

The Emerging role of Social Networks in Education Sector: Impacts and Analysis

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Abstract— If we recollect the statement of our honorable former prime ministers statement “we can neglect anything but not an education”. So now the paradigm of social network is fulfilling that statement. So Social Networking has become very popular during the past few years, and it plays an important role in our life. It helps us in the every fields of life such as political field, economic field and educational field. This paper will summarize some of challenges and opportunities to use social networking as educational tool. The emerging role of social networks in the present world is changing the entire geographical limitations of the society, it emerging the new society for the new generations. The present social network bringing the all the hearts together in to the single platform and multicultural in to single culture. The exponential growth of social network is standing on top with compare to other technology usage like TV, internet, mobile etc. The span of 3 to 4 years we reached more than 400 millions of subscribers with compare to world social network subscribers are more than 42000 million subscribers. The age holders of subscribers from India: men 30 to 40, women 35 to 45. The recent statistical study shows that 94 percent of students observed the internet, 82 percent go online at home and 91 percent had a profile on social network site for their day to day education and information. In this paper we would like to convincing- the emerging role of social network for empowerment of education, the impact of social site in the system, the recent trend and experiences of social sites in the world

Keywords- Social networking; E-learning; Education. Internet, Satellites, Mass communication

I.INTRODUCTION

Social network is the magnitude on the globe. Social networking websites have become increasingly integrated into the way many people today act, think, and relate to each other. Social networking has a multitude of implications for the field of education and these impact students, educators, administrators, and parents alike. Social media sites like face book, twitter and YouTube connect people around the world in many ways Marshall McLuhan could not have dreamed of when he popularized the term “Global village” back in the 1960’s. At a very early age and all our world the concepts of social media had taken a large place in the Students dreams. Their work happiness sharing their views increasing their knowledge making a worldwide socialization these platforms are designed in as digital nations and the bloom of internet is all over corner of the world

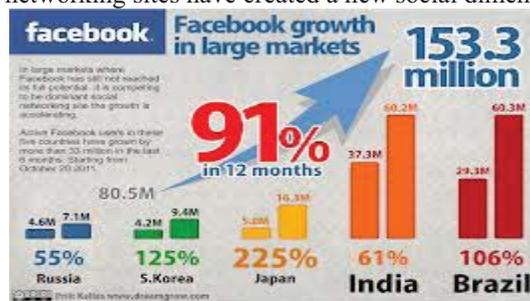
II.SCOPE

Connection and Access: The primary function of social networking sites is to provide ways for an individual to make connections with others. Some common connections include

- Sharing interests and goals with current friends
- Maintaining contact with friends in different cities, states, and even countries.
- Finding old friends and former classmates
- Furthering professional development
- Debating or advocating for political, environmental, ethical, and religious issues

- Different social networking sites fill one or more niches to promote connection. .

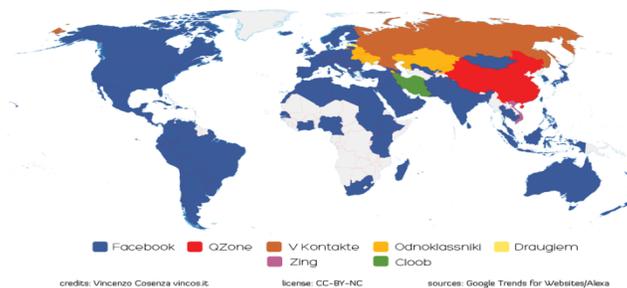
2.1 *Increased Awareness:* Social networking sites have created a new social dimension where



individuals can develop increased levels of awareness. Interacting with these sites, students can become more globally knowledgeable, tech-savvy, and even more self aware. Young people in particular may also benefit from social networking databases such as YouTube.

WORLD MAP OF SOCIAL NETWORKS

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2.3 *Publicity and Advertising:* Some social networking sites allow their members to publicize events, movements, or products. Social networking sites provide an advertising medium for students, extracurricular clubs, Greek chapters, sports teams, musicians, and large-scale companies alike. Student must be more innovative immediate accessibility adaptability grasping power or ubiquitous to face the challenges in the world and to create a new world. The dreams would be definitely implemented and will turn on the reality only when the concepts of flipped class rooms sharing the latest iPod apps for high and lower schools

2.4 *Science and biotechnology:* Science and biotechnology and the web track teaches the bio technical tools to operate in one country and sitting other country just thinks we can solve the problem! These networks also help every individual to develop not only in one aspect but also grow himself in various other technology and activities.

2.5 *Professional uses within education:* Professional use of social networking services refers to connect with other professionals within filed of interest. So that to make new business contacts and keep touch in with previous co-workers ,affiliates and clients .The resources can take the form of useful information, personal relationships on the capacity to organize groups , as well as networks to establish by joining special interest groups that others have made, or creating one and other asking others to join. This would increase team work quality in a person.

