



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

THE DIGITALIZATION OF EDUCATION THROUGH SOCIAL MEDIA

Guru Charan Sharma

Research Scholar

P G Department of English

Lalit Narayan Mithila University Darbhanga Bihar

ABSTRACT :-

This study has been taken to investigate the use of Social Media for the digitalization of education. The use of integration of social media is more reachable than the initiative taken by the government of Bihar at secondary level. To test the interest of people in Bihar for using social media in education, an online survey through questionnaire using likert scale had been prepared by using Google forms and shared on Facebook, whatsapp and Telegram. For this very purpose, the analytical section of youtube studio had been used. The experimental research in the form of before and after without control design used for this research. The result is found better after using social media for the teaching-learning process than before without using Social Media for education. Consequently, it is found that the use of Social Media for the digitalization of education will be very effective. In addition to this , if the government of Bihar allows the learners and teachers to use smartphones for formal education and transforms the "Mukhyamantri Cycle Yojana Scheme" to "Mukhyamantri Mobile Yojana Scheme" it will bring a revolution in Digitalization of Education.

KEYWORDS:- Social Media, Digitalization, Smartphone, Integration, Experimental

INTRODUCTION:-

Today we live in the Cyber Age. The relation between learners and teachers has transformed in this age of technology. Learners have begun to access digitally a variety of sources for getting information. A teacher has to play the role of facilitator for learners. So, digital means of getting information is evolving and becoming more and more popular. The process of converting information into digital format is called Digitalization. It refers to the use of Computers, Smart TV , Smartphones , other hardware and software applications with internet or wi-fi connections These applications are used for teaching learning processes in education. The smartphone has brought the whole world into our pocket. It provides facilities to download apps from Google play store. It is the social

media apps which provide opportunities to share our ideas among people. Social media is a computer based technology which facilitates the sharing of ideas or information through networks. It provides users the facilities of fast electronic communication. We can share personal information, documents, charts, photos, voice messages and videos. The uniqueness of social media is the ability to connect and share information with anyone on this globe simultaneously at any time. Youtube, Facebook, Whats app and Telegram are popular social media. We can use the integration of social media for digitalization of education. It provides opportunities for Inquiry based collaborative learning for learners to construct knowledge which leads the theory of Constructivism in education.

REVIEW OF LITERATURE:-

Learning is an active process of engaging and manipulating objects, experiences, and conversations in order to build mental models of the world. [DEWEY, 1938 ; Piaget, 1964 ;Vygotsky, 1986]

Learning is a process that leads to change, which occurs as a result of experience and increases the potential for improved performance and future learning [Ambrose et al , 2010 , p- 3]

The positive consequence of using social media as a learning tool in a collaborative learning environment, is that it could enhance motivation for students to participate and enhance their depth of knowledge in a specific task or subject (Njoko & Prince 2015 p-122-24, 135).

Delello Mc Whorter and Camp (2015, p-173-175-178) say that the majority of students who participated in their experiment of social media in learning , were motivated because they thought it was fun to create their own content and share with others.

Negative consequence or challenge with using social media as learning tool is that is very dependent on internet.(Munro Wagacha, Oboho and Kihoro -2014 , p-148-49)

According to Soomro Kale and Zai (2014, p-281-83, 289-92), it is tough to reach this potential if there's no guarantee of internet access or if the learner or teacher lacks skills or interest in using social media for educational purposes.

OBJECTIVE OF THE RESEARCH:-

1. To facilitate learners with e-content of course material.
2. To create and share their own ideas according to syllabus.
3. To interact among one another in their group.
4. To inquire about their problem sharing in groups.
5. To engage on social media for problem solving.

HISTORICAL BACKGROUND OF EDUCATIONAL TECHNOLOGY:-

The history of educational technology starts with the introduction of educational films in the 1900s. Sidney Pressey (1926) used a teaching machine for the first time in America. He was a professor at Ohio University. B. F. Skinner formulated Individualized Instruction in education in 1958. With the help of America and Britain, Tape recorder, Film Projector, Gramophone, Slide etc. were made and used as educational technology.

