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# THE ROLE OF THE SOCIAL NETWORK IN THE LIFE OF STUDENTS AND ITS IMPACT ON THE PEDAGOGICAL PROCESS: ANALYSIS ON THE EXAMPLE OF EDUCATIONAL REHABILITATION INSTITUTION OF HIGHER EDUCATION KAMYANETS-PODILSKY STATE INSTITUTE

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## ABSTRACT

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The connection between social media and education is becoming more direct and obvious every year. The consequences of the use of social networks in the lives of students and in the pedagogical process have not yet been fully explored. This research work aims to study the role of the social network in the life of students and its impact on the pedagogical process. The research methodology is based on surveying students in order to find out various aspects of their interaction with social networks, including time spent on them, types of use, motivations and impact on learning. In addition, an analysis of literary sources and research is conducted to obtain a more complete picture of the role of social networks in the pedagogical process. It is expected that the results of the study will help to understand how the use of social networks affects learning and the pedagogical process, and will provide a basis for further research in this area.

## KEYWORDS

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Social networks, students, learning, pedagogical process, communication, information technologies, influence, effectiveness, educational achievements, personal development.

## 6.1 INTRODUCTION

The aim of the study is to establish the relationship between the use of social networks by students and their educational achievements, as well as to determine the role of social networks in the pedagogical process. The study aims to examine various aspects of students' interaction with social networks, such as time spent on them, types of use, motivations and impact on learning. In addition, the research aims to find out how social networks can be used in the pedagogical process to improve the quality of learning and promote student development.

The relevance of the research lies in the fact that modern technologies have a significant impact on the development of education. Social networks have become one of the most popular means of communication and obtaining information among students. At the same time, their use can have both positive and negative consequences. Therefore, it is important to study the role of the social network in the life of students and its influence on the pedagogical process. The research

can help identify and understand the features of the use of social networks by students, find out how they affect learning and the pedagogical process, and also identify the possibilities of using social networks in the pedagogical process. The results of the study can be useful for educators, researchers and students who want to improve their educational achievements and understand the impact of social networks on learning and personality development.

In today's world, social networks have become a necessary part of people's lives. They have turned into a place where people communicate, share their thoughts, ideas, impressions and experiences. Social networks have also become a necessary element of students' lives. These technologies have become an integral part of their social, cultural and educational environment.

Nowadays, social networks occupy a large part of students' free time, but at the same time they can have both positive and negative effects on their lives and studies. Communication in social networks can enrich a student's outlook, contribute to the development of its social and communication skills. However, on the other hand, excessive use of social networks can lead to a distraction from learning and a decrease in educational achievement.

Since social networks are still developing, and their impact on the life and learning of students is not sufficiently studied, there is a need to conduct research on the role of social networks in the lives of students and its impact on the pedagogical process. As a result of such a study, it will be possible to understand how social networks affect the educational achievements of students, their personal development and relationships with teachers.

The first social networks began to appear in the 1990s, when access to the Internet became available to more users. One of the first social networks was Classmates.com, which was created in 1995 to help former classmates find each other online. Then in 2002, the social network Friendster appeared, which was focused on dating and communication between people from different countries of the world.

In 2004, Facebook was founded by Mark Zuckerberg, who created this social network at the beginning of its studies at Harvard University in order to communicate with its fellow students. Gradually, Facebook became one of the largest social networks in the world, with more than 2.9 billion active users at the beginning of 2021.

In general, social networks were created to help people communicate, meet and share information online. Over time, they have become an integral part of the lives of many people, especially young people, and affect various spheres of life, including the pedagogical process [1].

## **6.2 RESEARCH ON THE USE OF SOCIAL NETWORKS IN EDUCATION AND THEIR IMPACT ON STUDENTS AND THE PEDAGOGICAL PROCESS: A REVIEW OF THE LITERATURE**

One prominent researcher in this area is Jeannette Tweng [2], who has worked extensively on the study of the impact of social media on the mental health and well-being of students. The second researcher who worked in this area is Lauren Shook [3], who investigated the impact of social

networks on the academic performance of students. However, there are many other researchers who also studied this issue.

