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APPLICATION OF SOCIAL NETWORKS IN EDUCATION

PRIMENA DRUŠTVENIH MREŽA U OBRAZOVANJU

Olivera Iskrenović-Momčilović
Pedagoški fakultet u Somboru
oljkaisk@yahoo.com

Abstract: *Social networks are no longer used only in my spare time just for fun. They provide users primarily various informative content, but today there are more and educational content. On social networking sites can be found even video recordings of lectures from world-renowned educational institutions. They offer new opportunities for acquiring knowledge and for both young and old users.*
Key words: *Blog, Facebook; Internet; teaching; Twitter.*

Apstrakt: *Društvene mreže se više ne koriste samo u slobodno vreme za zabavu. One pružaju korisnicima pre svega razne informativne sadržaje, ali je danas prisutno sve više i obrazovnog sadržaja. Na stranicama drustvenih mreza mogu se naći čak i video snimci predavanja sa svetski priznatih obrazovnih institucija. One nude nove mogucnosti sticanja znanja kako za mlade tako i za stare korisnike.*
Ključne reči: *Blog, Facebook; Internet; nastava; Twitter.*

1. INTRODUCTION

With the development of technology and changed the way of communication. From letters, to phone calls and faxing, is now reduced to communicating via the Internet. On the Internet, the present social networking, which is the coming together of individuals with a common interest in a particular group. Its main goal is to unite as many individuals in one place. Social networks are usually connected by those who want to get in contact with people who are far away from them and they cannot personally contact [1].

The emergence of social media has significantly changed the way of communication between people [2]. There are several reasons why social networks are very important. Let's use them it is possible to make new friends, communicate with their friends from other places, other countries or even other continents. Social networks also can connect people with the same interests and allow them to exchange data among themselves. For this there are forums, blogs, groups, users themselves are established and they discuss a

specific topic. The biggest benefit of social networks are business people who promote these through their company and products.

The use of social networks has changed primarily a way of spending leisure time, communication and business, as well as ways of organizing learning and teaching process [3]. Social networks are increasingly used in education, so that the process of learning to the needs of students and made it as interesting and interesting for them. Students are increasingly formed groups on social networks, to connect and exchange information on the contents and obligations. This forced the professors and to start growing use of social networking to students more accessible facilities for learning, encourage discussion among students and make them available to a variety of helpful examples and video materials, which help them to review the material in a new way [4].

2. SOCIAL NETWORKS IN EDUCATION

Social networks have great power and potential (Fig.1). This potential can be used to improve the education of students, the development of teachers or at least facilitating the everyday obligations of school students and teachers. For this purpose, the commonly used two most famous social networks: Facebook and Twitter.

Figure 1. Social networks in educatiom

2.1. Facebook

Facebook is a social network, which is now widely used. It is present in all aspects of human life. Slowly but surely occupies an important place in education. Using Facebook in education varies from classical information to the educational in the strict sense [5].

Educational institutions can, and that lately almost normally and work to create their own fan page through which inform their members, usually students for service and educational updates. Future students can easily find the desired page educational institutions, but to quickly and easily look at what it can and provide them with education. Can you liking them so they would not miss any important information. Thus, among the first to see the set up information and will be able to secure a place in interesting workshops

Another form of using Facebook for educational purposes involves the formation of a group of students of the educational program. Creating groups is known to all, students and teachers. Students usually form groups of subjects, attended, as well as for extracurricular activities. Through that caused the group to communicate teachers and students involved in the implementation of an appropriate subject. Level of privacy and isolation groups depends on the nature of the subject, but the most common variety of makers that the group is closed. The reasons for this are varied, but each understood if one takes into account that the number of participants in an educational program necessarily limited, even if it is a classical model of education.

Founded purpose of forming a group on Facebook to exchange information. Facebook is an excellent e-learning platform Teachers can publish your slides for lectures, and much more multimedia content related to the subject, rather than lectures. If the creator of the group has basic programming skills, you can create useful applications for Facebook, using state of the art technology. For example, can develop a program that allows students to consult their teachers directly, thereby increasing the efficiency of problem solving.

However, these Facebook groups are useful for raising the will and motivation to learn. Teachers or students can prepare a variety of quizzes and so encourage students to participate in a quiz or to discuss your answers. Random posts about how much material to learn, many Likes compassion, and make jokes about the material always helps in better memory of that part of the matter. The greatest effect of all this activity is the last day before the exam occurs when a mess in my head and aggravation about exam questions.

