CHAPTER - I

INTRODUCTION
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1. INTRODUCTION OF EDUCATION

Education is a phrase that embraces the process to be taught, obtain information, aptitude, knack, ideology, personality traits etc. Teaching is conveyed through a number of ways like discussions, supervision, research etc. the objective being to transmit information, proficiency, perspective and behavior. It aids the beneficiary by motivating them to imagine and do things independently.

1.1 DEFINITION AND MEANING OF EDUCATION

Education: As per Gandhi, Education as it turns out to be an all-round portrayal out of the best and development of a child, mind, spirit and the body.

According to Tagore Education as it is the path which leads to solution of all the problems.

The detailed process and innovations involved in art of teaching is understood through education. Education for people and the nation becomes the basis which acts as a spirit for their social and lucrative progress.

1.2 SIGNIFICANCE OF EDUCATION

Education is the moral fiber of everybody. An individual who has secured education is able to distinguish among correct and incorrect. It is a commanding instrument that is priceless to him /her. The information achieved from education cannot be deprived or stolen. Education aids to drive out the very old superstitions and exercises that are most known in the society. Education straightaway is a mean for an individual to craft a quality, give power of intelligence and augment information. This becomes an overall development for an individual and can fight challenges in life. In the course of education a person can improve his fitness, style of living, earnings and much more. One also attains good moral and gets an awareness to refrain from corruption,
terrorism etc. Today people around the world has right to use to education by using World Wide Web.

1.3 INDIAN EDUCATION INDUSTRY

India, in the global educational industry owns a significant place, having more than 257 million students from 748 universities, from 35000 colleges, yet there is a lot of prospective for future development. Globally, India holds the maximum higher education system. For e-learning, India currently holds the topmost second position after United States. The market share for distance education in India, during the period of 2016-2020 is believed to grow at a Compound Annual Growth Rate (CAGR) of around 11 per cent. By 2020, the expansion of distance education is likely to enhance as our government is putting efforts to increase the current gross enrolment ratio up to 30 percent.

The country’s growth is dependent on the potential to steadily educate the society and set up skilled manpower. Hence, the higher educational institutes should come upfront since they become accountable for economic competitiveness. Professional educational institutions aim to attract, maintain good ties with the students and hence try to implement ingenious and proficient methods. Since the expectations of the students keep on increasing, it becomes mandatory to boost the quality of education by adopting resource planning, making strategies, reengineering and restructuring them. At present the vital aspect for educational course is to use the functions and procedures given by information technology in management. Many of the higher educational institutions aim for improving academic and organizational performance by using services given by information technology.

Education system observes a revolution for foreign education and distance education with the rise in contributors like government colleges, private colleges, self financing colleges in state Universities. The government of India has also assisted foreign Universities to launch their campuses in our country. With this there is a rise in the number of courses and admissions resulting to the composite management of educational institutions. As with the ever changing nature of the corporate world, the colleges have to play a dynamic role in constantly updating their syllabus. More
innovative and interactive teaching methods must be adopted to meet the growing demands.

1.4 AN OVERVIEW OF INDIAN EDUCATION SYSTEM

1.4 (a) History of Indian Education System

The ancient Indian education followed Gurukul system, which is based on a Hindu learning. This was executed at the residence of the teacher. The subjects taught ranged from Scriptures, Sanskrit, philosophy and Mathematics. Later in the Colonial tenure, British started schools with subjects taught were Science, Mathematics etc. These were on the concept of western culture. At this time the system was incorporated with classroom learning. Post British rule, the central and state government framed the principles for higher and technical education and in 1964 found the education commission. Currently due the technological advancement, the classrooms are having more technology oriented approach in our education system such as Smartclass from Educomp for schools which is more interactive. For colleges, UGC started CBCS (Choice Based Credit System) in 2015 to promote interdisciplinary approach to teaching which provides more options to students. This alteration started an evaluation and grading build on a 10 point scale.

1.4 (b) Most Recent Progression in the Indian Education System

In our country it has been observed that education which means sessions or lectures conducted in a classroom for quite a long duration where usually the teacher/trainer has their focus on the entire class with less amount of attention on each and every student. At present our teaching and learning system has got a boost up with the advancement of technology with modern techniques available, teachers try to adopt innovative technologies so that the sessions become more interactive. This concept of teaching is known to be a smart class wherein importance is given to digital library. Such a strategy smoothes the process for the teacher/trainer to conduct a session and find out how the
students have benefited from the same. This system is executed in a plain and easy way- i.e. after the completion of a topic, teachers put up a set of likely questions on a large screen where students respond to these by using a personal device which is meant for their answering. The student is then assessed / evaluated by the teacher and gives them marks by use of smart assessment system. From this feedback of the reports, a clear picture is formed to find out which topics have to be taught again. Another technique is performed through Edu India which is a YouTube Channel which concentrates on our national set of courses. There are more illustrations in this field available.

1.4 (c) Current inclinations in professional education in India
Since the economic change in 1991, private entrepreneurs started technological and management education with the increase in the demand of professionals.

Here are the following category of institutes in higher education:

- Reputed institutes like IITs and IIMs to establish professional managers, founded by the Ministry of Human Resource Development (MHRD).
- National institutes of technologies (NITS) and Indian institutes of information technologies (IITs).
- Affiliated colleges from National university education system which are regulated by University Grant Commission (UGC).
- Private universities and autonomous colleges which are approved by AICTE.
- Distance education universities like Indira Gandhi Open University (IGNOU)
- Unaffiliated institutes: which are neither affiliated to nor approved by AICTE.
- Deemed university like Bharati Vidyapeeth.

1.4 (d) Future of Education in India
India has plenty of IITs, IIMs and also some of its best medical and law colleges. Indian students add a lot of innovations but the focus has been on
delivering good engineers and doctors. As compared to this situation, comparatively less focus is given on producing artists, scientist and entrepreneurs, who give a lot to the progress of the economy.

It is said that by the end of 2020, the Indian education segment will have maximum populace of tertiary age after which are graduate and which would increase from the current value US$ 100 billion to US$ 180 billion. Similarly, the market share for the school segment which is 52 percent is valued at US$ 52 billion whereas 15 percent for higher education, for course book, associated services and e-learning it is 28 per cent. Higher education system in our country has undergone speedy expansion. Our nation’s current higher education system is the biggest in the world registering more than 70 million students while in previous two decades, the number was more than 40 million.