Example:

- Rachel Cohen – she investigated the relationship between the use of social networks and self-esteem of students;
- Sherry Turkle – she studied the impact of social networks on interpersonal relations and social communication of students;
- Jeffrey Halpern – he focused on the study of the impact of social networks on the professional development of students and on preparation for future careers;
- Nicole Ellison – she researched the impact of social networks on educational achievements and academic performance of students;
- Michelle Wehberg – she investigated the impact of social networks on students' attitudes towards learning and their motivation;
- Julia Wood – she focused on studying the relationship between the use of social networks and students' self-esteem;
- Catherine Fried – she investigated the impact of social networks on educational achievements and the development of students' critical thinking;
- Michael Hart – he focused on studying the use of social media for learning and increasing students' motivation to learn.

Each of these researchers made a significant contribution to the study of the role of social networks in the lives of students and their impact on the pedagogical process.

Their research has helped to enrich our understanding of how social networks affect students and how the use of social networks can be made more productive and useful for learning and education [4].

Ukrainian researchers also studied the role of social networks in the lives of students and their influence on the pedagogical process.

Example:

- Larisa Bugaichuk – she investigated the use of social networks in the pedagogical process and their impact on the educational results of students;
- Olena Gilevska – she studied the use of social networks as a means of supporting the educational and methodological activities of teachers;
- Iryna Ivanyuk – she studied the impact of social networks on the formation of students' information culture;
- Yuliya Lapinska – she focused on the study of the use of social networks in the educational process and their impact on the development of students' professional competence.

Ukrainian researchers also made a significant contribution to the study of the role of social networks in the lives of students and their impact on the pedagogical process. Their research helps to better understand the use of social networks in the educational process and to develop effective approaches to their use [5].

### 6.3 RESULTS OF THE STUDY OF THE POPULARITY OF SOCIAL NETWORKS AMONG STUDENTS

Nowadays, students use different social networks depending on their preferences and needs. Some of the most popular social networks among students include [6–9]:

- *Facebook* is one of the largest social networks used by people all over the world. Students use this network to find new friends, connect with old friends, receive information about events and announcements;

- *Instagram* is a popular photo and video social network where students can share their pictures and information about their lives;

- *Twitter* – this social network allows users to create short messages containing no more than 280 characters. Students use Twitter to receive news and information about events and to communicate with other users;

- *LinkedIn* – this social network is aimed at professional contacts and career development. Students use LinkedIn to find jobs, network with industry professionals, and interact with businesses and organizations;

- *TikTok* is a fairly new social network that has become popular among young people. It is aimed at creating short videos where students can demonstrate their talents and skills.

The popularity rating of social networks may vary depending on the country, region and age category of users.

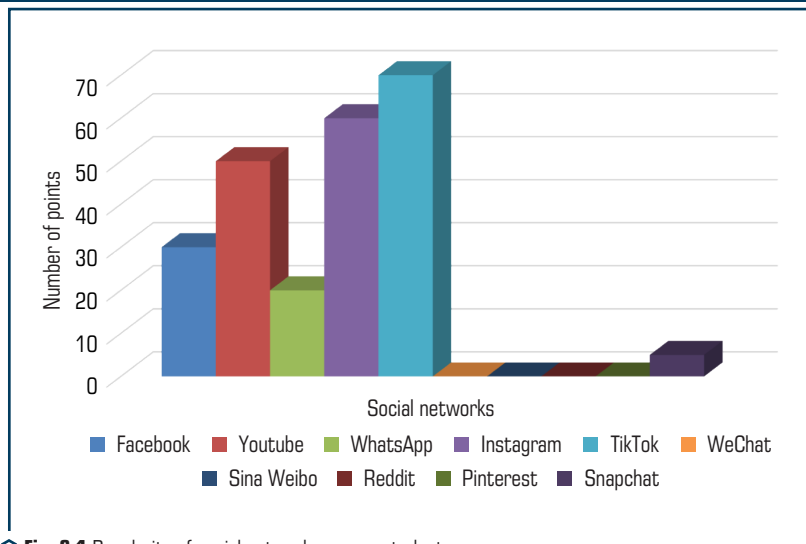
However, according to data for 2022, the most popular social networks in the world belong to the following companies:

- Facebook;
- YouTube;
- WhatsApp;
- Instagram;
- TikTok;
- WeChat;
- Sina Weibo;
- Reddit;
- Pinterest;
- Snapchat.

