



Instructor: Dr. BENADDA Abdelouahid

Level: Master 1 / Language and

Communication Module: E- Learning

Unit II/: The Role of Social Media in English language Learning

Lesson 3: Benefits of Social Media

- **Course Scope:** An introduction to the concept of social media "how people connect at distance" (this course is an overview of definition of social networking, its types, and present practices)

➤ **Course Learning Objectives**

At the conclusion of this course, you should be able to:

- Explore the scope, trends, and characteristics of social media.
- Go through the basic types of social networking and its components.
- Discover the opportunities and affordances of social media.
- Explore the benefits of using social media in learning English as a foreign language.
- Explore the potential benefits and threats of using social media in learning English.

Guiding Questions to the Course

1. Can you think of some examples illustrating social media?
2. Can you list some of its tools?
3. How is social online networking useful to students?
4. Have you ever thought about using social media tools to practice and improve your English language skills?

➤ **Course content**

Social media have affected people in both ways¹. Positively, they have endowed society with:

- a) **Connectivity and greater mobility**– Social media allow people interaction to occur anytime and anywhere regardless of the location and time.
- b) **A Useful Resource in Education**– Social media offer countless benefits to learners.
- c) **Help** – People can share issues with the community to get assistance and support.
- d) **Information and Updates** – The main advantage of social media is that they update people of the latest happenings around the world.
- e) **Awareness** – Social media also create awareness and innovate the way people live.
- f) **Broader Channels for Interaction**– Synchronous and asynchronous communication tools such as instant messaging software, video-conferencing tools or social networks provide additional channels for people interaction.
- g) **Easier Operation**– Interacting with new technologies, such as touch-screen

¹ <https://www.linkedin.com/pulse/10-advantages-disadvantages-social-media-society-sachin-verma>



computers is much easier due to better graphic, usability and interface design. Academic year : 2021 / 2022.

Disadvantages of Social Media

Social media have also affected society in a negative way:

- a) **Cyber bullying** – Anyone can create a fake account. It has become quite easy for anyone to bully on the Internet. Such practices as threats, messages and rumours can create discomfort and confusion in society.
- b) **Malware attacks and hacks** – Personal data and privacy can easily be hacked and shared on the Internet. Identity theft is another issue that can cause collateral losses.
- c) **Addiction** – Social media addiction can disturb users' personal live.
- d) **Fraud and Scams** – Several examples are available where individuals have scammed and committed fraud through the social media.
- e) **Security Issues and Reputation** – People privacy is almost compromised. Social media can easily ruin someone's reputation just by crafting rumours and scandals.
- f) **Health Issues** – The excess usage of social networking sites can result in serious health disorders.

Social Media Platforms and Social Networking Sites

This section provides an overview of social media platforms².

- A. **Social Networking**: Using websites and applications to communicate informally with others, find people, and share similar interests.
- It allows users to directly connect with one another through groups, networks, and location

Examples: [Facebook](#) and [LinkedIn](#)



B. **Microblogging** : Posting of very short entries or updates on a social networking site

- Allows users to subscribe to other users' content, send direct messages, and reply publicly
- Allows users to create and share hashtags to share content about related subjects

Examples: [Twitter](#) and [Tumblr](#)



Additional tool for managing microblogging: [TweetDeck](#)

- Tweetdeck downloadable desktop application made exclusively for Twitter, allows for the organization of tweets through "customizable columns, multiple accounts toggling, scheduling, and automatically refreshing feeds".
- B. **Blogging (Using Publishing Websites)**: Recording opinions, stories, articles, and links to other websites on a personal website.

² <https://delvalle.bphc.org/mod/wiki/view.php?pageid=65>



Academic year : 2021 / 2022.

C. Examples: [Wordpress](#) and [Blogger](#)



D. Photo Sharing: Publishing a user's digital photos, enabling the user to share photos with others either publicly or privately

Examples: [Instagram](#), [Flickr](#), [Snapchat](#) and [Pinterest](#)



E. Video Sharing: Publishing a user's digital photos, enabling the user to share photos with others either publicly or privately

- Allows users to insert media in a blog or Facebook post, or link media to a tweet

Examples: [YouTube](#), [Vimeo](#), and [Periscope](#)



F. Crowdsourcing: Obtaining needed services, ideas, or content by soliciting contributions from a large group of people, particularly those from the online community.

2. Examples: [Ushahidi Inc.](#)

G. Tools for Managing Multiple Social Media Platforms

An aggregator is a tool that can be used to "aggregate social media site feeds in one spot, allowing users to search by keywords."

Example: [Hootsuite](#)

HootSuite supports social network integrations for Twitter, Facebook, LinkedIn, Google+, WordPress, and more. It has a browser-based interface that allows social media profiles to be viewed in tabs, rather than all in one window. It has the ability to filter messages, schedule posts, and manage messages through multiple platforms, as well as provide custom analytics.