1.5 MANAGEMENT EDUCATION

1.5 (a) What is Management Education, and its Importance?

The system where the managers or executives are groomed to enhance their skills or capabilities so as to implement these for an optimum utilization of time, resources etc for the progression of the organization.

Management education caters to the information received by colleges so as to train the students to enter the corporate as managers, leaders, etc. by providing different courses like business administration, computer management, computer application, business management etc.

In our country, professional education has seen a spectacular growth for number of students as well number of institutions. The entire credit goes to switch over from agro based economy to knowledge based economy and high growth rate based service oriented. As per the survey performed in 2012, it was revealed that Engineering and Management education add to the growth of the economy. In India, there is a separate governing body for control of management and technical education. These are All India Council for Technical Education (AICTE) and its supplementary the Board of
Management Studies (BOS). All India Council for Technical Education (AICTE) gives accreditation on the basis of faculty positions, infrastructure and other facilities. The other accreditations are NAAC, NBA and NIRF. Of these NAAC (NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL) which assesses and gives accreditations to institutions of higher education in our country, University Grants Commission (UGC) of India founded this autonomous body. NAAC focuses on building quality assurance, an essential part of the operation of higher education institution. The other is NBA (NATIONAL BOARD OF ACCREDITATION), India was earlier founded by AICTE under section 10(u) of AICTE act, in 1994, for interrupted assessment of technical institutions & programs based on specific standard as recommended by AICTE council. Currently NBA has come into reality as an autonomous body since 7th January 2010, with the purpose of Assurance of Quality and Relevance of Education, mainly of the courses in professional and technical disciplines, i.e., Engineering and Technology, Management, Architecture, Pharmacy and Hospitality, through the mechanism of accreditation of programs offered by technical institutions. A ranking method for universities and institutions is NIRF (National Institutional Ranking Framework) was approved by the MHRD and initiated by Honourable Minister of Human Resource Development on 29th September 2015 in our country. The ranking is based on certain parameters broadly cover Teaching, Learning and Resources, Research and Professional Practices, Graduation Outcomes, Outreach and Inclusivity, and Perception.

In India, Professional education is experiencing a major transformation with the new concept of Globalization, cross cultural ventures, partnerships and strategic association. In context of the requirements of skills and proficiency by the corporate, management education has to perform its task independently. Management colleges are providing specializations in various streams like Human resource, marketing, finance, international business, tourism, operations management, information technology, retail management etc. Previous decades, have ascribed the use of IT based services for management of higher education system. Services like UGC INFONET, ERNET and INFIBNET have been set up by University Grants Commission for accomplishing fineness in proficient education. Using of IT based services inference on education process in management, usefulness, pedagogy, quality
and innovation. Most colleges in India are allied to universities and are providing undergraduate courses. Some colleges also take on post-graduate teaching and research. The affiliating universities are anticipated to manage the standards of the affiliated colleges, conduct examinations and award degrees to successful students.

The All India Survey of Higher Education, has shown that during the academic year 2015-16, the gross enrolment ratio for higher education is 24.5% Management education is a vital means that assist enhancement of leadership qualities and turns out radiant prospect managers. Management courses with specialization in diverse areas manage students to face the constantly progressing corporate world and hence communicate effectively. It highlights not just in crafting good managers but also on improving and enhancing existing skills while delivering on managerial ability to students. It is primarily referring to the building up the student to develop the proficiency and ability either as a manager or as an entrepreneur. This potential does not basically always come from acquiring degree or diploma in Management, but also by means of inculcating the determination & skill to contribute for self dependence and self necessities in building of nation.

1.5 (b) Altering situations in Management Education in India

A lot of management institutes across the globe are adopting a case study driven approach and the management educators have an experience of a blend of corporate, educating, research and consultancy. Such management education makes certain precious takeaway by the students. These students will be able to relate the theoretical perception with practical knowledge. These students would definitely be profitable since when they enter the industry, they will use their management skills and proficiency obtained. In India, management education is mostly faculty-centric, not student-centric as it is not tailored as per the objectives of the students. It doesn't take into account students according to the business desires bringing about a tremendous gap between industry and academia. It is said that it is possible to educate managers to improve the principles of management with the people but the same cannot be done to an individual who is not a manager.

1.5 (c) Requisites in Management Education: Tools and Techniques to Ensure Quality Management Education
The industry has certain hope and the educational institutions are unable to match as there is no effective industry-academic edge. Here are some techniques to realize to ensure quality management education to students.

- Management education should be framed as student-oriented, not faculty-oriented.
- There should be more interaction with industry to find out the new prototypes and then form management modules accordingly.
- Students should be trained with functional knowledge. Support them to network with industry people regularly so as to get adjusted and adapt themselves as per the industry expectations.
- It should be ensured that the management faculty has diverse experience including teaching, industry, research, training and consultancy.
- Adopt a strategy that the educators are a team of two for teaching students; one should be from research; and another from industry. It would help students to solve theory with practice quickly.
- Student should be influenced and motivated with innovation and creativity in education.
- Instigate such courses which will create a lot of demand in near future. It helps students’ assurance of employability and employment.

1.5 (d) Methods of Education In Management Education

Education acquired through teaching methods which is also called as pedagogy. Management education should incorporate such pedagogy, that the students should achieve the best, so that they become the leading managers.

Since management students should have a clear picture about the relation between the corporate, the surroundings and the society, management education is considered to be very important. They should develop the skills necessary to imagine, act independently, and take guidance from experts whenever any problem arises. A corporate world is having more of uncertainties, pace, threats and complexity working. Management students have to be educated to deal with this type of working conditions and to think differently. This could be done through traditional teaching
(lecture method) or innovative means through social networking, case study, mind mapping, games, outdoor activity (field work), research work etc.

