



SOCIAL NETWORKING: A NEW DIMENSION OF COMMUNICATION

Education

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ABSTRACT

Social Network has become very popular during the last few years and it plays an important role in our life to build the network of relationship. Social Network is built on the idea of how people should know and interact with each other. It gives people the power to share, making the world more open and connected. Social Network Sites allow users to share ideas, activities, events, and interests within their individual networks. Social Network is a way for one person to meet up with other people on the net. People use Social Networking sites for meeting new friends, finding old tools that allow people to communicate easily via the internet to share information and resources.

KEYWORDS

Social Network, Social Networking Sites, Advantages, Disadvantages of SNS, and Education.

INTRODUCTION

“A social network is a social structure made of individuals called “nodes” which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, financial exchange, dislike or relationships of beliefs, knowledge or prestige”.

-Wikipedia

Network Sites offer several possibilities such as socialisation of individuals, ability to communicate with people living worldwide, ability to be a member of group which cannot be possible in real life due to geographical and physical constraints, self-expression and ability to receive information and share it. A social network is a platform to build social networks or social relations among people, for example, share interests, activities, and background or real-life connections. Social networks consist of a representation of each user his social links and a variety of additional services. Most social network is web-based and provides means for users to interact over the internet, such as e-mail and instant messaging.

The social network focuses mainly on building online communities bond with who has common interest or activities. Which are available to support education and development initiatives and that are helping to stimulate creation and use of openly licensed or at least openly available, educational resources. There are many different social networks that have been created specifically for education. Some of them are learning management system others are virtual learning environments these are similar ideas, but provide different options for the professors.

Meaning of Social Networking

Social network as web-based services that allow individuals to

1. Construct a public or semi-public profile within a bounded system
2. Articulate a list of other users with whom they share a connection, and
3. View and traverse their list of connections and those made by others within the system.

Social network are internet sites where people interact freely, sharing and discussing information about each other and their lives, using multimedia components like text, graphics, audio, video and animation.

Definition of Social Networking

Social Networking can be defined as a phenomenon that has recently taken over the web, allowing more connectivity and interaction between web users. Social network as web-based services that allow users to construct a public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and navigate through their list of connections and those made other with the system.

Purpose of Social Networking Sites

The main purpose of a social network is to connect people and enable communication, interaction, and information sharing through online platforms. Social networks provide a digital space where users can

build relationships, share content, and participate in various activities. Social networking has a multitude of implications for the field of education and these impact students, parents, educators and administrators.

Social Networking Sites (Sns)

There are lots of social networking sites available on the internet and user can select the suitable site on his/her needs and demands.

Following are the most prominent educational social networking sites commonly used for networking:

1. BharatStudent.com

Bharatstudent.com aims to bring together all of the young Indian people who are living around the world. It is useful for every young Indians who are students, graduates, working professionals or even on-students by availing genuine widespread solutions for almost all professional and personal issues.

2. Classroom 2.0

Classroom 2.0 is a free, community-supported network. It helps those who are “beginners” will find this a supportive comfortable place to start being part of the digital dialog.

3. Educator's PLN

The personal Learning Network (PLN) for educators. This social network has some of the top technology which help in developing and discussing the lesson plan.

4. Edudemic

Is an online community, magazine, and social network, that has lots of information on technology, education and integration.

5. Facebook

Facebook intend to keep family, friends, and also the resource persons connected. With Facebook we can share our status updates, photos, videos etc and our friends comment on our shares.

6. Flickr

It is an image hosting and video hosting website, web services suite and online community that was created by Ludicorp in 2004 and acquired by Yahoo! in 2005. In addition to being a popular website for users to share and embed personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media.

7. Fropper.com

Fropper.com helps in creating personal zone, uploading, and sharing of photos, creating and joining groups, viewing and creating our ezblog and pass messages for connecting with people and making new friends.

8. Google+

Google soft –launched as Social Networking service called Google+. Is the highly publicized social network by Google. While it is still in its early release there are a lot of features that make this an attractive option for education such as: hangouts the impressive group video chat and circles—the way to control posts with privacy settings.

9. hi5.com

hi5.com has features like network of friends, sharing of photos, status updates and user groups. The users create a profile which shows their information like age, hometown, areas of interest etc. Users may also create their own photo albums and allow others to comment on it.