Each country and region may have its own popularity rating, and users of different age groups may use certain networks more, for example, younger users may be more interested in TikTok or Snapchat, while older users may use Facebook or LinkedIn more.

Here are the results of the survey "what social networks do you use" (**Fig. 6.1**).

From the graph, it is possible to see that students actively use social networks, but they prefer Facebook, YouTube, WhatsApp, Instagram, TikTok, and there were 5 more users who use Snapchat. Other social networks, such as: WeChat, Sina Weibo, Reddit, Pinterest are not popular among the surveyed students.



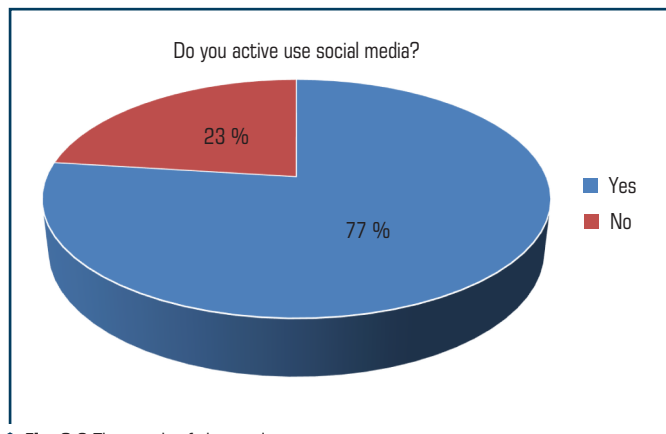
**Fig. 6.1** Popularity of social networks among students

Each country and region may have its own popularity rating, and users of different age groups may use certain networks more, for example, younger users may be more interested in TikTok or Snapchat, while older users may use Facebook or LinkedIn more.

A questionnaire was also conducted:

1. Do you use social media to get information about your learning assignments and projects?
2. Do social networks help you find materials for educational tasks?
3. Do you use social networks to communicate with your classmates and teachers about educational issues?
4. Do you use social networks to communicate with your classmates and teachers about non-academic matters?
5. Do you find useful information in social networks that increases your knowledge and expands your opportunities?
6. Do you use social networks to communicate with colleagues from other higher education institutions and countries regarding educational issues and projects?
7. Do you use social networks to communicate with your colleagues from other universities and countries regarding non-academic matters?
8. Do you think that social networks can affect your learning and personal development?
9. Do you think that the use of social networks can be a distraction from educational tasks?
10. Do you think that social networks can have a positive effect on the learning process and communication with colleagues and teachers?

As it is possible to see in **Fig. 6.2**, the result of the survey is the active use of social networks by students of the ERIHE Kamyanets-Podilskyi State Institute. They use them both for communication and for self-development and work. Social networks have become an integral part of students' lives.



○ **Fig. 6.2** The result of the student survey

#### 6.4 ANALYSIS OF THE ADVANTAGES AND DISADVANTAGES OF USING SOCIAL NETWORKS IN THE EDUCATIONAL PROCESS

Advantages of using social networks in the educational process:

1. Providing access to a large amount of information. Social media can be useful for students looking for additional information for their research, homework or projects.
2. Convenience of communication between students and teachers. Social networks provide an opportunity for participants of the educational process to communicate with each other, regardless of time and geographical limitations.
3. Creating favorable conditions for the development of students' social competence. The use of social networks can contribute to the education of students in the skills of interaction with other people and the development of their social competence.
4. Development of critical thinking and information literacy. Thanks to the use of social networks, students can learn to critically evaluate information and its sources, develop skills in searching and analyzing information.

Disadvantages of using social networks in the educational process:

1. Risk of abuse. Social media can be addictive, which can negatively affect students' learning and health.

2. Risk of distraction from studies. The use of social networks can cause students to be distracted from their studies, especially if they use social networks during classes.

3. Risk of conflicts. The use of social networks can lead to conflicts between students who may spread false information or react poorly to the opinions of other users.

