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**Paper: Social Media Reflection**

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EDUC 639: Trends and Issues in Educational Technology

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### **Paper: Social Media Reflection**

Technology continues to advance, and this has provided professionals and learners with a chance to use social platforms in learning. The utilization of social media platforms in education has gained tremendous success. It aids in providing students with the capacity to get more valuable information, interact with learning groups and other convenient educational systems. Furthermore, several educational technology professionals have helped influence the field creatively and positively by using the leading social platforms. Some of the professionals explained in this paper are Andrew Ng, Cathy Moore, Shelly Sanchez, and Jordan Shapiro. Social media has immense benefits to professionals because it enhances networking, engagement and encourages social learning and sharing knowledge; however, it has pitfalls such as security challenges and decreased productivity.

#### **Andrew Ng**

Andrew is an assistant professor at Stanford. Also, he is a chief scientist and vice president of Baidu, which is ranked the 4<sup>th</sup> position in the world. Andrew has experience in machine learning and statistical artificial intelligence for data mining. He regularly posts forward-thinking articles and updates on education reforms on YouTube and Twitter. His artificial intelligence and deep learning knowledge allow him to provide relevant and quality content in developing new learning methods for novel applications. For example, Andrew was involved in the development of Coursera, which offers online courses for various degrees.

#### **Shelly Sanchez**

Sanchez is a teacher trainer, instructional designer, and online instructor. Her tremendous achievement, especially in developing the #Edchat movement and winning an award, has made

her reputable. Her incredible knowledge and experience in education technology have allowed her to transform classroom culture and empower educators.

### **Cathy Moore**

Moore is well recognized for her originality and knowledge in the creation of the action mapping process. Moore's reputation is based on creating the instruction model that will make effective learning methods. The relevance in her model is that training should be utilized as a solution when there is a knowledge or skill gap. Moore's expertise and experience enable her to design strategies that provide interactive experiences of becoming a better learner or trainer.

### **Jordan Shapiro**

Shapiro is a professor at Temple University and a senior member at Cooney Center. Through research around digital technology, Shapiro has gained immense knowledge and experience using social media and the digital sphere to increase the learning experience. Also, Shapiro understands the reason for taking technology in the classroom.

### **Benefits and Pitfalls of Using Social Media Tools in Professional Practice**

Professionals can benefit a lot through the use of social media. First, they can quickly develop a professional network. Clampitt (2017) claimed that professionals could connect with their peers and relate with those with similar values. Also, social media allows professionals to engage with other team members through social networking platforms and improve communication. Finally, Kim & Freberg (2017) claimed that social media aids in promoting social learning and knowledge sharing and provide professionals with a method of interacting with each other and solve problems.

Although social media has several benefits to professionals, it is also accompanied by some pitfalls. For instance, social media use can quickly reduce productivity because professionals will spend most of their work time online. Furthermore, social media use is susceptible to hackers and viruses, leading to security breaches (Latif et al., 2019). This makes it challenging to share critical personal or company information and strategies.

### **Conclusion**

In summation, technological advancement has transformed the education system. Currently, many educational technology professionals have influenced learning through social platforms. Some such as Andrew Ng, Cathy Moore, Shelly Sanchez, and Jordan Shapiro have had positive and creative development in the field. Social media allows professionals to interact, engage and encourage social learning and knowledge sharing. On the other hand, it is susceptible to security breaches and reduced productivity.

### References

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