



Social media enhance the learning attitude of students in higher education: A Study

Rahul Kushwaha

Assistant Professor – Multimedia, Amity University Pachgaon, Gurgaon

ABSTRACT

What changes does higher education need to make in order to remain fast-changing mode in today's digital age? Today we should consider on those doubt which are arises regularly in every mind and that is, what are the key features of social media and just what is their significance in higher education? How the social media applications currently being used in higher education by educators?

In modern era people will have not getting clarity to notice the recent emergence of social media—especially pro active social media applications such as youtube, Wikipedia, Facebook and Twitter. Even the most casual of internet users will now be aware by the impact of social network sites forum and blogs in this virtual worlds. No doubt that every one user knows that social media have come to dominate the ways in which digital technology is now used around the world especially in field of education and teaching learning process. Of course, there are distinct geographical and cultural variations within this global adoption of technology—where people in the USA may access to Facebook and Twitter, Chinese users are more likely to access Renren and NetEase. But for all users of internet and its social networking sites, the general principles of social media remain the same and that is to get more and more information through it.

KEYWORDS

Social media, Higher education, digital technology, teaching practice, educator.

Introduction

Higher Education teaching practices have evolved over the last 10 to 15 years, with more emphasis on student-centered pedagogy. The expectation of student and teaching professional depended on the role that technology can play to easier and effective learning. Of course social media applications therefore allow both to converse and interact with each other to create, edit and share new forms of visual, audio and textual content and to categorize, labeling and recommend existing forms of content.

The study explores the concept of interactive learning by focusing upon a specific use of smart phone, internet and portable technology. The role of social media may offer a new construct to enhance the learning experience. Most of people notice that when social media application like Youtube and Facebook used in Higher education, it may lead to increased engagement and better interaction between students and teaching professional. Many research has been done on this topic in which they argues that the tools of the trade are as important as the learning objectives, and that tools are needed which promote social presence, create a more interactive learning environment and faster collaborative study.

Earlier study

Laird and Kuh (2005) support that active learning and deep interaction between students and their teachers requires an extended degree of technological engagement, because technologies enhance the teaching and learning process. Dunn (2012) realises that more emphasis must be placed on *learning with technology*. The default setting for many academics remains on *teaching with technology*. The two perspectives, when not aligned, can create very different experiences for students.

How the technology is used by users and how it is integrated into the learning process is important. Zepke and Leach (2010) suggest that motivation and student dispositions will influence their ability to engage in interactive learning, where the line between online learning and socialization is becoming blurred.

Research Design & Methodology

The state of Madhya Pradesh was chosen as the locale of the study as the state has a significantly large number of colleges which affiliated to different universities and technical institutions. A random sample of 250 users was selected for this study. Keeping in

mind the objectives of the undertaken study, a structured questionnaire was prepared to collect data. The first part of the questionnaire dealt with the profile of the respondents, the second part with general social Media usage and the third part with usage of the social Media, specifically for academic purposes. Data was collected from the student and teaching professionals of government and private institution of Madhya Pradesh. The data was then analyzed using percentage method.

The study was designed to address three questions which were central to the perception and expectations of our students:

1. *How do our students currently use social media?*
2. *Do they believe that social media can enhance their learning experience?*
3. *Do they want to use social media to support learning?*

Results and Discussion

In this section, an attempt has been made towards unfolding the rationale underlying the usage trends of the social media among the college students and teachers of Madhya Pradesh. The study gets their findings via various calculations which show many table and calculate it by percentage of data. The first section presents the demographic profile of the user and the non-user respondents, the second analyses the social media usage pattern of the teachers, the third evaluates the reasons how social media enhance the teaching learning process in class room. The third section presents the respondents causes due to that they use it for supportive learning.

Findings-

In the study conducted in February 2017, its indicate that 82% of students use some kind of social media. Undergraduates are uses 30% more likely to engage in social media interaction than postgraduates that means only 35% PG student's uses social media regularly where lumsum 65% of UG students use it on regular basis.

Facebook remains the most popular social network (86%), followed by Twitter (41%) for communicating where 71% used youtube followed by google 79% for collecting informative data. Other networks, such as LinkedIn and Instagram, are also used by both teacher and students.

89% use at least one network like facebook or youtube for personal use, however, 33% indicated that they also use their accounts to network specifically with other professionals.

Study finds that only 37% students use it to find their research and studies, where 69% agree that they use social media application for enhancing study.

When asked where they would like to use social media, 27% indicated that they would use it within labs and tutorials, 43% within seminars and 47% in lectures. 27% would not use it in these situations, though 26% did state that they would like to engage with staff out with normal contact time via social media.

Some of the students provided valuable comments throughout the study:

"It's a convenient way to interact with specific people and get the feedback quickly and, also a more attractive approach which is welcomed by young people who live in the age of IT."

"Yes, Social media especially twitter is a valuable tool to use within Higher Education. It can enhance learning as students can be connected to tutors, peers etc 24/7. The hierarchies are broken down and everyone can share ideas."

"No, I do not think that social media is a useful way in which to learn. It provides only superficial contact with peers/staff and can detract from essential skills which should be developed in Higher Education such as formal academic writing, verbal communication, self-awareness and reflection on the learning experience."

Conclusions

A big transformation is seen from books to kindle, libraries to computers, and from traditional to digital media in the era. Transformation also can be visible from teacher to facebook friend, school to Whatsapp group, and lecture theatre to youtube video. This digital era is well a synonym to the e – generation or e-technosavy, which is totally technology driven. Social media technology has bombarded the student fraternity with wide array of rich content, avenues for learning, social participation and medium for expression. It has broken the barriers of learning amidst four walls by providing an exposure to information on academics as well as topic of interest. It is allowing the students to construct their own knowledge bank with e study material and enhance their skills for the professional development. Indeed new media technology is interwoven into academics giving a multidimensional approach to educational sector and the knowledge economy. Social media creating surrounding which enhance learning and learning process for the coming generation students.

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