In India, Mudaliyar commission (1952-53) first gave importance to educational technology. The National Council of Education Research and Training was established as an autonomous body in 1961. Indian Individualized Instruction Organization was established in 1965. Real starting of audio-visual educational technology in India started from the fourth five year plan (1969-1974). UGC spread educational technology in higher education. In 1970, the Ministry of Education started a scheme for ET a Centre for Educational Technology (CET) was set up in 1974. The launch of International Satellite (INSAT) in 1980, and its availability for educational purposes, led the Ministry of Education to take over the production of television programmes for transmission via Doordarshan. CET was merged with the department of Teaching Aids of NCERT and was renamed as Central Institute of Educational Technology (CIET). There are following online platform provided by the government :-

CIET :-

CIET stands for Central Institute of Educational Technology. It is located at NIE Campus, NCERT in New Delhi, the capital of India. It is a constituent unit of NCERT. It came into existence in the year 1984 with the merger of Centre for Educational Technology (CET) and Department of Teaching Aids (DTA). CIET is a premiere National Institute of Educational Technology. Its major aim to promote utilization of educational technologies viz. radio, TV, films, satellite communications and cyber media either separately or in combinations. It undertakes activities to widen educational opportunities, promotes equity and improves quality of educational processes at school level. It is involved in various activities such as design, development and dissemination of alternative learning systems, promotion of Educational Technology, training of personnel in Educational Technology, coordination of activities of its subsidiaries like States Institutes of educational Technology (SIET) and consultancy and media support to other constituents of NCERT. It is housed in a spacious building with open courtyards, amphitheatre, two television studios, technical control rooms, workshop, seminar rooms, rehearsal areas and projection facilities, library, administrative areas and artists' studios. It maintains three libraries, each dedicated to audio, video and book collections. The library is stocked with contents on educational technologies, radio, television, communication, films, multimedia in the forms of books, journals, CDs/ DVDs and multimedia packages. The library is open to outside visitors, too. CIET utilizes the Edusat, the first Indian satellite exclusively for the educational sector.

DIKSHA APP:-

The DIKSHA APP is a free educational platform that offers engaging learning materials to both students and teachers. It is a unique initiative of Indian government to leverage existing flexible and highly scalable digital infrastructure. It was launched in 2007. It is a national platform available for schools in all states. It is available for grades from 1 to 12th. It can be accessed through mobile application and web portal. It provides e learning course material for school education in multiple languages including Hindi, English, Bengali, Tamil, Marathi and Urdu. It contains a lot of e contents which are aligned with the curriculum, large number of case studies and solutions

provided with the help of Enlarged Textbooks (EBT) which are QR coded. It also contains courses for teachers, quizzes and others. With the help of this app, teachers can access teaching aids such as lesson plans, worksheets and activities. Students, on the other hand, can review lessons and do practice exercises. Even the parents can follow classroom activities using this app.

SWAYAM APP:-

SWAYAM stands for Study " Web of Active Learning for Young Aspiring Minds ". It is an Indian Massive Open Online Course (MOOC) platform . It is an initiative launched by the MHRD (Ministry of Education) , Government of India under Digital India to give a co-ordinated stage and free entry to web courses covering all advanced education , high school and skill sector courses. It was launched on 9th July 2017 by the Honorable President of India . It has been developed cooperatively by MHRD and AICTE with the help of Microsoft and is equipped for facilitating 2000 courses. It offers free access to everyone and hosts courses from 9th to post graduation.

E-PATHSHALA APP:-

The Digital India Campaign has prompted extensive use of ICT in the teaching learning process. The ePathshala is a joint initiative of the ministry of education, Government of India and NCERT. It has been developed for e-resources including textbooks, audio, videos and provides access to digital textbooks for all classes , graded learning materials and enables participation in exhibitions, contests, festivals, workshops etc.

