

## USE OF SOCIAL MEDIA IN MEDICAL EDUCATION

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**Abstract:** Covid19 pandemic has totally disturbed our day to day life including teaching. As famous saying - "necessity is mother of invention", we have used different methods to teach our students and out of all most handy method was to use mobile. On an average from toddler to old age students everyone use one or other form of social media now a days so in this review article we have tried to summarize ways and means of using different social media platform.

**Key word:** teaching, assessment, social media, mobile

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Covid19 pandemic has affected each and every aspects of our life, our life style our food behavior, our social behavior, our tools of entertainment and most importantly our teaching and learning behavior. Social media has become part and partial of the teaching and assessment. Today we will see how we can use different social media for teaching and learning in medical education.

Various study shows that in today's era maximum students visit social networking site on daily basis. They are more connected to face-book than facing the book. Even kids of

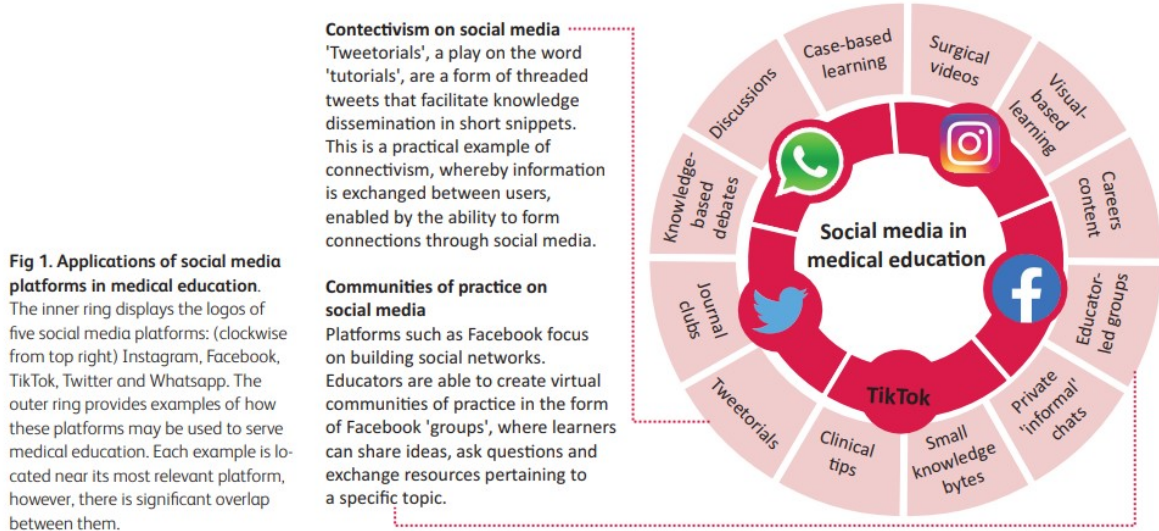
primary section are connected with each other using Whatsapp and snap chat. You will find inst and LinkedIn profile of all teens and they are following their favorite star, motivational speakers, politician etc and keep themselves updated. Today's students want to document their feelings and insights in a highly timely manner and it increases Social learning from each other, this will also increase comprehension of material and create new channels for students to learn. Table 1 below summaries use of social media by health care professionals in population under study<sup>1</sup>

Table 1: Social media used for general purposes by healthcare professionals

Social media	n	%
Facebook	135	9.3%
Twitter	166	11.4%
Instagram	231	16%
LinkedIn	88	6%
YouTube	234	16%
Snapchat	192	13.2%
WhatsApp	287	20%
Telegram	88	6%
All of the above	34	2%
Others	2	0.1%

Medical students are digital natives, they use available technologies for talking, messaging, playing online games, learning, sharing images, finding things and so on and so forth. Students are using facebook, twitter, Whatsapp, instagram, LinkedIn, google+, pinterest, tumblr, my space and many

other social media platform. In this review we have tried to put forward different way and mean of using this social media in medical education. Figure 1 below illustrate summary of different media and its various forms of use<sup>2</sup>.



Let's see one by one social media for its use amongst medical education

#### Whats app :

Whatsapp can be used in multiple way without any limitation except group strength of 257. You can create group chat, do video call, audio call, broadcast your message. Share all different type of content like, document, audio, video file. Students , teacher and parents can be connected outside institution too. It facilitate both real time i.e synchronous as well as asynchronous teaching. With use of inter-phase use can deliver bulk Whatsapp material to all students of college

People are using Whatsapp in planned/ sequential way to deliver content for specific duration and then stimulate discussion which can for one topic or multiple topic and can be conducted for half day or one day which we can call "**whatappinar**".

