



Statistical Analysis of Impact of Social Networking Sites on Present Technical Educational Environment

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Abstract— *In the present era, social networking sites like Facebook, What's app, Orkut, YouTube are becoming the centre of attraction among youths. Even every age group is now using these SNS because of their various features that increases social interaction with the whole world. These SNS have great impact on youth as it provides communication to our dear ones. As these SNS are spreading their roots deep in the market, it is also responsible for providing employment, marketing, personal growth and sharing of information In this paper authors are mainly focusing on Technical Educational development of youth through SNS.*

Keywords— *SNS (Social Networking Sites), Technical education, Social Media Tools, TwitPic, Microsoft India Student*

I. INTRODUCTION

The world has been changed rapidly by the evolution of technology, and this evolution has resulted the technology as a best medium to communicate as well as exploring the wide area of knowledge through social networking sites. Social networking sites are defined as online community of internet users where different users registered themselves in these sites, create their profiles including their activity, likes, mutual interests and wants to communicate with other users. SNS technology has emerged in past few years, it has now emerged as mass online activity. SNS's were mainly developed as a platform that provides social interaction i.e. allows individual to meet strangers. In past few years when SNS's were newly arrived in the internet, people used to spend maximum part of their time in communicating with their friends acquaintances, but later this huge platform emerged with the features of technical forums, discussions on debatable topics[4] with a pool of opportunities that provided a new and most efficient platform for rise of technical education[4] . The first known or Origin of Social Networking Website is SixDegrees[6], this site was first issued in 1997 and it was the first site to allow its users to create profile pages and send messages and with the advent of time internet users met MySpace, Facebook and Bebo.

Emerging studies on SNS finds that teenagers are the most prolific users of SNS. They spend a considerable amount of time in checking their id's in social networking sites like Facebook, my space, twitter, what's app etc. Features provided by these SNS like wall post, status update, likes, tagging, tweeting attracts every age groups including youth. SNS are giving a huge contribution in the field of technical education.



Fig. 1: Various Social Networking Sites on Internet

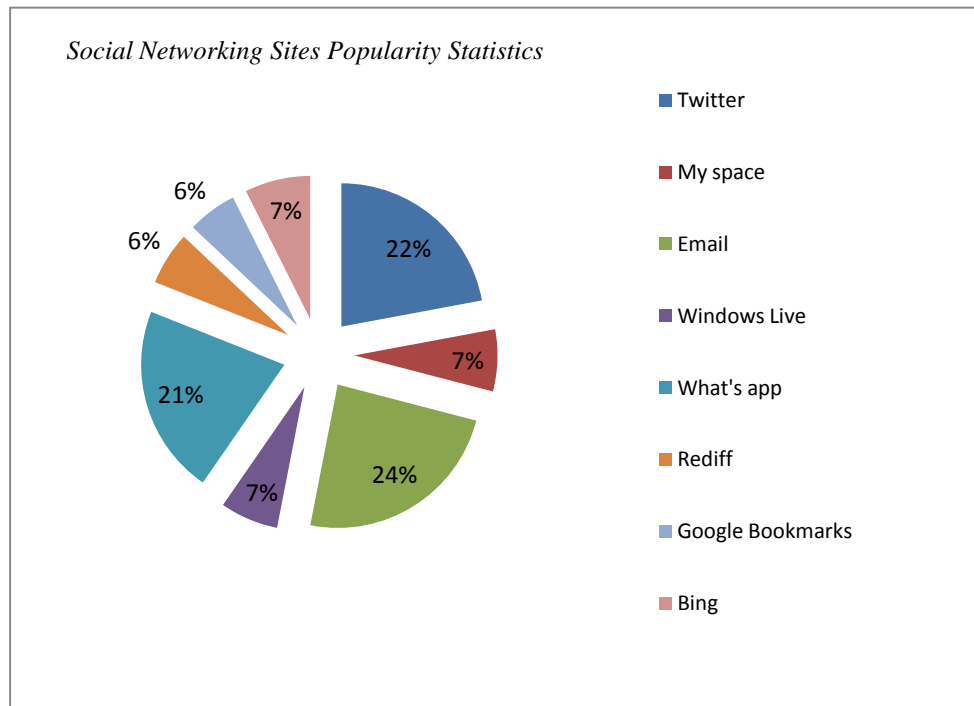


Fig. 2: Our High Level statistics showing Social Networking Sites Popularity

As per our statistical study through the chart defined in Fig 2, we can conclude that in the past few years in which SNS has become emerged a lot in the market, Facebook is holding the top position and twitter is getting 2nd most popular social media and other SNS are spreading their roots so rapidly.

