

## AN INVESTIGATION OF SOCIAL MEDIA ON LEADERSHIP AND EDUCATION MANAGEMENT IN CHINESE ARTS COLLEGE

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### **Abstract:**

This study intends to investigate the on social media leadership in Chinese art learning, highlighting how new social media has had a positive impact on the new media leadership. This study used a mix of methods. in-depth examination using semi-structured interviews, The results show that the current situation of art learning environment in the new media era is examined, and art educators are encouraged to use new media software to assist in teaching. In the new media environment, we should adopt a constructive attitude toward the new media information platform and provide good teaching and administration of art students in colleges. The innovative work path of art learning environment in the new media era proposed in this paper encourages colleges to take corresponding measures in accordance with their actual situation, in order to improve leadership efficiency and effectiveness, promote college sustainability, and promote social harmony and progress.

**Keywords:** Arts learning environments, New media leadership

### **INTRODUCTION**

Students' creativity and imagination are shaped by arts education, which plays a significant part in their development and evolution. Traditional methods of arts education have become obsolete and ineffectual as technology has advanced and the influence of new media has grown. To understand the impact of technology on arts education and to find the best strategies to integrate new media into the arts education curriculum, innovative research into the administration of arts education in the new media age is required. Students' creativity and imagination are shaped by arts education, which plays a significant part in their development and evolution. Traditional methods of art education have become obsolete and ineffectual as technology has advanced and the influence of new media has grown. To understand the impact of technology on arts education and to find the best strategies to integrate new media into the arts education curriculum, innovative research into the administration of arts education in the age of new media is required.

### **RESEARCH QUESTIONS**

1. What are the current situation of Chinese art learning college?
2. What are the social media and leadership styles in Chinese art learning college?
3. What factors will impact to Chinese art college can be hamper their work performance performance?
4. How new social media and leadership has impact on Chinese art learning college?

## **RESEARCH OBJECTIVES**

The objectives of this study are:

1. To investigate new social media leadership in Chinese art learning,
2. To highlight the new social media leadership impact on Chinese art learning.
3. To improve the effective leadership of arts learning

## **RESEARCH HYPOTHESIS**

H1: New Social media influence the educational management of arts education by providing new and innovative approaches to teaching and learning, access to a wider range of resources, and increased opportunities for collaboration and interaction.

H2: The educational management of arts education impacts on arts students by providing them with more engaging and interactive learning experiences, access to a wider range of resources, and opportunities for collaboration and interaction.

H3: The impact of new social media on the educational management of arts education and on students will be measured in terms of their attitudes, engagement, motivation and achievement.

H4: Excessive usage of social media in Chinese art college hampers work performance

## **RESEARCH BENEFIT**

The study adds valuable insight into the problems and opportunities of integrating new social media leadership in art learning educational settings through its detailed analysis of the use of new social media leadership in arts art education environment. This study's research design and methods could be utilized as a template for similar studies in the future, and the results could yield important insights for teachers, school leaders, and policymakers. Researchers hope their findings will help them create new ways to organize arts instruction and push the boundaries of what's possible in the digital age.

## **THEORY AND LITERATURE REVIEWS**

### **1.1 New Social Media**

LinkedIn-like business social networks. Facebook, Line, Dingtalk, Tiktok, Instagram, Wechat, Twitter, etc. Some workplaces employ them. Social media has various commercial functions, including marketing, customer service, and internal communication. Social networking lets workers talk about employment and find new jobs. Human resources departments use social media to communicate organizational changes, company events, and employee social activities. Social media posts can reveal staff morale and motivation to managers. Companies can use social media for a variety of reasons, including communication, employee engagement, and morale. These digital mediums are advantageous since they are low-cost and easy to use. The promise of social media marketing is recognized by many businesses, especially those of a smaller scale. Unfortunately, few people know how to put together a successful social media marketing strategy.

It's possible that a business can get an edge by using social media to poll its customers. Better decisions may be made when pertinent information is readily available and shared in real time. This is a great way to collect and organize vital group information. This information is crucial for understanding the strategies and outcomes of one's competitors. Therefore, management can take action to counter the hazards. Factors like corporate culture, industry, and leadership style affect a CEO's level

of success and happiness with social media platforms. New social media is often associated with a number of positive connotations, including increased access to information, democratisation of the media, and greater opportunities for collaboration and creative expression. However, it also raises concerns about privacy, security and the quality of information available.

There are several key features of the new social media, including the rise of digital technology, the Internet and social media. It is characterised by a high degree of interactivity, user-generated content, and the blurring of traditional media boundaries. In addition, new social media is characterised by an increasing reliance on mobile devices and the growing importance of data and analytics.

