The Benefits and Challenges of Social Media in Higher Education

Alhassan Fatawu, Mohammed Abdul-Basit Fuseinii, and Abdul-Mumin Khalid

Abstract The purpose of this chapter is to identify key benefits and challenges of social media usage by higher education sector. It has been found that the use of online social networks can have a positive impact on students' education. Students have a lot to gain from using social media, from building business networks to finding work to becoming a source of income. It teaches students to see the world from a broader perspective and to consider issues from a broader perspective. Learning has become more enjoyable thanks to social media. It has elevated classroom instruction above the level of textbooks and lecture halls by promoting dialogue and the exchange of ideas. The challenges found were cyber-bulling, waste of time, mind diversion amongst others. It was concluded that social media is a wonderful online resource for students to use to further their education. The evaluation of social media is causing everyone's lives to become significantly different. The government must make sure that the digital hazards authority examines how sites promote content in order to safeguard susceptible people in the end and foster public trust.

Keywords Social media · Platform · Facebook · Learning · University · Higher educational institutions (HEIs)

A. Fatawu
Department of Hospitality and Tourism Management, Tamale Technical University, Tamale, Ghana

M. A.-B. Fuseinii (✉)
Marketing Department, Tamale Technical University, Tamale, Ghana
e-mail: afatawu@tatu.edu.gh

A.-M. Khalid
E.P. College of Education, Bimbilla, Ghana

1   Introduction

Technology can be used by higher education institutions (HEIs) to enhance students' educational experiences [5]. Technology can raise the effectiveness of virtual classrooms, especially those for part-time or distance education system [5]. As a result, a great deal of work examines how social media might be used in online learning. A lack of electronic learning interaction and professor preparedness have been addressed by previous studies that have examined the inclusion of social media in the online learning environment, the establishment of online learning platforms, and the incorporation of social media presence into adult distance learning. Researchers have found that teachers and faculty see technology as an element of lifelong learning, as essential to educational opportunities, and as something that enhances and enriches the course content itself. Additionally, research has found teachers and faculty to be under-equipped to deal with the challenges of online learning due to both, a lack of familiarity with new and rapidly evolving technology as well as a lack of face-to-face interactions with students. Using social media is a way to communicate and collaborate with others online. Social media sites such as Pinterest, Twitter, Instagram, YouTube, and Facebook are included in this category, as well as newer ones. When used for educational purposes, social media can enhance communication, enhancing the student experience and improving outcomes, by encouraging interaction and engagement among students,nurturing a student-centric learning environment,extending the learning environment beyond the classroom; and facilitating information flow between students, faculty, and the community at large. A dearth of studies on the advantages and drawbacks of social media integration in the classroom in an online learning environment exists despite recent efforts by researchers to promote student engagement and performance through the deployment and interaction with new technologies. As a result, the goal of this chapter is to identify the most important benefits and problems of higher education's use of social media. This study adds to the body of knowledge about how students use social media platforms to benefit open education, and it stresses the importance of social media in spreading principles of collaborative working and open education around the world. Students and academics alike can benefit greatly from online resources and social media sites like Twitter and Facebook.

2   Literature

2.1   Social Media

The word "social media" (SM) refers to a kind of digital communication that aims to create social networks where users can exchange expertise, data, views, communications, and other types of content [2]. For knowledge sharing and knowledge dissemination, social media is one of the best platforms in the world. It's important

to remember that the younger generation tends to use social media the most. An electronic communication method that allows users to form virtual forums and exchange knowledge, ideas, private messages, and other materials is known as social media [1].

2.2 Using Social Media in HE

In order for students to interact with people from all over the world, educators continue to improve their teaching by integrating technology. Students, faculty, and other members of the campus community may benefit from the usage of social media in higher education, according to current study. Social media sites such as Facebook, Twitter, and Instagram have advantages over more traditional means of communication because most students already know how to utilize these tools. Social media can be used in the classroom or not, but most students have already set up a class-specific Facebook page or Twitter account or used other social networking site to engage with each other outside of class regardless of whether or not their teachers utilize social media. When it comes to professor-student relationships in the classroom, Ledbetter and Finn [13] note that students use SM to assess and reveal the professor's authority as a subject expert. Due to the double nature of structure, social media not only serves as a medium for social connection, but it also contributes to the foundation of norms and resources that may be used to influence the replication of social media-mediated interaction.

