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**AN EVALUATION OF SOCIAL MEDIA USAGE IN TEACHING
PROCESSES**

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ABSTRACT

Scientific and technological developments, especially in 20. Century, have accelerated the development of communication technology. As a matter of fact after the 1st and 2nd World War, Cold War had been a great factor in acceleration and development of this situation. Computer and internet technologies that have started in 70s and personal usage of which gradually increased in 90s became an integral part of daily life of human being after 2000s. Communication technologies at the present day present human beings a platform which enable them to share their thoughts and studies. Social media has a great importance in that it has user based speciality, it has constant update option, make people to come together and increase interaction between them. Those social media technologies have an education administration system potential which have great advantages. By means of those platforms knowledge becomes common, locations which are far and unreachable becomes accessible. Thus social media platforms transform into schools. By this study it is aimed to put forth the effects of mentioned social media platforms and applications in the widespread of knowledge. For this purpose social media platforms were examined, contributions of those systems were interrogated and earnings were detected.

KEY WORDS: *New communication Technologies, Social media, Teaching Processes, Interactive training, Extensive effect*

INTRODUCTION

With the first human's birth the communication of human with himself and his environment has been started. This biological communication complexity will also provide interaction with his environment which is a must for him to survive. That is a must condition of survival (Erdoğan, 1999). In ancient ages developed empires had built various techniques to facilitate communication. From the time that Persian Empire put into practice the postal service in AC 550 till today communication and media have had great changes. In last 15 years of this 2500-year way of communication changed. It inevitably became digital and addressed masses. In past with the invention of wheel distances were shortened (Büyükşener, 2009, s. 19). But with the Industrial revolution in 17th century a new era began.

New inventions in science and technique started to develop rapidly. Carriages that passed distances were superseded by steamboats and the cruises that were sailed with sailboats were superseded by steamboats. In this way journeys that took too much time started to shorten. The milestone especially in internet should be Web 2.0. Just as a content that is produced by a publisher in medias such as television, radio and newspaper could be followed by users; before Web 2.0 a content that was produced by websites' owners could have also watched by users one sided. But there was no interaction. By means of Web 2.0 users were not only reading the theme in websites, but also easily could publish self-produced content and also could easily express self-ideas about various contents with interactive applications (Genç, 2010). The main purpose of Web 2.0 and later-on new generation applications and services is for users to share themes without encountering technical obstacles and at the same time for them to benefit social interactions and co-operation potentials of internet. Web 2.0 appliances are named as social software's and they accompany the transformation from web readership into web literacy.

Internet turns out to be a media in which information is prepared and presented and then this ready information is consumed; transforms into a platform in which its content is produced, shared, united and transferred by participants (Horzum, 2010, s. 605). By means of Web 2.0 user friendly properties are increased even more. With the increase in use friendliness more programs are produced and by this mean an increase occurred in user number. Moreover, it pioneered laying out the foundation of social media.

Following Web 2.0 social media platforms such as Blogs, Facebook and Twitter became popular. Many people started to write and share their ideas. Thus, 1000s of writers showed up. People share photos and videos of various places in social media. Thus, they provide new ideas to other users and enable them to

have information about the places that they couldn't go and see. The increase in common usage of mobile phones, especially smart phones, significantly increased the acceleration of original data share. As for Web 3.0, it has semantic or artificial intelligence web concept. It could be said that Web 3.0 is a world where the content control is off human's hands and passed to artificial intelligence (Alabay, 2014; Ekinçi, 2014). The databases that are in interaction with each other are such a content producing web world that they can understand what do people like or they don't like.

Considering that all the devices and will cover the Internet, at Web 3.0 defines people's daily uses of the software can be defined as a collection of (İnanç, 2009). For example, a big search engine like Google can determine content of users' searches on web and present them advertisements related to their interests. It became possible to send various data's in seconds to opposite site by means of speed increases in web technologies. Thus, data production and share gained acceleration. This provided social media system to be a learning platform.