4. Data privacy and security issues. Social networks may use user data for advertising purposes or transfer it to third parties, which may violate the privacy of student data.

5. Danger of involvement in dangerous situations. Social media can be used by criminals to involve students in dangerous situations such as cyberbullying, fraud or abuse.

So, the use of social networks in the educational process has its advantages and disadvantages. To make your use of social networks more effective and safer, it is important to use them with caution and be aware of the risks they may have. In addition, it is necessary to use social networks within the limits of the rules established by the educational institution, and to teach students about the healthy and safe use of these tools [10, 11].

## **6.5 STUDYING THE POSITIVE IMPACT OF SOCIAL NETWORKS ON STUDENTS' LEARNING, COMMUNICATION, SELF-EXPRESSION AND SELF-DEVELOPMENT**

In addition, the positive impact of social networks on learning can be manifested in increasing students' motivation to study the material, increasing the level of self-discipline, developing critical thinking and independence in the educational process. Also, social networks can be used as a means for communication and cooperation between students, which allows creating communities for sharing knowledge and experience, solving joint tasks and projects. The use of social media also allows students to communicate with teachers and receive additional support and advice outside of the classroom or classroom. Other possibilities of using social networks in the educational process include supporting the process of self-expression and self-development, for example, by creating blogs or video blogs with the presentation of one's own experience and knowledge, as well as using social networks to develop intercultural competence and increase the level of international cooperation [12].

In general, the use of social networks in the educational process can provide students with access to a large amount of information, help in the preservation and organization of knowledge and skills, and provide more effective communication and collaboration between students and teachers.

Social media can have some positive effects on learning, especially when used appropriately.

Example:

1. Convenient access to information. Social networks can be a useful source of information for students. They can quickly find answers to their questions or access resources to help them better understand the course material.

2. Possibility of discussion of materials. Social networks give students the opportunity to discuss learning material with other students or even teachers. This can contribute to a better understanding of the material and preparation for exams.

3. A convenient way to communicate with teachers and colleagues. Students can use social media to connect with teachers and other students outside of the classroom. This can help them get extra study help or find out more about course requirements.

4. Increasing motivation to study. Social media can be a useful tool to increase students' motivation to study. They can use social media to learn about the successes of their colleagues and motivate themselves to achieve higher results.

5. Development of digital literacy skills. The use of social networks in the educational process can contribute to the development of digital literacy skills in students. They can learn how to use social media to build digital competence.

Social networks have a significant positive impact on the communication of people, including students. Here are some of the benefits of social networks in communication:

1. Increasing social circle: social networks allow people to connect with other people from all over the world rather than being limited to their place of residence or institution. This allows students to meet new people with diverse backgrounds and interests.

2. Convenience of communication: social networks provide the convenience of communication, in particular through the ability to communicate online at a time convenient for the user. This allows students to communicate with colleagues and teachers without the need to meet in person.

3. Communities and groups: social networks allow you to create communities and groups where students can communicate and share information. For example, students can create groups to discuss specific courses or projects.

4. Improving communication skills: using social media can help students improve their communication skills, such as written and visual communication. Thanks to social networks, students can learn to express themselves and express their thoughts.

5. Support: social media can be a source of support for students. For example, they can ask for help in solving problems, ask for advice.

Thus, social networks have a significant positive impact on students' communication, providing them with access to a wide range of people, increasing the level of social support, contributing to the formation of the ability to communicate in an electronic format and providing the opportunity to learn communication skills. However, it is important to maintain a balance between the use of social networks and other forms of communication, in particular, personal communication and communication within the educational process.

Social networks also have a positive effect on student self-expression. They provide an opportunity to express one's own thoughts, ideas and feelings, which may remain unexpressed in other situations. Social networks allow students to share their creative achievements, such as drawings, photos, songs, etc., with their friends and a wider audience [13].

In addition, social networks give students the opportunity to get acquainted with world trends, cultural and social events that can affect their interests and worldview. Thanks to social networks, students can discover new ideas, meet people from different countries and cultures, and enrich their worldview.



Thus, social networks provide an opportunity for self-expression and self-realization for students, helping them discover new opportunities and develop their talents and interests.

