

# Impact of Social Networks on Learning Experiences – A Study on Selected Colleges of Bangalore

Ms. Susheela,\* Ms. Vasavi R,\*\* Mr. Sachin Soonthodu\*\*\*

\*Asst. professor, Department of MBA, Brindavan College of PG Studies, Bangalore

\*\*Asst. professor, Department of MBA, Brindavan College of PG Studies, Bangalore

\*\*\* Asst. Professor, Department of Tourism Studies, Garden City University, Bangalore

**Abstract:** *The rapid changes in technologies made people to think- to be creative, easy going and realized them to adapt the change for better learning process. Teaching perspective has changed from tradition to technological era, due to this education system also adopting the technology in terms of teaching and sharing the knowledge. Social networks such as Whatsapp, Likndin, Facebook , Slideshare are creating the platform for teaching community to share information mutually and give the practical exposure to student. Social networks are providing the opportunity to facilitators for innovative teaching. Today, education sector growing globally and commercially, we compete to develop the attitude of learning, gain knowledge and experience. The main objective of the study is to analyze and understand the implications of social networks in education sector. The study is confined to selected college of Bangalore. The sources of data considered for the study is primary and secondary data. The outcome of the study may be useful for practicing innovative teaching methodology and creating learner centric pedagogy in education system.*

**Key Words:** Social Network, Learning experience and Teaching Pedagogy

## Introduction:

The drastic changes had taken place due to emergence of technology and communication. Social networks are also one of the changes people adopted easily. India is also like many other counties hit by social networks. The education sector has also adopting the changes in their teaching system. Facilitators are providing the input like reference notes, creative assignments, quoting examples through Social networks.

With the innovative teaching methodology, teaching perspective is changing from classroom teaching to creative teaching. Social networks are creating the platform for the facilitator and the student to share the information, discuss various issues and helping in regenerate thinking process. Today, youth are very much addicted to social network. The usage of social network in education system made facilitators job very feasible and easily make students to understand with difficult concepts.

The social networks such as You tube, slide share, twitter, linkedin, Facebook act as ladder in students life. Utilizing these social networks like sources will enhance the student's knowledge. Facilitators also need to adopt the changes in teaching pedagogy. Since changes in technology and communication and accessibility made teaching community enrich their knowledge in learning point of view.

## Statement of Problem

Social networks are the technology bound systems which connect a group of people across the world. For thousands of years it is believed that the society is the primary teacher and a child learns, develops behavioural pattern through socialisation process. Learning process includes both internal and external. Modern education system is highly technology oriented where the students, teachers need to be dependent of social networks. Social media may range from quoting the examples relevant to a particular subject to sharing the notes and the information etc may bring a positive change in classroom atmosphere. Social networks such as slide share and LinkedIn are the source of information of teaching.

Researchers (Cain & Policastri, 2011) have found that effective application of new social media technology may offer distinct advantages for teaching in the modern era. Social network such as Skype is used for online tutorials.

Researchers also found that usage of social media in the classroom teaching/learning often result in positive psychological effects (Jackson, 2011). For example, the student who cannot be able participate in a face-to-face class due to interpersonal reasons is more likely to participate through social media (Rankin, 2009). Many institutions and academic policy makers hold the opinion that the social network can be the effective messenger to the students. The social media reduces the gap between the teachers and students so that the inclusive participation is possible. However many colleges and schools restrict the mobile usage in the classroom and the campus as well. Systematic usage of mobile phones in the classroom for the formal communication, to deliver suitable example may increase the depth of understanding among the students. Formulation of systematic model for adaptation of social networks for effective teaching is necessary for the effective classroom teaching. This study addresses how the teachers and students informally involve in the effective utilisation of social networks in for the better outcome in the classroom activities and also the students creativity enhancement.

## Objective:

- To understand the learning opportunities in classroom/formal teaching through social Networks
- To analyze the importance social network in classroom teaching and teaching pedagogy
- To understand the scope for implication of social networks in modern teaching pedagogy.

