



**ORIGINAL RESEARCH PAPER**

**Computer Science**

**“APPLICATIONS OF SOCIAL MEDIA AT POST GRADUATE STUDENTS OF MCA”**

**KEY WORDS:** Social Media, Information Technology, Education, MCA Students.

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**ABSTRACT**

Technology plays a vital role in the growth of an individual, organization and country. Since the invention of computers, lot of changes occurred in every field from administrative, management and execution aspects. Millions of peoples are users of the social media in various categories, groups in the world. Internet and wireless communication provides opportunities to be enrolled at 24x7. Information technology gives flexibility & popularity for social networking website at global level. Social media can be in various areas like education, industries, research & development, employment, entertainment, etc. Today the use of computer & internet is a common in practice by the students at school, college & university level. In this paper the feedback from MCA students have collected which helps to find out the strengths, weakness and applications of social media in their education.

**INTRODUCTION**

Social Media has become very exciting and popular during the past few years. Social media is based on a certain structure that allows people to both express their individuality and meet people with similar interests. This structure includes profiles, friends, blog posts, groups, comments, favorites, search, entertainment etc. Social network websites such as MySpace, facebook, linkedIn, google+, yahoo, twitter, way2sms, cyworld, eschool, YouTube, etc. millions of users are integrated these sites into their daily practices. This is the age of contacts for interaction between people to people through social platforms in the web. People can communicate their message or opinion over the social networks. The bright future prospect of social networking is also proven with the fact that the technology is integrated in the mobile phones as well.

Academic website can be developed by using web based programming tools. But before development it is important to discuss and take opinion of the subject experts, course designers, colleges, university experts and students. Users can upload or download information, programs, experiments, course material, and notes. Professors and other experts also can contribute their expert comments & knowledge. This type of activity may help the MCA students for learning and strengthen the course.

So, present paper focuses on the scope & challenges of social networking website specially used at MCA course. So, data has been collected though questionnaire from MCA students of Marathwada region by using random sampling technique. The study includes issues like area of interest, emerging events, type of activities & websites, information relevancy, etc. Quantitative analysis technique has been used for result interpretations.

**Objective of the study**

- To understand the use of social networking website.
- To find out strength, weakness, opportunities and threats of social networking website.

**Strength**

- 1) Fast mode of communication.
- 2) Quick access to users at wide level.
- 3) Groups can be involved in social networking in various categories i.e. students, professionals, employers, researchers, etc.
- 4) Quick alters regarding job openings.
- 5) Sharing of information like political, social, economical etc.

**Weakness**

- 1) Difficult to control on uploading the files or messages of the users. Any wrong message can create problem in the society.

- 2) Wrong information, photos, sound files etc. can be uploaded by the user.
- 3) It is a prime responsibility of the user to understand what kind of information they upload and share with the users. So, it may lead to wrong interpretations.
- 4) So, authenticity is very important issue in social networking website.
- 5) There is no mechanism available at present to identify individual user, type of information i.e. pictures, messages, sounds, etc. and uploading of information.
- 6) There are technical challenges to control these illegal practices to overcome these problems.

**Opportunities**

- 1) The information can reach at wide level to many people at a time.
- 2) It may help in critical situation like search or disasters.
- 3) More business opportunities.
- 4) Can be very useful in educational institutes to provide more learning opportunities.
- 5) Social networking plays a vital role in employment in various categories.

**Threats**

- 1) Other social networking website as a competitor.
- 2) Wrong message on the network may lead mis understanding among the people.
- 3) User may hide his information while registration.
- 4) No biometric constraints are defined for uploading any information in the network so they can be traced easily.

**CONCLUSION**

- Authenticity is very important issue in social networking website.
- It is a prime responsibility of the user to understand what kind of information they upload and share with the users. So, it may lead to wrong interpretations.
- There is no mechanism available at present to identify individual user, type of information i.e. pictures, messages, sounds, etc. and uploading of information.
- There are technical challenges to control these illegal practices to overcome these problems.
- Biometrics can be useful for authenticity.

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