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Experience in Use of Social Media for Nursing Education

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Abstract

We are in the tech age and use social media in everyday life for variety of tasks. Communication methods have remarkably changed with launch of social media and it is changing every day with new software connecting people and bringing the world in a room. It wasn't a surprise when this mode of communication entered the education field. The current COVID 19 conditions are a big trigger in bringing out the maximum possible for effective communication through social media. The show must go on in education just like in other fields of life even with the disaster of CORONA-19. The students must be reached out and given their due education because education is a fundamental right of every individual. Social media proved to be a boon for education field right from primary to higher education and from general education to professional education. Nursing education couldn't be exception to this change. Although there was resistance initially, the nursing education via social media has got good momentum by now. The forgoing article details the experiences of nursing tutors as they use social media in nursing education.

Key Words: Social media, nursing education, experience of teaching

INTRODUCTION

Social media is a term used collectively for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.[1]

Some of the social media include forums, micro-blogging, social networking, social bookmarking, social curation, and wikis.[1]

Social media is commonly used to stay in touch and interact with friends and family. It is also used to communicate with different communities. Business enterprises use social media to market and promote their products sales.[2]

Social media and technology are embedded in our daily life. Naturally, they invaded our classrooms as many students are used to them.[2]

Each social media platform can be used in variety of ways in the classroom, from sharing notices to conducting live lectures, giving assignments and tests, etc.[3]

Social media provides a smoother, more direct communication between students, teachers and parents, who can interact with one another by directly entering the classroom.[3]

Social media allows for more learning opportunities as well. During current COVID 19 pandemic online classes are becoming more popular. Hence training students to learn from a distance becomes mandatory, and social media is the choice as both parties, the teachers and students are well acquainted with its basic uses.

In fact, it is important to understand the impact of social media in education before using it, but it is believed by many that it will help advance students in technology.[4]

TYPES OF SOCIAL MEDIA

Some of popular social media platforms are-

- **Facebook** is a popular free social networking website. It allows registered users to create their profiles, upload their photos, pictures, cartoons and videos. They can also send messages and keep in touch with friends, family and colleagues.

- **Twitter** is a free micro-blogging service. Registered members can broadcast short posts called tweets on this platform. Members can follow other users' tweets by using multiple platforms and devices.

- **Wikipedia** is a free, open content online encyclopedia created through the collective efforts of like-minded users known as Wikipedians. One has to register on the site. Registered person can create an article for publication. Anyone can edit the articles. Registration is not required to edit articles.

- **LinkedIn** is a social networking site designed specifically for the business/professionals community. The main aim is to allow registered members to establish and document networks of people they know and trust professionally. Professional experiences and expertise are well shared on this site.

- **Reddit** is a social news website. It is a forum where stories are socially curated and promoted by site members. The site has hundreds of sub-communities, known as "subreddits." Each subreddit works on a specific topic such as technology, politics or music. "Redditors," submit their content. Other members vote on it. The goal is to generate well-regarded stories on main page for readers/viewers.

- **Pinterest** is a social curation website. It is used for sharing and categorizing images found online. Pinterest requires brief descriptions of images. The main focus of the site is visual. original source can be traced by clicking on an image.[2]

- **WhatsApp Messenger**, or simply **WhatsApp**, is an American freeware, cross-platform centralized messaging and voice-over-IP (VoIP) service. It is owned by Facebook, Inc. It is used to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content. This application runs on mobile as well as desktop.[3]

APPLICATIONS OF SOCIAL MEDIA IN EDUCATION

In business, social media is used

- To market education quality

- To promote educational brands & patterns

- To connect to current customers – the students and their parents

- To foster new education, new methods of teaching, new courses, etc.

- To get the feedback on various course from community, students, parents, etc.

- To respond quickly to the positive as well as negative feedback.

- To attend student problems

- To maintain, regain and to rebuild students' and parents' confidence.

- To use for crowdsourcing.

- To offer ideas for future education and improvement to current ones.

- To blend education and IT services from a mix of internal and external providers.