### 1.6 ADVANCEMENTS IN TECHNOLOGY

The World Wide Web materialized in 1980 and 1990 by Tim and Robert. The way in for WWW was through internet and contained documents which are hypertext interlinked which were called web pages. Web 1.0 during 1989-2004 started and had static pages. Then in late 2004 Web 2.0 was introduced. It describes World Wide Web sites that highlight the features of user-generated content and interoperability. The following are the characteristics of web:

Table 1.1 Characteristics of Web

<table>
<thead>
<tr>
<th>Characteristics of Web</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Folksonomy (tags)</td>
<td>A folksonomy is a method in which people put public keyword to objects present on the internet, which would help them in searching the object again. For instance, social bookmarking website del.icio.us, it is a website where users can put keywords on the objects present on internet.</td>
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<tr>
<td>Affluent user experience:</td>
<td>With the introduction of Web 2.0, the modules which are internet based become affluent just like the modules of desktop. Examples are YouTube, Webmail, Google mail and docs etc.</td>
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<tr>
<td>(dynamic content)</td>
<td></td>
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<tr>
<td>User involvement: in Web 2.0</td>
<td>The users of the internet are not only the one who utilize the information but they are the one who spawn and broadcast them. For example to create a video and then upload this video on YouTube, adding your own content to Wikipedia etc.</td>
</tr>
<tr>
<td>Long extension</td>
<td>In web 2.0 when the demand is raised, the products or services which create an impact are offered as services and</td>
</tr>
</tbody>
</table>
Software as a service: It is a software authorization and deliverance form where software is accredited on payment basis. After the software is installed centrally, this can be accessed by the clients using browsers called as thin clients. For example Google docs and Microsoft office 365.

1.7 TERMINOLOGIES AND CONCEPTS USED IN RESEARCH

1.7.1 Social Network
Social network is a system of social communications and individual connections. A devoted site or a special application which authorize users to converse with each other by posting data, remarks, messages, pictures etc.

Social networking is the act of extending the quantity of one's business or prospective social contacts by building links through people, regularly through online networking target, for example Facebook, Twitter, LinkedIn and Google+ etc..

1.7.2 Social Media: Social Media is assemblages of online modules that are build on the principles and technical basics of Web 2.0, which permits to create and replace user generated matter. Online social networking sites permits multimodal user created matter to share. social networking sites are applications that allow people to join by making their own sketch, giving invitation to friends, colleagues, sending mails and instant messaging. The profile could have snaps, audio, blogs or videos.

1.7.3 Definition of Social Networking Site:
Social networking websites are an accumulation of WebPages which are created by using a form and has been developed by the user. After entering
Social networking sites can work as wonders for businesses too. The special features present on these sites helps to determine whether they are for personal or business usage, which demonstrates other businesses which pages to check. There are also search engines, so any keywords optimized on a business page will come up with a search of that particular keyword.

Boyd & Ellison have stated that, social networking sites are services which are online that authorize the individual to create his profile/sketch which have public or semi public access within a framework, then from their network they could search for a user, have a look and find other users from their association.

How social network sites are special is that not only they grant individuals to meet new users, but also they make easy users to mention and make their social networks evident. This would probably lead to connections between people that would not be otherwise possible. Most of the social networking sites users are not essentially seem to be “networking” or seem to meet new people; instead, they are the ones who are communicating with people who are already a part of their wide-ranging social network.

1.8 CAPABILITIES AND CHARACTERISTICS OF SOCIAL NETWORKING SITES

A social networking sites allows users to rise above the hindrances created factors like distance, instance and cultural variations. It helps the people to share and communicate with each other about any useful information, experiences; interest etc. users create profile with different access permission. Users can add multimedia content and upload snaps. social networking sites permits to search for people with similar interests, for this use blog search. Groups are made by users who have similar areas of interest. Users can have discussion online, internet mapping service irrespective of their geographic location. Position based service are offered like Gowala, Foursquare etc.

Open social and OpenID are technologies that permit to operate across various social networks. The differentiating properties of social networking sites from others are:
• Persistence: The session of interaction exists for a long duration.
• Search ability: tools which aid users to find people of similar interest.
• Replica: expression can be reused
• Invisible audience: it is not feasible to find those who come across expression in networks.

1.9 SOCIAL NETWORKING IN INDIA: EVOLUTION & EDUCATIONAL INFLUENCE

1.9 (a) Evolution of Social Networking:

Social media are sites where users interact freely; they can have personal and professional talk with pictures, video and audio.

Social media sites are web sites where an individual or a group is formed where the members are interrelated in some aspect and share information in the form of text, photo, videos and audio. Social media sites are in many modes together with tagging and news, wikis, blogs and micro blogs, forums and message boards, image and video sharing, virtual worlds and social book marking, writing communities, data, content, podcast portals, and collective intelligence, digital storytelling and scrap booking.

Currently there are a number of renowned sites such as Facebook, LinkedIn, Wetpaint, Wikidot, Second Life, Del.icio.us, MySpace, Twitter, You Tube, Flickr, WordPress, Blogger, Typepad, LiveJournal, Wikipedia, Lulu, Digg, Reddit and many others.