SWAYAM PRABHA:-

SWAYAM PRABHA is an initiative of the MHRD to provide 32 high quality educational channels through DTH across the country in 24 hours. It has curriculum-based course content covering diverse disciplines. It is primarily aimed at making quality learning resources accessible to remote areas where internet availability is still a challenge. The contents are provided by NPTEL, IITs, UGC, IGNOU and NIOS. The INFLIBNET Centre maintains the web portal.

AGENCIES FOR DIGITALIZATION OF EDUCATION IN NEP 2020

1. **NETF :-** According to NEP 2020 , NETF stands for National Educational Technology Forum. It will be an autonomous body. It will be created to provide a platform for the free exchange of ideas on the use of technology to enhance learning , assessment , planning , administration both for school and higher education. The aim of NETF will be to facilitate decision making on the induction , development and use of technology , by providing to the leadership of educational institutions of the states and central governments , the latest knowledge and research as well as opportunity to consult the share based practices. It will provide independent evidence based advice to central and state government agencies on technology based interventions, build intellectual and institutional capacities in educational technology, envision strategic thrust areas in this domain and articulate new directions for research and innovations. To remain relevant in the fast changing field of educational technology , it will maintain a regular inflow of authentic data from multiple sources including educational technology innovators and practitioners and will engage with a diverse set of researchers to analyse the data . To support the development of a vibrant body of knowledge and practice , it will organise multiple regional and national conferences, workshops etc. to solicit inputs from national and international educational technology researchers , entrepreneurs and practitioners.

INTEGRATION OF SOCIAL MEDIA USED FOR DIGITALIZATION OF EDUCATION:-

[1.] YOUTUBE:-

Youtube is a video sharing app where users can watch, like, share, comment and upload their own videos. This service can be accessed on PCs, Laptops, Tablets and Mobile phones.

The main features of Youtube are following:-

1. Users can search for and watch video.
2. Create a personal Youtube channel.
3. Upload videos to your channel.
4. Like, comment, share and subscribe to other youtube videos.
5. Create playlists to organise videos and group videos together.

AGE RESTRICTIONS ON YOUTUBE :-

To set up a Youtube account, users must be 18 years of age or 13+ with parental consent. However, users need not sign in to access the website or to view videos. There is a Youtube Kids version now available to download for free. It is designed for children aged 3-8 years old and makes it easier for children and parents to find content they are interested in.

RISKS ON USING YOUTUBE:-

Youtube is a great place to discover new things, learn and get entertainment. However, there are some risks when using youtube. They are following:-

1. INAPPROPRIATE CONTENT:-

Youtube has over a billion users and with an estimated 300 hours of footage uploaded per minute. All of them are not appropriate for learners. But a learner can minimise the risk of encountering content .They can flag the video with youtube.

2. CYBER BULLYING:-

Unfortunately, people can experience negative comments and bullying on this service particularly through the comments section. If one has a youtube profile/ channel, it might be a good idea to recommend that they disable comments on their own profile or channel. This can be done easily via setting and help minimise risk of experiencing negative comments.If one is experiencing harassment on Youtube, he or she can block and report the users.

TIPS FOR KEEPING SAFE USE ON YOUTUBE:-

1. Manage privacy setting.
2. Set up parental control.
3. Disable comments on youtube.

4. Use safety mode.

2. FACEBOOK:-

Facebook is a social networking site which was founded and launched by Mark Zuckerberg in February 2004. It is considered the " King of Social Media" boasting 2.6 billion active monthly users. It consists of several features such as News feed, Timeline, Messenger, Wall, Events, Likes, Comments and reactions, groups, Notification and others. The real advantage of using facebook is that it is a realtime social networking site. it is a web based and interactive network that allows users to share information and thoughts over a wide area. It makes possible a connection to those with shared internet from anywhere in this globalized world. It provides an opportunity to stay updated with the latest news and information. Major news usually goes viral on facebook and most brands use it to announce important things regarding their products or services. It is a social networking site which allows users to connect with friends, family, co- workers and others including groups of people who share a similar interest. Users can share pictures, audio, videos, articles and opinions with their friends.

