

## Effect on Social Media: Its Impacts on Thai Education

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### บทคัดย่อ

การศึกษาเรื่องผลกระทบของโซเชียลมีเดียที่มีต่อการศึกษาไทย มีจุดประสงค์เพื่อศึกษาผลกระทบของการใช้งานสื่อโซเชียลมีเดียที่มีต่อการศึกษาไทย และศึกษาการประยุกต์ใช้สื่อโซเชียลมีเดียกับการศึกษาไทย ผลการศึกษาพบว่า โซเชียลมีเดียมีผลกระทบต่อการศึกษาไทยเป็นอย่างมากในขณะที่โลกกำลังเปลี่ยนแปลง ส่งผลให้ต้องปรับตัวเองเพื่อให้ได้ประโยชน์สูงสุดจากการใช้โซเชียลมีเดีย ในแง่ของการเข้มต่อกับโลกการเข้าถึงคลังความรู้มากขึ้นและสร้างแรงบันดาลใจข้อมูลและความรู้ที่เป็นประโยชน์เกี่ยวกับโซเชียลมีเดียที่มีอยู่บนอินเทอร์เน็ตสามารถนำมาใช้เพื่อเพิ่มความรู้และสร้างทักษะที่จำเป็นสำหรับผู้เรียนตลอดจนลดข้อจำกัดของเวลาและสถานที่ในการเรียนรู้ เครื่องมือเหล่านี้ขึ้นอยู่กับยุค Thailand 4.0 ซึ่งผู้เรียนสามารถเข้าถึงได้อย่างรวดเร็วผ่านทางทำให้เกิดการเรียนรู้ที่มีประสิทธิภาพ ในขณะเดียวกันก็สร้างความรู้ใหม่จากการสนับสนุน ตัวอย่างของโซเชียลมีเดียที่ใช้เป็นเครื่องมือสำหรับการจัดการเรียนรู้ ได้แก่ เฟซบุ๊ค, ทวิตเตอร์, เว็บบล็อก, ยูทูป, ไลน์ และ อินสตราแกรม

อย่างไรก็ตามโซเชียลมีเดียจะเป็นเครื่องมือที่สำคัญและมีประโยชน์มากสำหรับการจัดการการศึกษาสมัยใหม่อาจเป็นอันตรายได้หากผู้เรียนขาดการตัดสินใจในการใช้สื่อตั้งนั้นผู้สอนควรพิจารณาถึงผลกระทบเชิงลบที่จะเกิดขึ้นหากมีการจัดการและการควบคุมไม่เพียงพอ

คำสำคัญ: สื่อ, การศึกษา, ประเทศไทย ยุค 4.0

### Abstract

The study of the impact of social media on Thai education aims to study the impact of using social media on Thai education and study the

application of social media in Thai Education. The study found that Social Media (small media) has a huge impact on education while the world is changing. We have to adapt ourselves to get the most out of Social Media (small media) in terms of connection with the world, accessing a vast library of knowledge and inspiring information and good knowledge on the social media. In online social media, the tools that are available on the internet can be utilized to increase knowledge and build skills necessary for the learners, as well as to reduce the limitations of time and place of learning. These tools are based on the Thailand 4.0 era, which learners can quickly access via social media, resulting in effective learning while also creating new knowledge from direct experience. Examples of Social Media (small media) that are used as tools for learning management include Facebook, Twitter, Web Blog, YouTube, Line App and Instagram.

Anyway, Social Media (small media) will also be an important and very useful tool for managing modern education, it can be dangerous if the learners lack judgment in using the media. Therefore, lecturers should consider the negative effects that will occur if there is insufficient management and control.

**Keywords:** Social Media, Education, Thailand 4.0

## 1. Introduction

The advancement of the internet, computers, and communication technology leads to new social innovations. A new social network that is widely known that this "online community" is a public space where members of all ages, nationalities and religions, education levels, occupations and sub-societies from around the world are communicators or authors, tell the story, experience, articles, pictures, and videos that the members wrote and made or found on other media and share it with others in the game. Its network through the Internet and social media. Social networks are growing rapidly and continuously, resulting in the technological evolution of various types of social media. (Thatthanan Phumnuch, 2010).

Nowadays, Social Media (small media)(small media) has an increasing role in daily life. Especially, the learners who use Social Media (small media) to communicate widely and also have a role in the educational system. How can instructors apply Social Media (small media) to education as a way to organize teaching and learning systematically and efficiently to keep up with the changing times? And how do the instructors make the learners more interested in teaching and learning of them?

"Social media" can be said to be a widely-used social network in a variety of circles, which is not limited to the business, education, or even marketing that we often offer on it regularly. But it has a wide influence, whether it be in education, politics or even music, which clearly reflects how Social Media (small media) is influenced in each industry.