Gender variations in social media use have also been studied by researchers. Gender differences in social media use were observed by Gray. Gender variations in social media use were observed by Martin et al. According to the study, girls begin using social media at a younger age and check their social media feeds more frequently than boys. Because of their university micro-celebrity status, smart ladies felt so much pressure to be on Facebook every day that it even caused anxiety in some of them, according to the research. Researchers have shown that there are disparities between men and women when it comes to using social media.

We must remember that social media are more than just "getting online" in terms of their educational value. The use of an LMS to incorporate blended or online components into a course expands the course's flexibility in terms of both time and location. As a result of this, some progress can be made in one's digital literacy. A social media component, on the other hand, allows students "to customize their learning experiences based on their own interests, aspirations, and choices for participation, online communities and social media platforms," thereby increasing the potential value [8]. University administrators are increasingly calling for pedagogical incorporation of social media in the classroom as well. Surveyed secondary school principals in the United States found that 62% of them wanted their teachers to use social media more in the classroom.

2.3   Benefits of Using Social Media in HE

2.3.1   Better Student Participation

The idea of speaking in front of a large group of people you don't know can be nerve-wracking at times [4]. As a result, many shy kids keep their mouths shut in class since speaking up in front of their peers makes them uncomfortable. With the advent of social media, students no longer have to worry about being isolated from the rest of the group, and this reduces their reluctance to share their thoughts and ideas on matters that are up for debate [20]. Teachers and professors are sometimes taken aback by how socially shy students suddenly become when they are placed in an online environment.

2.3.2   Trust

Use social networking platforms in a local, educational context to improve your arguing and discussion skills. This aids students in developing their own personal brand identities. In this setting, personal skills are critical: making, developing, and maintaining friendships, and being considered as a trusted connection in a network are essential. Learning to function in a university, community, public social arena, and as a member of a peer group can all be learned through the use of social networking platforms.

2.3.3   The Use of Social Media as a Mode of Communication

Students and teachers need to communicate effectively. Teaching and learning would be hampered if suitable channels of communication are not available [7]. Students benefit from their teachers' many possibilities for sharing relevant links. Social media makes it possible for everyone—students, teachers, and parents—to communicate in real time. Teachers can keep in touch with parents and keep them informed of their children's progress by using social media sites like Facebook. On the other hand, there are some drawbacks to using social media. Some students may be distracted by social media. Teachers will be unable to tell which students are paying attention because they will be unable to tell which students are being distracted [3]. Students are able to stay in touch with their social circles, academic peers, family members, and even their teachers thanks to the internet. Rather than just passively absorbing information, students take an active role in their learning with this method.

2.3.4 Learning and Networking via the Internet

Traditional learning is a thing of the past, since social networking is pushed on nearly all of the most popular e-learning sites. Using social media is the quickest and easiest way for college students to develop a network. Friends, coworkers, and associates may all be located and reached with ease thanks to social media [17]. E-learning websites like YouTube, Udemy, Facebook, Instagram, and so on allow students to take lessons and debate their doubts via social media [7]. With the help of social media, you may stay in touch with people you might otherwise lose touch with because you don't see them on a regular basis, such old university pals or relatives who live in another city. In the end, social media has allowed students to establish and retain professional relationships [17].

2.3.5 Using Social Media as a Means of Attracting and Retaining Students

In order to keep students engaged, social media techniques might be utilized [3]. Students' attention has been drawn to social media by millions throughout the world,the same thing can be done to draw students' attention to the educational opportunities provided by their universities [7]. There are a variety of social media platforms available for students and educators to share their work and resources.

2.3.6 Demonstration of Originality

Students, as well as teachers, can use social media to demonstrate their abilities and share their thoughts. In addition to images, blogs, articles, videos and audio recordings, students can express themselves in a variety of ways [7]. As a result, students are able to discover their unique abilities, which opens the door to new career possibilities.

2.3.7 Collaboration

The ability to work with others through social media is yet another significant advantage of the medium. Students and teachers can work together to attain a common objective by collaborating intellectually and socially [7]. Users of social networking sites are encouraged to collaborate, think and act as a group. Listening and compromise abilities are also required. Students may need to ask others for help and advice in using services, or understand how platforms work by observing others, particularly in complex gaming or virtual environments. Users will be more equipped to assist others once they have got the confidence to do so in a new situation [1]. Use social media to find and distribute information from both internal and external sources. It's also possible for students to create their own educational materials [7].

