

ВЕТЕРИНАРНІ НАУКИ

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USE OF SOCIAL NETWORKS AND MESSENGERS BY VETERINARY STUDENTS STUDYING OPERATIVE SURGERY

Abstract

With the proliferation of internet services and advances in smartphone technology, the number of people joining social networks is growing, and an industry is developing to cater to the needs of these users.

Although there are many definitions of digital social networks, all researchers agree that they represent a space or interaction system in which people engage, share information, and communicate with each other through an electronic platform connected to the internet. It is an environment that allows the establishment of interpersonal relationships at a distance.

Teenagers and young people have positively embraced the emergence of social networks and often incorporate new technologies into their daily lives for information exchange and leisure

The changes taking place in technology are affecting various industries, including the educational environment. Social networks have emerged as interactive learning environments characterized by the active participation and interaction of students within educational organizations. They foster a responsible attitude towards collaborative work and the collective construction of knowledge, enhance self-esteem, and positively impact academic performance and cognitive language skills.

Students are avid users of social networks, with many of them actively seeking opportunities to enhance their professional training, including those provided by social networks.

This also applies to veterinary students studying operative surgery. Currently, there is a lack of data on their use of social networks for educational purposes. The goal of the conducted research was to elucidate these issues.

In the research process, an analysis of scientific sources on the use of social networks for educational purposes was carried out. Sociological methods such as surveys, observations, and questionnaires were employed to gather data on the use of social networks and messengers by veterinary students studying operative surgery.

According to the obtained data, when choosing social networks, all veterinary students studying operative surgery prefer "Instagram", "YouTube", and "TikTok", with 30% of them being active users of "Facebook".

For short message exchange, all veterinary students use Viber, and in addition, 20% use the Telegram messenger, while 10% use WhatsApp.

Among all social networks, students studying operative surgery primarily use video hosting platforms such as YouTube (90%), Instagram (70%), and Facebook (20%) for educational purposes. Other platforms are mainly used for communication and non-academic information search.

Seventy percent of students studying operative surgery watch surgical videos on social networks as educational materials, while the remaining 30% prefer text materials. Of all students studying operative surgery, 70% have an interest in surgical work, while 40% are uncertain about their ability to perform it.

Key words: *social networks, higher education, veterinary medicine, operative surgery.*

Introduction. With the proliferation of internet services and advances in smartphone technology, the number of people engaging with social media is on the rise, leading to the development of an industry that caters to the needs of these users. As of February 2022, there were 4.62 billion social media users worldwide, representing 58.4 percent of the global population [6].

While various definitions of digital social networks (DSNs) exist, researchers unanimously agree that they are spaces where individuals interact, share information, and communicate to form communities, essentially creating a network [3]. Social networks are specifically defined as systems of interaction that people use with friends or acquaintances (“contacts”) through electronic platforms connected to the Internet, such as Facebook, Twitter, Instagram, and others [10]. This environment allows the establishment of interpersonal relationships at a distance [4].

It is evident that the use of social networks is widespread among teenagers and young people. They are the ones most likely to integrate social networks and new technologies into their daily lives for information exchange and leisure [11].

The evolving landscape of technology has profound effects on various industries, including the educational environment [13].

In recent years, the utilization of social networks in education has seen a notable increase. These platforms facilitate communication by bringing people together, enhancing the interaction between teachers and students and extending its duration [14]. Numerous studies have indicated that Facebook serves as an alternative means for shy students to express their ideas both inside and outside the classroom. The platform allows them to prepare and present their thoughts in writing rather than orally [7].

In the realm of education, social networks serve as content-rich learning environments characterized by the active participation and interaction of students within educational organizations. They represent an interactive learning environment that places a strong emphasis on the student's active role in the learning process [7]. These platforms contribute to fostering a responsible attitude towards collaborative work and the collective construction of knowledge [4].

Moreover, the impact of social networks extends to academic performance [2, 12] and memory management, resulting in improved cognitive language skills and better performance in tests [5].

It is noteworthy that the use of social media by students, both presently and in the future, presents an opportunity to integrate familiar technologies into the curriculum, thereby enhancing student engagement [8].

Existing data substantiate the significant role of social media in the education of students in higher educational institutions [9]. The influence of these platforms on students' educational achievements is contingent on the intensity of their use [1].

