

# The influence of social media in Education system: The Case of Digital India

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**Abstract-** The purpose of this study is to identify the importance of social media to support learning process in higher education institution based on several variables, such as Individual Characteristics, Educational Institutions, Family, Awareness Students, Resources, and the Internet. Social Media are used for people who are willing to share their good ideas/thoughts with Individuals, Groups, Education, Businesses, and Organizations to communicate with each other. India is the third biggest country in terms of users on Social Media. Nowadays, social media is also used to support collaboration in the learning process. It is also increasingly used as a means by which higher education curriculum can be and is delivered. Students, faculty members, and administrators are relying more than ever on social media to disseminate their instruction, learning, scholarship, research findings, and outreach initiatives. In addition to social media, there is an increasing need for social intelligence in every facet of higher education administration and operation. Colleges and universities are making decisions that will not only impact higher education but will also contribute to our country's future competitiveness in the global marketplace. Today, institutions rely on increasingly large numbers of students to help balance expenditures. Today, this statistic shows the number of social network users in India from 2015 to 2022. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The most popular social media in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 319 million users in India by 2021. Present study was conducted to examine the use and getting benefit from Several Social Medias (Facebook, Twitter, WhatsApp, LinkedIn, YouTube, Blogs) that most popular in India in the Education System.

**Keywords:** Social Media, Higher education in India, Colleges Students, Use of Social Networking, Facebook, Twitter, YouTube, WhatsApp.

## 1. INTRODUCTION

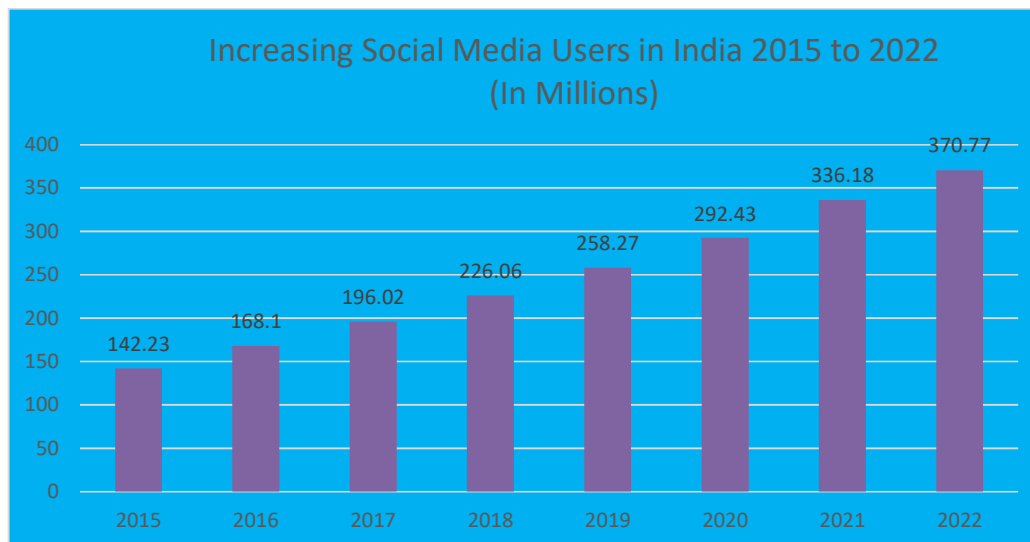
Social media has opened the door to new forms of participation and has included the teaching-learning process in many universities around the world. Present study was conducted to examine the use and importance for learning within the framework of higher education using Social media in Digital India. According to the some research, social media has enormous potential to facilitate learning activities in students and as personal resources beyond the classroom. Social learning tools are used in schools for teaching/learning and in businesses for training. Within a Universities environment, the use of social learning tools can affect not only the student but their caretaker as well as their instructor. They used them to improve knowledge transfer within departments and across teams. Parents, students, and teachers are using social media to connect and communicate inside and outside the classroom. Social media is a web-based technology to facilitate social interaction between a large groups of people through some type of network. In common widely used network is the Internet. But social media platforms are also for local networks as well.

Social media is growing rapidly and becoming a vital part of everyday life, because of the latest technological

revolution. This stunning growth is due to the increasing usage of smart phones like Samsung, Androids and iPhones. These Smart phones make it easy to access any social media platform from anywhere virtually. The mobile versions of these social media sites are so easy to access made it user friendly.

According to the latest report, the largest segment accessing social media consists of the college going students with 34 per cent followed by young men at 27 per cent. School going children constitute 12 per cent of the social media users. College going students and young men still form the 60 per cent of the social media users in urban India.

According to the Social Media in India 2017 report, there were 143 million social media users in India as on April 2015. Today, this statistic shows the number of social network users in India from 2015 to 2022. In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. Facebook is projected to reach close to 370 million users in India by 2022. The report also finds that the top four metros continue to account for almost half of the Social Media users in urban India.



