IMPACT OF SOCIAL MEDIA TECHNOLOGIES ON LEARNING IN EDUCATIONAL ENVIRONMENT

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ABSTRACT

Social Media differs from traditional electronic media such as Television, radio, telegram in many ways, including quality; reachability frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources too many receivers). This is in contrast to traditional media which operate under a mono-logic transmission model (one source too many receivers), such as a paper lets message which is delivered to many subscribers. Some of the most popular social media are Facebook, WhatsApp, Instagram, Twitter, Pinterest, LinkedIn, Google+, YouTube, Viber, Snapchat, and WeChat. These social media websites have several numbers of registered users across the world. Learning through technology be improved and increased the ability of the students in different ways to estimate their own thought by circulating for everyone in the world at any corner. It becomes more effective and attractive for digital learners.

KEYWORDS: *Social Media, Media, Learning, Effective, Technology, Digital Learners*