


Chapter 5

Selective Integration: Navigating Challenges and Seizing Opportunities for Social Media Use in Teaching Across Disciplines

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ABSTRACT

Social media's integration into higher education is profound, serving as a dynamic tool for enhancing teaching and learning processes. While social media platforms like YouTube and Instagram cater to both educational content and social connectivity, they also bring challenges. These platforms facilitate interactive learning and enhance academic performance, but issues such as privacy concerns, distractions from educational tasks, and the potential for misinformation pose significant challenges. To harness the full potential of social media in educational settings, careful management and strategic implementation are essential. Challenges such as maintaining student privacy, minimising distractions, and ensuring content quality must be addressed through clear guidelines and promoting digital literacy. By selecting appropriate social media tools and fostering an environment conducive to academic success, educators can significantly enhance learning experiences, making education more engaging and aligned with digital advancements.

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INTRODUCTION

The exponentially increase in social media use is impacting communication, news sources, collaboration, entertainment and other areas. The Higher Education Academy (HEA) in the UK emphasises the significance of applying and valuing suitable learning technologies, implying the extensive use of social media by students. This approach, considered an essential tool in the teaching and learning processes, is incorporated as a fundamental component of professional knowledge under the category 'The use and value of appropriate learning technologies' as part of Core Knowledge (HEA, 2023). The HEA in the UK is a professional institution dedicated to enhancing the quality and impact of teaching and learning in higher education. It supports universities in implementing effective educational practices and professional development for academic staff, recognising the increasing integration of social media by students as a pivotal element in education.

This chapter focus on the integration of social media for learning and teaching in higher education, the opportunity it creates and the challenges it brought are areas of concern. Social media's proliferation across various sectors is a testament to its ubiquitous influence in modern life. This phenomenon has seamlessly integrated into the fabric of daily interactions, extending its reach into realms ranging from business and politics to personal relationships and leisure activities. The omnipresence of social media platforms has revolutionised communication methods, fostering a global connectivity that transcends geographical boundaries. This broad adoption underscores the versatile nature of social media, highlighting its potential to serve diverse purposes, information needs (Laiyenes & Utami, 2023), workplace (Dantas et al., 2022), E-learning (Prihatini et al., 2023), and meet a wide array of needs within society.

In this context, the focus of the current chapter is the exploration of social media's application within the educational sphere. Education, a cornerstone for societal development and personal growth, has not remained untouched by the sweeping tide of social media (Temple, 2001). This chapter aims to delve into the nuances of how these digital platforms are being harnessed to enhance learning experiences, facilitate educational delivery, and foster an environment conducive to academic exploration and collaboration.

Historical Background

Talkomatic, one of the earliest social networking sites, was launched in 1973 by Dave Woolley and Douglas Brown at the University of Illinois. This pioneering multi-user chat room application allowed several users to engage in conversations simultaneously, laying the groundwork for future developments in online social

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