**Figure 1**

## **2. RESEARCH OBJECTIVE**

This study was conducted to examine the use and importance for learning within the framework of higher education using Social media in Digital India.

- 1) To enhance Knowledge using Social Media platform.
- 2) Importance of educational activities on the Social Media usage.
- 3) Improves Learning Procedures.

## **3. THE IMPORTANCE OF MEDIA IN THE CLASSROOM**

Media in the classroom engage students in learning and provide a richer experience. Media are useful tools for illustrating a lesson, allowing students to see examples of what they are learning. Interactive media such as Smart Boards allow students to move items on a screen for illustrative purposes. Students view media as exciting learning aids, making learning entertaining and less monotonous, according to the report "Benefits and Risks of Media and Technology in the Classroom" from the UCLA Office of Instructional Development.

## **4. METHODS INSTITUTIONS USE TO COMMUNICATE**

College institutions are adapting many social media platforms into their educational systems to improve communication with students and the overall quality of student life. It provides colleges with an easy fast method of communication and allows them to give and receive feedback to students. Social media usage has skyrocketed over the past decade as present research shows that almost all college students use some form of

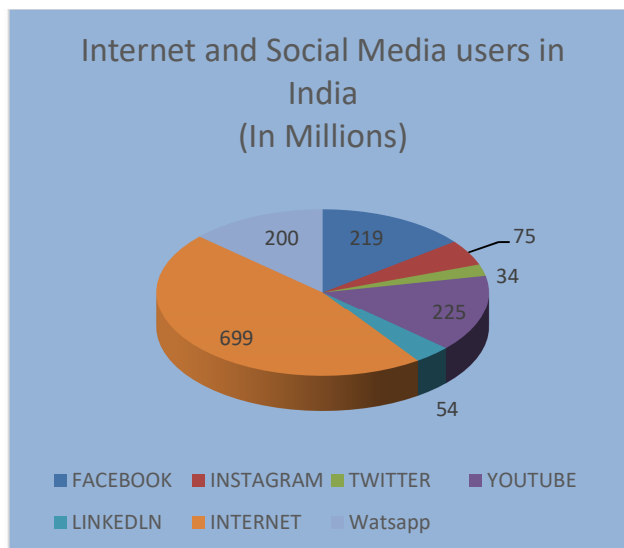
social networking website. Conducted studies show that 99% of college students who use social media use Facebook and 35% use Twitter. Facebook and Twitter have become the dominant forms of social media platforms that have successfully grown in popularity. Social media platforms such as Twitter, Facebook, and YouTube are widely used by educational institutions to make connecting with students and providing information convenient. Institutions also consider communicating information through the usage of technology a vital part in student success. In many classrooms across America, teachers have created social media pages for their classes on which they can post assignments as well as interact with their students. Schools have felt the need to make regulations for how students and faculty interact online. Many teachers stay away from "friending" or "following" their students online because it can become too personal.

## **5. SOCIAL MEDIA SITES**

In this day and age, when most of our days begin with fiddling with our phones and logging onto social networking websites to check on latest updates about friends and the world around, social media is our source of news and entertainment. These websites are a great way to connect with people from all over the world, stay in touch, share pictures, videos and other media and have a virtual connection with likeminded people.

However, these social networking sites are not just a means to keep in touch with friends, but a marketing tool brands are using to reach their target audience. People are finding new and innovative ways to create an impact through these social networking sites and several business are also now thriving on these websites.

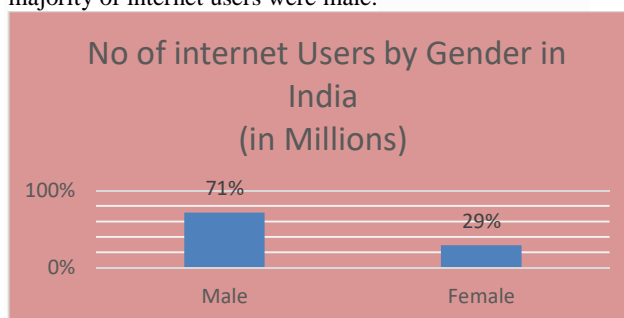
In fact, every social networking site has a different purpose and fulfils a different need. Here are the top 7 social networking sites that are most popular in India. Facebook, Twitter, WhatsApp, LinkedIn, YouTube, Blogs, Instagram