### Scope of the study:

Bangalore is the education hub of India. Many colleges offer multi-optional courses according to the changing trends and the students need. The city has thousands of students from the countries across the world. The scope the study is confined to selected colleges of Bangalore.

### Research Methodology:

**Data Collection:** Primary data is collected through the help of structured questionnaire. Secondary data is collected by the referring various books, journals and other online sources. A structured questionnaire is designed based on the objectives of the study. For this study descriptive statistics were used. Percentage analysis was used to analyse the data.

### Sample of the Study:

The population defined for the present study involves five prominent universities and private colleges of Bangalore which are randomly selected.

### Review of Literature

**Dr. Suman Ghalawat, Dr.SunitaMehla and Dr.AmitaGirdhar(2017)**, a study conducted for understanding the factors which affects the students with respect to social networking sites in Haryana. This study conducted was based on 200 respondents in Haryana with statistical tools such as ANOVA and factor analysis to prove the objectives. The study found many factors related to the use of social networking sites by students such as for downloading videos, uploading images and videos, for finding opportunities in career & job and also to find literature review.The study discovered factors such as system, Ads in social media, sharing information and customer care. From ANOVA, it was also found that there is a relationship between demographic variables and various factors with respect to satisfaction of services provided by the social networking sites among the students.

**Dr.Geeta Rai (2017)**, conducted a study for understanding how the social media is affecting the youngsters keeping the respondents of college students in Dehradun. The understanding was compared on how the traditional way for communicating were used in older generations such as the newspapers, letter etc. these are been replaced by the new generations called IGENERATIONS for sharing information, staying connected with friends and families and also for sharing assignments & project works. The result based on the description research and questionnaire was that 73%of the respondents were using the social networking sites. And it was

found that the most popular one was the Facebook and Google +. The study concluded that the SNS is not affecting the studies of the students.

**Maria Sagrario R. Simbulan(2017)**, a study conducted that aimed at understanding how college students communicated with family and friend with the use of social networking sites. This study concentrated on factors such as the usage frequency and pattern along with the risk of the privacy from strangers. The questionnaire was used for collecting the primary source of information. Based on the overall findings, the conclusion was that social media is positive towards the students as they feel they can manage both the personal life and academic equally.

**Collin Michael Ruud(2013)**,conducted a study that aimed on knowing the relationship between the social networking sites and the social support among students. The study also gives importance on the frequency of usage of the social media. The online survey used as the research strategy, to understand different variables, such as the Facebook, social support, demographic factors etc. Based on the findings using the multiple linear regression tools, the study concluded that there is relationship between the social networking sites and their social support.

**Whitney Sue Thoene(2012)**, conducted a research study on basis of the usage and habits of social media networking sites among students in Marshall University. Study particularly concentrated on Facebook, Twitter and the pattern of purchasing by online. A statistical tool is been use in this study i.e. Correlation between the pattern of consumptions and social media recommendations. And also gender was considered as demographic factor to understand the usage pattern between genders. The study conducted based on the findings that, there was an impact on the usage of Facebook and twitter with respect to genders. The study also concluded that the respondents with higher frequency of usage of social media affected the buying behaviour on online.

**Helen B. Boholano(2017)**, study that aimed on the education in 21<sup>st</sup> century in a global perspective. The study based on the teaching preservice of teachers for the student Z category. Secondary source of information is used for this study to understand the use of ICT in education for teaching as per the student Z requirements using technology and social sites. The conclusion was, Smart social networking which needs thinking in a critical manner as well as how students should integrate the real world with the scenario given.

**Ana-Paula Correia (2017)**,conducted study with its objective based on use of social media and the traditional way of learning with respect to the graduate courses through online. The data collection method used is the qualitative based on the interview as well the secondary data. It was found that the students had responded positively towards the learning method through online. The two most used social networking was the Facebook

to build the personal relation among their friends using online conversation. Students also suggested for the increase in the frequency of the audios and videos by social media.