Technology can be developed to communicate without limits, talk face-to-face, providing a feeling of being close to each other by just having internet and connected smartphones that can communicate with each other without boundaries. Currently, there are many Social Media (small media) channels such as Facebook, Line, Instagram, and YouTube that are commonly used to communicate in two-way communication. On the other hand, these media are also affected. If used too much, such as playing online games, chatting through Facebook may affect health, may cause various diseases such as lack of sleep and lack of sleep because playing games so much. Too much causing the body to not get enough rest, resulting in decreased immunity, easier to catch a cold or talking on the phone for a long time Causing temporary hearing loss Or have vision problems because of staring for a long time, etc.

Social Media (small media) is not only used for entertainment, but also for using Social Media (small media) in different levels of education at universities, professors and learners. By using Social Media (small media) for presentations, submissions instead of writing and using paper. When this happens, it will have a negative effect. If you use too much, it will affect the users, both physical, educational and social as well.

## 2. Related Studies

Using social media to manage learning is the introduction of tools available on the internet applied to the benefit to increase knowledge and enhance skills needed for students, as well as to reduce the time and place of learning. These tools are based on the Thailand 4.0 era in which students and lecturers can interact quickly via social media.

## 3. What is social media?

The Royal Institute (2011) has defined the term "Social Media" as an electronic media, which is a medium that allows individuals to participate in the creation and exchange of opinions through the internet. This media belongs to various companies providing services through their websites such as Facebook, Hi5, Twitter, Wikipedia, etc.

Kanda Run-Naphong-Saikaew (2014), a lecturer at the Department of Computer Engineering, Khon Kaen University stated that:

Media means the hardware or tools used for communication.

Social means society in the context of social media.

Social means social sharing, which may be sharing content (files, tastes, opinions) or social interaction (Group integration).

Social Media (small media) means digital media or software that is based on a web system or internet website that is a social action tool developed by a communicator created by the author or Find things such as stories, events, articles, experiences, pictures, videos and music, and share content, news, experiences and talks, allowing users in the online world to get to know their networks, text, still images, animation, and voices with people in the same society quickly, efficiently, including sharing (Elizabeth, 2012; Jan 2011, Orawan Wongkaewphonthong, 2010).

In conclusion, Social Media (small media) or online media means digital media or software that runs on the basis of an internet website. It is a social action tool created by the messenger when it encounters stories, events, articles, experiences, images, videos and music, and then shares that information with users online in the network which are recognized and shared

quickly and efficiently. (Orawan Wongkaew-phothong, 2010 ; Elizabeth F. Churchill, 2012).

#### 4. Types of Social Media

Social Media (small media) is divided into 7 types as follows:

1. The type of article writing (Web Blog) is a content management system (CMS), a form of content that allows users to write an article called Post (Post) and publish easily, which provides an opportunity for people who has the ability in various fields, able to freely distribute their knowledge by writing.

2. Data / Knowledge is a web site that gathers information on various subjects in independent content, including academic, geography, history, products or services, with the emphasis on allowing people with knowledge in various matters to write or most of them are academics, professionals, or experts that are clearly visible, such as Wikipedia, Google Earth, etc.

3. The type of online games is a very popular website because it is a source of many games that are video games played on the internet. In this online game, players are able to chat, play, exchange items with other people in the game, and the reason that is very popular because players get social, so it is fun to have friends playing games together rather than playing game alone. It also has beautiful images and additional activities, such as new weapons or clothes that are important to be able to play with friends online immediately, such as Word of Warcraft, League of Legends, Star Craft etc.

4. Type of online community is a website that focuses on finding new friends or finding old friends that have not seen each other for a long time, creating your own profile by adding pictures, graphics that represent our Identity) for friends in the network to get to know us better and also have the characteristics of sharing stories, sharing experiences, such as Facebook, Google Plus etc.

5. Photo management type, a website that focuses on depositing only images by uploading images from cameras or mobile phones to the web, which can share images or trade images such as Instagram, Flickr, Pinterest etc.

6. Type of web media used to deposit or share multimedia files such as video clips, movies, music, etc. using the same method as the image hosting website, but only focusing on multimedia files such as YouTube, Ustream, Vimeo etc.

7. Business / Commerce is an online business website that focuses on buying and selling various products or services via website (e-Commerce) such as buying and selling cars, books, or residences, very popular websites such as Amazon, eBay, Lazada etc. But this type of website is not considered a true social network because it does not allow users to share information apart from focusing mainly on ordering and recommending products.

## 5. The Objectives of the Studies

1. To study the impact of using social media on Thai education.
2. To study the application of social media in Thai Education.