Table 1.2 Evolution of Social Networking

<table>
<thead>
<tr>
<th>Year</th>
<th>Evolution</th>
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<tbody>
<tr>
<td>1969</td>
<td>The first chief commercial ISP in United States is CompuServe. It had a dialup connection. During the age of CompuServe accessing news and file sharing was done.</td>
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<td>1971</td>
<td>The first email was send.</td>
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<td>1978</td>
<td>In Chicago, bulletin board system (BBS) was discovered to inform friends about meetings and through transmission, sharing of useful information was done. A small virtual group was formed.</td>
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<tr>
<td>Year</td>
<td>Event</td>
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<td>------</td>
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<tr>
<td>1979</td>
<td>Usenet was an early bulletin board that associated University of North Carolina and the University of Duke.</td>
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<tr>
<td>1984</td>
<td>The online service provider, Prodigy was started which later in 1990 became the second one after CompuServe. Afterwards, Prodigy was leading dial-up connections to the hosting services for Web publishers and the <a href="http://WWW">WWW</a>. Consequently, it was again resold and became a part of AT&amp;T.</td>
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<td>1985</td>
<td>The America Online (AOL) service started.</td>
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<td>1989</td>
<td>Work for World wide web started by Time Berners at CERN (European Organization for Nuclear Research), in Switzerland.</td>
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<tr>
<td>1992</td>
<td>Tripod started as a group of people online for college students and young generation.</td>
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<tr>
<td>1993</td>
<td>CERN contributed the WWW technology to the world. Students at NCSA (National Center for Supercomputing Applications at the University of Illinois) showed Mosaic, the first graphical browser, and Web pages came into existence. Further more than 200 Web servers started online.</td>
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<tr>
<td>1994</td>
<td>Geocities was started by Beverly Hills Internet (BHI) where users built their own websites. In 1994, Yahoo, initiated as a major Internet search engine optimizer. Geocities provided for Japan, only as a web hosting service. Some group of people - like Classmates.com - took a special approach by users linking to others through email addresses. Internet was referred to as the Information Superhighway since there were around 1500 web servers hosted. EarthLink initiated as an online service provider.</td>
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<tr>
<td>1997</td>
<td>In this year, the Web holds one million sites. Blogging starts. SixDegrees.com allows building users profiles and listing friends. AOL Instant Messenger allows users to chat. An online course management system, Blackboard is initiated for learners and educators.</td>
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<tr>
<td>1998</td>
<td>Google starts as a chief Internet search engine and index.</td>
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<td>1999</td>
<td>FriendsReunited, was the first online social network was developed in</td>
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<tr>
<td>Year</td>
<td>Event</td>
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<td>------</td>
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<tr>
<td>2000</td>
<td>In the era of business and trade, the dot com bubble burst and the road ahead appeared miserable as the millennium curved.</td>
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<tr>
<td>2001</td>
<td>The world’s largest wiki and the online encyclopedia, Wikipedia, was in progress. Apple started promoting iPods.</td>
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<tr>
<td>2002</td>
<td>The users in US started using Friendster, a social networking website, which soon had 3 million members within three months. AOL had around 34 million users.</td>
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<tr>
<td>2003</td>
<td>MySpace a replica of Friendster was started. LinkedIn was built for professionals, as an industry-oriented social networking site. Internet had above 3 billion Web pages. Apple launched the online music service iTune.</td>
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<tr>
<td>2004</td>
<td>Facebook, similar to Friendster was initiated for students at Harvard College/University. MySpace exceeded Friendster in the number of page views. Podcasting was started on the Internet. An image hosting website, Flickr started. Digg was established where people could share stories across the Internet.</td>
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<tr>
<td>2005</td>
<td>Bebo (Blog Early, Blog Often), was created as another social networking sites. News Corporation, a global media organization established by Rupert Murdoch, acquired MySpace. Facebook introduced an edition for high school students. Friends Reunited, with 15 million users, was purchased by the British television company ITV. YouTube started storing and retrieving videos. There were around 8 billion Web pages.</td>
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<tr>
<td>2006</td>
<td>In U.S. MySpace was the most famous social networking sites. But, Facebook leaded with unique monthly visitors in 2008. Twitter was the then micro blogging site and social networking sites with messages</td>
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<tr>
<td>Year</td>
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<tr>
<td>2007</td>
<td>Facebook initiated Facebook Platform with applications developed by third party. Facebook started its Beacon advertising system to present a specific commercial, which was complained by MoveOn.org and others regarding privacy matter and hence was shut in 2009. Apple released iPhone.</td>
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<tr>
<td>2008</td>
<td>Facebook outshined MySpace on the basis of number of monthly unique visitors. In the meantime, Facebook made attempt to fruitlessly to buy Twitter. Bebo was acquired by AOL. Afterwards AOL was sold again.</td>
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<tr>
<td>2009</td>
<td>Facebook in this duration was at the top and sooner the traffic was double than that of MySpace. The mishap of a plane crash which occurred in Hudson river was informed through a tweet. Bing was then a part of Google and Yahoo was the major search engines on the Internet. Brightsolid Limited acquired FriendsReunited Google reported distinct one trillion unique URLs.</td>
</tr>
<tr>
<td>2010</td>
<td>Facebook's speedy expansion had more than 400 million users, whereas MySpace users decreased to 57 million users. To contend with Twitter and Facebook, Google started Buzz, with Gmail. Apple started with the iPad tablet. AOL sold the Bebo site to Criterion Capital Partners. The Democratic National Committee made known for a social networks manager administered Facebook, Twitter and MySpace account of President Barack Obama. It was anticipated that Internet had almost 30 percent of the world population with 1.97 billion users operating it. The Internet was to leading the national and local newspapers.</td>
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</tbody>
</table>
**2011**

Social media were reachable from any part on the globe with above 550 million users on Facebook, 65 million tweets sent through Twitter daily, and 2 billion videos were viewed daily on YouTube. LinkedIn has 90 million professional members.

A concern raised then was privacy, because of personal information sharing.

Apple leads the way the Ping social network for music and included iTunes. Both Bebo and MySpace were restructured and updated to contend with the far more successful social networks Twitter and Facebook.

**2012**

There are around 2 billion users of social media. 213 million Americans go online via computers whereas 52 million users operate by using smart phone and 55 million do the operations through tablets.

There were Internet-enabled TVs and e-readers, handheld music players and game consoles.

Advertisers are curious for *likes* to augment brand name visibility.

Facebook reported up to a billion users.

YouTube had monthly above 800 million users with more than 1 trillion views per year. Apple shut the Ping social network and enhanced iTunes.

**2013**

YouTube reached one billion monthly users with 4 billion views per day, and started paid channels to provide content creators with a way of earning money.

Facebook user total moved up to 1.11 billion.

Twitter had 500 million registered members.

Apple's clientele have downloaded over 50 billion apps and it improved iTunes, even as iPads were changing social games.

Yahoo acquired Tumblr blogging site with 170 million users and 100 million blogs.

Flickr had 87 million users and stored 8 billion photos, while for Instagram it had 100 million storing 4 billion photos.

Users registered with LinkedIn is about 225 million, while with MySpace is 25 million and users for Pinterest were 48.7 million.
WordPress hosted 74 million blogs.
Dropbox had more than 100 million users with 1 billion files uploaded every day.
Google+ had 340 million users.
Reddit had 69.9 million monthly users, with 4.8 billion monthly page views.

1.10 CATEGORY OF SOCIAL NETWORKING SITES

Social networking sites are divided into two types, general type social networking sites and special type social networking sites. The general type has common features of social networking sites for instance MySpace, Facebook, Twitter etc. Special category social networking sites is social networking sites which is built for a group of people with special objective. For example LinkedIn is for working professionals and business blackplanet for Americans (black community), AsianAvenue for Asian American. The social networking sites Academia.edu is developed for academician and researchers. Livemochca was a social networking sites for online language learning. ResearchGate is a very useful social networking site for scientists and researchers to share their research papers, ask and answer questions, and find collaborators. NING is providing a platform for creating user designed social networking sites, this could also be used for education field. Digizen, a social networking sites for parents, teachers and students for seeking guidance and advice.