Source: The Statistics Portal

## 6. INTERNET USAGE BY GENDER

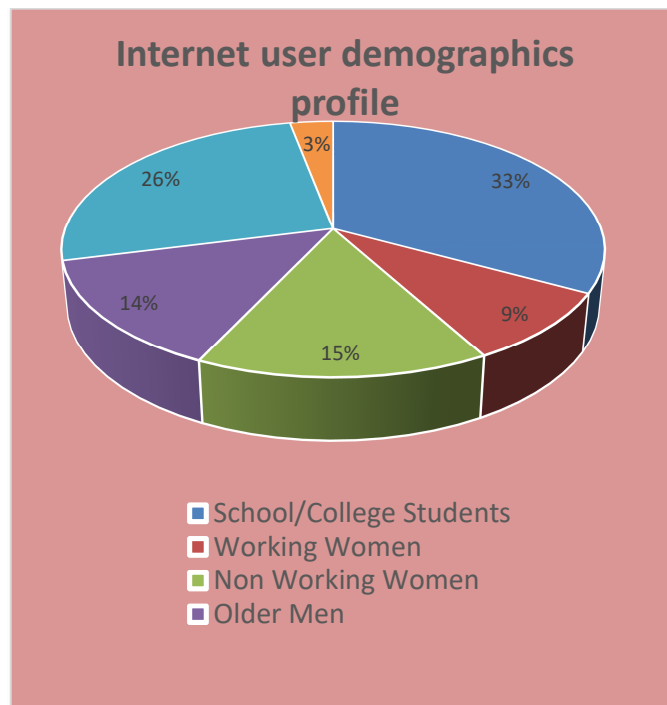
According to “The Statistics Portal”. This statistic gives information on the gender distribution of internet users in India as of October 2015. During this period of time, 29 percent of Indian internet users were female. The majority of internet users were male.



Source: The Statistics Portal

## 7. INTERNET USER DEMOGRAPHICS PROFILE

The demographic profile and the purpose of usage are interlinked. The popularity of entertainment, social networking etc. makes the internet more attractive for youngsters presently. Unless digitalization of important civic and social services (envisioned under e-governance programs) really take off, the internet will remain to be perceived as a medium of entertainment for youngsters



Source: kantar IMRB I-Cube 2017, all India users Estimates, October 2017

## 8. SOCIAL MEDIA IMPORTANCE ARE FOLLOWING-

**Live Lectures:** Many professors these days are conducting live video chats on skype, twitter and other places for their lectures. This makes it easy for students as well as teacher to learn and share while just sitting in their homes. How easy and convenient education can be through the help of social media.

**Increased support:** Since we have the use of social media at our disposal at any hour of the day, teachers can provide off hours support and solve queries of students even after class timings. This practice also helps the teacher to understand development of their students more closely.

**Easy work:** Many educators feel that the use of social media makes the work easier for both them and students. It also helps the teacher to expand and explore their own possibilities//skills// and knowledge.

**More disciplined:** The classes conducted on social media platforms are more disciplined and structured as we know that everyone is watching.

**Teaching aids:** Social media can help the students to nourish their knowledge with a lot of teaching aids available online. Students can watch videos, see images, check out reviews and instantly clear their doubt while watching the live processes happening. Not only

students, even teacher can make their lectures more interesting by using these tools and teaching aids.

*Teaching Blogs and write ups:* Students can enhance their knowledge by reading blogs, articles and write ups by renowned teachers, professors and thinkers. This way good content can reach wide audience.

#### ***Are Social Media Sites spoiling Students?***

I believe that social networking sites do not spoil students. In every field, there are some positive and negative things so I took only positive. The social networks are the way that students keep in touch with each other. It is a way to let the world know what is going on in their lives. Social networks are simply a form of communication for students. Nothing about them spoils them.

## **9. CONCLUSIONS**

This Study is showing how benefits to use of Social media platform to Educational purpose and the study can inform educational administrators, practitioners and other relevant decision makers to gain further understanding of engineering student's college experiences. With regard to other parameters that support successful educational action, such as communication, co-operation, academic culture, almost all of the research converged on the positive impact of Social Media. Social media marketing is a relatively new terrain increasingly attracting the attention of field marketers and researchers. Higher education institutions are already experimenting with social media marketing. However, the number of studies on social media marketing and their effectiveness are still limited, and very little is known about the suitability of the social media as tools for higher education marketing. It is important to help students learn how to use social media in an instrumental way, learn how to think deliberately about their use, and consider the sorts of outcomes for which using social media are proper.

The focus of social media-based marketing should be on two-way communication, dialog and engagement rather than using the social media as broadcasting channels or advertising platforms. While cost reduction and increasing effectiveness can be serious arguments for higher education institutions to engage social media as part of their marketing strategies, such strategies require a redesign of marketing departments and changes in communication approaches: from one-way communication to listening to customer voice and customer engagement. While most higher education marketing departments are not familiar with this type of communication, university management must make a serious effort to restructure and acquire personnel with the right capabilities. The power of media is so extensive and huge; it can be used to educate people with very little cost. Media today is to inform the people about the latest happening around them and the world. People can

listen, watch and read latest news whenever and wherever they want.

Study results indicate that high school students use social media is beneficial for educational and entertainment purposes and use it less frequently for the purpose of social interaction. It can be advantageous if teachers take student tendencies into consideration and use social media effectively in the learning-teaching process.

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