

USING SOCIAL MEDIA TO FLIP AND COLLABORATE IN THE UNIVERSITY

Lyashenko Mariya

Asst. Prof., Minin's University, RUSSIA, mslyashenko@mail.ru

Abstract

Technology enhanced learning is a complex process of creating an educational environment and deploying its benefits for the purpose of sharing knowledge and collaboration. E-learning provides a variety of social media to help teachers motivate learners and improve teacher-student interaction. The study describes the diversity of social media tools that can be used in teaching practices in the university. The author suggests implementing social media at three levels within the university educational structure. At a formal level educational products based on Moodle platform are incorporated. At a semi formal level wiki sites are believed to be an effective platform for teacher- student collaboration. At an informal level social networks are likely to be effective in teaching practices. Special attention is paid to incorporating social media into teaching a foreign language, advantages to enjoy and challenges to face. The advantages of using the social media in teaching are the following. Firstly, innovative education, which incorporates new asynchronous forms of learning, is characterized by increased transparency, availability and flexibility due to the easy access to the materials. Besides interactive communication is arranged with the help of variety of new forms, components and formats (hyperlinks, podcasts, video, on-line surveys, e-classes, e-libraries etc.). The teachers are given an opportunity to use an individual approach to teaching and learning based on quick feedback, autonomy of the learners, variety of forms and collaboration. Management of knowledge is based on effective processing, storage and presentation of information. Finally, strategic goal of equity and inclusiveness in education can be achieved at any level. The autonomy of each learner, the choice of tempo and time of assignments accomplishment can be varied. The disadvantages of using social media are identified and classified under the following groups of factors: technological, pedagogical, psychological, socio-economic. The author supports the idea that social media can be used as a virtual platform for better collaboration in the university at all levels. Wiki sites and social networks can be effective tools for flipping the classroom and engaging students into learning process. Psycho-pedagogical conditions for such interaction are under consideration. The combination of such factors as teacher-students motivation, an individual approach in teaching, digitization of education can create favorable educational environment for better teacher-student interaction.

Keywords: E-learning, social media, wiki sites, flipping the classroom, teacher-student collaboration.