II. SIGNIFICANCE OF SNS FOR TECHNICAL EDUCATION

- A. Social media constitutes a large amount of educational stuff that plays a vital role in the field of technical education. In the research paper “Online Social Networking Issues Within Academia and Pharmacy Education” published on 2008[1] has discussed that Facebook is a tool that helps to make good tie up among educational personnel’s as well as college mates that helps them directly or indirectly in steeping towards education.
- B. The use of online libraries through social networks is also another milestone in the field of technical education by SNS. Activities of youth like tweeting, blogging, instant messaging enhances student involvement. Those students who do not actively participate in class can interact through social networking services by using educational portals, blogs and by contacting with technical professionals. SNS allows participants just in time learning and higher level of engagements[2] as SNS are making learning interactive for students. Interactive learning can change their mind sets towards education and study.
- C. SNS are moving towards educational community and forums where technical professionals interact with student’s queries. These forums or online technical assistance are becoming boon for students as they are getting knowledge in their form. Students are less prone to formal way of study through books, day by day the new generation is developing smart ways of learning which is making him so dynamic and things or concepts related to their subjects are getting inter related with the idea of using social networking sites as a revolutionary way of studying.
- D. The concept of e learning in technical education is truly served through SNS’s where social media have increased the potential and powered this independent way of learning among students as it allows members to participate in a learning environment where learning process can occur interchangeably from both inside and outside of the classroom. This benefit makes successful use of SNS in technical education.
- E. Availability of large online courses in web and even in SNS is ensuring flexibility in technical education, where large number of online courses are available in these sites and even various technical institutions are trying to be centre of attraction of students for getting enrolled in their interested course by providing time and space flexibility in technical education.[5]
- F. Social networking supports research and development (R&D). As we know researchers creates new knowledge by using existing knowledge, activities involved in Social Networking Environment like Brain Storming, Idea Exploration, Informal Exchange and cross – fertilization. It allows researchers to collect various views and knowledge from outside of their traditional “Friends circle”.

III. SNAPSHOTS SHOWING INVOLVEMENT OF TECHNICAL EDUCATION INSTITUTES OR FIRMS PROMOTING THEIR EDUCATIONAL STATUS, ENHANCING KNOWLEDGE AND SUPPORTING SMART LEARNING THROUGH SNS



Fig. 3: Snapshot of National Youth Summit 2014(1st March – 12th April 2014) organised by DIT University Dehradun on Facebook

This snapshot showing national youth summit 2014(1st March – 12th April) organised by DIT university Dehradun, promoted by developing a page at Facebook that would help students to know more about the event, it's details related to events, showing the web site of that event so that students can visit the page(www.vision2k35.com, Facebook page: <https://www.facebook.com/vision2k35>) for their registration in this event.

