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SOCIAL NETWORKING IN EDUCATIONAL SYSTEM

The aim of this work is to analyze the social networking and determine its importance in educational system.

With the development of modern society information technology enters deeply people's lives. The use of IT does not solve allproblems but significantly speeds the work incomplexmoments of learning activity. The use of information technology in the science and education field is difficult to overestimate. A lot of e-libraries are available today.You can use them being at home which makes the learning and self-education process much easier.

In its turn web-resources aimed at communication are divided into the following categories:

1. Chat
2. Web Forum
3. Blog
4. RSS
5. LiveJournal
6. Social Network

The Internet comprises at least two components: forms of telecommunications and information resources.

Telecommunications forms embrace email, chat, forum, ICQ, video-, webconferences and social services Web 2.0 (Web 2.0 is a platform of social services which allows a wide range of Internet users to be not only recipients but, which is important, to be its creators and collaborators - Odnoklassniki, Vkontakte, YouTube...)

Information Internet resources include texts, audio and video material in various subjects and in different languages. However, to ensure that students will not drown in a variety of different information content and its different qualities but make the most productive use of it for their educational and professional needs, the necessity to develop special educational online resources appeared. They are aimed at teaching how to work with internet resources. These resources include hot letter, multimedia, Skrapbook, Treasure Hunt, Subject, Sample, WebQuest. These online resources are created particular for educational purposes. They can be designed in different subjects.

Social networks are very popular today. The term "social network" in information technology area is defined as an interactive, designed for many users website with content that is filled by the members of the network themselves. The most popular social networks among students of Ukrainian universities are "VKontakte», Facebook, Twitter and others. The use of communicative means in the relations system of "teacher - student" such as correspondence via e-mail, electronic magazines, hands-on training has become a usual thing today. However, the social networks use in educational activity allows participants to create online educational content, makes it possible to perform group tasks by applying additional options such as forums, comments, quiz, voting. It also facilitates the

information exchange process and allows the implementation of the continuous studying principle.

The basic principles of the social network include:

• providing with personal information (school, college, birth date, favorite activities, books, movies, skills etc.);

• seeing who is currently online and engaging in dialogue with other participants;

• finding out about another participant's status, tracing his/her behavior within social network;

• sharing with other participants in important for them materials (photos, documents)

• describing the relationship between two users (friends, family members, friends of friends and so on);

• communicating with other network members (to send private messages, comment on material);

• forming within a social network a community in accordance with common interests. [1]

Students have the opportunity to be aware of the changes that take place in the educational activity process, track classmates' educational activity as well as teacher's who in his/her turn traces and coordinates students work because activity of users is visible in the news. Social networks will be helpful in technical difficulties that are classrooms outfit with the necessary equipment to demonstrate visual materials in electronic format: a file, a link to download the file from the file exchanger, in a link to view your downloaded file lecturer without difficulty shares with students. They in turn have opportunity to get acquainted with the file content at any convenient time. Paper save is rather strong argument for the use of social media in the visual handouts dissemination.[2]

Joint electronic educational resources filling and social networks offer students the opportunity to share what they learned and what they found interesting in the network with the whole world. In addition, the social networks are provided with an option of involvement in the educational process of "third" persons: experts, consultants, specialists in the study area.

A person is more often logged in a social network under his/her own name and surname and more seldom under a pseudonym. Other Internet services provide the opposite. The positive aspect is also that students do not need to memorize new username and password to log in. He/she uses a common way to identify himself/herself in the community. Social network helps a teacher in better visual memorizing of students and understanding their interests, develops for him tasks that would interest students and provide better learning.

The use of social network is rather an important resource for learning because it has a number of positive features:

- Familiarity with interface and communicative environment for learning saves students' time to adapt to the new educational space;

- Many resources are free, however, they have significant functionality to the educational objectives implementation;

- Social services functionalityallows not only to save but also to create and share digital content; eventually students take part in the process of knowledge creation and exchange;

- Multimedia capabilities of video, audio and interactive social networks can significantly vary the idea of educational material;

- Educational activityin social networks promotes motives forlearning that are related to self-realization, self-expression, fear to fail, motives of prosocial behavior etc.;

- The use of forums, blogs, wikis technologies and other Web 2.0 tools allows either alone or together to create educational material which in turn stimulates independent cognitive activity, encourages students in the educational process, developes critical thinking, reflection and others;

- Learning through social media allows to build skills connected with the ability not only to find information, but also to alter it and on its basis create new one;

- Support of learning with the help of social services gives the possibility not to be limited only to formal classroomor in-class learning but also to expand educational community by providing educational support in extracurricular time. [3]

The social network use in university educational process has several disadvantages:

1. The lack of tools specially designed for educational purposes (e.g. maintenance of electronic report or journal)

2. The lack of access to social networks in classrooms

3. The large amount of entertainment content compared with educational one.

However, social networks are a powerful and efficient tool with a wide range of positive and unique features, the potential of which we need to use in modern education. [4]

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