



USE OF SOCIAL MEDIAS BASED SERVICES IN COLLEGE LIBRARY OF MANAGEMENT: A STUDY

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ABSTRACT

The main purpose of this research is to find out how Social media create a positive effect when used in education and to investigate teachers' opinions about the Online learning environment also. This research study was carried out in College library of Management with teachers who use Social sites. The teachers had attended lessons and accessed materials online and offline, in face-to-face learning environment. Moreover, they were able to co-operate and share information with their colleagues via Facebook. The study sample consisted of 25 teachers from college library of Management. These teachers were chosen randomly. The study was carried out only for the teachers. The data was collected using a questionnaire created and collected Teachers' Opinions about Social sites in Education. The questionnaire consisted of positive statements about Social sites. Social Software like as Blogs, wikis, tagging systems, and collaborative filters, treats the group as a first class object within the system. The paper focus on to explore some of the important social tagging, social bookmarks and social media related tools and services.

KEYWORDS : Social Sites, Social media, Virtual Learning, Educational Social media sites.

Introduction:

Social media is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision. Although social media is possible in person, especially in the workplace, universities, and high schools, it is most popular online. In the colleges and high schools are filled with millions of individuals who are looking to meet other people, to gather and share firsthand information and experiences about recruitment, assignments, homework, updated news, current affairs, B2B marketing, group sharing information, political information, breaking news and latest information regarding study. When it comes to online social media websites are commonly used as social sites. Social media websites function like as an online community of internet users. Once you are granted access to a social media website you can begin to socialize. This socialization may include reading the profile pages of other members and possibly even contacting them. Social media often involves grouping specific individuals or organizations together. While there are a number of Social Media websites that focus on particular interests, there are others that do not. The websites without a main focus are often referred to as "traditional" Social Media websites and usually have open memberships. This means that anyone can become a member, no matter what their hobbies, beliefs, or views are. However, once you are inside this online community, you can begin to create your own network of friends and eliminate members that do not share common interests or goals.

Social Medias is a great way to share our favorite links with the world. It suggests that this feature of social software can facilitate an approach to learning that is qualitatively different from and capable of significantly augmenting traditional methods, with especial benefits for lifelong learners in education field. Here I have mention some important and useful social websites for the education field are as under.

Social Media Websites for Education:

The Social Media is a topic I have extensively covered here in this article. Here I had mention websites have been shortlisted for the best Educational Social Media Websites. Before you start exploring them, let me just provide you with some guides I have written here before to help you understand the concept of educational Social Media and learn how to leverage the power of Social Media in your teaching and professional development. You will also get to learn about many other great Social Media sites:

1. Computing++:

This is a great platform that helps teachers learn computing and computational thinking. The goal is to increase the amount and level of computing education in high schools and colleges.

2. Edmodo:

Edmodo provides a safe and easy way for your class to connect and collaborate, share content, and access homework, grades and school notices.

3. EFL Classroom 2.0:

EFL Classroom 2.0 is a community of thousands of English learners and teachers. This service is completely free but it does require a sign up.

4. English Companion:

English Companion educational Social Media site is a platform where you can get to ask questions and get help. It is a community dedicated to helping you enjoy your work, a cafe without walls.

5. The Epic Ed Community:

The epic-ed community is designed to empower educators such as administrators, teachers, instructional technology facilitators, and chief technology officers as they make the digital transition in their schools and districts.

6. Ganers Advancing Meaningful Education (G.A.M.E):

G.A.M.E is an online synchronous gaming community of global educators. This network of educators helps in developing curriculum, offers online open courses, webinars and F2F presentations on the opportunities and deeper learning that takes place in games.

8. Integrating Technology for Active Life-long Learning:

"IT4ALL is a huge network with followers and graduates of Moodle for Teacher (M4T) workshops. The members of IT4ALL contribute to the success of the workshops and the learning community. The workshops at IT4ALL are facilitated by educators who follow a relationship-based collaborative learning approach where participants become active learners. Active learning goes beyond active participation as teachers and students become partners of learning and learn through teaching. The rationale behind active learning is that teachers are expert learners who can facilitate the process of learning.."

