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## **SOCIAL NETWORKS IN MODERN EDUCATION**

Social networks are one of the main methods of communication in the 21st century. We immediately ask persons about their profiles on the social network when we meet. It's kind of a way of getting to know them more, because by looking at their subscriptions, we get to know more. This type of communication is easy and accessible both locally and globally. Currently, web technologies have streamlined and strengthened links worldwide, allowing people to interact, to distribute information and practices [1, p. 3]. Students today want new, effective and fascinating teaching methods. They dislike and do not tolerate passive learning. A novel approach to solve this problem and motivate the learning process is with the use of Social Media. Students already use social media (in text messaging, chat, Facebook, Twitter etc.). Nowadays, as information (more and more) is available everywhere and mainly on the web, people need the skills and knowledge to find, access and use it effectively and this necessitates the information literacy [2, p. 25].

Currently, educational institutions are in the process of introducing social networking as a teaching and learning tool by adopting a specific platform (i.e. wiki, blog, discussion board etc.), especially regarding assessments, as a means of improving students' personal skills (i.e. motivation, leadership, negotiation, communication, problem solving, time management, and reflection) and professional skills (i.e. reading, writing, research, information, critical thinking, decision making technology, digital oral presentation, visual representations and teamwork) to enhance students' learning in the academic environment and to prepare them for the workplace in the future [1]. Nowadays, every person can learn in different contexts: formal (school, university, professional training), non-formal (workplaces, associations, clubs), informal (personal life) and incidental/experimental learning. For the best training it is important to join all type of educational platforms and learn everywhere at every time [2, p. 3].

In today's world, many educational institutions have their own profiles in social networks, but in our country this process is poorly developed. For example, the most famous universities in the world such as Cambridge, Oxford have over 500,000 followers on Instagram. Prospective university students can learn more about the educational process, student life, and more. If I plan to study at an institution, I immediately find its profile. This is very convenient because I am able to find students who study there and ask them about it. Teachers can also create conversations for easy communication with students. Technologies are evolving, so new features are emerging on social networks. For example, you can post surveys, tests, class schedules. In social networks, students can watch videos and read posts in foreign languages. It's a great experience of speaking with native speakers.

Unfortunately, education in social networks is not widespread in Ukraine. Universities have a small number of subscribers because they do not develop their

page/site. Public universities don't even think that social media advertising can work. Ads on radio and television are not effective. At this time, private universities are attracting special people to promote their pages on social networks. Students do content for their teachers' blogs, take photos, and shoot videos. Statistics show that about 45% of the world's population use social media, with an average of 2 hours and 23 minutes spent per day on social networking and messaging platforms. Facebook leads the pack with an average of 58 minutes spent per day on the platform. Instagram comes a close second at 53 minutes, and YouTube at 40 minutes per day [3].

The adoption of Social Networking has been very useful in the education sector as a means of improving knowledge acquisition and encouraging social interaction between students', and students and lecturers. Currently, web technologies are being used by enterprises to help the organization and the customers to interact, communicate and collaborate since the interface design has been developed with intellectual features to increase the interaction among the users; however, this tool has opportunities as well as some risks: therefore the use of this technology in the higher education sector will increase the interaction among students and lecturers; however, specific guidelines should be established so that opportunities to students can be maximized and risks or potential risks can be decreased or eliminated [1, p. 4].

Social networking is available in the learning management system through wiki, blogs, and discussion boards. These tools will assist students to interact with their peers and lecturers. The lecturers will use these tools to assign specific assessments to foster and enhance students' professional and personal skills. The social networking usage for educational purposes has changed teaching and learning approaches in higher education. Students become more responsible for their own learning by being provided with the appropriate tools of social networking such as wiki. These tools allow more interaction, participation, debate and discussion among students and lecturers in various assessments and activities. Furthermore, scientists confirmed that using technology for teaching and learning will allow students to manage and organize their learning based on their individual needs. On the other hand, to ensure a smooth transition from traditional teaching practices to e-learning teaching, lecturers will play a key role in the effective delivery of teaching, since the lecturer will facilitate the teaching and learning, not the technology. Several studies confirm that working and learning with social networking facility in the higher education sector will bring new opportunities for students, namely: exposure to cutting edge knowledge; the opportunity for collaboration and intercrossing relationships; enhanced communication skills; acquisition of new acquaintances, and an awareness of an environment-friendly means of communication. However, this tool can create risks related to cognitive development, social development, physical development and security [1, p. 9].

A large number of people think that digital content and online tools like social networking have helped students by providing them with online video lectures, study materials and presentations from the best professors in the world [1, p. 53].

According to the statistics, social networks have become a fundamental part of the global online experience. It's a unique learning opportunity for students who do not have the opportunity to go to the university every day. This is a worldwide box

where anyone can find the information they need. Social networking is a great learning platform. Official university pages, teacher blogs, surveys, tests will help students in their studies.

### **REFERENCES**

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