

Review on Effectiveness of Social Networking in Education

Sandip A. Zade¹, Ameya Jadhav², Ankur Bhattacharjee³, Sarang Kulkarni⁴

¹(Department of Electronics Engg, ACE Mumbai, India)

²(Department of Electronics Engg, ACE Mumbai, India)

³(Department of Electronics Engg, ACE Mumbai, India)

⁴(Department of Electronics Engg, ACE Mumbai, India)

Abstract: Social Networking has become very popular during the past few years, and it plays an important role in our life currently. It helps us in the all fields of life such as political field, economic field and educational field. In recent times, the use of social networking has been transitioning from the recreational to more formal uses in corporate and educational contexts. The conceptual structure of the system focuses on four main fundamentals of learning activities, namely, learning objects, collaborative tasks, reflection and evaluation. The learning object tool consists of a learning object template which allows a course manager to upload relevant resources from the learning object library. These learning objects stored in the library are meta-tagged to allow students to search for the specific ones they require. This paper will summarize effectiveness of social networking as education tool.

Keywords: Social networking, E-learning Education.

I. INTRODUCTION

Social networking is built on the idea of how students know should know and interact with each other. It gives students the power to share, making the world more open and connected. currently, social networking has a vital influence on our live as it helps a lot in every field of life such as political field, economic field and educational field. However, this paper tries to highlight on the use of social networking in education and explain the advantages and disadvantages of using social networking of educational purpose. Social Media Networks are growing and it's been reaching to large people day by day. There are different kinds of Social Media which exist today. Some classifications are blogs and micro blogs, Content communities, and Social Networking sites. The Social Media is why popular now because the availability of the internet and also the technologies which help to make this availability to our hands like Mobiles, Tablets etc. The Social Media has so much effectiveness in peoples. This can be good or bad. This paper makes study of the effectiveness of Social Media in Education field. The importance of this paper because 89 percentage of the people with 18-29 age limit are in part of any kind of Social Media. And the students will use the Social Media once in a while for any kind of education purposes.

II. LITERATURE REVIEW

Generally, social network sites can be categorized into formal and informal category. Formal mostly is used education activity but Informal can be used for both educational and social. We can see from previous studies that the social- networking sites will have a major role in improving and developing education both at the level of the students or teachers.

A. Social Network Sites definition

Social network are applications that sustain eagerness in spaces to share interest via common resources for sharing, communications, collaborations and having interactions. Providing aforementioned characteristics for educational social networks unquestionably can appropriately build learning environments in the academic world. Defined Social networking sites as, "a web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site". The first Social Network Site (SNS) was launched in 1997. Beginning in 1998 used SixDegrees.com allows create a profile, list of friends and surfing the friends lists. Many of communities, from 1997 to 2001, SNSs began to support different range of profiles and publicly of friends.

B. Formal Social Network Sites

Recent attention of students to social networks brings a privacy and safety concern in educational environment . The appearance of social networks that are focused on teaching and learning give an opportunity to students and lecturers to minimize the privacy and safety concerns . They purpose that education- based Social Network Sites can effectively use for distance education in order to improving online communication for student and lectures who physically remote . According to make use of Edmodo as a kind of platform for social network intervention as a support of learning management system for the enhancement of social presence in relation to perceived learning and satisfaction with the instructor in blended learning.