One of the possibilities of using Facebook and creating events for a project or help with an assignment. Event may be open to the public as required (under privacy settings, you can choose which people you can see), so it's a convenient way of gathering certain people on a project, or ask for help from a number of selected colleagues.

2.2. Twitter

Today, many teachers use Twitter for quick communication with students [6]. This (somewhat) informal way of communication contributes to the quality of teaching. Students may at any time leave the question the teacher, instead of your problems related material must write and ask questions at the next lecture. Practice has shown that it often do so because they forget or do not allow the circumstances of the moment. It should be noted that students placed a variety of questions from basic, suitable for responding to severe, requiring extensive answers. It is not rare that many questions are meaningless or vague formulated. To avoid excessive burden of all this, teachers could set the rules to the Twitter only answer questions that require only "yes" or "no." This, in turn, encourage students to concisely formulate questions and develop the skills that a great expression.

Like on Facebook, on Twitter can educational institutions have formed their own fan pages. From my own experience, the more likely you will get the answer to your

question on Twitter than on Facebook, and it can happen and to develop a closer relationship with the person who uses Twiter. However, in Serbia, Twitter is not as popular as Facebook, and certainly the number of users of Twitter will not so near future surpass the number of Facebook fans. Many, unfortunately, do not know that Twitter provides a fantastic and still underutilized opportunities for all users, especially those who work in education.

Twitter is an excellent foundation for lifelong learning and an inexhaustible source of material, which can enrich the daily work in the classroom, modernize it or change for the better. Twitter is a very simple platform, which provides more space for the realization of the idea. Students and teachers are able to ask questions and receive answers, which means that real-time two-way communication exercise. Like on Facebook, it can create a quiz application based on "twitting". Simple words, is it means that the teacher can send the quiz questions, students can respond to them through this service. They can also be taken by creating a virtual classroom discussions, then Twitter can be used for research, and as a reminder that the student needs to do some homework. Because of this, Twitter has proven to be an exceptional tool for professional development and collaboration with students.

2.3. Blog

It is often used to blog a certain subject, or education in general. On it you can easily share links of websites, articles, videos, and other materials related to the teaching material. Thus, for example, in a lecture or seminar teacher can easily and simply think of the references for a fact that he said. This is especially useful if the majority of students in the group has a blog of the same purposes. Then they can unaped (before the lecture) to see what's on the blog, and a professor does not have to worry about whether or understand what tells you if you mention it in class.

On the blog, students can ask questions that cause them problems in learning. Thus, they can seek help from colleagues. However, these issues can serve as a reminder that a particular topic have to study, and after themselves can answer the above questions. It may also help to someone from colleagues [7].

Blog is a good place for the accumulation of data related to education. At the end of the year you are pleased and relieved) to check a number of posts about everything you've learned in that year.

Blog can be considered as an interactive tool that will allow teachers and students to exchange views and develop discussions on the topic published [8].Teacher can use it when you want students to develop the skills of writing, sharing opinions about the subject you are treated in the classroom and the like. I keep "blogging" encourage the development of writing and research skills. Blogging allows students to learn to critically assess and evaluate various data.

3. IMPACT OF SOCIAL NETWORKS ON TEACHING

Social networks are becoming increasingly important in the context of the daily lives of individuals. Some experts are saying about the "networked individuals", recognizing the importance of social networks as a key idea of social identity in the lives of many people. For this reason social networks are associated with an increased tendency for young people to do more things at once and rely on the "digital juggling 'daily activities and responsibilities [9].

Users of social networks are described as individuals who have improved the ability to self-organize. Many authors point to prospective students who do not know life without the Internet. Consequently, many teachers changing mode. In order to determine how much they can really change the professors and students conducted a survey among 150 student IV year Faculty of education in Sombor.

A survey of social networks in the teaching

1. *Which social network site have an account??*
    - *Facebook*
    - *Twitter*
    - *MySpace*
    - *Google +*
    - *Blog*
2. *Do teachers use a social network for teaching?*
    - *yes*
    - *no*

    If yes, please specify which is the social network? _____
3. *How often do teachers use social networking in the teaching?*
    - *daily*
    - *several times a week*
    - *several times a month*
    - *several times during the school year*
    - *never*
4. *Which is why teachers avoid social media in the teaching?*
    - *lack of expertise*
    - *lack of information*
    - *lack of motivation*
5. *Does education needs to be more present social networks?*
    - *yes*
    - *no*

The results of this survey, all respondents used at least at least one of these social networks for personal use (Fig.2). All respondents (100%) had an account on Facebook, and 38% of them use it in teaching. Then for Twitter has reported 66% of respondents and 25% of them use it in teaching. MySpace continues to use 16% of respondents. 8% of respondents who use Google + uses it in teaching, and for now at least blog was used by only 3%, while in the classroom is not present.