2.3.8   The Use of Social Media to Do Research

Social media in education makes it simple for anyone—students or teachers—to locate reputable academic sources quickly and efficiently [7]. A student's education field can be researched on social media sites such as Twitter, Facebook, Instagram, and YouTube. There are numerous instructional Facebook groups available for students to join.

2.3.9   Using Social Media to Connect with Experts

Students can use social media to find out who the experts are in a given field and academic area [7]. As in following famous persons, subject specialists, business tycoons, prominent lecturers, or those in their career sector who they idolize. This means that kids may do everything from chatting with their peers to keeping up with the newest information on the topics of their choice at the touch of a button [17]. As a result, when students follow these professionals, they are able to learn more and gain valuable information. It's a great opportunity for students to obtain help from professionals in the subjects they are struggling with [7].

2.3.10   A Marketing Strategy

Any university event, service, or activity can be promoted through word of mouth on social media platforms [7]. In order to ensure that other students participate in the university, this is how it is done. University art and craftwork can also be advertised on this site [7]. In the future of advertising, social media is a major component of digital advertising. Marketers saw an enormous opportunity in the rapidly expanding social media user base [17]. Additionally, it's a great way to raise money. Dedicated social media advertising efforts are common for many businesses. Numerous online marketing firms that place an emphasis on social media marketing have also emerged [15].

2.3.11   Aids in the Acquisition of New Information

Through the collection of data and information, social media can help students improve their academic performance and knowledge [7]. When students are given assignments, they use various web resources to gather information for their projects.

2.3.12   Updates Regularly

Students, in particular, benefit greatly from the ease with which they can stay abreast of current events thanks to social media. It enables them to keep up with the newest

trends and developments in the industry. Additionally, it allows students to stay in touch with loved ones when away from home for university. Social media sites provide students with an abundance of study resources. It keeps them up to date on the newest technology and news developments. In this way, individuals are able to conveniently stay abreast of new job positions.

2.3.13   Exposure to the World

Every day, students can access a wealth of educational resources via social media, such as educational websites, video tutorials, and webinars. They are able to get a large amount of information from all over the internet with the use of the internet. Those who conduct thorough research can also apply to institutions in other countries, increasing their chances of finding a job and a home abroad. Students can also communicate with their lecturers online from any location in the world, as long as they have an Internet connection. Observe classrooms online, ask for assistance, and engage in discussions with more knowledgeable teachers and professors.

2.3.14   Having Easy Access to Data

Students and teachers can join a variety of online groups based on their academic interests, demographics, university or college location, and more [7]. Student groups can be set up on social media platforms like WhatsApp and Facebook so that students can get the best advice at their fingertips whenever they need it.

2.3.15   Promotes the Use of Innovative Teaching Strategies

Using social media as a teaching tool is also an option. YouTube, Facebook, Twitter, Instagram and other social media platforms can be used by teachers to share educational videos with students throughout the world. Instructors will benefit from international reputation, and students will benefit from the teacher's beneficial resources [7].

2.3.16   Engagements with the Internet

Using web technology, students can collaborate with each other by exchanging links to relevant websites and information. As a result, they are able to exchange personal information and connect with new people right away. Students were able to communicate with teachers more quickly and easily because to the use of social media. Sharing and transferring study-related information is also a simple process for students, who can do so in a matter of seconds. Students who use the internet can post all of their accomplishments and projects online so that others can learn about them.

2.3.17   Encourages Students to Take Charge of Their Own Education

Everything you need may be found on the Internet. Almost anything kids need to know can be found on the internet. Students may find it useful as a learning tool. If children don't have the help of their parents or teachers, they can just search for their lessons online [7].

2.3.18   Enhanced Communication and Literacy Skills

The ability to better communicate via social media is one of the key advantages of the medium. Students can communicate with one another via video calling and normal phone calls on platforms like Facebook, which can be accessed on a variety of devices including laptops, smartphones, and tablets. As we all know, students quickly tire of reading and writing assignments. Students, on the other hand, are more likely to consume online content because of the prevalence of social media. There are an infinite number of things to read in online chats, comments, news, articles, and eBooks. Students will benefit from this in their academic endeavors [7].

