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IMPACT OF SOCIAL MEDIATECHNOLOGIES ON LEARNING IN EDUCATIONAL ENVIRONMENT

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Abstract

Social Media differs from traditional electronic media such as Television, radio, telegram in many ways, including quality, reachability frequency, usability, immediacy and permanence. Social media operate in a dialogic transmission system (many sources too many receivers). This is in contrast to traditional media which operate under a mono-logic transmission model (one source too many receivers), such as a paper lets message which is delivered to many subscribers. Some of the most popular social media are Facebook, WhatsApp, Instagram, Twitter, Pinterest, LinkedIn, Google+, YouTube, Viber, Snapchat, and WeChat. These social media websites have several number of registered users across the world. Learning through technology be improved and increased the ability of the students in different ways to estimate their own thought by circulating for everyone in the world at any corner. It becomes more effective and attractive among digital learners.

Key Words : Social Media, Media, Learning, Effective, Technology, Digital learners.

Introduction

Social Media refers to interface among people in which they create, share and exchange information and ideas in virtual societies and networks. Social networks are primarily web-based and provide various ways to interact through electronic media. They use software that permits people to connect and form virtual communities through Internet and provide message facilities such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups and so on. Numerous social

networking websites are used not only schoolchildren by millions of people every day on a regular basis and it how looks that social networks is a part of everyday life.

About Social Media

Social Media is the future of message, an innumerable display of internet based tools and platforms that increase and augment the sharing of information. This new form of media makes the transfer of text, photos, audio, video and

information in general progressively unsolidified among internet users, but business as well.

Digital Platforms like Twitter, Facebook, WhatsApp and YouTube have created online communities where individuals can share as much or as little personal information as their wish with others. The result is a massive amount of information that can be easily shared, searched, promoted, disputed and created. Social Bookmarking tools and news sites such as Digg, Delicious, reddit and countless others make finding specific information, images or websites increasingly simple by transmission or tagging individual sites with searchable key words.

Social Media are computer-mediated technologies that allow the generating and sharing of information ideas, career interests and other forms of expression via virtual groups and networks. The variety of stand-alone and built-in social media services currently existing introduces challenges of definition. However, there are some common features.

1. Social Media are interactive Web 2.0 Internet-based applications.
2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social Media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups.

Social Media

Andreas Kaplan and Michael Heinlein defines Social Media as “ a group of Internet – based applications that build on the ideological and technological foundations of web 2.0, and

that allow the creation and exchange of user-generated content”.

Social Media depends on mobile and web-based technologies to make highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. They introduce considerable and universal changes to communication between organization, communities and individuals.

Social Media technologies take several forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/ services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. . The first social networks were short-lived because their users lost interest. The Social Network Revolution has led to the rise of the networking sites. The research evidenced that the people spends 22 percent of their time on social networking sites, thus proving how popular social media platforms have now become more popular at all ages. This growth is because of the smart phones that are now in the daily lives of most humans without cellular phones, the people are psychotically affected and seems to be depressed.

Mobile Social Media

Social Media used in combination with mobile devices are called mobile social media. This is a group of mobile applications that permit the creation and exchange of user-generated content. Mobile social media run on mobile devices, they differ from traditional social media by integrating new factors such as the current location of the user or the time delay between sending and receiving messages.

According to Andreas Kaplan, mobile social media applications can be differentiated among four types;

Space-Timers

Space-timers (location and time sensitively)

– Exchange of messages with relevance for one specific location at one specific point in time.

Example: Facebook places, Foursquare

Space-Locators

Space-locators (only location) – Exchange of messages, with relevance for one specific location, which are tagged to a certain place and read later by others.

Example: Yelp, Qype

Quick-Timers

Quick-timers (only time sensitive) – Transfer of traditional social media applications to mobile devices to increase immediacy.

Example: Twitter message posting and Facebook status updates

Slow-Timers

Slow-timers (neither location, nor time sensitive) – Transfer of traditional social media applications to mobile devices.

Example: Watching a YouTube video or reading a Wikipedia entry

Impact Of Social Media

The social media become one of the most important communication means in current situation. However, social networking exist so as to provide communication among people regardless of the distance, creation to the people to share information, files and pictures and videos, create blogs and send messages, and conduct real-time discussion easily. These systems are referred to as social, simply which allow to communication with friends and colleagues so easily and effectively. It also strengthens the ties between people of those systems. The favorite in the internet sites are Facebook, Twitter etc. These websites and social forums are way of communication directly with others socially and in media. It plays an important role as decision-making in many occasions from the global world economically, politically, socially and educationally.

The implementation of social media are the progressively universal access, convenience, functionality, and flexibility of social technologies. It has been fought that, greater education, social technologies supports social constructivist techniques to learning they hypothetically have to improve the students' structure of understanding and promote student interaction. Social technologies provides on the internet frequently free or require contiguous investment, eliminating a potential barrier to adoption.

The overview and opinions which predictable four major advantages of social media use in higher education which include, enhancing relationship, improving learning motivation, offering adapted course material, and developing collaborative abilities. This means that social networking activities have the chance of enhancing student contact and is used to improve their participation in class, particularly where inhibited students are involved. Students can function in online group learning, with less or no nervousness of needing to raise questions before peers at school.

The social media engages students to examine as an industrialists of understanding. The medium of internet is advancement of programs. The interactive appeal of online conditions has protracted with social networking. Social Networking began as the function activity, though the time wonder. The websites are engaged in many ways like developing urban areas. Teens and teenagers were familiar with internet sites.

Social Media Features

User profiles

Profiles are often used as a point of contact between users, and MonoX provides flexible style and modules to issue information about its users in a suitable way, regarding their privacy settings. Users can choose between Gravatar service and local avatar repository to attach personal photos to profiles.