## 6. Social Media (small media) and Thai education

Information and communication technology has developed rapidly with a growing number of users, making it easy for everyone to access the internet and have the freedom to access, share knowledge, exchange ideas and submit ideas without being blocked under the law. It created a network called online network to communicate with Social Media (small media) as a tool for sharing, exchanging pictures, video, audio and text, which can be used to manage learners very well.

Due to the evolution of new media or Social Media (small media) today, has rapidly advanced and is widely used in all groups of society. Therefore, it has been used in the education industry to learn from this type of media, which some important reasons of using Social Media (small media) to share in the curriculum and teaching with many reasons, but there are 2 reasons that Kommer (2011: online) interesting said that;

1. Social Media (small media) is a medium that helps increase the efficiency of giving learners more freedom to learn, which bringing these types of media into schools will meet the important objectives and goals that occur to the learners.

2. The use of Social Media (small media) in schools is still limited and appropriate for users (learners) to be able to develop their own style of communication, especially communication from the website, and is also a teaching system that is suitable for beginning learners as well.

Using Social Media (small media) such as Facebook, Slide share, Flickr, Scribed and YouTube to organize teaching and learning activities is a tool that can be used. We can bring these Social Media (small media) to compile and create an effective media that is interesting, with the strengths of each type of Social Media (small media) with different presentation styles. When compiled and managed well, we will learn interesting sources through Social Media (small media)such as using Facebook as a bulletin board, used to communicate and exchange information, use Slide share to bring Snorkeling in the form of slides, use Flickr to present photos, presentations and documents with Scribed use YouTube to present video. These Social Media (small media)collections are useful for teaching and learning, allowing learners to have fun in learning, able to create knowledge by themselves, learn anywhere, anytime, no limit, and download offline content for reviewing knowledge as well.

These Social Media (small media)lecturers and learners have already used in everyday life, if used in teaching, causing learners to learn with fun by exchanging knowledge of common interests quickly and easily. At the same time, lecturers can use Social Media (small media) to organize teaching and learning activities more efficiently.

## **7. The Application of Social Media (small media) in educational management in Thailand**

Currently, the Ministry of Education Assigned the Office of Teaching and Learning Technology to organize training sessions to encourage lecturers to develop their potential and promote the use of Social Media (small media)in learning management by realizing the importance of promoting and encouraging lecturers to use online tools which existing on the internet network used to learn to create a network and collaboration between lecturers and

lecturers, learners and lecturers, learners and learners together without restrictions on the time and place that leads to endless learning (Office of Educational Technology, 2009). It is inevitably a web 2.0 era that changes present and future world (Jeff Dunn, 2011).

Tools that the Office of Educational Technology recommends that lecturers apply: (Using Social Media (small media) in Learning Management, 2013) as these following:

1. Facebook is a website for lecturers and learners can communicate and exchange ideas with one another by setting up a group of courses to communicate and exchange information between lecturers and learners and learners and learners.

2. WordPress is a ready-made website or blog where learners and lecturers can create personal blogs or individual courses for disseminating lessons in each course or interacting with students.

3. YouTube is a website used to share video files. Lecturers can upload and publish instructional videos through this website, using the videos available on the website as teaching and learning materials, and students can publish their work to friends and the lecturer leave a comment.

4. Twitter is a website used to communicate short messages quickly.

5. Slide share is a website used to share varieties of documents.

The wide variety of online tools available on the internet are effective for different uses, with development and changes rapidly which lecturers can bring these tools to apply the learning process obviously and sustainably. The fact that lecturers have an understanding of the techniques of tools combined with teaching strategies and create an interesting model for students is a very challenging for lecturers. (Office of Educational Technology and Teaching, 2011).

## 8. The impact of Social Media (small media) on Thai education

Although the use of Social Media (small media) is very useful in the role of tools to support teaching and learning. But if lecturers do not have good management, it may negatively affect the learners because the students may still not be able to control or direct themselves to use properly. The

advantages and disadvantages of using Social Media (small media) in teaching and learning can be summarized as follows:

Advantages and disadvantages of using Social Media (small media) in teaching and learning with the large amount of information presented in online social networks, if it comes to teaching and learning in the classroom, it will produce significant results in many ways as well, Kanda Runnapongsa-Saikaew, 2011 stated as follows:

### **Positive Impacts**

In the right way of using social media, it will benefit both lecturers and learners. (Poore, 2013).

For example,

1 . To promote the intellectual ability for students (Intellectual Benefit).

2 .Training for communication (Benefits for Communication), participation (Collaboration) as well as cause social learning (Socialization).

3. It is to strengthen motivation (Motivational Benefits).

4 . Adjustment of an open learning environment is easy to connect, creating relationships between societies in the classroom.

