wang, (2016)	Usage	
Novak et al. (2012)	Usage; Performance	
Poellhuber et. al. (2013)		Collaboration; Usefulness
Rauniar et. al. (2014)	Usage	
Scholtz, Calitz &Tlebere, (2017)		Awareness
Sherer &Shea (2011)	Effectiveness	
Rajesh & Michael, (2015)	Effectiveness	
Tess (2013)	Usage	
Whiting & Williams, (2013)	Usage	

3. Proposed Framework

The study shows that social media is one of the vital help in education within these day, which it depends on two important components to make it as an effective tool. Among the components, which have been identified, are the implementation of social media in education, and the impact and importance of social media used in education. On the other hand, both of the components play as an important role in this study, where implementation of social media in education is considered as the dependent variable, while the impact and importance of social media used in education are considered as the independent variables. There are different keywords identified in each dependent variable, in order to support out study. Figure 1 shows the proposed research framework.

Apart from that, this study is expected to measure the benefit of the social media use in education. As the time flies fast, the same would go to the process of obtaining the information. We come out with the idea in order to ensure that the social media could be accepted in the education, especially in this modern era. Social media also could be valuable in education by increasing the virtual discussion among students and educators. They do not have to waste their money and time to travel in order to gather and discuss on their subjects as everything could be settled by their fingertips as long as they able to pay for the Internet bills to access their social media accounts. Hence, this study is supposed to create awareness in education as the use of social media is very vital nowadays, with the advancement of the technology and it should be relevant to the education within this day.
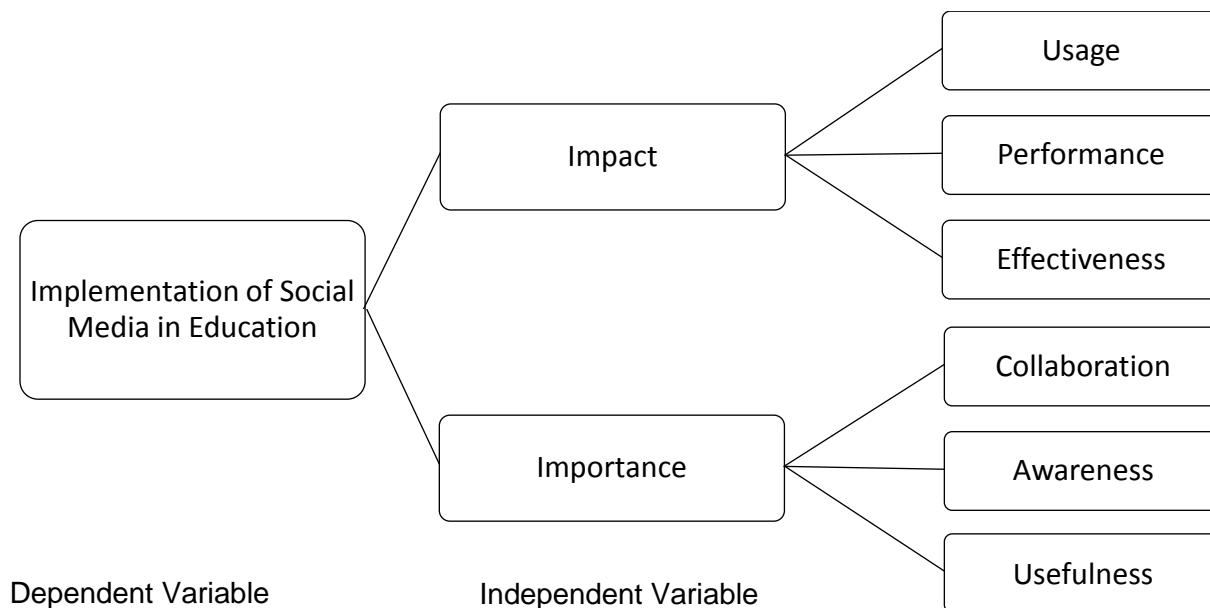
Figure 1. Proposed research framework.

4. Conclusions

We would agree that the studies conducted on the social media tools plays a huge impact towards the importance of it. It could benefit the education from different type of education level, regardless what kind of important it could be. It could benefit the audiences in term of collaboration, where the implementation of it is very vital in the development of a library. Apart from that, social media is also important in creating the environmental awareness within students. It could help them in gaining more information within their surroundings, instead of just focusing on their own leisure. Finally yet importantly, social media is very essential in developing the students' mind. It could be very useful in creating multifunction use of the social media, either in education level or to benefit themselves in their own way. Furthermore, there are many impact of having social media for education purposes. No doubt, there is still a few challenges and implication throughout the process of implementing the social media in education. For example, students spend a lot of time in social media for entertaining rather than for academic purposes. Meanwhile, the impact can be seen on how we use the social media. If we use it properly, we will be able to feel its benefits and if it is otherwise, we will face its disadvantages. As a student, we need to use it as best we can to obtain information and gain knowledge as well as explore new useful things in future.

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