OBJECTIVES

Communication, information share, social labelling, idea and research, multimedia utilization, photo sharing, video sharing, live synchronize broadcast, a-synchronize voice and music sharing are the basic daily practices which are accomplished in social media. In the context of new groups and common grounds social media groups are remarkable. 20% of all daily searches in Google are about the subjects that were previously never researched. Every minute over 100 hours of videos are uploaded to You Tube. Social media activities became the principal activity of internet. Thus a platform in which many hours in our daily life are spent occurred. Even preschool children learn via tablets. To express the main lines of utilization for educational purposes of such important appliances network consists main aim of this study.

USAGE RATIOS OF INTERNET AND SOCIAL MEDIA

Information exchange gradually accelerated in 2000's with the increase in usage of social media tools. By means of smart phones that entered our lives as from 2008 usage of social media applications increased and user-friendliness also improved by the help of every update. With regards to the update procedure of social media, its multi-usage speciality and its virtual sharing feature, it is the most ideal application. People write their daily thoughts, can discuss on those thoughts and put new ideas in social media. Besides in addition to their personal information people can share various photos and videos, have their own blog and be a writer, can sdo their shopping, search job and spend most of their time in this virtual media (Vural ve Bat,

2010). As days pass this situation attracts attentions to this field and brings a connectional feature to continuously renewed virtual world. According to the 2018 internet and social media usage statistic report of “We Are Social and Hootsuite” which

was published in Turkey and all over the world, there is 4.021 billion internet user in world and this number is equal to 53% of the world population (Figure 1).



Figure 1: Digital Around the World in 2018 (Social & Hootsuite, 2018)

According to the social media statistics of 2018 the number of social media users has reached 3.196 billion and this number is equal to 42% of world population. The number is 5.135 billion for mobile users which equals to 68% of world population. The number of mobile social media users is 2.958 billion and that equals to 39% of world population. There is 3.81 billion internet user and this equals to 51% of world

population. There is 3.02 billion social media users and this equals to 37% of world population. There is 5.05 billion mobile users in world and this number equals to 66% of world population. There is 2.78 billion mobile social media users and that number equals to 34% of world population (Figure 2). Moreover the number of mobile social media users went beyond 2.95 billion.



Figure 2: World Social Media Usage (Social & Hootsuite, 2018)

According to social media usage statistics of 2018 Facebook is on 1st rank line with 2.1 billion user.

(Figure 3). Applications such as YouTube, WhatsApp, FB messenger, WeChat come after.

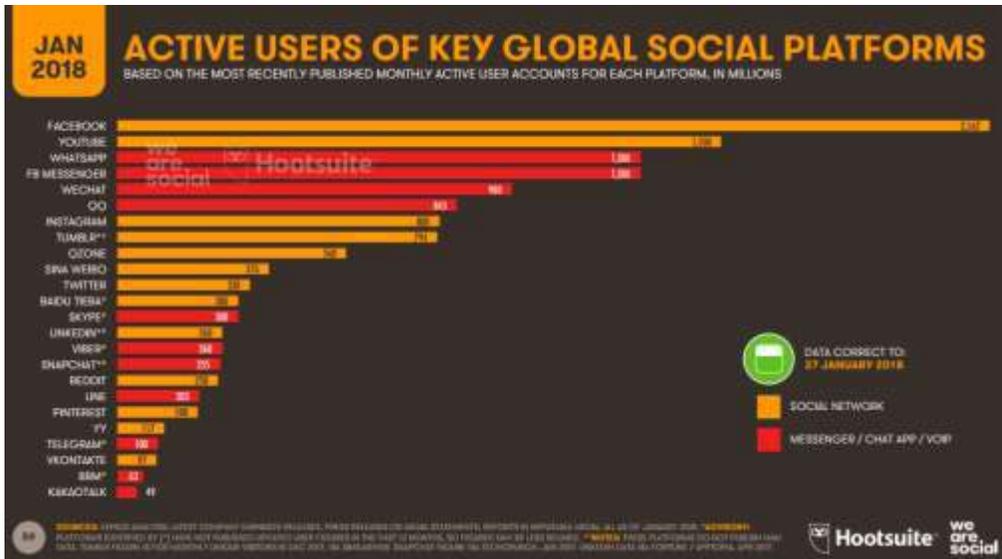


Figure 3: Active Users of Key Global Social Platforms (Social & Hootsuite, 2018)