5. Encourage and support 2-way communication that can be applied in a variety of teaching and learning methods, such as cooperative learning (collaborative learning), small group learning or other co-creation of knowledge.

Therefore, using Social Media (small media) can exchange and study the information you need quickly, as the internet is now possible, Social Media (small media) itself has become an intermediary for exchanging information or studying information quickly, conveniently, and economically. Whether it is searching for knowledge, communicating with others that can be done easily without having to spend a lot of money, able to show their own things to others. All abilities can be displayed via Social Media (small media) and if it is pleasing to other people, it will become so popular that it becomes a celebrity so easily that it generates revenue for users. At this point, we see very clearly nowadays, both online sales, receiving various jobs through social media, these are all generating income for people who use it, making it easy to contact

people who are far away or not long-term. In addition, including the ability to see the movement of these people, even if not together, is a new marketing channel that many organizations have turned to Social Media (small media) very much in creating a new marketing channel to sell products or services.



**Figure 1:** The positive impact of Social Media (small media) on Thai educational system

Source: <http://www.unmeeonline.org %B8%87-socialmedia%E0%B8%A1%E0%B8%B5/>

### **Negative Impacts**

The impact of obstacles and problems from using Social Media (small media) in teaching and learning can be illustrated as follows: (Juthamas Sonkanok, 2012).

1. Uncertainty about the stability and persistence of the web, because most Social Media (small media) sites are opened for free. In some cases, the website is shut down for unknown reasons or there is a fee for the operation, such as the Ning.com website that charges users' fees.

2. The link between the system and user data for collaboration in schools without control: The users who may not be cautious in their use, such

as posting defamatory messages, adversely affecting themselves or the organization.

3. Data security and privacy: if there is no good protection, it may be misused by malicious parties.

4. The equipment involved is expensive: if the organization does not have enough budget to support it, it will not be able to use the device, such as the internet or school computer room. If there is no budget for improvement, it will become obsolete or some parents who cannot support their children to buy their own computer or tablet.

5. The lack of screening in search of information and incorrect information receiving leads to lack of discretion in presenting information and causing the content to be presented incorrectly.



**Figure 2:** The negative impact of Social Media (small media) on Thai educational system

Source: <http://www.unmeeonline.org %B8%87-social-media-E0%B8%A1%E0%B8%B5/>

However, delving into too much personal information, we see that each sign-up account needs to know personal information, which can be

dislodged or spread, deceived by the use of Social Media (small media) that is often seen, such as deceiving to defraud, deceiving sell products, these things can happen on Social Media (small media) because we do not see the face, do not know the true personality, and being easily pirated. Even if you put in pictures or other works, if you do not add your signature or strength, you may be taken to something else that we do not know, such as editing it is illegal, etc. These things make you overly obsessed, some people are so addicted to Social Media (small media) that they lose their work, some lose their education, and some have seen a lot. Therefore, the users should use Social Media (small media) appropriately.

## 9. Conclusions and Recommendations

Social Media (small media) is a useful tool that can be used by lecturers and students in teaching and learning, including document management, presentations, presentations, discussions and opinions. Etc. which will help to enhance knowledge and develop the skills needed in the 21<sup>st</sup> century of the learners as well. However, when using Social Media (small media) for teaching and learning, lecturers should consider the negative effects that will follow, should be a good example, and guide the correct use, create media literacy as a way of immunity for consumers, especially children and young people. In accepting the content through the media in analytical, critical, and evaluating media to create knowledge, this media is mostly due to the learning of learners through direct experience learning. All of these, in order for students to be able to use Social Media (small media) to improve their knowledge and skills properly, then resulting in effective lifelong learning.

Initially, Social Media (small media) usage is personal use that can be freely used. But when using it as part of the teaching and learning process, consideration should be given to the appropriateness of searching and presenting information, such as presenting information from various websites without checking for accuracy or up-to-date information, sharing information from sources that Having bias or bias or using text, documents, images or videos without reference to the source (Jaruwat Songmuang, 2011; Churairat Thongchamuenwiwat, 2009; Antony Mayfield, 2008). If the lecturer is still

unable to use technology in teaching and learning properly with the style or activity and teaching and using existing technology is not worth the budget that Government support will result in students not being able to develop the knowledge and skills they need to their full potential, for examples of ways to use Social Media (small media) to manage the education correctly and appropriately as follows:

- 1) If lecturers want to present information from various websites, they should check the accuracy or the up-to-date information by checking the information from the original or find the source of the publisher from a credible organization or person.
- 2) Lecturers should ponder the sharing of information from various sources or search for information from a variety of sources.
- 3) The use of text, documents, images or videos should have clear references to the sources.

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