**Susan Wyche, Eric PS Baumer(2016)**, on their article on Rural area in Zambia concentrating on the respondents of the imagination on Facebook. The respondents selected here was the people who are Non-user of Facebook and the Mobile users. Based on the respondents reply towards the Facebook it relived that they perceive Facebook as a main source for communication and also good opportunities for more business too. But because of barriers for the use of Internet access, they could not show there contribution on their interest. And based on the article conclusion, the increase of infrastructure and facilities could increase the frequency of usage of social networking sites in Rural.

## Results and Discussions

Social networks are the immediate solution for many problems in this world today. A student if he asked to make a presentation on syllabus oriented topic emphasises much on social networks such as Slide Share and You Tube. Student's dependency on textbooks and library sources is diminishing gradually. Both the teachers and students quote the examples drawn from Facebook or Whats app and they use videos downloaded from Slide Share. Based on the usage popularity Facebook, Slide Share and You Tube were considered for the study. Informal discussion with the students found that Facebook, You Tube and the Slide share emerged as the most popular and student-friendly social networks. Social networks such as Instagram and Facebook are frequently used in research and marketing teaching pedagogy. For example, some students are given the task of creating a fans page in their facebook page where the user has to create a product and sell it. Similarly in Instagram students can create a product page and request for promotion. These kinds of activities create an idea that how the modern technology can be used in promoting the products, services and ideas.

Youtube is the other popular most networks from which the videos are extracted to teach the students. You tube gives the sense of tangibility to the course taught to the students. For example, you tube videos can be effectively used for laboratory and medical science teaching, engineering social science and historical character analysis. Similarly well-informative slides can be downloaded from the Slide share to make the students attentive and thoughtful. Many students draw examples from facebook and Whats app during the classroom sessions.

## Findings of the study

Social networks and classroom teaching: Referring social networks has greater influence of the teaching and learning process. Educational social networks such as Slide share and you tube are often browsed by both

students and the teachers. 83.3% of the total respondents use social networks to quote examples/information in the classroom. Slide share is the most accessed educational social network. 41.75% of the total respondents rely on slide share. Interestingly 30.60 % of respondents believe that Whats app can also be the information centre to be used in the classroom. 91.4% of respondents holds the opinion that the social network bound information can be effectively used in classroom activities.

Trend in teaching and learning pedagogy: Considering the formation of formal and informal network groups, 91.70% of respondents say that they have Whats app group in which the students and the teachers share both formal and informal information. Most of the colleges and universities are in the height of technological advancement where the social networks groups can be effectively used as the primary tool of communication. Students get timely updates on class timetable, fees payment, programme/event schedule, guest lecture etc.

Promising educational social networks: Slide share is the most browsed educational social network. 94.40% respondents rely on slide share to browse the information. It is because the slide share gives simple easy and effective information from all the fields and it is the most trusted site for 69.90 % of respondents.

Social networks and practical exposure: Social networks make both students and teachers to think out of the box. It opens the learner to think beyond the textbooks. 86.10% of respondents believe that social networks make them to be practical. 88.90% of the respondents say that referring social networks bring innovativeness in their teaching.

Nature of accessibility: Social networks emerged as the integral part of life. 52.80% of respondents access to social networks daily. 38.90% of respondents access to educational sites at least once in a week. This is the primary reason for self-updating of students and greater influence on the academic performance. Mobile phones are the most feasible instrument to browse social network.

Learning outcome: 88.90% of respondents believe that the social networks act as the bridge between the students and teachers. It is because active involvement in social networks establishes informal relation between the students and teaching fraternity. Eventually 83.3% of respondents say that modern teaching methodology has larger scope for adopting social network bound teaching pedagogy as it is most convenient and trusted area.

Change pattern: 63.90% of respondents' believe that the social networks make them critical thinkers. It is because of two reasons, a) Social networks provide space for free thinking and b) The thoughts can be pen down in the examination. There is a strong consensus that the overall quality and the performance enhances because of effective usage of social networks.