There is 51 million active social media user (Figure 4). This equals to 63% of population of the country. 44 million users gain access to social media applications

via mobile devices. This number equals to 54% of population of the country.

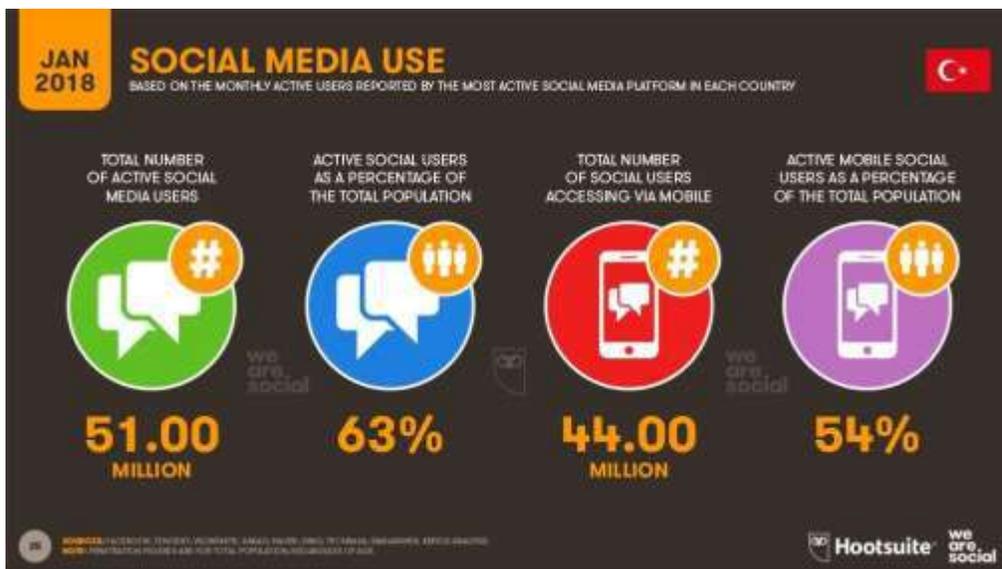


Figure 4: Social Media Using in Turkey (Social & Hootsuite, 2018)

The most favourite social media platform in Turkey is YouTube and it is followed by in order of Facebook,

WhatsApp, Instagram, FB Messenger and Twitter (Figure 5).