Friendship modules

Different terms of “friendship” or “connection” concept for different community types, but in all the cases the necessary aspects of all social networks. MonoX provides a flexible set of modules for displaying and managing user friend lists.

Blog engine

MonoX which includes multi-user blog engine with support for comments, ratings, tagging and unconscious anti-spam protection. Every user can have unlimited number of blogs, blog posts, tags and groups.

Photo albums

Each portal user can upload and organize photos using the album infrastructure. Thumbnails for common image file types are created the fly and stored on the server.

Groups

Groups allow users of your community to network with each other around a common topic. Modules such as walls, forums, albums, file galleries can all be employed in the group context.

Discussion boards

MonoX discussion boards allow users to easily post messages and comments to the community in a way that all the responses will be accessible no matter how much time passes between each post.

Media galleries

Social networking sites are very dependent upon media galleries, they could draw the large fraction of visitors back to the site. MonoX support a generic style that allows you to host videos, photos, resumes or any other kind of physical files.

Activity streams

The activity of their friends and be instantly notified when somebody publishes an interesting blog post, uploads a photo, joins the community.

Messaging

Messaging is important to all community sites as it allows users to communicate with each other or a complete group directly, resembling the look and feel of traditional mail clients.

Video conversation and sharing

Standard media gallery which, MonoX supports third party plug-in for video conversion that allow users to upload any kind of video material and have it converted to standards flash arrangements.

Walls

Wall is a kind of virtual space on every users profile or group page that allows friends to post messages for other users to see this is usually the central gathering point for all users of a community.

Comments

Comments modules allow your users to interact with the content and other members of your social network. Our flexible infrastructure enables administrators to attach comments to virtually any kind of content: wall notes, blog posts, images, etc.

Rating

Rating can be a very important part of any community-based content site. They allow the whole community to be in charge of what content takes precedence on the site.

Tags

Similar to comments and ratings, tags can be attached to different types of content, allowing users to build an independent form of navigation and categorization.

Social Media In Education

Social Media in education refers to the practice of using social media platforms as a way of enhancing the education of students. Social media is defined as “a group of Internet-based applications that build on the ideological and technological foundations of web 2.0, and

that allow the creation and exchange of user-generated content.

Social Media permeates today's society with millions of us engrossed, some would argue to the point of unhealthy addiction, in the latest happenings via apps such as Facebook and Twitter. Many faculties and societies have attuned to the fact that 75% of students admit to being on Twitter "all the time" and are using the micro-blogging site as a forum to share content, encourage debate and answer queries, with some even setting up hashtags for individual courses to create online discussion communities for their students. Indeed, the latter is a strategy believed by some educators to provoke more thoughtful responses from students - the idea being that when they know their comments can be read by the peers and not just by their taught, but only consider what to say more carefully and pay more attention to how they write it and take more care with grammar, spelling and punctuation.

Use Of Social Media For Teaching And Learning

Using Social Media for teaching and learning process through Teaching Portal like;

1. Communicating Expectations
2. Moderating and Facilitating
3. Peer-sharing
4. Critical Digital Literacy Skills
5. Informal and Participatory Learning

Characteristics Of Social Media

One characteristic shared by both social and industrial media is the capability to reach small or large audiences; for example, either a blog post or a television show may reach no people or millions of people. Some of the properties that help describe the differences between social and industrial media are

1. **Quality:** The main challenge posed by content in social media sites is the fact that the distribution of quality has high variance: from very high-quality items to low-quality, sometimes even abusive or inappropriate

content.

2. **Reachability:** Social media technologies provide scale and are capable of reaching a global audience.
3. **Frequency:** Heavy social media users, such as young people, check their social media account numerous times throughout the day.
4. **Accessibility:** Social media tools are generally available to the public at little or no cost, or they are supported by advertising revenue.
5. **Usability:** Most social media activities, such as posting a video of oneself singing a song require only modest reinterpretation of existing skills (assuming a person understands Web 2.0 technologies); in theory, anyone with access to the Internet can operate the means of social media production, and post digital pictures, videos or text online.
6. **Immediacy:** The immediacy of social media can be seen as a strength, in that it enables regular people to instantly communicate their opinions and information.

Advantages Of Social Media

Social Media has several advantages; some of them are given below:

- Staying connected
- Finding people with common interest
- Invaluable promotional tool
- Incredibly fast
- Worldwide connectivity
- Commonality of interest
- Real-time information sharing
- Targeted larger audience
- Increased news cycle speed

Disadvantages Of Social Media

The use of social media has a few disadvantages also, as detailed below

- Backlash

- Cyberbullying and crimes against children
- Risks of fraud or identity theft
- Time waster
- Corporate invasion of privacy
- Perpetuates false and unreliable information
- Causing major relationship problems
- Used to profile and discriminate in the job world

Conclusion

Social media learning in Learning Management System can include instant chat functions, video, forums to share info and other lesson resources to help students. The integration of social media makes interaction between the students and the teachers. The educational system strengthens when students participation in their learning process in more easy and effective. It gives knowledge with experience for the future society in this digital age of pupils.

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தமிழ் அறிஞர்கள், பேராசிரியர்கள், ஆய்வாளர்கள் மற்றும் எழுத்தாளர்களின் வேண்டுகோளையும், தேவைகளையும் பூர்த்திச் செய்யும் நோக்கத்தோடு IARA PUBLICATION- ன் மூன்றாவது இதழாக "தமிழாய்வுச் சங்கமம்" என்ற பன்னாட்டு ஆய்வு இதழின் அடுத்த தொகுதி டிசம்பர் 2018ல் வெளிவர இருக்கிறது.

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