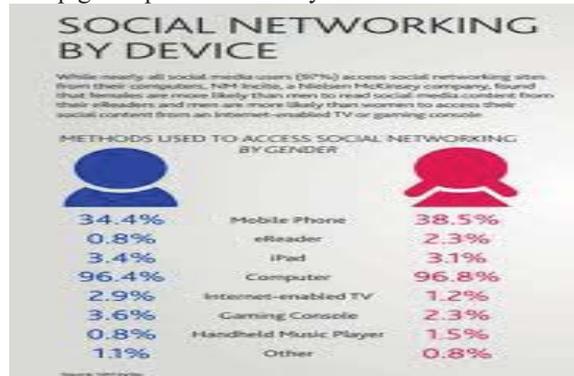
For instances, there are few usages of social networks where the development had gone to international level of appearance.

- A woman sitting at home taking online tuitions for students studying at U.K, France, Germany, Philippines at certain time period of intervals in the day she is earning one lakh per month . This ensures that socialization in education through internet on worldwide.
- Now –A- Days we find many small kids aged 5-8 are so smart that, they can browse the internet play games ,download movies, watch YouTube videos, songs and connecting to Skype, and what not a small kids improve themselves by internet.
- A group of students actually formed a group through facebook, various students of engineering college, IIT students, together launched a satellite in India which was first student satellite!!
- Students are more exposed to Robotics in these days , this technology and interest made other group of students to make new robotic equipments. And real time usage of robotics.
- Through online the tutorial s had come up and helping the students worldwide to share knowledge and get educated at any instance of time and any kind of doubts.

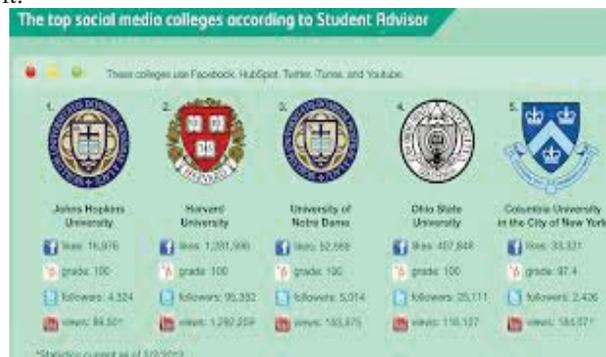
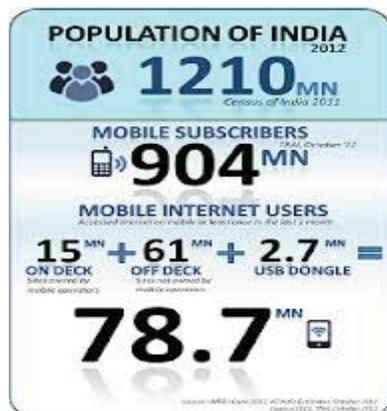
III. CHALLENGES AND OPPORTUNITIES

The more challenges and opportunities when they given to students, the students will come to know what is actually the right way to behave and apply on one's life, real friendship, privacy, taking up time, traditional challenges and social approaches.

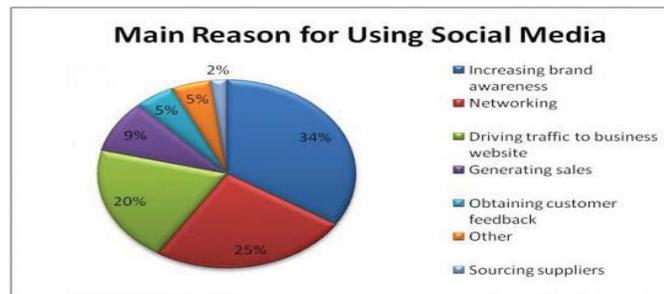
Large exposure to the world will make sure that one must be approachable and acceptable with all other social networking people. The moral values, issues, current happenings, mind set of different people can be marked as point and make sure that you can develop good qualities within yourself.



- Privacy:** Facebook, the archetypal social networking website, is now open to anyone with an email address and draws people of every age, ethnicity, income level, and academic background. The dark side of social media is forcing many school districts to keep Facebook, Twitter and YouTube at arm's length while they consider strategies on how to best use social networks in classes while keeping students safe. But local education officials are also aware that the same students are probably using social media at home or on their smart phones while out with friends.
- Real Friendship:** Thanks to social networking sites, an individual may now be able to boast that her friends number in the hundreds. But the quality and integrity of these friendships is not always what society is used to. "This can lead to disappointment once people realize how insignificant their online existence really is. Not only are online friends not necessarily real friends, they can turn out to be people you don't wish to know at all."
- Taking Up Time:** There is little question that as more opportunities to connect increase, social networking is taking up more of our time. If an individual makes the choice, as some have, to disconnect and deactivate his accounts, actually getting rid of personal information will prove harder than it seems. Many sites, like Facebook, keep posted information in their database and users find that their digital footprint lingers longer than their actual presence.
- Miscommunication:** Issues of honesty aside, when individuals cannot communicate in person, misunderstandings can occur much more frequently.
- The Effects of Social Networking on Informal and Formal Education:** Keeping both the challenges and opportunities of social networking sites in mind, we turn our attention to how these relate to the formal and informal educational spaces that students inhabit.