The category of social networking sites are:

<table>
<thead>
<tr>
<th>Category of social networking sites</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Social Connections</td>
<td>Dwelling in contact with loved ones is one of the best advantages of social networking. Here are some sites for developing social connections on the internet</td>
</tr>
<tr>
<td></td>
<td>• Facebook: the most famous web-based social</td>
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</tbody>
</table>
networking service, it gives an approach to people to construct associations and offer data with individuals and associations they interface with on the web.

- **Twitter**: Share your considerations and stay responsive of others.
- **Google +**: This site is intended to enable people to construct circles of contacts that they can interface with and that is incorporated with other Google items
- **MySpace**: Though it first started as a general online networking webpage, MySpace has advanced to concentrate on social diversion, giving a scene to social associations identified with films, music recreations and that's only the tip of the iceberg.

### 2. Sharing Multimedia

Social networking sites makes it simple to distribute video and taking snaps content on the web.

- **YouTube**: Social media stage that enables clients to distribute and view video content.
- **Flickr**: This website gives an intense choice to overseeing advanced photos on the web, and also to distribute them online with others.

### 3. Professional

Proficient social networking sites are intended to give chances to profession related development. Some of these sorts of systems give a general gathering to experts to interface, while others are centered on particular occupations or interests.

- **LinkedIn**: Members have a chance to construct connections by making associations and joining significant gatherings.
<table>
<thead>
<tr>
<th><strong>Classroom 2.0:</strong> Social system particularly intended to enable instructors to interface, offer and assist each other with calling particular issues.</th>
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</thead>
</table>
| **4. Informative** Educational group are comprised of individuals looking for answers to regular issues. For instance, when you are contemplating beginning a residence change venture or need to figure out how to become environmentally viable at home, you may play out a web seek and find never-ending web journals, sites, and gatherings loaded with folks who are searching for a similar sort of data.  
- **Super Green Me:** Online people group where people keen on receiving green living exercise can associate  
- **Do-It-Yourself Community:** Social media asset to permit do-it-without anyone’s help fans to associate with each other |
| **5. Educational** Instructive systems where numerous students go keeping in mind the end goal to team up with different students on educational activities, to direct research for school, or to cooperate with educators and instructors by means of online journals and classroom gatherings. Instructive informal communities are winding up greatly prominent inside the instructive framework today. A few cases of such instructive informal organizations are recorded beneath.  
- **The Student Room:** student group which is UK-based including a directed message board and helpful resources identified with school  
- **The Math Forum:** A vast instructive system intended to interface students with an enthusiasm |
for math, this site gives communication chances to students by age factor.

- **ePALS School Blog**: This universal informal organization for K-12 students is intended to construct global associations with advance world peace.

| 6. Leisure activities | A standout amongst the most well known reasons many individuals utilize the Internet is to lead examine on their most loved undertakings or themes of intrigue identified with individual leisure activities. At the point when individuals discover a site in view of their most loved pastime, they find an entire group of individuals from around the globe who share a similar enthusiasm for those interests. This is the thing that lies at the core of what influences informal organizations to work, and this is the reason interpersonal organizations that are centered around leisure activities are the absolute most prevalent

  - **Oh My Bloom**: Social media site particularly to garden lovers. It highlights gatherings, discussions, web journals, video substance and the sky is the limit from there.

  - **My Place at Scrapbook.com**: Designed particularly to scrapbooking lovers, people can make profiles, share data, post updates and that's only the tip of the iceberg.

| 7. Intellectual | Learned professional who need to contribute to their study and survey comes about accomplished by associates may observe scholastic particular social networking sites to be very significant. A couple of the most famous online groups for scholastics are: |
• **Academia.edu**: Users of this scholarly social networking sites are able to refer and upload their contribution.

• **Connotea Collaborative Research**: Online asset for researchers, analysts and clinical specialists to discover, sort out and share helpful data.

### 1.11 SOME EXAMPLES OF SOCIAL NETWORKING WEBSITES

The most popular social networking site is **Facebook**. It was created in February, 2004, and is a college-oriented style of social networking website with around 2 billion users. Facebook has the largest number of recorded members of any college-oriented website. It also offers a substitute for a page to be shown and selected as a page for a business.

The other most popular social networking website is **MySpace**. It was initiated in August of 2003, and since then it has grown to have over 800 million users. MySpace started as a space for normal people to merely meet up and make friends, but has full-fledged where many companies and celebrities have MySpace pages.

Another very popular social networking website is **LinkedIn**. This website is very famous amongst the assortment of social networking websites because it is for professionals possessed by Microsoft. It has nearly 500 million recorded users. This website also had above 400 economic regions, all with the objective of linking other trade together to know more about each other. LinkedIn is different from Facebook or MySpace because there is no social plan to the website. It is all about making business contacts.

**Twitter**: it functions more than just instant messaging called tweets and online news. It is about discovering interesting people across the globe. It can build a group of similar interests and sharing some knowledge. It is a social networking service where users post and interact. It is founded in March 2006 at San Francisco, California.
**Bharatstudent.com** is one of the best networking site and portal for students. This site offers different types of services like social networking, cafe bharat, genex zone and good support for students with study zone. On this site there are several videos which help to enhance their knowledge. The features are GenX Zone, consist of Game Zone, Live Radio, Star Player, Recharge Mobiles and Cricket. Cafe Bharat is place where you can check for the latest film news, gossips, photo galleries, wallpapers, trailers and event videos. Study Zone consists of two separate sections viz: study India and study abroad. It is founded in March 2007.

**Yahoo pulse** : Similar to Yahoo 360, users could share updates, photos, post blogs with colleagues, classmates, family and friends. Yahoo Pulse also had feature to link to third-party social network sites.

**Classroom 2.0** : is a free, community-supported network. To meet the demands of the mobile generation in a cost effective manner in educational institutions, Collaborative technology solutions could be viewed as key assets also addressing the requirements of the faculty. A strong and measurable network allows sharing of e-libraries and virtual classrooms, enhances the reach of education across all barriers-- geographic, social and economic- and creates new opportunities for global interaction.

**Ning**: is a social network that permits users to create their own personalized social networks. Ning was co-founded by Marc Andreessen and Gina Bianchini and launched in October 2005, it is currently the largest SaaS platform. It has community management, publishing tools features and social media integration.

**Google+** service offers functionality and many features similar to those of Facebook. Features in Google+ include "Posts" for posting status updates, "Circles" for sharing information with different groups of people (like Facebook Groups), "Sparks" for offering videos and articles users might like, and "Hangouts" and "Huddles" for video chatting with a friend or group of friends.