[3.] WHATSAPP:-

Whatsapp is a free downloading messenger app for smartphones. It is an American freeware cross platform for messaging and voice over IP service owned by Facebook. It was founded on 24th february, 2009. It uses the internet or wi-fi connection to send messages, images, audio or video materials to anyone's smartphone supporting internet connection anywhere and anytime. The main reason behind the popularity of whatsapp is that it is a cross platform app which uses the internet to send text messages, images, audio and video materials from one smartphone to another instantly. This shows how this messaging app is important in our present lifestyle. It has end to end encryption built in which means any texts or photos or videos exchanged between users are encrypted and assured to be secure between the people communicating. Not even what's app can read, view or listen to the chats, which gives users a sense of privacy and security.

ADVANTAGE OF USING WHATSAPP:-

There are following advantages of using whatsapp:-

1. It is completely free for use.
2. It can send and receive a message instantly to anywhere and anytime in this world.
3. It is easy to use as any smart phone user can use it.
4. It supports voice and video calling.
5. It can send and receive documents and files.
6. It provides facilities of live chat personally or in a group.

DISADVANTAGES OF USING WHATSAPP:-

There are following disadvantages of using whatsapp:-

1. It is only supported on smart phones. Many people still do not have smartphones. So, they will be deprived from using it.
2. One profile picture and contact number is visible to everyone. It means anyone can use them.
3. Many times fake news is forwarded which is harmful.
4. It gets uninvited chats which sometimes disturb us.
5. It reflects too much communication.

4. TELEGRAM :-

Telegram is an online messaging app which works just like popular messaging apps whatsapp and Facebook messenger. This means that one can use it to send messages to one's friends when connected to wi-fi or mobile data. It is cloud based and claims that it prioritizes security and speed making it a good alternative to other popular messaging apps. The service launched in 2003 and since then it has reached 200 million active monthly users. It has ability to show a friend's status online and attach and share photos, videos, location, contacts and documents. Its distinctive feature is security. It claims that all its activities including chats, groups and media shared between members, is encrypted. It means that they won't be visible without being deciphered first. It also lets one set a self-destruct timer on messages and media that one shares which can range from two seconds to one week through its built-in feature 'secret chat'. It also offers end to end encryption leaving no trace on its servers. It can be used and installed just like other messaging apps. One can download it from Google Play Store. After flipping through the welcome screen one will be prompted to enter your phone number and then add his or her name and a picture. The next step is to find friends and start a chat. This app can be used on smartphones, tablets, laptops and desktop computers.

RESEARCH METHODOLOGY

This study used experimental research design. It refers to the framework of an experiment. The framework of Before and After without control was chosen. In this design, a single test group was selected and the dependent variable was measured before the introduction of the treatment. The treatment was then introduced and the dependent variable was measured again after the treatment had been introduced. The effect of treatment would be equal to the level of the phenomenon after the treatment minus the level of the phenomenon before the treatment.

COLLECTION OF DATA:-

For this study, primary data has been collected. The data for analysis was gathered through an online survey questionnaire which was prepared and tabulated by Google form app and analytics section of Youtube studio of Guruji English Classes.

THEORETICAL FRAMEWORK:-

For implementation of this experimental research design, a test was conducted before introducing the use of Social Media for teaching-learning process at secondary level in Bihar. 116 learners took part in the test. The average of marks of these learners was 36. After that this group of learners was introduced to use the integration of social media for teaching the learning process at secondary level in the session 2020-21. To implement this design, a

youtube channel named "Guruji English Classes" was set up. A series of 11 videos on the concept of grammar was recorded and edited through Filmigo app. After That these videos can be watched on prescribed youtube channels. Youtube studio was also used for this purpose. After uploading the videos on youtube, the link of videos was shared through Facebook, Whatsapp and telegram. Consequently, learners can reach to watch these videos easily on their smartphone from anywhere and anytime according to their interest and time.