- f. **Knowledge Type and Access Collaboration:** With the unprecedented possibility to interact and connect on a non-physical level, individuals now have the ability to collaborate and develop without worrying about physical boundaries of time or space.
- g. **Access to Creating and Distributing Knowledge:** The Connexions model decreases the lag time in the publishing of information, thus keeping it current. The cost of access is limited to the cost of Internet.
- h. **Quality Control:** The production of collaborative knowledge is not without challenges. Andrew Keen, author of *The Cult of the Amateur*, contends that "... history has proven that the crowd is not often very wise," embracing unwise ideas like "slavery, Infanticide, George W. Bush's war in Iraq, Britney Spears." While the last two items may be more subjective, the idea that popular does not always equal correct, is valid. Keen notes that, "...it's easy for misinformation and rumors to proliferate in cyberspace."
- i. **Subjective and False Knowledge:** Wikipedia requests the following in the formation of its entries; "Avoid conflicts of interest, personal attacks and sweeping generalizations. Find consensus, avoid edit wars, follow the three-revert rule, and remember that there are 2,925,880 articles on the English Wikipedia to work on and discuss." The more connected people are, the better chance fraudsters have of reaching out". The odd fact is that most users of these social networking sites are fully aware that many of the people, or "friends", are being dishonest in their personal disclosure.
- j. **Social network hosting service:** A social network hosting service is a web hosting service that specifically hosts the user creation of web-based social networking services, alongside related applications. Such services are also known as vertical social networks due to the creation of SNSes that cater to specific user interests and niches.
- k. **Business model:** Few social networks currently charge money for membership. In part, this may be because social networking is a relatively new service, and the value of using them has not been firmly established in customers' minds. Companies such as MySpace and Face book sell online advertising on their site.



- l. **Social Interaction:** Put simply, social networking is a way for one person to meet up with other people on the net. People use social networking sites for meeting new friends, finding old friends, or locating people who have the same problems or interests they have, called niche networking.
- m. One online dating site claims that 2% of all marriages begin at its site, the equivalent of 236 marriages a day. Other sites claim 1 in 5 relationships begin online.
- n. **Social networks and employment:** A final rise in social network use is being driven by college students using the services to network with professionals for internship and job opportunities

	Employment Change By Country		
	Increasing	Decreasing	No Change
Brazil	71%	5%	20%
India	67%	13%	17%
China	52%	27%	21%
Russia	48%	15%	36%
U.K.	30%	21%	46%
Germany	29%	15%	53%
U.S.	26%	9%	55%
France	24%	24%	48%
Japan	22%	19%	56%
Italy	19%	33%	43%

Source: CareerBuilder

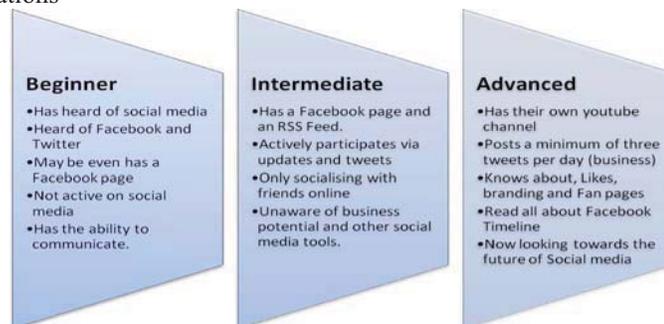
- o. **Self Education and Anonymity:** Social networking has led to the development of "self educating" communities. People are able to converse with others who share the same

interests as themselves. According to Nicholas Barbules, “Their most striking features... is an overt commitment to sharing information, initiating newcomers, and extending their collective knowledge through such processes as shared problem-solving, experimentation, and independent inquiry”.

- p. **Trust in a Digital World:** The learning curve of developing appropriate emotional intimacy with individuals on social networking sites is a high one, especially for vulnerable youth. There has recently been a rise in the risk of identity theft, fraud, and virus attacks for this specific reason. The way information is transmitted on these sites can cause incorrect information to become widely known as truths.
- q. **Social Networking in the Context of Globalization Defining Globalization:** "Globalization has been variously used in both popular and academic literature to describe a process, a condition, a system, a force, and an age". Globalization is, the mobility of people, capital, media communication, ideas and ideologies, desire and expectations that is mostly driven by new information and communications technologies".
- r. **Social Networking Fuels Globalization:** Social networking by definition is a communication tool. It allows people to communicate with those they would not usually have contact with. Communication includes information, news, ideas, pictures, technology, cultural practices, and anything and everything else that people can commutate to each other in face to face interactions.

