

# Chapter 12

## Balancing Educational Benefits With Privacy Concerns in Social Network–Based Learning

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### ABSTRACT

*With changed dynamics in the delivery of education in this generation, it can be affirmatively deduced that social networks will play a growing role. New technologies including artificial intelligence, blockchain, and IoT are possibilities for improving the learning process. But this progress brings in new privacy issues and that is why constant monitoring and constant change is the key here. This chapter strives to give a detailed analysis of the relationship between the educational advantages and privacy issues in social network-based learning. Thus, it tries to provide the reader with knowledge of its advantages and limitations as well as hints on how to avoid the pitfall in this rather sophisticated area. Finally, the goal is to create an educational environment that will enable innovation and preservation of privacy of students and educators in the modern era.*

### 1. INTRODUCTION

Social networks have revolutionized the face of modern education. The practice of education is not only within walls or other physical learning spaces but is reverberating in virtual communities that cross geographical and cultural boundaries

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(Troussas et al., 2020). Learning through social networks with the help of platforms like Facebook, LinkedIn, Twitter, Edmodo, and even systems tailor-made for the academic environment represents a sea change in pedagogy (Ahmed et al., 2019). Yet with this extreme shift comes duality: while these advantages are enormous, the potential risks, especially those regarding privacy, require far greater scrutiny.

Social media is an effective means in the development of connectivity and collaboration in education. Instead of static webs, such structures provide an interactive network where learners, teachers, and even parents can meet for much-needed resources and discussions to give better value to learning (Azorín & Hernández, 2024). For example, Edmodo and Google Classroom provide a teacher with the opportunity to set assignments, leave feedback, and track the flow of students in real-time. Professional networks like LinkedIn Learning also empower a student with an opportunity to make contact with industry leaders, explore possible career paths, and use resources that can be aligned with professional goals.

This shift from learning to social network-based learning can be regarded as enormously speeded up through technological and global needs for digitalization, particularly after the COVID-19 pandemic (Muftah, 2024). The sudden change over to online learning in this period highlighted the role of digital tools, and how very important it is for the continuation of learning through social networks. From virtual classrooms to support groups among peers, all these form part of the educational landscape nowadays.

Among the significant advantages that social networks may afford in education is the potential for fostering collaboration and participation. Students, who were once silent recipients of information, become active participants in a much greater learning community. Learning through peers about peer-to-peer learning, from which questions can be asked, insights shared, and even the derivation of knowledge from one another, can also be done using these networks. Such multimedia tools allow for the creation of very interactive content, which might foster understanding but also play into the differing learning styles and opt for achievement (Whitworth et al., 2012).

Social networks democratize access to education. It makes it easy for students in remote or underdeveloped places to connect to educators and peers to whom they would otherwise not have access (Parhamnia, 2024). For this reason, inclusiveness will be crucial to their role in increasing equity in education, whereby students from all walks of life are given a chance to acquire knowledge and skills. Even more important is the manner in which data analytics personalizes education. On social networking sites and platforms, there are vast amounts of data collected on user behavior, preferences, and performance (Zeshan et al., 2020). If this information is utilized correctly, then it will provide insights that guide educators in direct instruction to the very needs of the learner, thereby improving the learner's learning outcomes.

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