The purpose of the conducted research was to determine the social networks preferred by students studying operative surgery and to explore their utilization of network technologies for studying this discipline and enhancing their professional training.

Materials and methods. During the research process, an analysis of information sources regarding the use of social networks in higher education was conducted. The study involved 40 students from the Faculty of Veterinary Medicine and Animal Husbandry Technologies. To gather data on the use of social networks by students studying operative surgery, various methods such as surveys, observations, and questionnaires were employed.

Results and discussion. The findings from the conducted studies revealed that all interviewed students from the Faculty of Veterinary Medicine and Animal Husbandry Technologies actively use social networks. With the evolution of modern Internet technologies and the introduction of new smartphone models, the use of network programs has become an integral part of their leisure time, a crucial communication method, and one of the primary avenues for self-expression and self-promotion.

Fig. 1 illustrates the data depicting the social networks and messengers in which the interviewed students are registered.

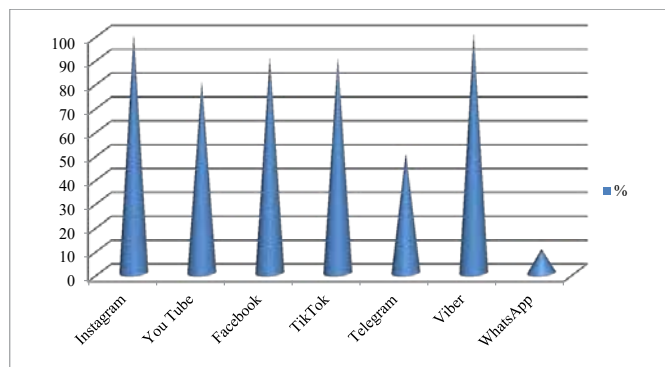


Fig. 1. Registration of students in social networks and messengers

According to the data obtained, all students are registered on “Instagram” and “Viber”. Nine out of ten students are registered on both “Facebook” and “TikTok”, while slightly fewer have registrations on the video hosting platform “YouTube”. Approximately half of the students have registrations on “Telegram”, and only a few have registrations on “WhatsApp”.

The popularity of “Instagram” can be attributed to its features, particularly the ability to upload, share, and comment on images and videos. This is facilitated by the high-quality camera capabilities of modern smartphones.

Our research indicated that 80% of students are registered on YouTube. This video hosting platform is designed for uploading, discussing, and sharing video files. Each registered user has their own channel, allowing them to upload videos that become accessible on the network.

Not all YouTube users want to upload their own videos. However, they can browse and copy the files they like. Obviously, this explains why some students do not have online registration.

Our research indicates a significant increase in the number of Facebook users among veterinary students, rising from 50% [16] to 90% in the last four years. This growth in interest can be attributed to the numerous services offered by the platform, facilitating user communication, providing various professional and educational platforms, and enabling participation in internet conferences. Furthermore, students can view profiles and communicate with their teachers through this platform.

In 2018, the emergence of the Chinese application “TikTok” brought about the publication of short videos. The main concept of this network is the creation of short videos, typically lasting no longer than 60 seconds, accompanied by music. Users can comment on videos, download them, and share them with other internet users.

“Telegram” is a cross-platform system designed for exchanging short text, audio, and video messages. It allows users to save files and run microblogs.

“Viber” and “WhatsApp” are messengers enabling the exchange of messages and video calls. Each study group in the university typically has a Viber group, administrated by the group's curator. This facilitates the sending of messages and ensures constant contact with students.

As the presence of registration does not necessarily indicate active use, we conducted a survey to determine the preferred networks and messengers among students in the research group (see Fig. 2).

According to the data we received, all students use Instagram, YouTube and TikTok all the time.

Among messengers, Viber stands out as the most popular, being utilized by all students. Every fifth participant in the survey also uses Telegram, while only a few opt for WhatsApp.