## **1.2 Leadership**

A successful leader demonstrates the trait of being open to new ideas by taking into account the opinions of others around them (Eagly, Johannesen-Schmidt, & Van Engen, 2012). According to research by Collinson and Tourish (2015), employees are more inclined to provide their honest ideas when their manager appears reasonable by asking for them. This has the potential to improve the quality of decisions made, promote a healthy work environment, and reduce employee pushback.

Tannenbaum and Schmidt (1973) classify the various approaches to leadership as follows: autocratic, in which leaders make all decisions; participative, in which managers include employees in decision making; transactional, in which compliance is emphasized; and servant, in which the needs of others come before one's own. The way different types of leadership are practiced in the present era is being influenced by the prevalence of social media.

Hersey and Blanchard (1999) propose a situational leadership style that adapts to the development style (or level and ability) of followers and how ready and willing they are to perform tasks and consider the situation. Its practicality made this leadership style popular. Leaders use this approach to handle complicated difficulties and uncertain situations (Pawel, 2013). This leadership research is based on transformational leadership, which James MacGregor Burns established in 1978. Burns (1978) says that transformative leadership helps leaders and followers improve morale and motivation.

Transformational theory is an enlightened leadership theory which seeks to make tomorrow better, it endeavors to instill vision and purpose in employees. It is based on the philosophy of motivating and galvanizing employees and followers to get the desired results. As the name suggests, transactional theory largely deals with the transactional, generic, and administrative kinds of activities a leader does. Burns transformational theory was later further refined and expanded by Bass and Avolio based on the impact that it has on followers. He emphasized that the transformational leaders need to gain trust, respect and followership from the followers.

## **1.3 Educational management**

The purpose and significance of educational management have been the subject of numerous theoretical frameworks such as Systems theory, power-change theory, and transformational leadership theory. These theories serve to guide decision making and problem resolution in the context of educational management.

#### **1.4 Art learning Environmwent**

Students in the arts are those who want to learn more about the visual arts, music, dance, or theater. Creative and original thinking are common traits among art students, giving them a leg up in the classroom and on the job. However, teaching and mentoring art students can be difficult because of the need for certain expertise, as well as the availability of materials and facilities.

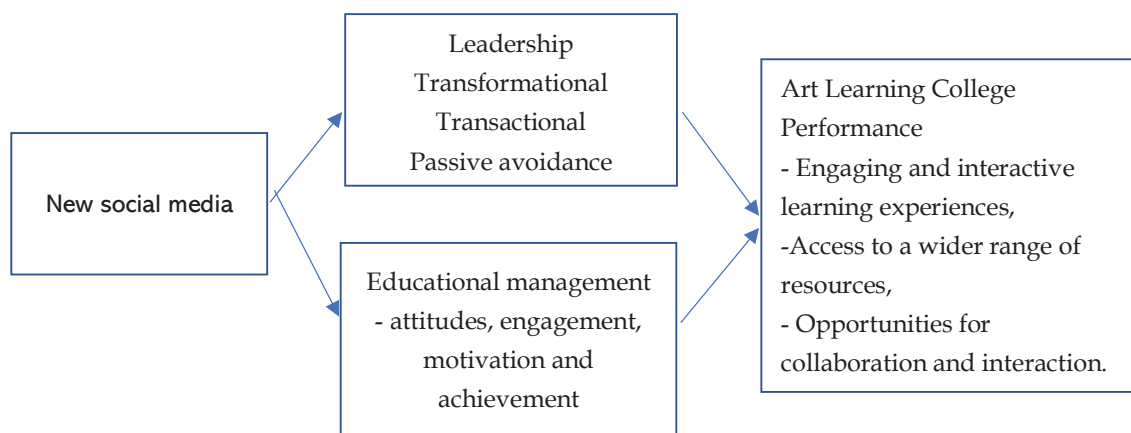
#### **2. Literature Reviews**

Sajjad Haider, Zhu Yanru, Fan Yunxin. (2016). Study on the impact of Social Media on Public leadership: A case-study of Public Officials in Lanzhou, China. (2023). This study examines how public sector executives in Lanzhou, China, are adapting to new organizational and societal changes. The internet and technology have changed workplaces and management, making leadership difficult. Social media can better lure today's more aware, knowledgeable, and smarter employees than traditional motivational approaches. The study collects empirical data from mid- and upper-mid career officers in public sector agencies. The results suggest that public officials use social media at work to interact with friends and family and less for organizational goals, and they utilize transformational leadership. This study helps explain how public sector officials use social media and their leadership styles.

