

Book Review

Implications of Social Media Use in Personal and Professional Settings

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Implications of Social Media Use in Personal and Professional Settings

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The popularity of computers, mobile devices, innovative technologies and the development of Internet has thoroughly changed our daily lives. Nowadays, people can share information, discuss and communicate with others around the world at any time, from anywhere, through the Internet. These circumstances have driven development of new tools called “social media”. The expansion of social media not only shortens the distance of communication between people, but also brings challenges to people’s information behavior (Chen, Sin, Theng & Lee, 2015). In the 21st century, higher education faces enormous changes, including social, financial, technological and population change that will influence students’ educational experience (Neier & Zayer, 2015). Today, social media is regarded as a convenient tool that has become a widely researched in education field (Güler, 2015), especially in higher education domain. Therefore, it is necessary to understand the dimensions of social media adoption and its effective use to create an interactive and free learning environment.

The book, *Implications of Social Media Use in Personal and Professional Settings*, aims to present the impartial vision of the advantage of social technologies with the negative influence on users. Apart from the preface, it is comprised of 15 chapters, which cover seven main topics including: (1) applications of social technologies, (2) cultural tourism, (3) educational technology, (4) ethical usage, (5) online classrooms, (6) psychological impacts, and (7) social isolation. The purpose of this book is to introduce many studies about social media and the psychological impacts, then propose some appropriate suggestions for applying social media in higher education.

Social media, such as Facebook, Twitter, and YouTube, play an important role in this rapidly changing world; moreover, it provides the benefit of sharing information and messages easily, quickly,

and effectively. More than this, it has been shown that more and more universities start to use social media tools as a medium of instruction for promoting and raising students' learning motivation. However, this book illustrates that there still are some problems that need to be overcome, including information security and privacy issues, cyber-bullying and negative personality traits, reduced self-esteem and feelings of loneliness, depression, etc. Even though many educators declare that social media tools have the benefit of facilitating students' learning outcomes, the authors in this book provide a different perspective. For example, it is mentioned that "critics argue that using social and digital media in this way does not improve the development of cognitive skills, making it even more difficult for students to acquire new knowledge and retain it in the long-term" (p. 110). Therefore, the effects of social media on students' learning performance should be fully investigated by educators and scholars.

The expansion of social media tools and instant messaging software has strongly attracted educators' interests in the education field and also has applications in other domains. However, it is worth noting that "Starting a new social media strategy for higher education institutions (HEI) is not an easy task and many factors need to be taken into account, including allocation of resources and an in-depth analysis of external and internal needs and drivers" (p. 185). As each class and university has different characteristics, they adopt social media tools to a varying extent. If necessary, higher education organizations need to modify the ways of using social media tools in teaching, promotion, and providing services for students. On the other hand, the impact of social media on cultural tourism and business network are both positive and effective. For instance, it is described as "Tourism companies and other organizations are faced with new consumers who can easily find information on the product or the destination, and they can share their views, make comments and provide suggestions in an informal collaborative way, increasing their influence on other consumers' decision-making" (p.243). That is, consumers can seek for information they need, such as videos and pictures, via social media and reply to messages immediately. Thus, consumers could make their decisions based on their own needs and the information acquired through social media.

Implications of Social Media Use in Personal and Professional Settings aims to introduce the new trend of using social media technologies, and illustrates the advantages and negative effects that may influence users. The content and comprehensive information provided in the 15 chapters of this book serves a variety of purposes. The terms and notions in each chapter are covered by simple and comprehensible words, using grounded and intelligible examples. A valuable contribution of this book is an in-depth discussion of a series of issues about how social media influence students, higher education organizations, tourism industry, and firms. The authors systematically arrange each of the components of this popular subject, describe the application of social media and introduce both positive aspects and detrimental effects. In our opinion, the book provides clear illustrations via specific perspectives and successfully transmits the authors' points to teachers, academics, researchers, and professionals.

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