Most important is you can use it for conducting your course though out world without any restriction in cost effective manner<sup>3</sup>.

We can also use Whatsapp for Reminders and push notifications, using chatboat we can create Automatic messages for specific queries. It also

keep 24x7 presence of university/ college/ faculty for any need including specific teaching-learning, personal of administrative problem solving<sup>4</sup>.

Facebook: this is second most largest use social media for teaching and assessment. We can create page of specific topic, use it for sharing content, putting notice without any limitation for viewer. We can ask student to do collaborative work on facebook page. Its best way to familiarize teachers and students with each other. Using Flashcardlet, you can create your own flash cards that students can study on Facebook Face book is most commonly use for sharing our social events so if not used judiciously it may hamper your personal life

Twitter : Twitter has one of the best features is professional following and networking that ultimately resulte in improved teaching, learning, and collaboration. It provides them a channel for professional development and networking with peers, professionals, and authorities in their respective fields, with whom they can connect, communicate, share relevant resources, and follow prominent figures.

You can use it in multiple way####

Twitter can be used to teach media and information literacy, including digital skills as well as global citizenship. You can prepare students to be informed, creative, engaged, empowered as well as how to express themselves — contributing to positive societal change while being safe and smart on Twitter and everywhere else online.

Use of # Hashtags: One helpful way to connect and share with other educators on Twitter is by using #hashtags. They're a great way to organize conversations that are happening online, and to choose discussions that can be most helpful to your lifelong learning.

student can post a Tweet, create a Tweet thread, reply to a Tweet, include a photo or video in your Tweet and also mention or tag other concern person. You can also take poll and create broadcast in twitter. It can be use to share lesson as well as creating micro blog to express view.

One can plant hashtag chat for specific topic as well as planned learning in twitter in the form of **"twittorial"**

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<https://about.twitter.com/content/dam/about-twitter/en/tfg/download/teaching-learning-with-twitter-unesco.pdf>

You tube: it is a most commonly use video viewing/ uploading/ sharing platform for education. Khan academy and nazibs lecture , TED talk are most common example of it. You can use it with interphase for assessment too.

You can invite virtual guest speakers and teach limitless students across the world using audio and video which is higher up on Bloom's Taxonomy. Students can create a presentation and share it on youtube for peer assessment. Student can also Create a playlist of video related to a concept which help them to go through video without wasting time.

Google+

It is the second largest social network in the world after Facebook. Google describes it as a 'social layer', as it is integrated with its other online products, unlike most social networks,

which are independent sites. Google+ could be used for disseminating the news items that our survey respondents said they most wanted to receive articles of interest in their subject area, Conference news, Special issues, News from the media in the subject area and research debates and also Calls for papers and job opportunities. Instagram: Teachers can also use Instagram to help students. They can post homework and project reminders, they can post picture-by-picture tutorials. Instagram also help in classroom discussion through the comments section and a way for students ask for the help they need. It can be use to receiving affirmation, Networking/collaboration, Receiving ideas, give and receive Critique, Combating isolation, Communication with students, Teacherpreneur, to do Comparison, to get ideas and can also be used for documentation.

Podcast<sup>5</sup>: It is very low cost media which can be produce and distributed easily. Though there are no formal guidelines, there seems to be some consensus that these podcasts should be relatively concise (perhaps under 20 minutes) and meet certain quality standards with regards to attribution, evidence, and accuracy. The medium is promising as an adjunct to traditional training methodologies, but before institutions commit additional time and resources, educators should focus on developing evaluation metrics for this new tool, assessing its impact on medical learners, and generating evidence-based guidelines for creating new podcasts.

Students are using social media freely because of its multiple advantages like free and comfortable expression self, its handy to use it, easy to collaborate using social media, it also help to keep multiple people in look and off course quick sharing of resources. It can be very well used in small group teaching having advantage to both students and faculty. It will also provide linking to current affairs, and making explicit the learning resources for students.

On the other way it is equally necessary to have guided/supervised use of social media to avoid cyber bullying, sharing inappropriate content. It can be a place for huge distraction and student may deviate from actual study. Other key concerns are psychological safety, correctly identifying level of expertise, professionalism and ownership protections. We may also face issues of sustainability, public vs closed group posting etc.

Finally we can summarize that social media can be used commonly for Collaborative Learning, information sharing by students, social media marketing for educators, helps to foster research, continue teaching from anywhere and everywhere, taking advantage of blogs to create virtual library and promote students learning from social networking.

Adequate digital literacy is needed to maximally benefit from using such tools, which may be addressed through a process of hands-on training, mentoring, and careful selection of online tools so they are acceptable to all and provide an integrated and useful means to enhance learning

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