Results from international studies comparing the effects of the digital era on the administration of arts education are consistent with those of studies conducted in the United States. The employment of digital technology in the classroom, the effect of social media on arts education, and the difficulties confronted by students of the arts in the modern media landscape have all been the subject of extensive international study. However, additional subjects, such as the influence of the new social media period on art education policies, and the role of art educators in the new social media age, have been examined in international studies. In a 2018 article, Fatma Koybasi Semin argues There has always been a sizable community of internet users who, using various types of online media, disseminate and discuss the work of others. User-generated data or content is currently at an all-time high, thanks to the advent of Web 2.0. Much writing has already pointed out the widespread practice of information sharing among new social media consumers that has resulted in the birth of this very database. Web 2.0 has evolved to place a greater emphasis on the free and open exchange of knowledge.

The most insightful analysis of the present social climate can be gleaned from the then-emerging new social media. Many researchers have tried to pin down what exactly constitutes "new social media," and they've done some serious work separating the various schools of thought on the subject. To develop, distribute, and trade customer-produced content or web-generated data mechanics, new social media users are equipped with a set of Internet tools and applications that are typically based on the idea of the Thousand Web (OpreaValentin, 2017). With the help of new social media, our students and others are able to share their thoughts and research with one another; have meaningful conversations about the content of information; and build meaningful connections with one another through online social networks.

## CONCEPTUAL FRAMEWORK



## RESEARCH METHODOLOGY

### 1. Population and Sample size

Participants were undergraduates at a specialized art university. Purposeful sampling was used to determine the sample for this investigation. Purposive sampling is a type of sampling in which respondents are chosen from a pool based on predetermined criteria, in this case, the presence or absence of previous experience with new social media arts education.

1017 art students from the city's universities, all aged eighteen and up and pursuing bachelor's degrees, made up the study's sample. We polled the intended demographic of college students with 1156 questionnaires and got back 1017 usable responses.

### 3. Data preparation and data analysis

Respondents' responses were recorded taking into account the selected variables and the information accumulated through the poll, and the data collected was broken down using the statistical software SPSS. The statistical software SPSS was used to check the reliability of the data collected. At this point, standard deviations and mean scores were calculated for each characteristic to identify the most influential factors. Next, an analysis of variance (ANOVA) was applied to assess and verify the consistency of respondents' opinions. In summary, the findings identified important information that can be used to assess the underlying factors that influence students' learning behaviour. The main objective of this study was to discover the positive and negative factors of learning in new social media courses, and how these factors influence the behaviour of our art students. After careful examination and screening, 18 factors that influence student behaviour were included in this study.

The questionnaire for the proposed study was designed in two parts to check the opinions of the respondents. The initial part of the survey collected demographic information about the respondents, such as age and gender. The second part of the survey consisted of 18 factors selected from the literature on the impact of new social media. The survey asked university students to answer questions based on both positive and negative factors indicating how these factors affect their daily lives, and this survey was based on a five-point Likert scale to assess the degree of agreement.

## **RESULTS OF DATA ANALYSIS**

The results of the test in the table above show that the KMO value is 0.982. large thousand 0.7 considers the questionnaire to have relatively good construct validity.

The mean value of positive influence is  $M=3.7534$  and the mean value of negative influence is  $M=3.7068$ , indicating that the positive influence of new social media is somewhat bigger than the negative influence. This suggests that positive variables have a stronger influence on pupils' learning behavior.

They use social media for a variety of reasons. 26.4% strongly agree that they connect with social media, while only 4.8% dispute that they utilize any type of social media. This demonstrates the extensive appeal of social media among ar college officials and demonstrates that they stay connected with their teams, supervisors, friends, and family.

The data gathered also revealed that a stunning 4% of firms have a comprehensive social media policy covering nearly everything; yet, 20% of organizations have a policy on social media but not a comprehensive one. 5% believe that policy is being considered, while 30% believe that no policy exists in their organizations. The majority of people (40%) are unaware of any social media policy in their organization.

## **CONCLUSION, AND RECOMMENDATIONS**

In today's society, traditional teaching models and learning environments have been challenged in a number of ways because they do not offer students the space and choice to change. The incredible and growing popularity of new social media has made flexible teaching and learning models possible. A review of the relevant literature and a survey of students' use of new social media types in the curriculum, together with demographic analysis data, has led to a new direction for this research.

From an educational perspective, students and teachers are considered to be the most important components of the educational process, and new social media applications facilitate the co-creation and sharing of learning environments and knowledge content. New social media tools are aids to the learning process for students and can be of great help to educators. At the same time, teachers and parents are advised that a healthy balance needs to be maintained in allowing the use of new social media software, as overuse may have a negative impact on students' minds and bodies but with the popularity of the internet, which is in almost every household, for the few cases where economically underdeveloped areas may not have access to the internet or in extreme conditions cannot connect to it, then new social media is almost This is because all new social media programmes need to be implemented via the internet, so it may not be possible to start a new social media-based teaching model in this area at all.

The new social media model allows students to communicate with each other around the world without contact and to plan their work without leaving home, which is unique in the context of the epidemic. The fun, innovative and interactive platform of the new social media programme makes it even more interesting than offline teaching.