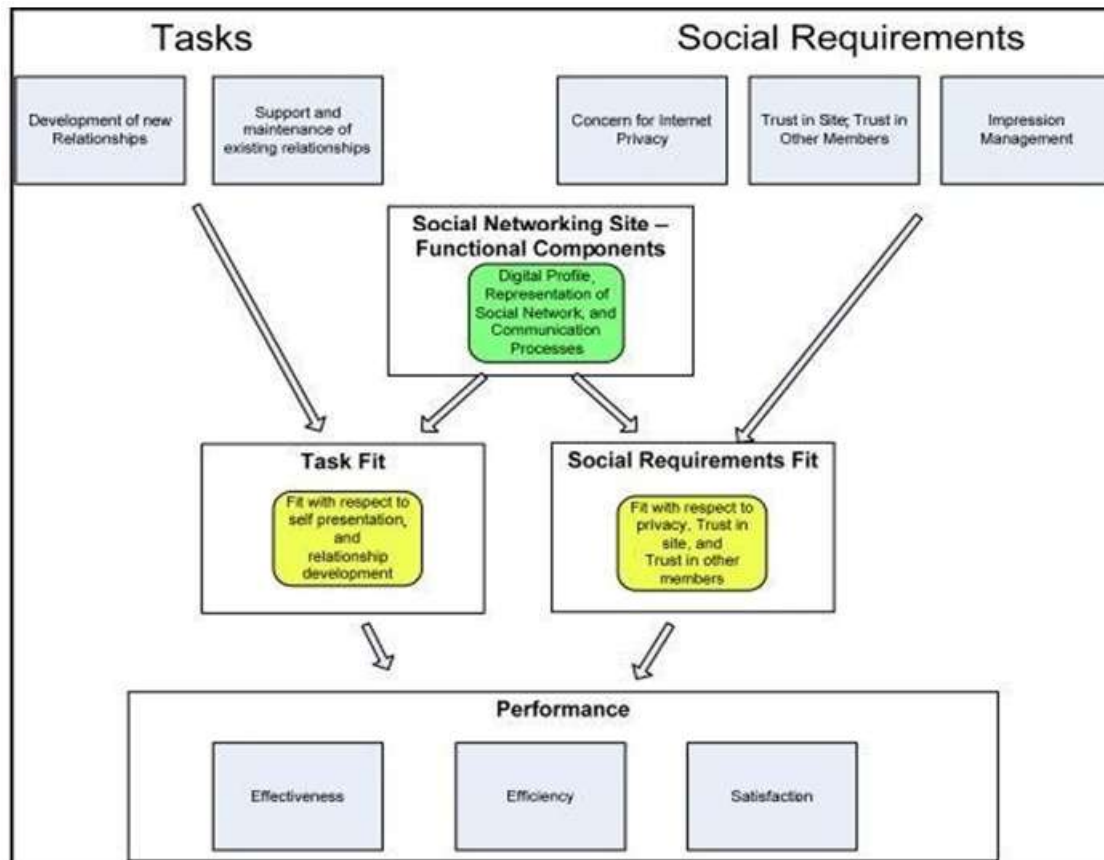
C. Informal Social Network Sites in Higher Education

Before outlining the finding of the present study, some context will be provided in the form of a brief review of the major academic literature on this topic. There is potential applications social network (SN) for teaching and learning such as Facebook, twitter, wikisite and course networking . Described a project that involved a cohort of business education students who used a Facebook group page as a support tool during their teaching practicum placements. Examine the role of social networks in computer science education. This paper expresses the social dimensions of a collaborative learning network, its formation, its presence and its influence on different social networks in education. It also mentioned are the effects of a new generation of web-based software development in learning and social networks.

III. DIFFERENT MODELS USING SOCIAL NETWORK SITES IN HIGHER EDUCATION

Develop a theoretical model of Social Technical that contains three independent variables- internet privacy concern, trust in the social networking sites, and trust in other members of the social networking sites. They relate these independent variables to two outcomes- information sharing and the development of new relationships. It is widely held that when college students find an online site that cares about the privacy of their information, they will trust this site and will interact with other members comfortably. Under these circumstances, students will share their information with others, which will encourage the development of new relationships. As a result, trusting a particular source of information will result in facilitating the „choice“ issues.

Thus, students will search for a trustworthy site so that they can decide with confidence which information they would be selected following figure shows this concept graphically.



