

Social media:An Innovative Educational Tool

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Abstract

The topic “*Social media: an innovative education tool*” was undertaken to study the relevance and importance of social media which is an in-thing among the educational sector. In an era, where the glocal is the word to define common platform for the people around the world to share and exchange their beliefs, culture, traditions, knowledge, views, etc. The study concludes that our education system needs change and social media should be widely utilized for the educational purposes. It is mainly used for the purpose of making presentations followed by assignment updates, better research and connectivity.

Keywords: Social media, Social learning, glocal, Educators, Innovation

INTRODUCTION

The world is becoming ‘glocal’ from global and is squeezing its economic, social and political boundaries thus giving it a common platform for development. The convergence of the media has expanded the usage of internet that gave birth to social media. Social media, a concept that has given people a common platform for sharing their news, views and opinions regarding the happenings around them. Not only this, social media is also being used by the advertisers and companies for their promotions, professionals for searching and recruiting, students for internships, amateurs for professional work, parents and educators as social learning tools, etc. “Social Learning” tools is a phrase that reflects main goal of using social networking functionality in the education setting. One simple way to define a social networking platform might be, “a tool that lets students, parents, and educators collaborate online”. The innovative use of social media doesn’t stop here; the students also use it for making blogs, making professional links, announcing and making class announcements, sharing information with students, parents and educators, etc.

Use of social media as an education tool:

1. **Social media is not going away:** Social media is the latest in thing that is being used in the innovative way for education purpose. Students should be taught to use this tool in a better way in the educational classes that just being used for messaging or texting rather they should learn to use media for good.
2. **When kids are engaged they learn better:** Students just don’t learn while writing on a piece of paper but it is also important to involve them into more practical work like blogging where they just not write for the teacher but for themselves to enhance their skills. When they are engaged better, they tend to learn more in practical classes by implementing their theory rules.
3. **Safe social media tools are available:** Kidblog.org is one of many free tools that allow teachers to control an online environment while still benefiting from social media. The teachers or the mentors should educate the students to how to use the social media for better purposes.
4. **Replace online procrastination by social education:** It is generally seen that social media these days is being used for making their individuality felt on the virtual world. Therefore, it is important for students and youth to understand that this entertainment mode can also be used for creating social awareness and connecting them to more professional and knowledgeable world.
5. **Social Media encourages collaboration instead of cliques:** Traditional education tactics often involve teacher-given lectures, students with their eyes on their own papers, and not talking to their neighbour. Social media as a teaching tool has a natural collaborative element. Students critique and comment on each other’s assignments work in teams to create content and can easily

access each other and the teacher with questions or to start a discussion.

6. **Cell phones aren't the enemy:** The latest stage of ICT has made us so technologically dependant that the cell phones has become the necessity these days. The cell phone is a parent-sponsored, parent-funded communication channel and schools need to wrap their mind around it to reach and engage the kids. Rather the students should be taught to make the best utilization of the technology towards their education as it can provide information available anywhere anytime.

Objectives of the Study:

1. To evaluate the relevance of the social media
2. To Study social media as an educational tool
3. Understanding of social media by the teachers
4. The need to include innovative teaching methods in the universities/colleges

Hypothesis of the study:

- Social media is the in-thing these days.
- Educators are not aware of its importance.
- The youth nowadays is not aware of its educational use.
- Students look out for more innovative ways of teaching.
- Social media can be used for various educational purposes.

Review of Literature

Jayme, Waddington (2011);

It concluded that Social networking among adolescents is not just a fad; it is part of their culture. While social networking can expose teens to danger, they are exposed to the same dangers in real life as well. A parent or teacher cannot expect a teen to abandon the internet and be able to thrive in modern society as computers, technology, the internet, and social networking is utilized in all aspects of modern life, even in the workplace. This is why social networking should not only be included as a valuable tool to enhance the classroom but should also be utilized as an opportunity to teach students the skills that ensure safe and enriching use of social media.

P. Brady Kevin, B. Holcomb Lori, and V. Smith Bethany (2010);

The higher educational community has been noticeably slow in adopting social networking technologies into the curriculum. Non-commercial SNSs, like Ning in Education, provide an exciting and innovative alternative for higher education educators interested in the educational benefits associated with social networking technologies. Results from this study reveal that for a majority of students, SNSs provide significant e-learning benefits in their courses. Ozkan and McKenzie (2008) contend that educators need to engage students with a more 21st century approach to teaching and social networking technologies can provide such a venue. As both distance education and SNSs continue to grow, it is becoming increasingly more important to examine how distance education and SNSs can be combined most effectively Hundey, Elizabeth (2012)

Before the seminar, participants were asked to create a Twitter account, and bring a laptop or smart phone if possible to the seminar. While giving the presentation on using social media in the geography classroom, the instructor is also demonstrating how to use social media in the classroom. Therefore, the presentation strategies are paramount to the success of the presentation and are included in each section of the presentation. In this project the students learnt to use the innovative way of using social media like twitter, tumblr, Wikipedia, Poll Everywhere, Discussion boards, Facebook and Youtube.

Research Methodology

The primary data was collected from newspaper, magazine, online journals, etc.

The secondary data was collected through survey among the youth within the age group of 18-25 years to understand their perception 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.

CONCLUSION

It is concluded that:

1. Hypothesis No.1 stating '*Social media is the in-thing these days*' is accepted that social media is in thing so is accepted.
2. Educators are becoming aware so hypothesis No.2 '*Educators are not aware of its importance*' is rejected.
3. The youth is now aware about social media's educational use so hypothesis no.3 '*The youth nowadays is not aware of its educational use*' is rejected.
4. Students opt and are interested in innovative way of teaching so hypothesis no.4 '*Students look out for more innovative ways of teaching*' is accepted.
5. Social media has opened vast platform and can be used for many educational purposes so hypothesis no.5 '*Social media can be used for various educational purposes*' is accepted.

Discussion of the Result

1. Majority of students believe 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.
2. Most of the respondents are aware about innovative way of teaching and expect the same.
3. All the respondents believe that there should be change in the existing education system and more innovative methods like social media should be used for education purposes.
4. The use of social media for making presentations was found to be the first priority among students then getting and making the assignment updates.
5. The currently developed Educomp method of teaching is one of the most popular among the students though other method like homeschooling was on top priority.

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