

## **SOCIAL MEDIA: A PIONEERING EDUCATIONAL TOOL**

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### **ABSTRACT**

*The topic “Social Media: A Pioneering Educational Tool” was undertaken with an objective to study the relevance and importance of social media which is in trend these days among the educational sector. In today’s hi-tech world, the word glocal is being used to define common platform for the people around the world so that they can share their views, beliefs, culture, traditions, knowledge, etc. The study concludes that our Indian education methodology needs a change and social media should be extensively utilized for the educational purposes. Now days, it is primarily being used for the purpose of making presentations, assignments, updates, in-depth research and connectivity.*

**Keywords:** Social Media, Educomp, Glocal, Homeschooling

### **INTRODUCTION**

The world is becoming glocal from global and thus constricting its economic, societal, political and cultural borders. The convergence of media has expanded the usage of internet that gave birth to social media. Social media has given people a common platform where they can share their views and opinions regarding the happenings around them. Apart from this, social media is also being used by the business professionals for promoting their products, students for getting latest updates on their subjects, amateurs for getting skilled information, parents and educators as social learning tools.

#### **Use of social media as an educational tool**

Social media instead of sending messages should be used for educational purpose. Students should be taught different ways to use social media which can help them to enhance their knowledge.

Students should be engaged in doing practical work like writing blogs. It will help them to get vast knowledge on a topic and to apply various techniques while solving problems.

Teachers should control an online environment of the students which can help them to gather information, to socialize and to build a personality.

Students should be made aware about the positive aspects of social media. They should be taught that it is one of the very powerful mediums by which they can get connected to the professionals.

With the advent of latest applications like what's App, educational institutes should try to gauge the students in more productive work.

## OBJECTIVES OF THE STUDY

- To assess the significance of social media.
- To study social media as an educational tool.
- Knowledge of social media by the tutors.
- The need to include resourceful teaching methods in the educational institutes.

## HYPOTHESIS

- Social media is in trend these days.
- Tutors are not aware of its importance.
- The youth does not know of its educational use.
- Students look out for more pioneering ways of teaching.
- Social media can be used for diverse educational purposes.

## REVIEW OF LITERATURE

Social Networking: The Unharnessed Educational Tool, Jayme, Waddington, University of Colorado, Social, Undergraduate Research Journal, Volume 4.1 (2011): According to the theorists, social networking among young people is not just an obsession; it is part of their society. While social networking can land youths to danger, they are exposed to the same perils in real life as well. A parent or a tutor cannot expect a student to discard an internet or social media and is used in all aspects of contemporary life, even in the workplace. That is why social network is used as a device to augment the classroom but is also used as a device to teach the students, the skills that make sure the safe and enriching use of social media.

The Use of Alternative Social Networking Sites in Higher Educational Settings: A Case study of the e- learning benefits of Ning in Education, P. Brady Kaven, B. Holcomb Lori and V. Smith Bethany, Journal of Interactive Learning, Vol 9 (2010): The higher educational community has been noticeably slow in adopting social networking technologies into the curriculum. Non commercial SNS's like Ning in Education provide an exhilarating and new alternative for higher education tutors interested in the educational benefits associated with social networking technologies. Results from this study reveal that for a majority of students, SNS provide major e-learning benefits in their courses. As both distance education and SNS's grow steadily, it is becoming gradually more and more essential to examine how distance education system and SNS can be combined most effectively.

## RESEARCH METHODOLOGY

Newspapers, magazines, online journals, etc were the main sources of information for the primary data.

The secondary data was gathered through survey among the youth within the age group of 18-25 years to understand their sensitivity of using the social media as an educational tool. For this, questionnaire was used as a tool and was filled by 100 respondents which were picked up randomly.

## RESULTS

In the question, Rate the use of social media by various professionals, 50% advertisers used social media, 8% students use social media, educators used approximately 20% of social media, while 22% professionals use social media.

In the question “Are you aware of the innovative ways of teaching”, 81% said yes, 9% said no and 10% said may be.

In the question “Do you think that social media may be used for educational purpose” then 100% said yes.

In the question “Why do people use social media”, then 61% said they use it for making presentations, 28% said they use it for making assignments and 11% said they use it for doing better research.

In the question “Rate the teaching methodologies- Educomp, homeschooling, social media for education and field work”, then educomp was ranked 3, homeschooling was ranked 4, social media for education was ranked 1 and field work was ranked 2”.

## CONCLUSION

**Hypothesis No 1.:** Social media is in thing these days is accepted.

**Hypothesis No 2.:** Tutors are not aware of its importance is rejected.

**Hypothesis No 3.:** The youth does not know of its educational use is rejected.

**Hypothesis No 4.:** Students look out for more pioneering ways of teaching is accepted.

**Hypothesis No 5.:** Social media can be used for diverse educational purposes is accepted.

## DISCUSSION OF THE RESULT

Majority of students are of the view that social media is used by advertisers than the educators and companies for the promotion of their products followed by its usage by educators, professionals and students.

Most of the respondents are conscious about new and creative ways of teaching and expect the same.

All the respondents are of the view point that there should be change in the existing education system and more novel methods like social media should be used for education purposes.

The use of social media for making presentations was found to be the first priority among students then getting and making the assignment updates.

The newly developed educomp method is one of the most popular methods among students though methods like homeschooling were also on the top priority list.

## REFERENCES

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