A. The Teacher’s Role within the SNSs

To discuss the teacher’s function within the SNSs, we must refer to the notion of learning in communities. In these environments, learners actively take responsibility for and regulate their own (collaborative) learning, meaning that the teacher is no longer in full control. The teacher acts as a secondary “guide” and students are encouraged to take active control. This allows them to achieve their learning goals and coordinate the process by agreeing on rules and deadlines. This apparent switch of roles stresses the need to devise new pedagogies enabling teachers to design and promote a more student-oriented learning environment. Students actively plan their activities and assume different roles within a group, instead of simply concentrating on the learning content. As such, every member of the community may be seen as both a learner and a tutor. of course, teachers continue being responsible for the overall coordination of the workshop and its educational goals. Research shows that students still highly value teacher involvement and active participation. The students find communication with the teacher constructive and encouraging, and the teacher can support the students by setting the right tone for the discussion and contributing to developing a sense of community . In summary, the teacher’s role in the SNSs is defined as “rich and delicate”. In practice, this presupposes a balanced performance, creating a climate of openness and using pedagogical experience to create supportive structures for learning. It requires a lot of trust and sensitivity on the part of the teacher not to interfere with the activities of the learner immediately; it seems to help to build in a kind of subtle support framework for the group. Based on this premise, any successful intervention of the teacher in the SNSs has:

- To allow the group to be emergent in their learning.
- To allow the participants to seek their own rhythms and ways of working together.
- To keep a close watch on the group without interfering, but being ready to assist.
- To use advanced organizers to build a pedagogical framework for participants to use when they are ready.
- To create specific scaffolding in particular contexts.

B. Social media for professionals

Social Media is also very helpful for those who seek for jobs and those in search for careers. LinkedIn is a Social Media for professionals. The people use this Social Media as an effective tool for job hunting. There are many more Professional Networking Sites apart from LinkedIn but it may be the biggest one in across different countries . The LinkedIn Network is purely intended for professionals. It helps to make professional connected network to build a better career. It also allows showcasing the user’s professional gallery which

consist of the work examples and videos and slide shares etc

IV. NEGATIVE ASPECTS OF THE SOCIAL MEDIA

Starting from the lack of privacy being discussed widely around the globe right now, there are a lot many negative aspects to social media. Very recently one of the leading social media's was accused of compromising its user's privacy and contact details for profit making. It leads to a scary scenario to live in this cyber space.

Another of the so called negative aspects is the destruction of real social harmony and life. The generations before the social media had a very fulfilling and harmonious social life where they had very good connections between their fellow beings and with nature, which has been lacking ever since the advancement of social media. Youth today spoil their time and resource more into the hollow and many a times fake relationships endorsed by these profit oriented social giants.

Recently in India and many developing and developed countries, with diverse cultural background, witnessed an insidious chain of incidents, namely the suicide of many an account users, mainly young girls, women and also a lot of young men too. The reason being, a lot of ill minded people playing tricks at cheating those less enlightened kids of the social media block. Many girls committed suicide for their photos being morphed and used for the promotion of many adult products and also fake accounts intended for character assassination.

V. CONCLUSION

The Social Media is now with lots of services and resources. These services and resources can make use by the users of Social Media. This paper is used to study its effectiveness in education filed and found out that it is very useful tool in education purposes and beyond. Students can make use of the interaction services, blogging services, group services in their studies and also use Social Media effectively for search for colleges and career opportunities

ACKNOWLEDGEMENTS

I would like to express my deepest appreciation to all those who provided me the possibility to complete this paper.

REFERENCES

- [1] Bosch, Tanja E. "Using online social networking for teaching and learning: Facebook use at the University of Cape Town." *Communicatio: South African Journal for Communication Theory and Research* 35.2 (2009): 185-200.
- [2] Kaplan Andreas M., Haenlein Michael (2010). "Users of the world, unite! The challenges and opportunities of social media". *Business Horizons*. 53 (1)
- [3] Cheung, Christy MK, and Matthew KO Lee. "A theoretical model of intentional social action in online social networks." *Decision support systems*. 49.1 (2010)
- [4] Hameed,s. and Badii,A and Cullen,a. (2008), "Effective E-Learning Integration with Traditional Learning in a Blended Learning Environment", *European and Mediterranean Conference on Information Systems 2008 (EMCIS2008)*, May 25-26 2008.
- [5] Shivkumar, S. (2006), "Strategies for improving eLearning effectiveness", *International Workshop on e- Learning for Adult Continuing Education*, September 15-17, 2006.
- [6] *Social Media Use in Higher Education*,By Shalin Hai-Jew, Kansas State University.