2.3.19   Participation by Parents is Essential

Social media allows parents to be more involved in their children's education. A university or college's Facebook or Twitter feed can be followed by parents so that they can keep track of their children's education. Teachers and professors, for example, can use social media to contact parents to discuss or share a student's progress [7]. Additionally, parents can build a network on platforms like Facebook Messenger or WhatsApp and receive updates on their children's universitying. As a result of all of this, parents and universities can simply interact with one another.

2.3.20   Invigorates the Mind

These are just the beginning of the videos to come. These social media sites include a lot of content that might help students improve their creative abilities. The world has a lot to teach us, and the only place we can do that right now is on social media [9].

2.3.21   Promotes Online and Remote Learning

Students may learn from the comfort of their own homes thanks to social media. As a result, some students may not have the opportunity to consistently attend their educational institution. When it comes to distant education, social media can be a valuable resource. With the help of services like Skype, we can hold classes in real

time no matter where we happen to be located. It's crucial to remember that students must be conscious of e-safety, though.

2.4   Social Media Platforms Based on Education Aspect

With social media such as Instagram and Facebook you have access to online conversation and information that is completely free.

YouTube—There's no cost to using YouTube for educational purposes, and students have the option of rating and commenting on the videos they see. In addition to being part of a course, teachers can utilize these videos to broadcast whole tutorials or just a few teasers in order to draw in a specific target audience [22].

Instagram—Among the many reasons students adore Instagram is because of the wide variety of photo and effect options it provides. Students can even build campaigns for certain organizations or just for a class by taking images, uploading them, and then adding captions to them. Teachers can use these assignments to tap into the growing popularity of Instagram among their students.

Facebook—Facebook is a great social media tool to use in the classroom because of the ease with which it can be integrated. Encourage students to "like" the class' Facebook page so that the teacher can publish class announcements, homework assignments, and discussion starters there. If you're an instructor, you can also create Facebook Groups for each of your classes so that you may stream Facebook Live Lectures as well as post discussion questions to the group as well as make class announcements [21]. As an instructor, you may quickly and easily create a restricted or open group where you can share information about a course or module or even an entire page about it. A place where students can openly discuss course-related topics, ask questions, and publish information that may be of interest to each other is available [22].

Google Plus—Circles on Google + allow teachers to connect with their students in a more personal way. If a lesson doesn't sink in the first time, students may require additional instruction. Encourage your students to form their own learning community, complete with the tools they need to succeed.

LinkIn—LinkIn is a business-only social networking site that has shown to be particularly beneficial in the field of eLearning. At the moment, there are thousands of forums and groups in many languages where educators, educators, and influencers exchange ideas, challenges, innovations, and tips on how to do things better and more effectively [22]. Due to the fact that learners and users can actually view each other's profile information and achievements, this social platform has a larger value than earlier social platforms. This usually defines who is the debate leadership, planner, or specialist.

Twitter—It's possible for teachers to use the same Twitter handle for each class year after year, or they can invent a separate handle each time they teach [21]. To assist students stay on top of their assignments, teachers might use Twitter to send reminders about due dates, encouraging quotes, and resources like online quizzes. Teachers can also organize Twitter chats and debates based on a specific hashtag that they've set up for their course [22].

2.5   New Algorithm for Regulating the Usage of Social Medias

Social media has mostly taken over the lives of teachers and students. Users may communicate with each other at any time and from any location via platforms like Instagram, Facebook, and Snapchat, while TikTok and YouTube offer an unending supply of content and amusement [14]. In order to comprehend how their most-used apps may affect their life, consumers need be aware of what happens "behind the scenes." The chapter explores rules that can lessen some of these effects because social media has a variety of risks as well as advantages. In the end, neither social media nor algorithms nor pure enjoyment are terrible. One would struggle to come up with an excuse not to impose some kind of limitations on the use of the three factors (enjoyment, technology and algorithms) combined given the way algorithms are used in the context of entertainment-rich social media. In an effort to create individual going to target safe and moral, the Center for Data Ethics and Innovation (CDEI) [6] is urging governments to regulate social media algorithms created by businesses like Facebook. According to CDEI [6], the government must make sure that the digital hazards authority examines how sites promote content in order to safeguard susceptible people in the end and foster public trust. It is unlikely that mobile phones and social media in general will be banned (though suggestions are not impossible). Thus, controlling the algorithms used to select social media content is the greatest approach for legislation to bring about significant change [14]. Countries must create and implement a public policy platform that governs the digital economy and harmonizes it with the interests of social and democratic integrity. Governments should anticipate and reduce associated risks, such as the possibility of abuse, and audit regimes must be proportionate to the types of enterprises under examination.