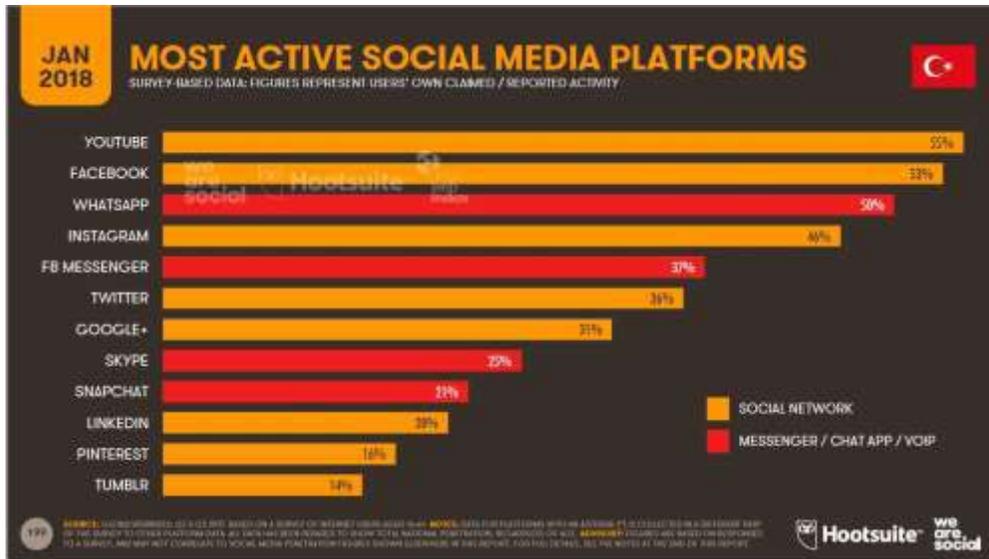


Figure 5: Most Active Social media Platforms in Turkey (Social & Hootsuite, 2018)

TEACHING FUNCTION OF SOCIAL MEDIA APPLICATIONS

Social networking websites of individuals on the internet by defining themselves in community life at the level of the same cultural methods of internet communication to people easily to get in touch with social life, that represent a variety of gestures made by showing the symbolic gestures that help to communicate social websites (Toğay, Akdur, Yetişken and Bilici, 2018). Today, dozens of social networking website has emerged that several sites and applications to interact, collaboration, communication, people, work together and develop and even learning process and changes. Nowadays there are 10s of social network websites. Those various websites and applications shape and even improve the communication, interaction, cooperation and teaching procedure of people.

Social media has various features that can enhance education periods. One of the most basic features of social media supported education is its ability to make student and teacher, who are members of traditional education system, to come together by using digital devices. Various applications makes this process easier. By the help of social media supported education like the way in video chat it is possible to maintain an alternative teaching and learning by combining voice and display, writing and display.

It is obvious that applying social network media in education and teaching provides more effective communication between student and teacher. This enable them to know another even more. Applications such as Facebook and YouTube has a meaning in terms of their personal and social activity. But moreover it could be claimed that those applications also have feedback ability, social learning features and includes

corporate training technology features. For those reasons these applications started to attract attention in terms of their relations with teaching and learning. However it is claimed that social networks will be pioneering a radical change in education system by motivating students in a better way by taking them out being passive consumers (Öztürk & Talas, S., 114-115). It is stated that social media appliances and the networks they contain could be thought as pedagogical means and in this context their potential favours are listed as follows:

- Social support and connectivity: Applications such as Myspace, Facebook and Friendster supports people to form networks and to establish communication between them. In these Medias people on one hand increase their digital sufficiency, on the other hand they are in search of actions such as informal learning, self-expression and identity.
- Co-operative Data Discovery and Sharing: Data sharing becomes very easy with many application. In this way people who have same interests can learn from each other and can contribute web based data sources which constantly develops.
- Forming content: In social media on one hand people are data producers, on the other hand they are also consumers. Everybody can prepare content, organise and share according to their or others' needs.
- Data grouping and content Modification: By means of various features in social network applications' structure consumers take the data they want rather than the one producer gives. Namely the content is consumed according to learner's desire.

Today, Social media is a platform that can interact with the audience and has gained credibility a source of. The system no longer adapt to these developments educational institution is increasing. The use of the social media in education, students learn more useful, learning groups and facilitates training other educational systems provides the ability to connect.

Social networking tools to enhance the learning methods students and offers multiple opportunities for institutions. Through these networks, allowing you to share and interact with social media, you can use add in web. Students, social networks and shared through the ALMS online can benefit from educational and resource. Will obtain valuable information through social media, can be used in a variety of subjects or in the analysis. Social media's career is a useful links for large environments. Creating these environments training strategy and helps to shape the culture of learning. The best part of the use of the social media, social media can establish contacts with experts on the subject over the connection. When you start to follow these experts earns more details and receive the useful content from them.