Social networks can have a significant positive impact on the self-development of students. Thanks to the availability of a large amount of information on various topics, students can independently study new materials, research world trends and gain new knowledge, which develops their critical thinking and contributes to personal growth.

Also, social networks can be a useful tool for developing self-organization and planning skills. Students can create their schedules, notes, and save materials for further work in online services, which saves time and resources [14].

In addition, social networks can be a platform to interact with the world and other people. Students can share their thoughts, ideas and experiences with other users from different parts of the world, which enriches their perception of the world and makes them feel part of a global community.

Thus, social networks can be a useful tool for students' self-development, allowing them to develop self-organization skills, gain new knowledge, and communicate with the world.

## **6.6 STUDY OF THE NEGATIVE IMPACT OF SOCIAL NETWORKS ON EDUCATION, HEALTH, EMOTIONAL STATE AND SOCIAL BEHAVIOR OF STUDENTS**

The negative impact of social networks on students is also the subject of many studies. The main areas of research are the study of the impact of social networks on education, health, emotional state and social behavior of students. One of the main negative effects of social networks on student learning is distraction. Social media can become a source of entertainment that takes students' attention away from studies, which can lead to poor academic performance. In addition, using social media while studying can affect memory and concentration.

In terms of health, some studies show that long-term use of social media can lead to an increased risk of depression, anxiety and insomnia. In addition, poor vision and posture can be associated with long periods of time in front of a computer or smartphone screen.

Regarding the emotional state, social media can lead to feelings of failure and dissatisfaction with one's life compared to the lives of other social media users. This can lead to low self-esteem and feelings of anxiety.

In terms of social behavior, social media can lead to fewer face-to-face meetings and interactions in real life. This can lead to a reduced opportunity to develop social skills and connections.

Social media can have a negative impact on student learning. The most common problems are distraction from learning and reduced productivity. Students may spend too much time on social media, forgetting to do homework or prepare for classes. This can lead to lower grades and poorer academic performance. Also, social networks can cause the spread of inaccurate information, which can affect the quality of education and knowledge of students. For example, students may use inaccurate information in their papers, which may result in a low grade or even expulsion.

In addition, social media can lead to decreased concentration and memory impairment. Frequent interruptions of learning to check social networks can lead to a decrease in the effectiveness of memorizing the material, as well as to a violation of the process of concentration during classes [15].

Also, social networks can contribute to the rapid spread of fears and negative emotions among students. For example, news about global problems, conflicts and crises can cause fear and anxiety among students, which can affect their emotional state and concentration in studies.

There are several negative aspects of the use of social networks on the health of students:

1. *Physical health*: many students spend a lot of time in front of the screens of their devices, which can lead to vision problems, headaches, sunburns and other physical problems.

2. *Mental health*: using social media can cause stress, anxiety and depression. This can be related to the fear of not having support and like-minded people in the social network, comparing yourself to others and fear of missing something important.

3. *Addiction*: using social media can lead to Internet addiction, which can affect physical and mental health. Many students may spend a lot of time on social media instead of being physically active, connecting with friends and family, or doing other worthwhile activities.

4. *Identity theft*: using social media can lead to identity theft, which can be harmful to health. If a student's data becomes available to third parties, it can lead to the theft of personal identifiers, financial data and other sensitive data.

Therefore, the use of social networks can have a negative impact on the health of students if they spend too much time on these networks and do not follow a rational strategy for their use.

Social networks can have a negative impact on the emotional state of students. Depending on how users use social media, they may be prone to emotional imbalances, depression, and anxiety.

For example, frequent use of social networks can lead to feelings of loneliness, alienation and dissatisfaction with one's life. This may be due to the fact that users often compare their lives with the lives of other users who may only show the best moments of their lives on social networks.

In addition, social media abuse can also lead to stress and anxiety. For example, users may feel compelled to respond to messages, update their profile, or follow the news. This can lead to overload, feeling unable to manage your time and divide it between study and rest.

The negative effects of social media on the emotional state of students may also be related to negative relationships with other users, such as cyberbullying, cybercrime, and online anger. This can lead to feelings of fear, anxiety and depression.