The quantity of posts featuring user-targeted contents that appear in a user's feed should be restricted in some way. A user might still utilize search phrases to find a certain type of content or a niche group if they were really interested in doing so [14]. Social media apps should also be governed so that, after showing users content they are initially interested in for a 30-min period, they switch to a more varied selection of postings. This would result in a gradual decline in consumption after a certain amount of time [14]. In order to protect the public from some types of personalized advertising that constitute a threat to society, platforms should be forced to keep online ad archives [16]. It is necessary to scrutinize jobs and other "possibilities" in

order to prevent online targeting from leading to discriminatory practices and age-restricted items in order to ensure that political statements can be viewed and debated [6]. Requirements for mandatory audits and inspections. One of the most important functions of an independent regulator should be to ensure that its commitments are upheld. Only if there is complete openness between the platforms and a third-party regulator will this governance architecture operate. The regulator should be able to demand the granular evidence it needs to carry out its supervisory duties, and should be able to take action when platforms fail to do so.

2.6 The Challenges of Using Social Media in HE

Because every social media challenge is different, the threats that can befall it also varies. Students' reflective practice and decision-making abilities can be honed through the use of "real-life" examples from the world of social media.

2.6.1 Distraction

Students are more likely to use social media for interacting than for academic purposes [18]. The majority of students [18] also believe that social media platforms have a favorable effect on academic advancement. According to the findings of Karpinski [11], students who use social media platforms (such as Facebook, WhatsApp, and the like) spend less time studying and, as a result, earn lower grades than those who don't. According to Karpinski and Duberstein [9], social media platforms (e.g., Telegram, Instagram, Facebook, WhatsApp, and Twitter) remain a big distraction for the present generation. Academic achievement and the use of social media are linked, according to Kubey et al. [12]. Discipline will be required if social and entertainment notifications are displayed in the same area where students are doing academic work.

2.6.2 Lack of Emotional Ties

Students are unable to form meaningful connections with one another as a result of the social media addiction. There is a lack of genuine emotional connection in most of the connections that are formed on social media. As a result, there is a great misperception of how mankind or individuals operate. There will be a large majority of people in the comment areas of posts who are promoting violence and hostility (which, by the way, makes the world look a lot scarier than it is).

2.6.3 Falsely Expressing one's Emotions

Texts and emoticons have taken the place of bodily expressions like laughing and crying on social media. People now use "LOL" or "HAHAHA" to express laughter when chatting on any social media platform, and it has become the new standard. Most distressing, the person in question may not be so much as grinning, let alone laughing. To get the conversation started, however, he/she simply typed that in front of a computer screen.

2.6.4 Interruption

The most significant drawback of incorporating social media into the classroom is the potential for it to serve as a source of academic distraction for students. Students' attention can be diverted by social media platforms like Facebook, which has a negative impact on the learning process.

2.6.5 Addiction

This has both physical and psychological consequences. Using social networking sites for long periods of time may have a negative effect on your mood. Symptoms of anxiety and depression are more prevalent among regular users. We can now see only the highlights of other people's lives, which is a surefire way to become stressed out. A lack of quality sleep as a result of overindulging in this activity is contributing to an uptick in anxiety and depression. Increased use has been demonstrated in numerous studies to have negative effects on the quality of sleep.

2.6.6 Inappropriate Social Media Content Posting

For this reason, social media is banned from universities since it is difficult to monitor kids' social media usage. It is possible for a student to submit content that is distracting or damaging to other students.

2.6.7 Reduction in Academic Achievement

A lack of concentration on learning and retaining knowledge is a result of students relying on this and the internet to offer solutions. Academic performance declines for students who try to multi-task by accessing social media sites while studying. Distractions like this make it difficult for them to focus on the task at hand.

2.6.8 Absence of Direct Exchange of Ideas

It's a common concern among instructors to worry that kids aren't getting the practical skills they need because of the real-time online stream. Students should be expected to be able to effectively express themselves and join with others in order to have healthy personal connections and social lives.

2.6.9 Lack of Control Over Inappropriate Content

Generations are exposed to a wide range of content since they have complete access to every website and social media platform, as well as no adult supervision. There are some threats that are not appropriate for a person's age or community's ideals.