Social media, various topics your point of view expand an ability of. And immediately a new informative content submit. You might need help topics to get answers get in touch with is more than able to.

Facebook, Google plus groups and You Tube such as through social media networks students get in touch with link up. These channels news messages, make an announcement and information can be used to provide useful information. This, among people, many through individual group interactions to overcome the problem of strengthens the participation that helps. Admins networks and connected to pages all people reaching supportive, and they can share positive. To attract the attention of your followers can initiate the hashtag in social media and online discussions that can help.

Video, effective social media trend is an important tool. And these to inspire individuals course topics useful to help they could use it to share videos. YouTube, Facebook or Instagram such as vibrant environments interaction between people through sustainable.

Social media, offers the viewer and subject tracking tools in the research process. These, students to the research useful content assembly and can help to produce. Students on homework if its works, working on a project if its works or to obtain more information on a topic by providing a work, some of the best information and results from social media removable.

Social media also learning management systems, is a network offering software training programs. ALMS courses in social media, to help

students instant chat functions, video, information sharing and other sources may contain forums, which includes. Most of the ALMS, and that comes built into social media integration, users and system provides instant interaction between. System, strengthens student participation and facilitates collaboration team projects. Popular learning management systems, institutions, social media integration, through the system, the best way to access and use is useful in a way that would affect. Other social learning methods with vibrant conference systems, the ability to Web seminar, sharing group reviews, blogs and much more service attracts here.

CONCLUTIONS

Use of the internet with each passing time in the world tend to increase. Nowadays there are no longer expressed with billions of internet users. Every culture is different from the occupational groups are different people in different age group uses the Internet status. Increasing the degree of dependency. The flexibility of time and space of the Internet addiction, users can write their ideas freely, can share photos and videos every day, constantly updated application use of the presence of mass increases rapidly. Spreads rapidly evolves and new technologies in the context of the importance of the use of these tools, training clearly is on the rise. But the point to be considered here as a best practice for picky about which social platform will be used, it is recommended to be.

Social media applications to individuals as they are requested from one of the most basic features for traditional behaviour education system by increasing student interactions using digital tools is a compilation bringing together. Social media applications easily and healthy communications can be established through. With the visual elements and contributions that provides an alternative education and training. Also thanks to social media applications learning-teaching processes supporting visual material, text, video, and supports the process of instruction and assessment Thanks to social media applications to develop a sense of belonging to the individuals in the social media training company in the world, provides a function in your router.

Social media applications also a "portfolio". In short, and is known as the most simple definition of personal development file. Define examined many of the portfolio; they perform using individuals ' knowledge and skills are the tools they have raised their original work. Portfolios the work place as employees, educational institutions students are also used to assess and monitor the development of. Republic of Turkey Ministry of national education portfolio to be officially the concept of education. Social media applications, networks at the same time, creative, active, collaborative learning

environments, and critical-minded individuals to grow, too.

By providing personal information through social networks can create a brand. Students can present their expertise as academics or people to employers. This is creating a portfolio for students ' careers branding can help you. This is the release of a student's career, developed through social media of the learning process in terms of showing is beneficial.

Training systems the interactions between social media social networks as the number one tool for the solution of educational problems. A pleasant learning process networks created important benefits, many useful and helpful tools that make and access. Interested in a digital marketing qualification, learners to know the role of social media in education can inspire. These various forms of social media and marketing business.

These applications when used in an appropriate format, learner autonomy. For this, the content and tools as well as students and their learning is of the tutorial by selecting the formats of personalization's will use technologies by determining students forced them inflexible environment you should be able to put

Although it is popular to use in the process of teaching educators, in functional and engaging educational technologies development, they'll choke, young individuals are entirely educational purpose without being concerned with being a member of the thousands of social networking sites blog to write, create and share photos,, participates in the three-dimensional world and all apart from using social communities online messaging systems. Therefore, educators in their search for effective tools and environment with many functions already available and the students ' interest in social media environments, it is important to use by educators.

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