ANALYSING OF DATA:-

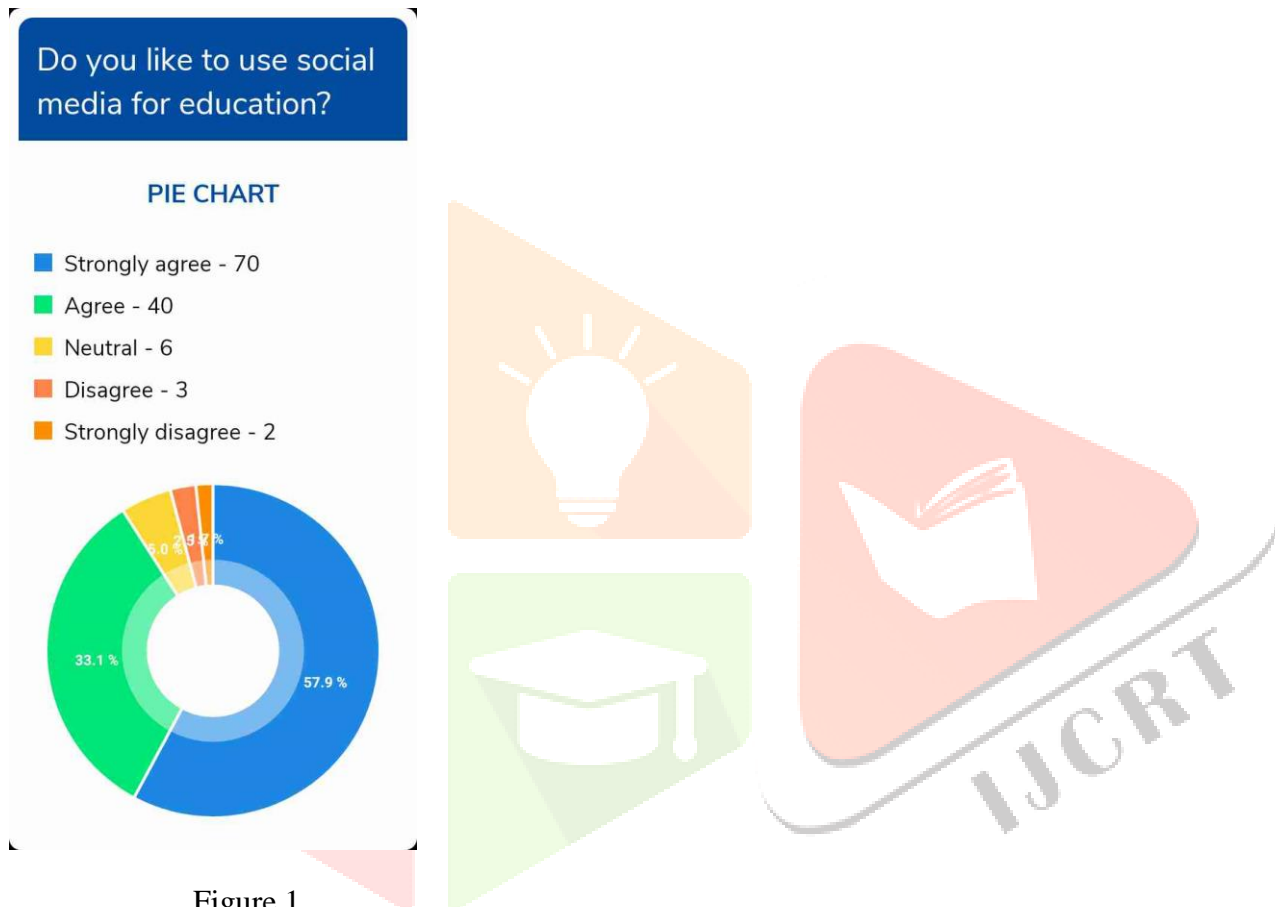


Figure 1 shows that 121 respondents took part in this online questionnaire survey for using Social Media for education. 57.9 % strongly agree, 33.1 % agree, 4.9 % neutral, 2.5 % disagree and 1.6 % strongly disagree with the use of Social Media in education.