2.6.10 Age-Related Issues

When it comes to news and information, researchers have shown that young people are often unable to discriminate between trustworthy social media posts and websites and those that are misleading or fake. Many students are unable to focus on anything else, such as university work or a future profession, for more than two or three hours without checking and updating their profiles on various social media sites like Facebook and Twitter. Students were found to be using smart phones, android phones, and tablets to have quick access to the internet so that they could join various social media networks. Social scientists have also suggested that a person's future college and employment chances may be harmed as much by a lack of a positive digital footprint as by a negative digital imprint. Since even deleted digital images are typically kept somewhere else, Kasra believes that teenagers need to guard themselves from leaving a permanent record of unfavorable pictures.

2.6.11 Loss of Face-To-Face Communication

Online learning is still distinct from a face-to-face class. Many studies have shown that social media might have a negative impact on students' interpersonal skills. Body language and nonverbal cues make up a large component of a discussion in addition to the words themselves [20]. Students' ability to form social connections in the same way that people do when they are face-to-face may be weakened or lost when they use social media more frequently [20]. Even in video conversations and conferences, a major percentage of body language cannot be adequately conveyed through the medium of video.

2.6.12 Cyber-Bullying

For the final time, it appears that social media has become more hostile. Some people don't just become more participatory because they are less afraid to express what they want because they are less afraid to speak what they want. They have a tendency to use their words in an aggressive and hostile manner [20]. Social media makes cyberbullying or online attacks easy. Because of the anonymity that social media networks allow, these cyber bullies are able to earn the trust of others before terrorizing them. In extremely extreme situations, these attacks leave deep mental scars and can lead to suicide. Social media is rife with slander, threats, and other forms of harassment. To put it another way, students who utilize social media for academic objectives are putting themselves at risk for cyber-bullying [20]. Other cybercriminals can also steal and exploit them as a result. Aside from the fact that social media are an excellent means of bringing people together, they can also serve as an effective tool for bullying. Students are more likely to abuse or bully each other or even their teachers because of social media.

3   Conclusion

The purpose of this chapter was to look into the possible benefits and challenges of social media in the field of higher learning. It has been found that the use of online social networks can have a positive impact on students' education. According to research, students and teachers benefit from using social media to communicate. They can communicate with each other in or out of the classroom thanks to these networks. Students who are shy, scared, or bored can more easily share their thoughts and opinions via social media, which has been found to be an excellent tool for increasing student engagement. Additionally, social media platforms stimulate cooperation since they provide teachers and students with a single location where they can gather together their ideas, examine them with their colleagues, and publish in a way that can be modified. Educators should take steps to ensure that social media is successfully used in the classroom, taking into account both the opportunities and challenges of using social media as an educational tool. Fortunately, best practices and guidelines may help teachers and students create appropriate expectations for utilizing social media in teaching and learning. Students have a lot to gain from using social media, from building business networks to finding work to becoming a source of income. It teaches students to see the world from a broader perspective and to consider issues from a broader perspective. Learning has become more enjoyable thanks to social media. It has elevated classroom instruction above the level of textbooks and lecture halls by promoting dialogue and the exchange of ideas. Education could be completely transformed if social media is properly implemented. It is essential to understand the role of social media platforms in students' academic success if they are to appreciate how they might help them succeed. Those looking to enhance online education or make better use of social media platforms for education

may find the results in the literature interesting. For the sake of enhancing student achievement in higher education, this study suggests that rather than imposing SM on their students, educational institutions should embrace rather than force them to utilize it.

Even if social media can have bad impacts on teenagers, such as a lack of privacy and a distraction from academic work and so on, they can also have positive effects and can be used in the right way. For example, students can utilize social networking sites (SNS) to stay in touch with one another when a classmate who has been absent needs to be kept up to date on current academic content or to join online communities in order to prepare a project. Regulators must keep up with the astonishing rate and scale of algorithm development and deployment. Public supervision of algorithms is urgently required, as are efforts to level the playing field between algorithm developers and the people who utilize their services. Companies' policies, practices, and outputs will need to be examined in detail in order for an algorithm assessment to be successful.