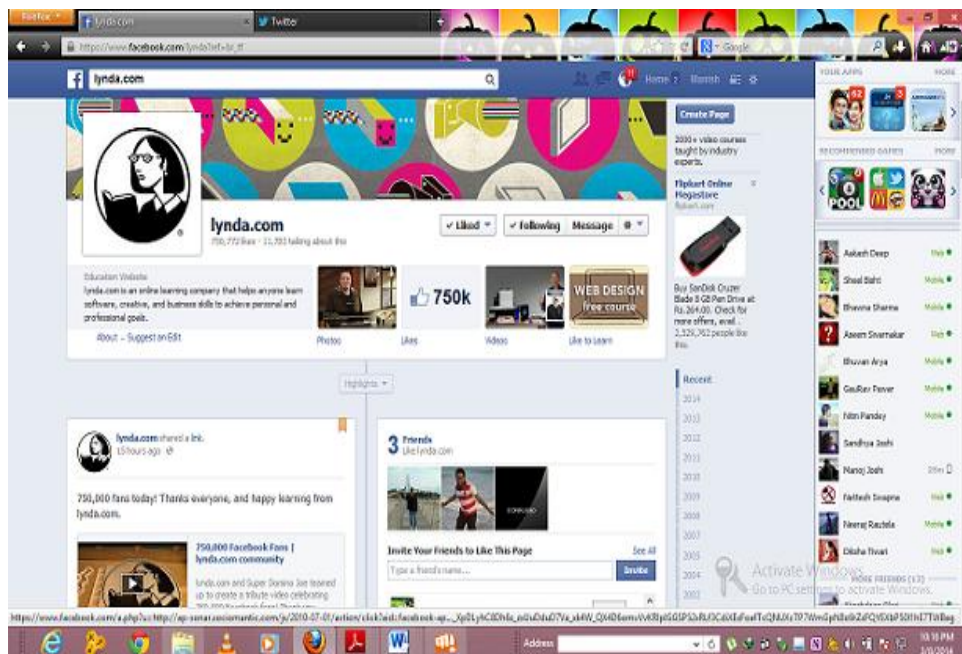


Fig. 4: Snapshot of online Learning Company(Lynda.com) on Facebook

Another web page “lynda.com” (website: www.lynda.com) showing online learning website promotion through SNS Facebook (Facebook page: <https://www.facebook.com/lynda>), motivating students about online learning experience through this website. 750K likes representing popularity of this website on the above Facebook page becoming the milestone among students for providing efficient and smart learning. Websites on these snapshots depicts us a way of learning, and directing us towards study in our leisure hours when we mostly love to interact with people through SNS's.



Fig. 5: Snapshot showing “Microsoft India Student” educational program running by Microsoft Incorporation on Facebook

Now, “Microsoft India Student” is another huge Educational program running by Microsoft Incorporation, promoting through Facebook about the Educational programme running by Microsoft, Microsoft India student is a forum for students in India to connect with Microsoft (website: <http://bit.ly/microsoftindiastudent>, Facebook page: <https://www.facebook.com/microsoftindiastudent>). This programme enhances the scale of employability by providing best training skills not usually taught in academia and including knowledge of various Microsoft technologies.



Fig. 6 Snapshot of Online Video lecture (Introduction to Artificial Intelligence) on YouTube

SNS “YouTube” showing IIT video lecture on “Lecture-1 Introduction to Artificial Intelligence” by Prof. Sudeshna Sarkar (website: <http://www.youtube.com/watch?v=fV2k2ivvtL0&list=PL8A25592E6D32C753>), is another knowledge pool for students. These video lectures provided by various IIT’s can help students in their studies as well as provides a good basis for knowledge through SNS’s. On subscribing this knowledgeable stuff in YouTube, one can make the learning and study process so interactive through these SNS. There is a lot of knowledgeable stuff provided by educational institutions in order to help students in their topics and these technical lectures can be easily downloaded through these sites, video lecture are more helpful from others by providing both listening and watching experience which makes learning much easier.

IV. SOCIAL MEDIA TOOLS IN THE FIELD OF TECHNICAL EDUCATION

- A. Blogs:-** Social media tools are changing the educational landscape through various SNS tools from which Blogging comes first. Blogs are most established and well understood tools in Social media tools. Blogs are widely used as a informative display and interactions. In Institutional level, blogs are widely used to show updates regarding events, upcoming seminars, webinars, research press releases. Blog of a specific academic group or individual shares research updates, updates about latest technologies, national conferences schedule and opinion in specialist field(such as Oxford's Internet Institute Editor's Blog).
- B. Real time chat and instant messaging:-** Instant Messaging and real time text or video chat offers more personal and more private space to discuss in educational matters. Instant Messaging allows users to chat through text with other user's on short text based updates in technical education and real time face to face interaction is provided through video chat. Tools like Adobe Connect, IBM Lotus Live use real time chat concepts to use online Seminars, Workshops, tutorials and discussion Sessions. Real time audio and video chat tools like Google+, Skype, What's app can be a good alternative for voice tutorials.
- C. Status Broadcasting:-** Status Broadcasting can be defined as sharing of mini updates like images, URL, Geographic information etc. Twitter is the best known example of this tool which represents mini updates. Many status sharing tools provides RSS feeds that enables status update automatically. Example: University of Edinburgh Polopoly team[3] uses a twitter account, @uni_ad_polopoly to feed key issues into their support page.
- D. Image, audio and video sharing:-** Images, audio and video sharing can be very effective for learners as well as communicating with professional colleagues. Images of study material can be shared more easily and efficiently through like Picasa web albums. Audio and video lectures are another choice to make education interactive. Tool in tweeter like TwitPic can be used for image sharing through SNS. Example of this tool implementation can be found in the school of Visual Arts in New York, which uses an extremely active Facebook page to share exhibition images and Artwork by students. Vimeo, UStream, are dedicated areas of web where Educational Organizations can share longer videos and build a richly customized form of knowledge.[3]

V. CONCLUSIONS

SNS (Social Networking Sites) are no more emerging as a way of social interaction between people of different community, different lands, different mind sets but it is now becoming as the most prominent way of smart learning which includes social as well as educational welfare of today's youth. In this paper we have introduced various active participation or role of SNS in the field of technical education through the real time snapshots that provides us a strong basis to make use of SNS not only as a tool for social interaction but as an emerging technology which can provide a best and efficient way of learning i.e. smart learning, In a nutshell we can say that these sites are emerging as a boon for technical education.

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