Social networks can have a negative impact on students' social behavior, especially on their relationships with peers and loved ones. Some possible effects of social media use on student social behavior include:

1. *Decreased empathy*: some studies show that using social media can decrease the level of empathy in students. This may be due to the fact that social networks provide the opportunity to interact with other people using electronic devices, which does not provide an opportunity to develop emotional interaction skills in real life.

2. *Isolation*: using social media can cause students to become distant from their friends and loved ones. Because social networks provide a convenient way to communicate, students may forget the importance of personal interaction with other people. This can contribute to feelings of loneliness and isolation.

3. *Harmful effects on relationships*: the use of social media can also affect students' relationships with their peers. There are often pages on social networks that post offensive comments, images or videos that can cause conflict and discord between students.

4. *Addiction to social media*: Using social media can lead to addiction, especially when used excessively.

5. *Resistance to healthy behaviors*: social media use can also lead to resistance to healthy behaviors. For example, people may start smoking or drink alcohol because of social norms or peer pressure in social networks.

6. *Influence on sexual behavior*: the use of social media can also influence the sexual behavior of students. Some studies indicate that social media use may contribute to the likelihood of virtual sex, cyberbullying, sexual relationships, and harmful behaviors.

7. *Increasing the distance between people*: while social media can connect people, it can also increase the distance between them. Instead of meeting in person, people may exchange messages in messengers or comment on social networks, which can lead to feelings of loneliness and distance from other people.

8. *General addiction to social networks*: the use of social networks can become an addiction that can affect the social behavior and psychological state of students. People may spend excessive time on social media, which can interfere with studies, work, and other social aspects of life.

Therefore, social networks have both positive and negative effects on students and their educational process. On the one hand, social networks can be a useful tool for learning, communication, self-expression and self-development. On the other hand, they can interfere with learning, lead to negative consequences for health and emotional state, and also affect the social behavior of students.

In order to make the most effective use of social networks in the educational process, it is necessary to be attentive to their influence on students and carefully consider the advantages and disadvantages. It is important to raise students' awareness of the benefits and possible risks of using social networks, as well as to develop critical thinking skills and responsible use of these tools.

## 6.7 ANALYSIS OF THE USE OF SOCIAL NETWORKS IN EDUCATION AND COOPERATION BETWEEN PARTICIPANTS IN THE EDUCATIONAL PROCESS

The use of social networks in the educational process is not limited to communication between students, but can also be used as a means of cooperation and communication between students, teachers and other participants in the educational process.

One of the main advantages of using social networks in collaboration and communication is the possibility of instant access to information and rapid exchange of it between participants. For example, students and teachers can discuss important educational issues, solve tasks, share materials related to the educational process, etc.

In addition, the use of social networks in collaboration and communication can promote the development of a community of students and teachers, which is ensured by the exchange of ideas, knowledge and experiences. Social networks can also provide an opportunity for interaction between students of different groups and faculties, which allows them to unite to solve joint tasks and projects [4].

However, the use of social networks in collaboration and communication can also have a negative impact. For example, too much information and messages can lead to distraction from the learning process and reduced productivity. In addition, social networks can become a place for spreading unreliable or incorrect information, which can negatively affect the educational process and social environment of the institute.

It can also be noted that the use of social networks can contribute to the formation of flexible and innovative teaching methods. For example, teachers can create virtual groups in which students interact with each other and with the teacher, discuss the material, ask questions, complete tasks, etc. This approach can make learning more interesting and accessible to students.

However, it is also necessary to take into account the potential disadvantages of using social networks in the educational process, such as the negative impact on the health and emotional state of students, the possibility of conflicts in the virtual environment, the possibility of distraction from educational tasks, etc.

One of the significant advantages of using social networks in education is the possibility of cooperation and communication between students, teachers and other participants of the educational process. This allows students to easily exchange information and experience, create joint projects, develop creativity and critical thinking.

Also, the use of social networks enables teachers to monitor the activity of students, give feedback and support students in solving educational tasks. In addition, the use of social networks contributes to the development of information literacy and digital competences of participants in the educational process [12].

Of course, one cannot ignore the negative impact of social networks, in particular their impact on the health and emotional state of users. However, studying these problems and developing appropriate strategies to prevent them can make the use of social networks in the educational process an effective and safe means of communication and collaboration.