**Academia.edu** : Founded in September 2008, it is an academic social network for researchers around the world to connect and share research, which currently has more than 30 million members. It is a platform for sharing research papers.
**edWeb.net** It’s a free professional learning network that hosts online communities and engaging edWebinars for educators – anytime, anywhere. Learn, share, and mentor with colleagues in your school and district, or meet up in edWebinar chats and in our professional learning communities with educators all around the world. The edWeb community has grown to 500,000 teachers, librarians, and administrators who are passionate and generous in sharing the most innovative and effective ideas that can improve their own practice, but more importantly, student learning and preparation for college, career and life.

**ePALS** connects 4.5 million students and teachers in 191 countries for teacher-designed cross-cultural and interactive projects. Classrooms use monitored email, language translation, discussion boards, maps and more to work and learn together. Find a partner classroom and collaborate on school projects, practice foreign language skills and establish international friendships. ePals is a platform designed to promote meaningful teaching and learning, showing teachers and students how to use technology strategically to promote the fundamental learning principles essential for academic achievement. This involves creating a safe and secure content-rich environment that challenges students and educators to research smartly, collaborate with other learners of all ages, think critically, problem-solve, and communicate their learning using various web 2.0 tools. It is this way that technology serves deep learning and is not simply an add-on in the classroom.

**Twiducate** is site to allow teachers and students to continue their learning outside the classroom. It is a social networking tool that is safe for students and lets teachers monitor what is taking place. The Twiducate Platform is a free resource for educators founded by Brian Aspinall in 2009 and was later taken over by Ray Blakney in 2011. This is an attempt to fill a need for a more educationally focused, safe venue for teachers, schools, and home learners in a social networking environment. Only teachers and students may view classroom posts, thus creating a private network for you and your students and a safer online learning environment.

**Shiksha.com** is an online education classifieds business of Info Edge India. This is a marketplace which connects the education seekers with the education providers. Information on educational institutes, programs, scholarships and admission notifications for undergraduate programs, vocational courses providing professional
degrees or certificates and higher education in India and abroad is available on the website.

**LiveEdu** is a project learning platform where content creators teach learners how to build real products. The Education Ecosystem (LiveEdu) is a decentralized learning ecosystem for online education and professional development that teaches people how to build complete products in future technological fields. The ecosystem focuses on the intermediate to expert educational levels in eight (8) main topics: Artificial Intelligence, Cybersecurity, Game Development, Data Science, Cryptocurrencies, Programming, Design, and Augmented and Virtual Reality. Content is available either as a live stream, archived or uploaded video. Over 1,000,000 persons have already used LiveEdu to watch how and learn from peers how to build real projects. It also operates as an app blockchain company which uses ERC20 smart contracts.

**EDUCAUSE** is a higher education technology association and the largest community of IT leaders and professionals committed to advancing higher education. EDUCAUSE Center for Analysis and Research ECAR helps colleges and universities improve service delivery through data, analysis, and actionable recommendations. Topics include analytics, student and faculty IT needs, the IT workforce, and strategic technologies.

**Pinterest** is a web and mobile application company that operates a software system designed to discover information on the World Wide Web, mainly using images and on a shorter scale, GIFs and videos. The site was founded by Ben Silbermann, Paul Sciarra and Evan Sharp. Pinterest has reached 200 million monthly active users as of September 2017. Pinterest is a social network that allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned.

**YouTube** is a website designed for sharing video. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Every minute of every day, more than 35 hours of video is uploaded to YouTube. It is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others.
Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around **6 billion hours** of video every month.

In our country, the number of social media users are about 143 million in 2015. The urban population has seen a growth of 35 per cent leading to 118 million users up to April 2015. Facebook is the leading social networking sites with 96 per cent of users using it, which is followed by second position Google Plus (61 per cent), then comes third Twitter (43 per cent) and lastly LinkedIn (24 per cent). The highest section of users is college students (34 per cent), whereas school kids comprise 12 per cent.

![Graph 1.0](image)

Source: The Hindu dated 20 June 2015

The above graph shows percentage of users visiting some social networking sites

**CampusKarma** is our country’s first campus social networking sites. This site was launched in the year 2012 by Rohit Gupta. This site had features of users joining groups, events where users can have updates of different events. It also has a file repository to upload files and notes and blogs.

**1.12 PROFESSIONAL DEGREES AND INTERNET USAGE: INFLUENCE**

1.12 (a) Confrontation that appear using social networking in education

- Privacy
These days, there are social-networking sites that are easily accessible for any person who needs to take an interest. Nevertheless, researchers have considered connection among security concerns and online activities. Despite the fact that a lot of data people put on social networking sites is open, users are more concerned about privacy. To what degree the data is private? Which users have uploaded this data? Who all users can have an access to this data? And what is the reason for approaching it? These are some apprehension regarding privacy of data while using social networking sites.

- **Real alliance**
  
  In the course of social networking, a human being has a considerable measure of companions however the quality and reliability of these kinships is not generally genuine. Then again, information on these social networking sites destinations which has been posted for a person is not generally 100% legit and dependable, and they don't verify individual points of interest (age, area, and so forth.) of their individuals.

- **Taking up time**
  
  The utilization of social networking sites in the education can cause absence of energy towards learning and can be exhausting sitting before the computer for quite a while, particularly if the logical material illustrated is having no sound and visual impacts that will get the consideration of student towards learning.

- **Miscommunication**
  
  E-Learning does not give the student with similar chances of clarification and enlightenment that take place in individual connection. Students confront some unpredictability through social networking in passing on their perspectives and thoughts in composing, the same number of students have an inclination to express their thoughts orally which is the approach they have utilized for a long time through their inspection.

1.12 (b) **Prospects to use of social networking in education**

  In the course of education, social networking sites goals give student the occasion to connect with various students, educators, and graduated class, directors both inside and outside the present establishment. Intellectuals recognize social networking sites tools for their capacity to attract engage and
associate with students in critical open execution, content exchange, and facilitated exertion. Following are a portion of the open entryways in the use of social networking sites in education:

- **Adjustable**
  Supple learning increases optional on someplace, how, what, when users gain knowledge of. It reinforces varied styles of picking up, including e-learning. Adaptability is a standout amongst the most striking essentials of electronic learning in social networking sites. Blends of methods that merge teaching by an individual and teaching online, teaching by online method is favored.