10. Indyarocks

Indyarocks networking here is based on the individuals and their interest. We can create, upload, and share photos, videos, music and movies. Self-express and the creation of identity is easily possible with the available features like free sms, chat and gaming community.

11. ISTE Community

International Society for Technology & Education is a great place for educators to come together and collaborate on technology issues. ISTE represents more than 100,000 education leaders and emerging leaders throughout the world and informs its members regarding educational issues of national and global scope.

12. LibnkedIn

LinkedIn can be used in a highly productive manner. With LinkedIn we can set up our profile which shows our services, the skills and the experience what we have. This surely cost free way for exposing our services. Not only we get connections but also advices from the experts from the features available in LinkedIn.

13. Myspace.com

Myspace.com has a bulletin board and it helps to contact entire friends simultaneously. Bulletins get deleted after a period of ten days. With group feature which existed earlier, a group of people can share a general page and a message board. Anyone can create groups and the moderator can determine whether to make a person the member of that group.

14. Orkut

Orkut with its unique features and user friendly nature was highly accepted in India and people without any exception in any regards started using Orkut. We can see who visited our profile previously but the same happens when we visit the profile of others.

15. Twitter

Twitter is one of those few social networking sites in India which emphasize on being precise with our ideas. The posts done in twitter are termed as tweets and the process of posting tweets is called tweeting.

16. Shtyle.fm

Shtyle.fm is one of those social networking sites in India which promotes you to read with the compelling way of presentation. We can make friends play games and do a lot of other activities in this site. This site is really entertaining and can be used as an informative source too.

17. Sophia

It is a new (beta) social network for education. Lots of great features can be found here such as: free lesson plans, private group creation and online tutoring.

18. YouTube.com

YouTube is a video-sharing website and YouTube uses Adobe Flash Video & HTML5 technology to display a wide variety of user-generated video content, including movie clips, TV clips and music video, as well as amateur content such as video blogging and short original videos.

19. WhatsApp Messenger

WhatsApp Messenger is a proprietary, cross-platform instant messaging subscription service for smart phones that uses the internet for communication. In addition to text messaging, users can send each other images, video and audio media messages as well as their location using integrated mapping features.

20. SlideShare

SlideShare is a Web 2.0 based slide hosting service. Users can upload files privately or publicly in the following file formats: PowerPoint, PDF, Keynote or Open Document Presentations. Slide decks can then be viewed on the site itself, on hand held devices or embedded on other sites.

Advantages of Social Networking Sites

Following are the advantages of Social Networking Sites in education:

Bloggng: Social Networking sites help in blogging with which it has grown as an online communication vehicle.

Podcasting: Social Networking sites help in using the podcasting service. Podcasting refers to any combination of hardware, software, and connectivity that permits automatic download of audio and video files to a computer, smart phone or MP3 player to be listened to or watched at the user's convenience.

Instant Messaging: It is a form of online communication that allows real-time interaction through computers or mobile devices.

Virtual Meetings: Which are real-time meetings taking place over the internet using integrated audio and video, chat tools and application sharing.

Use of Library: It can be used by librarians to raise their visibility, augment or eliminate stereotypical images of librarians, increase

research assistance traffic via Facebook message boxes and make library services and librarian assistance more convenient.

Flexibility in Learning: These sites allow learners to select learning materials that meet their knowledge and interest. In addition, students are taught courses through different learning style and are involved in varies activities across chat rooms, in discussion forums where they can give their views on the topic at any hour and also during class time students can interact with instructors by chat or audio usage.

Disadvantages of Social Networking Sites

In this era, opportunities in education are available like never before. While using Social Networking Sites the teacher and students will face some of the disadvantages. The following are the disadvantages of Social Networking sites in education.

- ✓ Privacy
- ✓ Real Friendship
- ✓ Miscommunication
- ✓ Socialization
- ✓ Authentication
- ✓ General reasons why organisation reject social networking
- ✓ Fake Profiles
- ✓ Bullying and Trolling
- ✓ Irresponsible Behaviour
- ✓ Issues with adopting and managing the learning software

CONCLUSION

Social Networking Sites is built on the idea of how people should know and interact with each other. It gives people the power to share, making the world more open and connected. Social Networking Sites has a vital influence on our live as it helps a lot in every field of life such as political, economical, social and educational field. Social Networking Sites allow users to share ideas activities, events, and interest within their individual networks. Social Networking sites includes varies online technology tools that allow people to communicate easily via the internet to share information and resources.

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