- to help market and promote schools and universities.[3]

- to aid teachers in communicating with students even when they are outside of the classroom.[3,4,5]

- to provide students with unlimited resources and texts from credible sources that they can utilize to their advantage in essays, projects, and presentations.

- Social media is useful as a means of giving and receiving feedback at any time.

- It is an archive of ideas and other medias that can be retrieved by their users day or night.

- Social media has bridged a gap in communication between students and teachers and this increase in communication has led to deeper understanding of class material.[4,5,6]

EXPERIENCES OF SOCIAL MEDIA USE IN NURSING EDUCATION

No technology is without negative impact. It is important to be cautious about the negative impacts it can have on society.[7]

The teachers in nursing colleges were forced to use social media for teaching-learning during COVID 19 pandemic. The experiences shred by teachers include following narratives –

"Students' have logged in the class but when asked a question randomly by calling their names, many students did not even respond by saying 'yes madam'. That means they just log in the class and move away from the class." Reported Nikita class coordinator for the diploma course in nursing

"…..students were found using college official ID misusing by sharing it with other friends and family members, so I had to block the ID", says Charlotte who is in-charge of virtual teaching during pandemic in a nursing school.

"I forced the students to keep their video on while I taught, but many students did not comply. Those who kept their videos on were very shabby. They just get up and log in to class even without brushing and combing hair. Many have their food during the class. How do we expect them to be attentive?" Asks Pravin - teacher for senior students of degree nursing.

Madhavi -coordinator of Fresh batch of degree nursing students says, "students are enthusiastic about teaching – learning, however, many students do not have smart phones. Those who have are attending classes only for an hour or two as their data package for the day gets over….. They don't have money to top u their plans everyday……. About 18 out of 60 students do not have internet connectivity in their villages of residence….. There are no towers for catching social media……. 4 parents are so poor that they have no money to feed two times…… how can they be asked to buy smart phones or laptops for use of social media?

Nayna the teacher in mental health nursing reported that, "some students are not at all attentive in the class. They are busy using other social media during the class….. Some students are found disturbed as they feel that they are not able to understand any of the thing taught through social media…….. while some others tell me that they don't know how to retrieve lessons, videos, assignments shared by teachers as their mobiles get jammed every other day. …… they cannot afford modern smart phones…. Feel inferior to those who use modern ones …. Are depressed…. And hence avoid social media classes….. have failed in the subject as they don't follow anything…."

Student feedback is integrated in the college teaching module on monthly basis in most colleges. Parents and students can give their feedback on teaching learning activities. Some of the feedback are as under –

"teachers just read the content of their teaching adequate explanation is not given … find difficult to understand the topic…… some teachers are very rude on virtual class…. Some treat us like small kids of KG….. we don't know whether the class is recorded one or live one….. skill videos of nursing procedures are short duration and not clear many times…. We are better with offline classes….. we don't follow some subjects at all --- microbiology, biochemistry…. Anatomy are the toughest among all……. We don't get hands on training when social media is used to teach……. Online tests and exams are not useful as they provide for malpractices……. Some teachers are not efficient in use of social media for taking live lectures……."

These narrations prompt many challenges faced by students and teachers with the use of social media in teaching-learning process. Particularly in nursing where hands on training is integral part of education the magnitude of these problems could be more. High tech can not substitute high touch which is essential in caring for the patients.

CONCLUSION

The experiences shared here are similar for most of the nursing tutors/educators. The students at their end face their problems of no smart phones, no internet connectivity, inadequate data packs electricity issues and most importantly lack of motivation to study online. An attitude that nobody is watching me so not need to be good teacher or good student is found most detrimental to the overall teaching leaning with use of social media. Teachers at their end face problems of learning to use new technology, inadequate competencies in handling technology, more formal preparation of classes with assignments, videos etc.

And even after overcoming these hurdles at both ends, the nursing procedures cannot be taught with efficiency on virtual mode of social media because even th simple procedure of taking temperature needs a real patient for a student to be perfect for the simple reason that in nursing education it is more of learning by doing that is registered the best in minds and can be recalled the best, re-acted with confidence and to the accuracy.

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