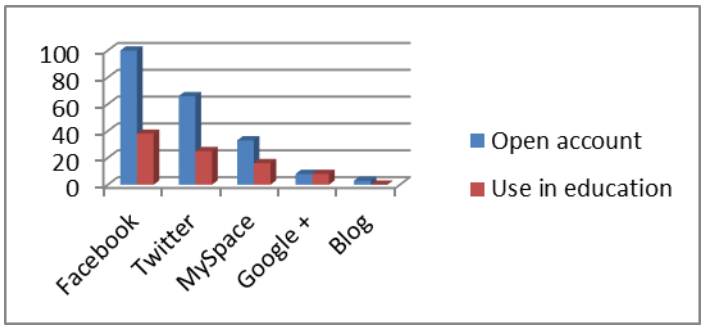

Figure 2. Open accounts on social networks

The survey showed that the use of social media in the classroom is a high level:

- *Daily – 19%*
- *Several times week – 25%*
- *Several times month – 18%*
- *Several times during school year – 24%*
- *Never – 14%*

Respondents believe that the use of social networks can contribute to better delivery of instruction, and 58% of them considered that social networks should be more frequent in education.

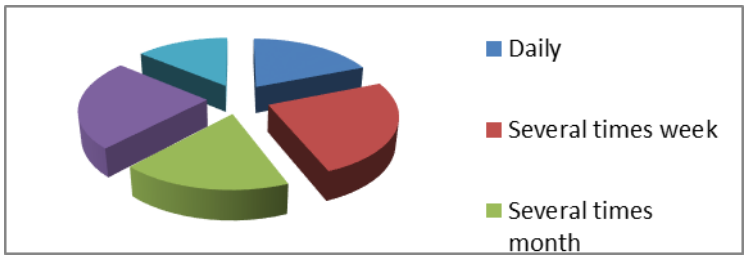

Figure 3. Frequency of use of social networks in education

As the most common reasons why teachers avoid social media in the classroom, the students stated that 24% of teachers do not feel enough professionally developed in this area, followed by 18% of teachers are insufficiently informed, while 58% is unmotivated to work on social networks (Fig. 4).

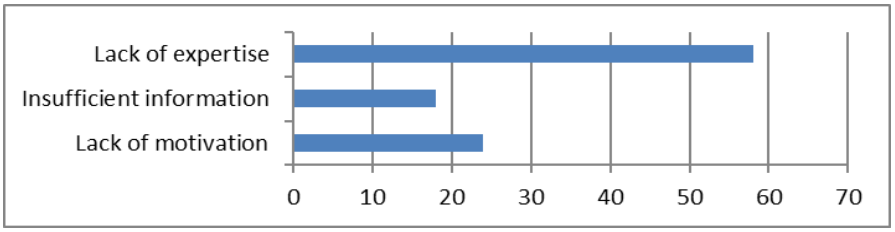

Figure 4. Reasons why teachers avoid social networks in education

4. CONCLUSIONS

Today, we are witnessing more massive use of social networks , which gradually occupy a central place in modern electronic communication by replacing classical, electronic mail and SMS. The use of social networks in their free time is already widely accepted, but it becomes compulsory in education, as a constant source of information.

Social networks are mostly used for socializing, but lately found its use in the business, and educational environment. If you are a social network environment voluntarily and willingly elect a significant number of individuals, then the business and education to find ways and means to make available to them in this, conditionally speaking, the new space. In fact, if multimillion group usually educated individuals elected to a significant portion of their free time in the virtual environment will definitely at least get the opportunity during this time to attend an initial course of foreign language or improve their knowledge in the field of human resources management.

Joking aside, virtual environments have become, and it seems, will only become a testing ground for e-learning that will enable almost free education for people around the world. Thus, for example, it became possible to take a course held on **Facebook**, then totally free web environments is currently the largest social network in the world. Opportunity for free further education in the era of the imperative of lifelong learning, an opportunity that would rarely missed.

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