Therefore, it can be concluded that the use of social networks in the educational process has both positive and negative consequences, so it is necessary to ensure the rational and justified use of these tools. To do this, it is necessary to develop appropriate policies and recommendations for the use of social networks in the educational process, conduct training for students and teachers on cultural behavior in social networks, and take into account the specifics of each specific situation.

## 6.8 RECOMMENDATIONS FOR THE EFFECTIVE USE OF SOCIAL NETWORKS, TAKING INTO ACCOUNT THE IMPACT ON STUDENTS

For the effective use of social networks in the pedagogical process, taking into account the positive and negative impact on students and educational results, the following steps can be recommended:

1. Determine the purpose of using social networks in the educational process. Clearly state what goals you want to achieve with the help of social networks, what means you will use and what the success criteria will be.

2. Choose the right social media tool to use in your teaching process, taking into account its capabilities and limitations. For example, you can use Google Docs or Trello for joint work on projects, Slack or Microsoft Teams for communication between students and teachers, and Kahoot! or Quizlet.

3. Take into account the principle of safety and protection of student privacy. Apply strict rules to protect students' personal information, preventing access to it by third parties. Be sure to include safety issues in training courses and conduct regular briefings with students.

4. Use social networks in combination with traditional teaching methods. Social networks can complement traditional teaching methods, but not replace them completely. The use of social networks should be an auxiliary tool for achieving pedagogical goals.

5. Monitor the effectiveness of using social networks in the educational process. Regularly evaluate the effectiveness of the use of social networks.

6. Use social networks as an additional means of communication with students, but not as the main channel of communication.

7. Develop specific rules and guidelines for the use of social networks for educational purposes, and require compliance with them.

8. Provide students with useful and interesting information that will help them in their studies and self-development.

9. Encourage students to interact and share knowledge through social networks, for example, create collaborative groups for discussions and debates.

10. Make sure that social networks do not distract students from their studies and do not cause stress or other problems.

11. Use social media to monitor and evaluate students' academic performance.

12. Consider that social networks can have different effects on different categories of students (for example, on students with different levels of training, social and cultural status), so it is worth finding an individual approach to each student.

13. Do not forget about the protection of personal data and privacy of students on social networks, develop rules for their use taking these aspects into account.

Social networks can be used in various aspects of the educational process. Example:

1. *Create a community*: teachers can create groups or communities for their students on social networks where they can discuss topics, share information and communicate with each other.

2. *Sharing materials*: educators can use social media to share additional materials, tips, and resources that will help students better understand course material.

3. *Invite guests*: teachers can invite specialists and experts to their lectures so that they can share their experience and knowledge with students. This can be done through video conferences that can be held on social networks.

4. *Support and motivation*: teachers can use social media to support and motivate students. For example, they can post motivational quotes and encouraging messages to support students during difficult study assignments or before exams.

5. *Engaging in dialogue*: teachers can use social media to ask questions and discuss topics that will help engage students in dialogue and develop critical thinking.

6. *Facilitating collaboration*: social media can be a useful tool for collaboration and collaboration between students. They can exchange ideas.

## 6.9 CONSIDERATION OF LEGAL ASPECTS OF USING SOCIAL NETWORKS IN THE EDUCATIONAL PROCESS

The use of social networks in the pedagogical process requires compliance with a number of legal aspects, as it may cause a violation of the rights of students and teachers. Some of them are described below:

1. *Privacy and protection of personal data*: educators and students should be careful when sharing personal information on social networks. They must comply with the rules for protecting confidential information and personal data such as names, addresses, e-mail addresses, telephone numbers, etc.

2. *Copyright*: educators and students must follow copyright rules when they post materials on social media. They must remember that they cannot copy and distribute materials that do not belong to them without the author's consent.

3. *Bullying and discrimination*: educators and students should not allow discrimination and bullying on social networks. They must be careful not to offend other social media users or violate their rights.

4. *Ethics and professional conduct*: educators and students must adhere to ethics and professional conduct on social networks. They should be careful when sharing learning-related materials and be respectful of other users.

5. *Responsibility for publications*: teachers and students must be responsible for their publications.

