



USE OF BIG DATA AND SOCIAL MEDIA IN EDUCATION IN UNDERGRADUATE AND POST GRADUATE MANAGEMENT STUDIES.A STUDY WITH RESPECT TO NAGPUR CITY

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ABSTRACT

The wide range of social network sites are available in today's era Facebook, You-tube, Twitter and most enormously used whatsapp all over the world. The domination of this sites also overcome on education sector. This tools become the socially more interactive and boosts academic life. The two eminent technology big data and social media will definitely improve the quality of education specially in connecting rural and urban sector.

This research aims to discover the requirement in changing traditional style on learning and teaching methodology. The main purpose of this research is to ascertain the causes for the use of social networks in postgraduate studies to identify the influence of social networking gadgets in learning and education, to evaluate the difficulties in their allotted curriculum students might aspect the use of social networks, to conclude whether the outdated education methods need to be transformed in the era of Web technologies.

In direction to accomplish the aims of this investigation, the research methodology is to conduct a survey amongst students at different colleges and other higher education institutions and to explore the social networking tools that might have an influence on teaching and learning styles. The type of data collected will be both quantitative and qualitative. The common of the inspected maximum colleges under RTMNagpur university use two LMSs-Moodle and Blackboard Learn.. This study is mainly based on the learner's perspective-the influence on students of communal networking tools and its result on the old style of learning and teaching.

KEYWORDS : Web 2.0 environment, social media, social network, E- learning, Bid data

INTRODUCTION

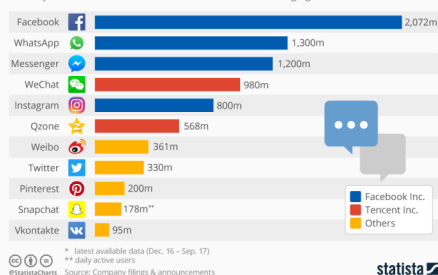
Existence of Social media is increasing robustly. It is considering social media to be the worsening cause in academics. Instead of struggling a dropping scuffle, as social media can be turned as an opportunity for teaching and learning tool. Platforms like WhatsApp, Facebook, LinkedIn, Instagram and Twitter are used by almost everyone. Social media is about cooperating, interacting, distributing and creating information and satisfied, all of these sorts are of unlimited assessment in the situation of higher education.

Education in colleges and affiliated to the universities specifically the professional courses is always been issue of highest priority for globalised world. In recent times, it have been renovating form of education from an orthodox or traditional practice to technology empowered deal of wisdom of education subjects which include satellite based distance learning, online learning, MOOC learning etc. Institutes of higher education are approval hypothetically valuable technologies in attracting students, teaching them and deliver real time services to them. At present more than 84% of the US universities are having MOOC courses and online learning portal www.coursera.org have more than 25 million registered users with about 1040 different courses.

In past few year, India, one of the massive information low-cost propelled National Programme in Technology Enhanced Learning (NPTEL) with collaboration with toped ranked institute like IIT having more than 100 online courses with all streams and more than 50,000 registered. To use the technologies and knowledge many online certificates courses has been started by Government of INDIA.

Facebook Dominates the Social Media Landscape

Monthly active users of selected social networks and messaging services*



Source: Company filling and announcements

Above data graphically shown the excessive used of Social media which used to share audios, videos, texts, wikis, blogs and other various formats these based on web 2.0 technologies even generating huge quantity of data every day. Many colleges for undergraduate and

postgraduate studies of metro cities of INDIA has decided to use the Information Architecture for examine and access the big volumes of data.

2.Objectives:

- To find the appropriate channels for improving teaching and learning method by using Bid Data and social media.
- To make aware of the challenges for implementing the channelized use of social media in higher education.

3. Big – Data & Social media in education

Attractiveness and systematic skill and catholic spread adoptability big data and social media are supportive in keeping quality of higher education in developed countries as well as over the developing countries.

3.1.1. Technology

The internet, cloud computing, live stream, and other similar technological expansions convey new forms for delivering and collective access to learning. In the development process the capacity to accumulate, assimilate and analyze big data from the events is generating vital openings for enlightening education system. **3.2 Analytics** At present scenario many youngsters only aware the fact that, the social networking facilities permitting people with joint interests to be in communication through the network, and cooperatively used the social media in founding of subclasses, public messaging or private or chat, among others. (Montrieux, Hannelore et. al., 2015) The cause of these software is so diverse as themselves: some, like Facebook, support various gatherings of students on American campuses, where as others are more skilled cut, as LinkedIn, aimed at establishing contacts job nature and occupation complete what we call networking. The teachers and students did some collaboratively worked, basically because utmost probable of social media are totally beneficial for learning atmosphere to provide more improvement for academic learning process,

3.3 Most widely used social media tools in education

Instagram :Instagram, widespread mobile application which was hurled since 8-9 years ago on 6 October 2010 (Instagram, 2016). According to findings Instagram application contains of (900) million users around the world. Among youngsters it become best common social media sites/applications.