## Suggestions

- People perceive that the social networks are the obstacle for the learning process. Effective implication of social networks brings positive change both among the students and the teachers.
- Universities and colleges need to frame rules and regulations, guidelines for effective usage of social network in teaching and learning pedagogy
- Promoting the educational social network sites in colleges and universities
- Organising conferences and seminars on effective utilisation of social networks in classroom and teaching pedagogy
- Inducing students to refer social network-origin information/examples both in classroom and exams.
- Authorities need to be attentive in making the social networks learner-centric
- Encouraging students to use social networks by creating formal and informal social network groups and posting education/classroom related information.

## Limitations of the study

The study is limited to the prominent colleges and universities of Bangalore urban area. 40 respondents of 05 major management, autonomous colleges and universities of Bangalore are considered for the study. However, technology is the major obstacle for many colleges and the universities outside Bangalore. Hence, the study is applicable for the prominent colleges and universities of Bangalore only. An alternative method of informal learning pedagogy has to be adapted to such schools and colleges.

## Conclusion

Learning through social network has become a new trend in the education system. The usage of social networks by facilitators can reach the students into greater involvement in studies. It creates the platform for both the facilitator and the students to explore a dynamic sense of learning in the classroom. Adopting social network in teaching pedagogy will be helpful to students to be well connected with the facilitator for better interaction in the classroom.

## Reference

Susan Wyche and Eric PS Baumer(2016), Imagines Facebook:exploratory Study of non-users perception of social media in rural Zambia , New Media and Society, 1-17.

Ana-Paula Correia(2017), ARE SOCIAL MEDIA ALTERNATIVES TO LEARNING MANAGEMENT SYSTEMS WHEN TEACHING ONLINE? IN USA.9-19.

Dr. Suman Ghalawat, Dr.SunitaMehla and Dr.AmitaGirdhar(2017), A STUDY OF COLLEGE STUDENTS USING SOCIAL NETWORKING SITES AND THEIR RELATIONSHIP WITH DEMOGRAPHIC PROFILE IN HARYANA. BVIMSR's Journal of Management Research, Vol.9 Issue 1, 37-44.

Dr.Geeta Rai(2017),IMPACT OF SOCIAL NETWORKING SITES (SNSs): ARE YOUTHS AFFECTED BY ITS USAGE? IN DEHRADUN.Issues and Ideas in Education, Vol.5 Issue 1, 11-24.

Maria Sagrario R. Simbulan(2017), SOCIAL NETWORKING – BOON OR BANE?STUDENT'S PERCEPTION OF THE ROLE SOCIAL NETWORKING PLAYS IN HELPING (OR HINDERING) LEARNING IN VIETNAM. Information Science Institute, 127-133.

Collin Michael Ruud(2013), COLLEGE STUDENT SOCIAL NETWORKING AND ITS RELATIONSHIP TO PERCEIVED SOCIAL SUPPORT IN ILLINOIS.1-169.

Whitney Sue Thoene(2012), IMPACT OF SOCIAL NETWORKING SITES ON COLLEGE STUDENT'S CONSUMPTION PATTERS IN MARSHALL UNIVERSITY.01-89.

Helen B. Boholano(2017), SMART SOCIAL NETWORKING: 1<sup>ST</sup> CENTURY TEACHING AND LEARNING SKILLS. Research in Pedagogy, Vol.7 Issue 1, 21-29.

Cain, J., & Policastri, A. (2011). Using facebook as an informal learning environment. American Journal of Pharmaceutical Education, 75(10), 1-8.

Jackson, C. (2011). Your students love social media... and so can you. Retrieved from <http://www.tolerance.org/magazine/number-39-spring-2011>

Rankin, M. (2009). Twitter Experiment Retrieved from <http://www.utdallas.edu/~mrankin/usweb/twitterconclusions.htm>