| S NO | Traffic source | Percentage |
|------|------------------------|------------|
| 1. | External | 58.6 % |
| 2. | Browse features | 15.5 % |
| 3. | Channel page | 15.5 % |
| 4. | Other YouTube features | 5.2 % |
| 5. | Direct | 1.7 % |
| 6. | Notification | 1.7 % |
| 7. | YouTube search | 0.9 % |
| 8. | Suggested video | 0.9 % |

Table 1

Table 1 shows that 58.6 % of learners reached the videos through external traffic source, 15.5 % through browse features, 15.5 % through channel page, 5.2 % through other YouTube features, 1.7 % through Direct, 1.7 % through notification, 0.9 % through YouTube search and 0.9 % through suggested videos.

| S NO | Top External traffic source | Percentage |
|------|-----------------------------|------------|
| 1. | Whatsapp | 55.9 % |
| 2. | Facebook | 27.9 % |
| 3. | Creator studio | 5.9 % |
| 4. | Whatsapp business | 2.9 % |
| 5. | com.colours.safecenter | 2.9 % |
| 6. | Com.gbwhatsapp | 2.9 % |
| 7. | Other | 1.6 % |

Table 2

Table 2 shows 55.9 % of learners reached the videos through whatsapp, 27.9 % through Facebook, 5.9 % through creator studio, 2.9 % through Whatsapp business, 2.9 % through Com.colours.safecenter , 2.9 % through Com.gbwhatsapp and 1.6 % through other sources.

FUNDINGS:-

After analysing the data, it is found that social media is the better option for the Digitalization of Education. It is more popular than the initiative taken by the government. Again a test was performed after using social media for the teaching-learning process in education. The average marks of learners was 52. It means that it is very effective to use for digital education.

LIMITATIONS OF THE STUDY:-

There are following some limitations of the study of this research paper:-

1. This study depends on the internet and wi-fi connection. The low speed of data may disturb the teaching learning process.
2. The government of Bihar does not allow learners and teachers to use smartphones in school campuses at secondary level.
3. There are age restrictions for using Social Media.

CONCLUSION:-

The use of Social Media for the digitalization of education will be very helpful and knowledgeable for learners, teachers, guardians and administration. It can be used from anywhere and anytime for informal education. If the government of Bihar allows them to use smartphones in school campuses for formal education and transforms the "Mukhyamantri Cycle Yojana Scheme" to "Mukhyamantri Mobile Yojana Scheme", it will bring a revolution in Digitalization of Education. After this initiative, learners will be able to easily get e-contents from Diksha app, Unnayan app and e-LOTS. They will be able to interact among one another in their social media group sharing their problems for getting solutions. Thus, they will be able to help one another in groups and this is called collaborative learning. Now they will be able to create their own ideas and share in the group and will lead to constructivism theory of learning.

REFERENCES:-

- [1.] Vyas U. 2014 ,Basics in Education ,NCERT ,New Delhi (p-122-134).
- [2.] Fosnot , C . T . 2005 . Constructivism : Theory , Perspectives and Practice ,Columbia University Press.
- [3.] NCERT . 2005 . National Curriculum Framework-2005 , New Delhi .
- [4.] Singh A . K . 2003 , Educational Psychology , Bharti Bhawan Publishers (p-237-290)
- [5.] Vygotsky , L. 1978. Mind In Society . Harvard University Press, London.
- [6.] Alexander B. 2006 . Web 2.0 : A New Wave of Innovation for Teaching and Learning , Educause Review , vol. 41 , no. 2, p-32-44.
- [7.] Kaplan, A. M . & Haenlein, M. 2010 Users of World Unite : The Challenges and Opportunities of Social Media , Business Horizons , vol. 53, no. 1, p-59-68.
- [8.] Nandkarni, A & Hofmann, S. 2011 "Why do People Use Facebook ?", Personality and Individual Differences, vol. 52, no. 3 , p-243-249.
- [9] The Draft of New Education Policy 2020
- [10] www.google.com
- [11] www.youtube.com