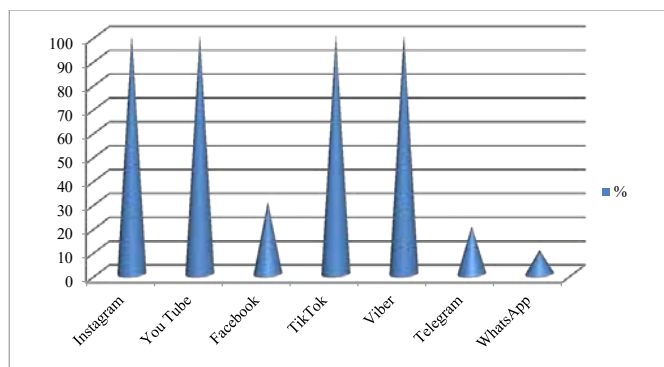


Fig. 2. Use of social networks and messengers by students

After establishing the preferred social networks among students, we conducted a survey on the utilization of internet networks for studying operative surgery. The findings from this survey are presented in Fig. 3.

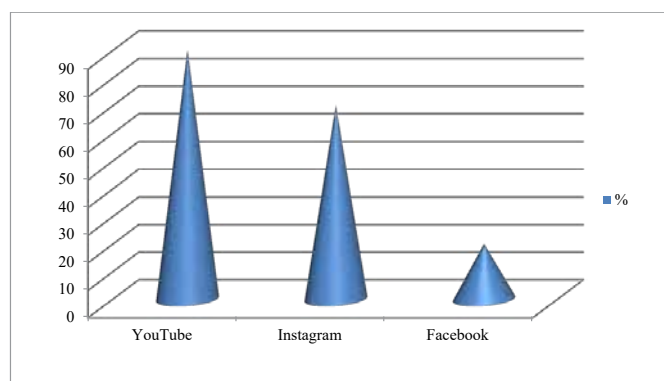


Fig. 3. Application of social networks for training

According to Fig. 3, students predominantly use YouTube for educational purposes, with 90% watching surgical videos. Seven out of ten students utilize “Instagram” for studying, and every fifth student uses the “Facebook” network. Other social platforms are primarily used for communication and non-educational information searches.

Previous studies have shown that veterinary students actively use YouTube for studying operative surgery [15].

In the next stage of our research, we conducted a survey to understand which educational materials related to operative surgery students seek in social networks. The data revealed that 70% of respondents prefer surgical videos, while 30% limit themselves to text materials (see Fig. 4).

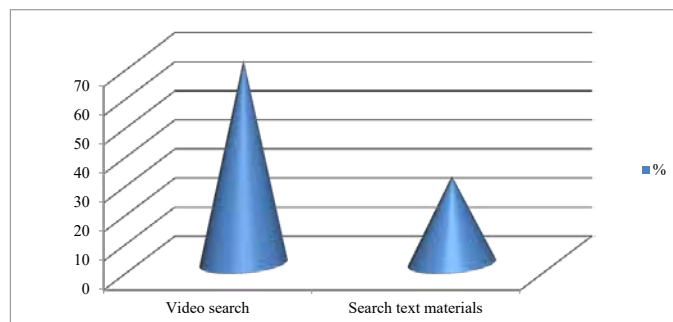


Fig. 4. Search for educational information in social networks

In our opinion, the distribution of student preferences can be attributed to the majority attempting to connect social networks not with textbooks but rather to facilitate their understanding of the topic by observing operations. These students typically avoid delving deeply into details that replicate textbook content, often favoring practical work.

Conversely, students who primarily seek textual materials aim to acquire profound theoretical knowledge, aiming for higher grades without solely relying on practical abilities.

These conclusions align with the findings of our study, which focused on students' self-assessment of their suitability for surgical work (see Fig. 5).

As depicted in Fig. 5, while the majority of students (70%) express an interest in surgical work, 40% harbor uncertainty about their ability to perform it. Evidently, some of these students gravitate towards textual and theoretical materials.

Conclusions:

1. Summarizing the above, it can be affirmed that a prevailing global trend in modern times is the widespread adoption of social networks. A substantial number of users, particularly among student youth, actively engage with the content and services offered by these platforms.

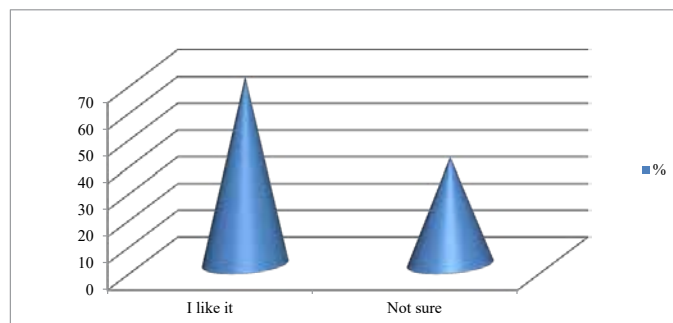


Fig. 5. Attitude of students to surgical work

2. All veterinary students studying operative surgery prefer Instagram, YouTube, and TikTok, with 30% of them actively using Facebook.