IV.EXAMPLES:

- a. Epernicus: The linkedin for scientist
- b. Good reads
- c. Dol2day
- d. Nasza-klasa
- e. Finance applications
- f. Medical and health applications
- g. Social and political applications



V.APPLICATIONS:

- a. Next generation education at the University of North Texas
- b. Noteworthy blended learning
- c. Digital Ethnography
- d. Additional school collaborations
- e. Central Piedmont Community College

VI.ADAVANTAGES:

- a. **Support Interaction:** What is the difference between traditional and social media learning? The traditional method is a typical classroom kind of learning with little chance for interaction. It helps network with people of similar passion and goals.
- b. **Natural Learning:** According to research, people go to work to improve their relations with their colleagues rather than secure a good pay package. This, therefore, proves that social networking has a direct impact on the way people learn and work.
- c. **Easy Access:** Social networking sites help access information anytime and anywhere. It also facilitates access of information of a diverse kind on a given topic with ease and efficiency. In turn, it supports lifelong learning processes and professional development.
- d. **Multiple Learning Styles:** Social media learning involves accessing information through a range of visuals, text and perceptions on a given subject. It also encourages one to actively participate by posting content on social networking sites. It helps users post or express individual views, thereby generating tons of content onto the site.

SOCIAL MEDIA EXPLAINED



VII.DISADVANTAGES:

- a. Uncertainty: Social media is subjected to continuous change. Hence, this lacks the required structure to fit into the exact learning need.
- b. Performance Tracking: A critical step for learning is measuring. However, at present, measuring tools are there but a few.
- c. Managing Social Networking Sites: Once logged into a site, one gets invitations to log on to other similar sites. Thus, logging on to many sites is not possible for one person. Hence, its difficulty to manage and eventually becomes cumbersome.
- d. Troll (Internet): A common misuse of social networking sites such as Face book is that it is occasionally used to emotionally abuse individuals. Such actions are often referred to as trolling
 - Online bullying: Online bullying, also called cyber-bullying, is a relatively common occurrence and it can often result in emotional trauma for the victim .The teenager expresses frustration towards networking sites like MySpace because it causes drama and too much emotional stress.
 - Interpersonal communication: Interpersonal communication has been a growing issue as more and more people have turned to social networking as a means of communication

VIII.SUGGESTIONS:

- Schools and school districts have the option of educating safe media usage as well as incorporating digital media into the classroom experience, thus preparing students for the literacy they will encounter in the future.
- Social networks are being used by activists as a means of low-cost grassroots organizing
- A final rise in social network use is being driven by college students using the services to network with professionals for internship and job opportunities
- Many schools have to implement online alumni directories which serve as makeshift social networks that current and former students can turn to for career advice
- People use social networking sites for meeting new friends, finding old friends, or locating people who have the same problems or interests they have, called niche networking.
- More and more relationships and friendships are being formed online and then carried to an offline setting.
- Users of these services also need to be aware of data theft or viruses. However, large services, such as MySpace and Net log, often work with law enforcement to try to prevent such incidents.
- Privacy on social networking sites can be undermined by many factors. For example, users may disclose personal information, sites may not take adequate steps to protect user privacy, and third parties frequently use information posted on social networks for a variety of purposes
- Through data mining, companies are able to improve their sales and profitability. With this data, companies create customer profiles that contain customer demographics and online behavior.
- Notifications on websites allows users to purge undesirables from their list extremely easily and often without confrontation since a user will rarely notice if one person disappears from their friends list.
- The relative freedom afforded by social networking services has caused concern regarding the potential of its misuse by individual patrons.
- Risk for child safety: Citizens and governments have been concerned with misuse by child and teenagers of social networking services.
- Social networking can also be a risk to child safety in another way; parents can get addicted to games and neglect their children. One instance in South Korea resulted in the death of a child from starvation.

IX. CONCLUSION:

From the above information we would conclude the technologies become more widespread, the boundaries of social networking continue to expand. Indeed, social networking sites have redefined the traditional definition of what it means to be someone's friend. Social networking continues to fuel globalization through the interconnectedness's that it creates. While online forums pose challenges for communicating, so do traditional methods of communication. The challenges posed by online social networking, and the potential benefits to informal and formal education, are still emerging. While social networking is not a new phenomenon, it is something that is slowly and newly starting to be embraced in the educational world. The technology that enables this new level of connection is a vehicle, one that has the potential to open up information to more people than has ever been possible at any point through out human history.

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