- By sharing images or videos to obtain an important data that paradigm about the area of the marker like posting of audio/video. It helps to improve the overall intelligence of the students
- By uploading the images the teacher request the students to give the feedback about the images. This will help to improve and encourage the linguistics skill. It will also helped the students

belonging the art and design field to upload the images and presented and shares the assignments with full comments on it.

WhatsApp tools : The implementation of smartphones as boom in technology. Though it is a big gift for all but virtual world overlapped the real existence. the users of mobile whatsapp app is in millions since the application has no cost and very fast communication technology.

- By using this tools the communication among teachers and students become fast.
- It can be useful for circulating the question naire while collecting the qualitave as well as quantitave data.

Facebook tools: By using the face book

- We can inspire the students for depth knowledge.
- It can be use for discussion platform to share the real views.

Similarly, Linkdn, Twitter can be use to share important assignments for students, it can also become the bridge between the students and teacher.

4. Research Analysis

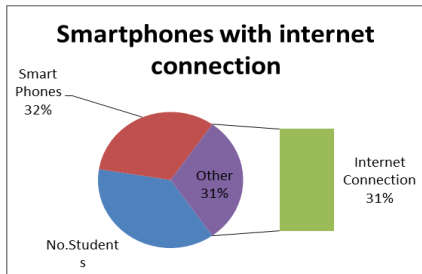
Methods of data collection

In this study, a questionnaire is used as a method for data collection. The questionnaires were distributed through the use of social media like whatsapp and face book among the students of the strength around 190 in which some has bias answers ,some has not given the complete answers so selected and proper answers are only considered 110. There was no restriction to allot the questionnaire among college students; it was relevant for both UG and PG students.

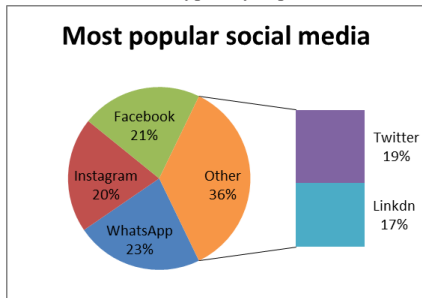
4.1. Population and Sample

The author (Paula et. al., 2006) defines the population as a set of all elements under consideration, on which we try to draw conclusions. The population of this study consists of 110 students of same college belonging to the Nagpur Unversity .A sample is a collection of some elements of the population, but not all (Paula et. al., 2006). According to this definition, this study scrutinizing the use of big data and social media in academic .

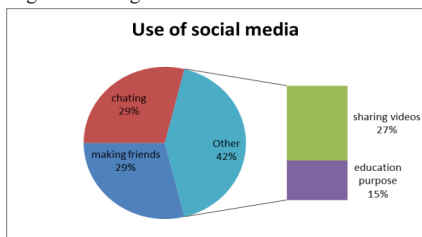
1. Do you have smart phone with internet connection ?



What is the better social media type do you prefer?

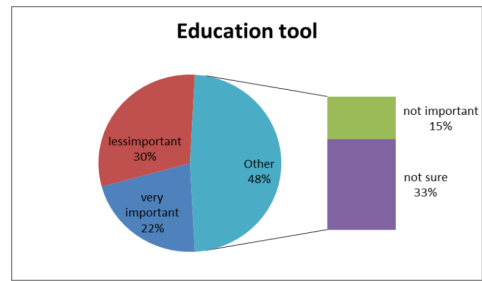


What's your goal for using the social media?



What do you think about the using of social media to support the

classroom activities?



CONCLUSION

The survey was conducted on the students from one of the reputed college of Nagpur, taking equal number of respondents from college and also the proportions of male and female respondents are almost similar. The eloquent figures exposes that collegiate students own a smartphone and they certainly have internet connection. This data merely indicate the progress of ICT based on the internet in the world. Eighty five percent of the students who have a smartphone and internet connection are using social media. The utmost widespread social media to the students are WhatsApp followed by Facebook. About 29% of students noticed that there is a difference in grades between the subjects discussed through social media and the subjects discussed on classrooms. About 41% of respondent students either agreed or strongly agreed that the social media sites allow for team work activity. But delivering the lectures and watching the videos can not be imaginable. In this research we can even conclude that the students are not aware of the big data and social media can even connect for proper use. The first task is to spreading the information about two technologies is important. Unless ans until the proper use is not known to the sstudents ,they will able to think the wide prospective of use of BIG DATA & SOCIAL MEDIA

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