4 Implication for HEIs Management

An increasing number of educational institutions are finding that social media has a positive impact on their classrooms and students' learning outcomes. Students and faculty members alike could benefit from utilizing all of a campus's resources to encourage collaborative efforts between the two groups of students and faculty members. A campus can have and deploy educational tools and materials because of the advancement of technology and invention in the teaching and learning activities. As a way to improve student learning, educators and academics are experimenting with social media tools. A relatively new, but potentially significant, development is the rising use of social networking sites to broaden and deepen one's social ties. This has ramifications for twenty-first century classroom instruction and teacher preparation. According to this paper's main objective, it is necessary to identify knowledge gaps in the use of social networking sites in the teaching and learning process in formal settings, so that subsequent studies can be conducted in a more focused manner. It also serves as a guide for future social networking site research studies.

References

1. Alagbela AA (2022) Benefits and challenges associated with the use of social media applications in education at the basic education level in the Bolga–East District of Ghana, West Africa. Eur J Educ Pedagogy 3(1). https://doi.org/10.24018/ejedu.2022.3.1.192. www.ej-edu.org
2. Avcı K, Çelikden SG, Eren S, Aydenizöz D (2015) Assessment of medical students' attitudes on social media use in medicine: a cross-sectional study. BMC Med Educ 15:1–6

3. Brannan F (2014) Pros and cons of social media usage for students. EdtechReview. https://edt echreview.in/trends-insights/insights/

4. Camilleri MA (2017) Unlocking corporate social responsibility through integrated marketing communication. In: Camilleri MA (ed) Corporate sustainability, social responsibility and environmental management. Springer, Cham, Switzerland, pp 41–59

5. Camilleri MA (2019) The use of data-driven technologies for customer-centric marketing. Int J Big Data Manage Forthcoming. Retrieved October 7, 2019 (https://papers.ssrn.com/sol3/pap ers.cfm?abstract_id=3382746)

6. Centre for Data Ethics and Innovation (CDEI, 2019) Interim report: Review into online targeting. UK government. https://www.gov.uk/government/publications/

7. Gola M (2020) 15 benefits of using social media in education industry. Curvearro

8. Gruzd A, Paulin D, Haythornthwaite C (2016) Analyzing social media and learning through content and social network analysis: a faceted methodological approach. J Learn Anal 3(3):46–71

9. Hague A (2022) Advantages and disadvantages of social media for students. Intellectual Gyani. https://intellectualgyani.com/

10. Karpinski AC, Duberstein A (2009) A description of Facebook use and academic performance among undergraduate and graduate students. American National Research Association, San Diego, California, pp 1–19

11. Karpinski A (2009) A description of Facebook use and academic performance among under-graduate and graduate students. Annual Meeting of the American Educational Research Association, San Diego, Calif

12. Kubey L, Barrows (2001) Internet use and collegiate academic performance decrements: early findings. J Commun 51(2):366–382

13. Ledbetter AM, Finn AN (2016) Why do students use mobile technology for social purposes during class? Modelling teacher credibility, learner empowerment, and online communication attitude as predictors. Commun Educ 65(1):1–23. https://doi.org/10.1080/03634523.2015.106 4145

14. Lee B (2020) OPINION: we must regulate social media algorithms. The Student Life. https://tsl.news/opinion-regulate-social-media/

15. Majeed M, Martin O, Ashmond A (2021) The influence of social media on purchase intention: the mediating role of brand equity. Cogent Bus Manage 8(1):1–19. 1944008. https://doi.org/10.1080/23311975.2021.1944008

16. Mckenna B (2020) Social media targeting algorithms need regulation. Computer weekly. https://www.computerweekly.com

17. Mintal S (2020) 7 ways in which students can use social media to their advantage. Jograjosh Education. https://www.jagranjosh.com/

18. Oye ND, Mahamat AH, Rahim NZ (2012) Model of perceived influence of academic performance using social networking. Int J Comput Technol 2(2):24–29

19. Taylor R (2019) Online targeting and bias in algorithm decisions. Computer weekly. https://www.computerweekly.com

20. Vanessa R (2020) Advantages and disadvantages of social media for students. Skill success. https://blog.skillsuccess.com/

21. West C (2021) 12 Ways to use social media for education. Sprout Social. https://sproutsocial.com/insights

22. Willbold M (2019) Social media in education: can they improve the learning? E-Learing Industry. https://elearningindustry.com/

23. Wright A (2022) The benefits of using social media in universities. Schudio. https://www.sch udio.com/staff-members/steph/