  It appends to the distinctive impression of the students, assembly, for instance, visit rooms that are reachable in social networking sites give opportunity to deal on subjects, which support the chances to develop standpoint and recommendations and their understanding with the perspectives of the student, and aides in the arrangement of a strong base for students in their insight.

  The education theories confirm that human correspondence is an essential component in the learning procedure. It ought to be noticed that social networking sites gives contribution through such virtual classrooms, talk rooms and gatherings by video.

- **Convenience and accessibility**
  The social networking is plain and fast in provisions of retrieving, assessment, renovating, and revising learning material requests anytime and anywhere. In addition, it allows for choice to select learning material from huge quantity of courses provided online which the learner requires and it also makes easier sharing of that course material. The social networking helps to reduce strain and increase contentment among students. It permits each students to study at their own swiftness. Moreover, it becomes trouble-free any moment to join bulletin board discussion, or even remotely in the chat room attending classmates and instructors. It can provide in thorough understanding and increase retention on the subject, because of the elements which are available under e-learning, e.g. quizzes, interaction, multimedia etc and the capability to repeat training and over in order to understand.
The friends that an individual can make are just one of the many benefits to social networking. Another one of those benefits involve range because the internet gives individuals from all around the world right of entry to social networking sites. This implies that no wonder what location you are you can start friendship thereby learning new cultures and languages.

There are increasing endangers associated with social networking including data theft and viruses. The most familiar risk though often incorporates online predators or individuals who claim to be some other entity that they are not. Even though a risk does exist with networking online, it also exists in the reality also.

While speaking about the subject social networking in the organizations, there is no one-size-fits-all approach. The advantages of social networking differ based on features, platform type etc.

Following are certain advantages and disadvantages of social networking sites.

**Probable advantages (Positive effect):**

- People are able to deliver the enhanced knowledge to the others since social networking sites is an aid for open communication.
- It helps the students in figure of expression as they can ask queries, place their notions, and share associations.
- Provides an opportunity for an individual to extend contacts apart from having the existing one.
- Provides a chance to search in various fields for the scope of employment from different grades.
- By showing their resumes, the students can make efforts to showcase their skills to the possible employers.
- Energizing the classroom work of students to a global platform.
- Helps in promoting social honor of institutes by sharing updates of information.
- Enables e-learning which makes sessions interactive and has a continuous learning feedback
Notifying students through groups thereby reducing the time and energy consumption of informing each student.

Organizing webinars in the institutes for the students

Facilitating educators to progress with discerning research in their respective areas of interest.

Probable disadvantages (Negative effects):

Most of the leisure time is spent on social networking sites for long hours by the users and hence becomes a waste of time

Users instead of interacting personally, they would prefer to chat, thereby being asocial.

By continuous working of these sites, users tend to develop a behavior of remaining under the opinion of influence of others. Their thinking nature, approach or style, political view of the group becomes group members’ notion.

It causes distraction as there are notifications or distracting messages being sent.

At times it becomes disturbing

The privacy is affected as shared information, thoughts, images are used by others without authorization.

Opens up the probability for hackers to pass up fraud and launch spam and virus attacks.

Increases the perils of individuals falling prey to online throb that seem legitimate, resulting in data or identity theft.

Probable outcomes in negative remarks from employees about the association or potential lawful results if representatives utilize these locales to see frightful, unlawful or hostile material.

There are some indirect effects as it becomes a source of entertainment

At times information which might be shared is not related to education hence just gossip.

There may be an intentional or unintentional method of sharing harmful message

It can lead slowly to addiction.
Since it has become a trend, it becomes obligatory to use it.

At times it is unreliable as some behave as other users, they could be fake characters.

It leads to plagiarism

Misunderstanding could arise, one tends to lessen respect to the faculty

A social networking use policy generally:

- Identifies the concept and importance of social networking, particularly to one's association, so representatives know precisely what it is implied.
- The rule present in the policy should be crystal clear without any ambiguity.
- Expresses the potential for implementing the policy and also of using social networking sites.
- Should consider a rational concern for educating students and teachers.
- Takes into account all possible lawful effect for not following laws.
- Focuses on privacy and security of students and teachers dealing with secrets and personal or confidential information.
- Provides instances for understanding encroachment of the policy.
- Frames disciplinary steps to be followed for any infringe.

The main disturbing part of social networking platforms is that they support people to share their personal information. Yet the most cautious and well-meaning people can present information they should not; the same relates to what is provided on authorized social networking platforms.

1.13 TEACHING METHODOLOGY IN INDIA: USE OF SOCIAL NETWORKING SITES

As per the research done, it is revealed that students from educational and engineering were using social networking sites to build contacts, to find useful information and also using social networking sites gives a good way to free anxiety. The usage of social networking sites when increases, to some extent, then there are fair chances of student’s grade being affected. This study also indicates that an approach is needed to
better balance the relationship between social networking sites and academic study. Consequently, the strategy for having a balanced equation for academics and usage of social networking sites should be given a thought by students.

From the highest position of MBA institute, the ISB (The Indian School of Business) are utilizing social media for showcasing their online subsistence. They use blogs and social media to stay connected with their communities of different department, research centers. It helps the students as they can have an access to daily news, they perform a quality research, tweets from faculty and an understanding of business. Across the globe, the presence of Social Media for Business Schools in our country is currently accounting to 75%. With the demographic share slanted towards the youth in the nation, the progressing number of users of social media constructs an opportunity for B-schools and institutions providing management education to reach a wider audience.

Use of social networking sites by research scholars has explored the use and its effectiveness for research. It was found that Facebook was the popular site used by the research scholars. It was also revealed that research scholars from social science field use social networking sites for education. A study performed among research scholars revealed that most of the research scholars are aware of and are also using the applications of social networking sites for their research, and Facebook is one the most popular sites for all categories of research scholars.

Social networks today are just not a means of maintaining long distance relationships but they are also utilized as education methodology. Teachers can make use of blogs, wikis, YouTube videos to make the session interactive and more informative. This shift is marked by the importance of wide spread knowledge sharing that is made possible through this medium across boundaries and cultures. The impact of social networking is just not limited to these areas; it has also impacted the education sector with vast horizons. Educators have taken a step forward, they are now teaching ahead of classroom concepts where they make use of Flipped classrooms, where the educators share their curriculum not only locally but also globally.
1.13 (a) Technologies available for teaching and learning on the web
A study performed on the different technologies of Web which can assist to progress teaching and learning are:

1) E-Reading and E-Writing: this can help the students to practice their reading and writing skills independently. For their help, book recommendation engines are available. Another tool Googledocs which is an Online mutual editing, another is BoomWriter.