Social media & Leadership



The influence of grassroots movements like Occupy Wall Street and the Black Lives Matter campaign. Crowdsourcing has even been traced back to the inception of well-known websites like Wikipedia and Facebook (Gautney, 2011). Many of these movements gained national and worldwide attention thanks to social media, but they were not led by a single person but rather by a group of people who used the hashtag system to identify and disseminate their views (Domelle, 2014). Members of a crowdsourcing group are treated equally, and their opinions are valued (Cancialosi, 2015; Shih, 2016). Together, group members discuss and weigh options before settling on a final decision (Gautney, 2011; Shih, 2016). The decision making procedure in a crowdsourced setting is open and public.

In crowdsourcing, participants work together to make decisions while considering multiple perspectives. Now that we live in a more varied society, it is essential that businesses solicit opinions from a wide variety of constituencies. Moreover, Millennials are more team-oriented than their predecessors of Generations X, Y, and the Baby Boomers. Millennials, the generation currently in the workforce, are more productive and happier when they can contribute to a team (Cancialosi, 2015; Shih, 2016). As more Millennials enter the workforce, leaders might benefit from adopting this method of making decisions.

Traditional hierarchical leadership instructions may be outdated due to the rapidity with which firms are evolving today (Jucan et al., 2013). Both customers and investors expect immediate responses and open communication. The always-connected customer cannot be satisfied by quarterly board meetings or news releases. Social media is a method of mass communication and promotion. In today's corporate world, when customers and employees can get messages from people all along the supply chain via social media, downward-only communication is becoming increasingly out of date (Jucan et al., 2013).

In conclusion, the positive impact of new social media on art students' learning is slightly greater than the negative impact, especially in the context of the epidemic, where contact-free, independent learning is essential.

## **DISCUSSION**

In response to the psychological situation of art students, who may have poor concentration, are easily tempted by new things, are more open-minded, have higher self-esteem, have weaker psychological tolerance and are easily depressed, schools can establish a systematic psychological guidance mechanism and create personalised psychological intervention files for students. We should also continuously follow up on the physical and mental development of students, and should pay particular attention to art students. In order to prevent psychological problems among students in the arts, we need to pay particular attention to strengthening communication with students. At the same time, we need to improve the psychological counselling system, regularly assess the psychological well-being of art students and, based on the information collected, provide targeted psychological counselling services and offer psychological health courses to address the root causes of psychological problems encountered by students. With the advent of the new social media era, the traditional management mode can no longer fully meet the needs of art college education and management. Therefore, based on the current social development, schools should have a deeper understanding of the psychological characteristics and needs of art students, and art college education managers should also adapt to the new educational development needs, innovate the management mode, and essentially

solve the problems of art college education management. The school should also adapt to the new educational development needs, innovate the management mode, and essentially solve the problems in the education and management of art universities, improve the education and management ability through innovation, improve the comprehensive quality of art students, and promote the overall improvement and development of students' practical operation ability and ideological and political ability.

Companies that emphasize servant leadership may be in the greatest position to use social media to advance their business in light of recent and projected developments. Being a leader is becoming less important than serving those under you. In the twenty-first century, leaders that put their company's community (i.e. stakeholders) first, including investors and customers, will be the most successful (Liden et al., 2013). They're the ones who can start a widespread conversation on social media and forge relationships with these key players. Leaders that adopt a servant mentality seek to understand their followers and connect with them on a genuine level (Gillin, 2016; Lichtenwalner, 2016). Using social media, businesses may easily learn about their employees' and consumers' personal and professional lives. Using social media is a simple and efficient technique for servant leaders to involve their stakeholders in the decision-making process (Jucan et al., 2013). These leaders can now receive feedback at scale in addition to providing it. The use of social media fuels this vast two-way feedback system (Jucan et al., 2013). In this era of social media and decentralized decision-making, the servant leader concept is more relevant than ever.

#### Social Media & Leadership

Many art colleges prefer transformational leadership. Since it's hard to change, some teachers prefer transactional. Young, educated, and reputable officials like transformative leadership. Others use a situational leadership style, which Hersey and Blanchard (1969, 1977, 1999) characterize as a mix of transformational and transactional leadership styles, shifting to both ends and choosing a strategy based on the situation. 1) the study found that the art college is familiar with social media and uses it for a variety of purposes, including connecting with family and friends, but its use in organizational purposes is still limited and needs to be improved to provide timely information and better services to citizens. 2) China is using more online social media. Social and personal networking are their main uses. However, they serve organizational aims. 3) Art colleges embrace transformational leadership. Leadership effectiveness improves leadership change. And 4) elderly leaders who fear change still believe in transactional leadership. Social media connects friends, family, employees, and teams. However, its organizational use needs improvement.

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