3. All veterinary students use Viber for exchanging short messages. Additionally, 20% use the Telegram messenger, and 10% use WhatsApp.

4. Students studying operative surgery primarily use YouTube (90%), Instagram (70%), and Facebook (20%) for educational purposes among all social networks. Other platforms are mainly utilized for communication and searching for non-academic information.

5. 70% of students studying operative surgery prefer surgical videos as educational materials on social networks, while the remaining 30% opt for text materials.

6. Among students studying operative surgery, 70% express a liking for surgical work, while 40% harbor uncertainty about their ability to perform it.

Prospects for further research. The conducted study lays the groundwork for future research on the utilization of social networks in the training of veterinary surgeons.

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ВИКОРИСТАННЯ СОЦІАЛЬНИХ МЕРЕЖ І МЕСЕНДЖЕРІВ СТУДЕНТАМИ-ВЕТЕРИНАРАМИ, ЯКІ ВИВЧАЮТЬ ОПЕРАТИВНУ ХІРУРГІЮ

Анотація

Завдяки широкому розповсюдженню інтернет-послуг і прогресу в технології смартфонів зростає кількість людей, які долучаються до соціальних мереж, і розвивається індустрія, що задовольняє потреби цих користувачів.

Хоча існує багато визначень цифрових соціальних мереж, усі дослідники погоджуються, що вони являють собою простір, або систему взаємодії, у якій люди взаємодіють, діляться інформацією та спілкуються одне з одним через електронну платформу, пов'язану з інтернетом. Це середовище, яке дає змогу встановлювати міжособистісні стосунки на відстані.

Підлітки й молодь позитивно сприйняли появу соціальних мереж і найчастіше впроваджують нові технології у своє повсякденне життя для обміну інформацією та дозволя.

Зміни, які відбуваються в технологіях, впливають на різні галузі, а також на освітнє середовище, для якого соціальні мережі є інтерактивним навчальним середовищем, що характеризується участю і взаємодією учнів усередині освітніх організацій. Вони сприяють відповідальному ставленню до спільної роботи й колективному конструюванню знань, покращують самооцінку, позитивно впливають на академічну успішність і когнітивні мовні навички.

Активними користувачами соціальних мереж є студенти. Багато з них намагаються використати всі можливості для покращення своєї фахової підготовки, у тому числі й ті, що відкривають для них соціальні мережі.

Це стосується також студентів-ветеринарів, які вивчають оперативну хірургію. Разом із тим сьогодні є брак даних щодо використання ними соціальних мереж із навчальною метою. Саме висвітлення цих питань було метою досліджень.

У процесі досліджень проаналізовано наукові джерела про застосування соціальних мереж з метою навчання. Для отримання даних стосовно використання мережевих технологій студентами-ветеринарами, які вивчають оперативну хірургію, застосовувалися такі соціологічні методи, як опитування, спостереження, анкетування.

Згідно з отриманими даними, під час вибору соціальних мереж усі студенти-ветеринари, які вивчають оперативну хірургію, віддають перевагу Instagram, YouTube й TikTok, 30% із них є активними користувачами Facebook.

Для обміну короткими повідомленнями всі студенти-ветеринари використовують Viber, крім того, 20% користуються месенджером «Telegram» і 10% – «WhatsApp».

Серед усіх соціальних мереж студенти, які вивчають оперативну хірургію, з метою навчання використовують відеохостинг «YouTube» (90%), мережі «Instagram» (70%) і «Facebook» (20%). Інші платформи студенти використовують для спілкування й пошуку ненавчальної інформації.

70% студентів, які вивчають оперативну хірургію, як навчальні матеріали в соціальних мережах переглядають хірургічне відео, решта 30% віддають перевагу текстовим матеріалам.

З усіх студентів, які вивчають оперативну хірургію, є частка таких, яким подобається хірургічна робота, їх 70%, тоді як 40% студентів не впевнені, що зможуть її виконувати.

Ключові слова: соціальні мережі, вища освіта, ветеринарна медицина, оперативна хірургія.

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