

Letter to Editor

# Current trends of social media in medical education

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Life is changing dynamically every day and we as teachers must accept the modifications to persist and to provide our best to our students all the time. Current era is involvement and advertising on social media of everything and medical education is also a fragment of it. Diversity of social networking platforms are accessible for medical teachers on which students and teachers can intermingle and converse curricular and extra-curricular stuffs as and when needed. In last 14 months, due to covid times, online teaching-learning is commonly used all over the world in which social media played a major role. Actual physical classrooms are converted into virtual classroom. Widespread use of various online platforms like cosco webex, zoom, google meet, etc. make all of us addicted of web. Numerous newer ways of teaching like use of google site [1], development of e learning module [2], use of google forms for MCQs, use of google forms to obtain feedback, are born due to need. On the other hand, e learning can't replace the actual physical contact, humanity and

interaction among faculty and students, warmth, attachment and bonding of classroom teaching but e learning turned out to be best alternative in difficult time. In short, we have to prepare ourselves to adopt newer ways of teaching as and when required.

Overflowing of hybrid CMEs, webinars, virtual conferences are common in this time and increasing day by day. Use of social media is not only restricted with teaching learning but it has crossed all horizon which including publicity, earning potential, time companion, socialism and many more. Many of the faculties have started using social media as earning platform via publicizing their work online. Creation of online lecture sessions, you tube videos, live streaming, etc. are very common now. Many educational events are paid even though it is virtual without any much actual cost. Virtual social media events save transportation charges, food charges, kit charges, certificate charges, accommodation charges, felicitation charges, venue charges and

many more. Sitting in a chair in front of laptop and connection with rest of the world via internet is a boon of this century. Technology has expanded beyond imagination and current generation is welcoming it with whole heart. On the other hand older generation may found it difficult to deal with gazettes but they are also gradually learning and acquiring basic skills. Social media may avoid temporary loneliness but excessive use leads to permanent detachment from reality and physical bonding. Actual physical contact, face to face and eye to eye interactions, humanity and empathy, human warmth and touch, etc. are completely missing in virtual world. Actual physical words of admiration can't be replaced by virtual thousand likes on social media. Physical bonding can't be replaced by online friendship. Pleasure of sitting on sea shore or climbing peak of mountain can't be replaced by any virtual chat engine.

Earning potential for individual is increasing now in current virtual world compared to last decade. Global international virtual market is available without significant physical investment is a paradigm shift of marketing and making money. Medical education is also not absconded from this money making thirst. Validity, reliability and quality of internet content are also a matter of debate. In the end we can say that learning via social media is boon in this current Covid era.

Advancements in technology, cheap gazettes and inclining of population towards technology have transformed the society into a global social forum inducing the educational processes and learning environments including both teachers and students. Smart phones and social media is now becoming pillars of medical education for teaching and learning. YouTube, Facebook, Instagram, WhatsApp, etc. are the platforms helping joint learning, enhanced communication and knowledge sharing [3].

On the other hand excessive use of social media in medical education is raising concerns about potential risks of data theft and personal security, while welfares may be indistinct. Many medical colleges are adapting their curriculum suitable to incorporate social media to create teaching environments in accordance to meet need of innovation and evidence-based [4].

Social media in today's modern life along with internet based tools is helping everyone to interact with each other beyond geographical limit. Exchange of ideas, fun and learn, publish oneself, enhance educational networking are various opportunities provided by social media [5].

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