In addition, educators need to be aware of the privacy and data protection rules that govern the use of social networks. For example, many countries have laws that restrict the collection and use of personal information about students, and require educators to maintain confidentiality when discussing student personal matters.

It is also important to remember that social networks can be used for purposes that contradict ethical and professional standards. For example, instructors should not use social media to ask students about personal questions related to gender, race, religion, or other sensitive topics. In addition, educators should avoid publishing any information about students that may violate their confidentiality and privacy [14].

Therefore, the use of social networks in the pedagogical process can have both positive and negative consequences.

To ensure effective and safe use of social networks, teachers must be aware of their capabilities and limitations, adhere to ethical and professional standards, and ensure confidentiality and protection of students' personal data.

Protection of personal data and copyright is an important aspect of working with social networks in the pedagogical process. The basic rules to be followed in this context include:

1. The collection and processing of personal data must be carried out in accordance with the legislation. The teacher must obtain the students' consent to the processing of their personal data and must keep them safe.
2. The teacher should be careful about spreading information about students in social networks. The teacher should avoid discussing personal data and information about students' private lives.
3. The teacher must respect the copyright of the materials it uses in the educational process. If the teacher wants to use materials belonging to another person, it must contact the author and obtain permission to use.
4. The teacher should be careful about spreading false information in social networks. If the teacher publishes any information on social networks, it must make sure that it is true and does not harm any of the participants in the educational process.
5. It is important for the teacher to remember that students may be vulnerable to negative consequences associated with their use of social networks. The teacher should help students understand the risks associated with communicating on social networks and provide advice on their safe use.

In addition, teachers should take care of copyright protection when using materials found on the Internet.

For example, if they are going to use images, videos or texts, they need to make sure that they do not infringe copyright. For this, it is possible to use sites that provide information about licenses and permissions to use materials.

Also, teachers should provide students with information on how to protect their personal data in social networks.

For example, students can be explained what data should be hidden from strangers, how to set the privacy of their profile, and how to avoid cyberbullying [10].

In general, teachers should be responsible for the use of social networks in the pedagogical process and ensure the protection of personal data and copyrights of students and other participants in the educational process.

## 6.10 PECULIARITIES OF USING SOCIAL NETWORKS IN THE EDUCATIONAL PROCESS

The use of social networks in the educational process may differ depending on the type of educational institution and the age characteristics of students. For example, in higher education institutions (universities, colleges), social networks can be used to exchange information between students and teachers, organize virtual discussions and group work, as well as to promote communication within scientific groups and projects [16].

In middle and high schools, social networks can be used as a means of organizing interaction between students and teachers, maintaining relationships with parents, providing additional support for learning and a healthy lifestyle. Some teachers also use social media to organize virtual projects and group assignments.

In primary schools, social networks can be used to facilitate communication between students and teachers, create special groups for collaborative work, provide additional support for learning and skill development.

It should be taken into account that different age groups have different features of using social networks, so teachers and other participants in the pedagogical process should take these features into account and use social networks according to the needs and capabilities of their students.

For kindergartens and preschools, the use of social networks may be unacceptable due to age restrictions and the need to protect children's privacy. However, parents and educators can use social networks to share information and communicate with other parents and professionals.

In general, the use of social networks in educational institutions should be carried out in compliance with the necessary norms and protocols, in order to ensure the safety and confidentiality of personal data of students and teachers.

## 6.11 DISCUSSION OF THE RESULTS OF SECTION 6

Social networks have a significant impact on the lives of students and the pedagogical process. The use of social networks can be useful for students and teachers in terms of communication, learning and collaboration.

However, it is necessary to observe the rules of use and ensure the protection of personal data and copyright.

Considering the fact that most students actively use social networks, educators should use them to improve the quality of learning and create a more comfortable environment for students. Using social media can help students improve their skills in interacting, communicating, and collaborating with other people, as well as increase their motivation to study.

On the other hand, the use of social networks can also have a negative impact on students, as it can distract them from the educational process and contribute to the development of bad



habits. Therefore, it is important to balance the use of social networks in the educational process, integrating them into the educational process only when it can bring a significant positive impact on student learning.

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