2) Tools from Google which can help students: these help instructors for creating, managing, coordinating the assignments online. Some of them are:

   (a) ApplyKit,: it helps in coordinating the process and a reminder for the deadlines to the students
   (b) The CollegeBoard : it provides information about the application process to a college.

The Important Multimedia Presentations: Some of tools are as follows:
1) Apple's Keynote software which works as substitute for other Apple multimedia items
2) Prezi : a presentation tool that utilizes a single canvas as a replacement for customary slides.
3) Animoto: offers influential features of multimedia. Professional video slideshows are prepared from photos and video extract
4) VoiceThread :a Web-based digital storytelling software that assists users for uploading files, recording audio or video.
5) Glogster: online interactive poster creation software whereby students create Glogs (graphical blog).

Uses of Wiki in Higher Education : Wikipedia is one of the famed site an encyclopedia which shows the way technology can be included. Information can be collected by students, teachers to prepare a portfolio of a project. Wiki is being used as class notes for guidance for examination. It assists in augmenting professional association.
1.13 (b) Benefits of social networking on students:

The positive effects of social networking sites in education are perceptive. According to a study conducted, students who are already using social networking sites could do well by including it into syllabus.

By bearing in mind how students might be emphatically utilizing these networking technological advancements in their day by day lives and where the up 'til now unrecognized opportunities are, colleges can be considerably more significant, associated, and important to kids.

Therefore students benefit from social networking in numerous ways such as:

- They build up the 21st century aptitude looked-for for a successful occupation.
- They cultivate a positive attitude towards the use of technology not only in their education but in their overall life.
- It enables them to share and exchange college assignments and projects.
- It gives them a chance to stay refreshed about their college news.
- It gives a quick instant access to their classroom refreshes.
- It educates them accountability and responsibility.
- It makes engagement which enables students to learn better.
- It campaign for collaboration and team work for students.
- It supports informative abilities and creates associations among individual.
- It aids students develop critical thinking, problem solving, friendship, and worldwide commitment.
- It helps in announcements in case of dates and any changes to all the members of group.
- It acts as an important tool for communication, discussions about any subject, motivation to all as it acts as a forum to discuss ideas, thoughts etc.
- It aids in team work and student presentations can be recorded and shared as a resource.
- It helps in self-evaluation and becomes easy to reach.

Another study, which evaluated how students acted upon when asked to use twitter to do homework, found that students who were posed to add to class
discussions and complete assignments using Twitter augmented their commitment over a semester more than twice as much as a control group.

1.13 (c) Benefits of Social Networking on Teachers:

Social networking benefits not only students but also offers new prospects for communication in the midst of teachers or educators.

Some more benefits social networking offers for teachers and educators:

- Teachers are facilitated by social networking to group together professionally.
- It outfits the teachers with their own particular impact.
- It similarly enables cooperation in supervising regular issues that teachers manage their work.
- It takes into account sharing of material and best practice in an amicable domain.
- Educators are made available with the potential outcomes given by Web 2.0 enhancement.
- It enables educators to formulate a strong long lasting learning environment.
- It offers a broad space for sharing experiences, coordinate, asking about and reviving one's information.
- From the aspect of cultural, social networking can be a tool for world peace and inter-cultural thoughtful through the encouragement of cross-cultural conversation.
- Educators remain possessed in education through social networking.

1.14 SOCIAL NETWORKING SITES AND ITS RELATION WITH TEACHING AND LEARNING

The aim of social networking sites is not to substitute traditional learning, but can be enhancement to the landscape of traditional learning by adding more tools at its disposal. As an alternative for conducting a session by using a white board and slides presentation, interactive materials can come from online videos, photos, blogs,
interactive dialogue can also come from discussion boards, online forums, virtual meetings and recorded text messaging transcripts on social networking sites. These sites also alter the task of the educator from being a content provider to a content interpreter of a skill developer. The learning environment has become more fluid, with students being able to make feedback and exchange with regards to study tools. The impacts of Social networking sites for teaching and learning are indicated by the teaching-learning styles, teacher-student roles, and affective-attitudinal effects. The quality of experiential learning needs to be accomplished by investigating the teaching style; assessing the students’ preferred learning styles; knowing about online and traditional teaching and learning tools and how to select them; and lastly, reflecting, implementing and revising the online teaching plan. Students are getting connected through their blogs, wikis, Skype, instant messaging more than learning ‘content, the emphasis of these projects is on using the web’s social networking tools to teach global collaboration and communication, allowing the students to create their own networks in the process.

Teaching in the 21st century is so exciting yet frightful as well. Because of the resources, collaboration and opportunities to bridge the academic world with the “real” world. Teachers are playing the role of a facilitator more than an information giver. By working together with students and seeking out their knowledge, and giving them supplementary tools so that one can only imagine what students will be able to achieve. Professional working with young people could perhaps make, more use of the informal development of e-skills At the very least, sites such as twitter, face book and My space can be used to create discussion in the classroom. Teachers can collect ideas from other sources. Students can ask questions and facilitate deeper discussion after reading something on one of the thousands Social Media Sites. Students can locate an expert in a field they are interested in. WiFi campuses are the new infrastructural benefits, educational campus provide learning innovation, faster replication(viral) through virtual medium are the causes for fast dissemination of knowledge. Roles of Teachers and Learners With the Social Media integrated as the new environment of learning, the role of teacher is altered to be less controlled as Dalton(2009) implied from his research result that “teachers should change their role into ‘facilitator’ rather than the ‘giver of knowledge’” and promote more group work and relaxing learning environment.
Role in Teaching and Learning using social networking sites

Here, the educator/academician should supplement his/her teaching skills to encourage interaction and peer learning, one to one learning between self and student so as to facilitate two way communication, mitigating geographical constraint that would encourage self-paced learning as it becomes more user friendly. Today students are learning how to make a ‘critical thinking’ before using the internet to discern worthwhile opinion and knowledge from myth and rumor. This generation has changed the methodology of learning since the emerging of internet. Social Media Sites are actively interactive. Students can be involved in the learning process. And there is a broader range of learning capabilities. The use of social networking makes us to provide a new and innovative dimension in the whole educational process in order to enable student adapt to a future where everything rapidly evolves.

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