9. Special Interest Group for Visual Environment:

The SIG Virtual Environment seeks to explore all things related to education in virtual environments. The Group sponsors some regular events as well as some special events that come up during the year.

10. Level Up Book Club:

This is a platform for teachers and learners where they support each

other, share ideas for gamifying the instruction and lending a hand for the epic win.

11. Life Pulp (winner):

This is a Social Media website put together to enrich the user mentality via a great deal of motivational and inspirational content. Its goal is to help individuals better their lives and achieve their goals.

12. My Big Campus:

My Big Campus gives schools an engaging online environment to promote blended learning with a safe, monitored platform that balances educational use of web 2.0 with network and student safety. Students and teachers can connect with each other and other users via collaborative tools.

13. PLP Community Hub:

This is another Social Media website for educators and teachers. Membership of this community is by invitation only.

14. PLP Network:

This community thinks deeply about Problem Based Learning, student centered learning, making the shift to being a connected teacher and inquiry learning. There are **lots of practical ideas** that someone can take away and immediately apply in the classroom.

15. Challenge yourself to Blog:

The challenge is about getting students to blog and develop a world wide audience while doing so, rather than just having their teacher and classmates look at their work.

16. PLANET:

This is a Social Media website for language teachers. It also requires a sign up and once you become a member you will get to meet educators from all around the world discussing issues that have to do with language teaching.

17. The Educators PLN:

The Educators PLN is probably one of the most known Social Medias for teachers. This is basically a Ning site dedicated to the support of a Personal Learning Network for Teachers.

18. The EFL Classroom Community:

This is a site dedicated to providing/sharing the best resources and methods available for EFL / ESL teachers and students on the internet and around the globe. A site by teachers and students for the teachers and students. The focus is on materials/methods that help language learning and teaching.

19. The Global Read Aloud:

Global collaboration is necessary to show students that they are part of something bigger than them. That the world needs to be protected and that we need to care for all people. You can show them pictures of kids in other countries but why not have them speak to each.

Objectives of the Study:

1. To examine the access of social websites
2. To find out the reasons for accessing social websites, which are their favorite social website
3. Finally to examine the influence of social website in the society

Scope and Limitation of the Study:

Only College library of Management in Ahmadabad's Teachers, Ahmedabad was considered for the study. Only 25 active teachers are covered in this study.

Methodology:

The methodology used for this study is questionnaire method. The researcher personally distributed the questionnaire and collected the responses on the spot. This facilitated in having 100% responses.

All questions were open-ended.

Analysis of the Study:

The results of the study are as shown below:

• Sex-wise distributions of respondents:

The data regarding the sex-wise social website users are female users representing 53% and only 47% of them are male social website users.

• Educational qualification of the respondents:

It was observed by the questionnaire that 100% means all the users are MBA.

• Effective use of Social websites:

This question gives overview on effective use of social websites such as facebook, twitter, myspace, what's app. Purpose of access the social websites.

The data regarding the purpose of access social website that majority users are access facebook and update the general knowledge for entertainment too.

The frequency of social website user's that majority of the respondents (80%) access social website every day.

• Time spent for social websites every day:

Majority of the respondents 85% are spent more than 1 hour for facebook and what's app social website. When 15% of the respondents are access other social websites.

• Advantages of using social website:

From the respondents response, researcher examine that the social websites are update in political, socially and gives advanced information regarding media, film, Bollywood and Hollywood too. Social websites also gives current affairs and recruitment information and assignment for the study.

Conclusion:

The results show that, if used for educational purposes, Facebook could bring about a positive change in teachers' opinions. Results also indicate that Facebook virtual environment helps teachers to do many activities with online classes, which is not possible to do in schools. Teachers are convinced that this environment helps students not only to improve their team work, but also to improve their learning skills. Based on the findings, recommendations are made about using Facebook in education.

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