

## A STUDY ON SOCIAL MEDIA IN HIGHER EDUCATION : A DIGITAL REVOLUTION

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### *Abstract*

*The use of social media in education has provided students and faculties with the ability to get more information to connect with learning and other educational system. Social network tools afford students and institutions with multiple opportunities for sharing, creating and interacting. Web 2.0 social software exist beyond traditional course management system and potentially opens up the academic environment to public space. To implement and adopt such technology, there is a need to investigate the factors in learning and teaching. This study explores on the digital revolution of higher education in social media.*

### INTRODUCTION

According to research , social media has penetrated through all types of organizations in recent years including higher education. It has taken many forms like networking , blogs, vlogs , instant messaging and virtual communities. The rapid rise in social media provides numerous opportunities for learning and teaching endeavors. The use of social media is changing the relationship between learner and teacher. With the use of social media , students and teachers adapt the use of online technologies in learning environment.Social media enables to provide information to stakeholders with new research programs, changes in policies, job vacancies,alumini meets , events etc. (Kaplan, 2014) says many have potentially navigated the social media to get impressive outcomes.

### LITERATURE REVIEW

Social network has become a global phenomenon in past several years. With the immense growth in technology and communication , social media has become one of the main activities performed in internet.

Social media networking can create e-learning experience which assist them towards learning.

Social media networking are recognized as important tool for re-shaping the educational

environment by implementing e-learning tools which can provide interactive and collaborative learning environment.

### **METHODOLOGY OF STUDY**

This study is conducted based on Secondary data. The informations have been gathered from Journal books and internet.

### **UNDERSTANDING THE IMPORTANCE OF HIGHER EDUCATION IN SOCIAL MEDIA**

As per scientist square measure fast to denote, most of the apparently new characteristics of social media existed long before the arrival of facebook. Since the 1970's , web applications have allowed the users to exchange messages with one another , maintain personal profile, man of the cloth list of friends and write blog like journal entries. It's so vital to recollect from the kick-off that " the internet has continually being social".

The combination of education and technology ,enhance digital skills through their program , growth in study mentality and improvement in their enrolment procedures. Higher education facilities are in urge realisation to stand out both on-line and off-line. A research says that it is expected to reach 262 million by 2025.

The European commission fascinated by promoting innovation in higher education , has funded a 3 year camp icamp research that investigated 2.0 technologies will be enforced in higher education settings. This has resulted within the free printed reference book , the way to use social pedagogy. This aims towards the educators who have an interest in incorporating social package into educational methods. It takes a creative person towards this approach in providing information regarding teaching designs and different package tools connected to support. The icamp project foresees that the use of these tools will rework learning in pedagogy.

### **SOCIAL MEDIA STRATERGY FOR HIGHER EDUCATION**

A higher education facility must feed content to current students , researches and fellow institutions. The higher education facilities can combine to create technology driven education to well rounded and processed social media stratergy . Pedagogy in social media networking aims at focusing on the community engagement and timely responses to the innovations and comments by students. The faculties must actively respond the content to the students even after the class hours by handling the communication channels by themselves by proving unique educational experience through social media.

An institutions social media should reflect with their missions and values. Engaging in social media pedagogy thrives on visibility and accessibility. Distance education for the students who are separated by distance is given a pedagogic planned and prepared material by educational institutions. The introduction of open massive on-line courses like MOOCs and extended SPOCs has paved way for the growth of higher education in

social media networking.

## CONCLUSION

This study concentrated more on understanding the concept of higher education through social media. Higher education thrives on a healthy community and social media in institutions makes it pleasant for both the faculties and students. Higher education is an emerging tool for the development and learning skills. The revolution of internet from 1970's to current scenario aims in the development of communication channels by providing unique educational experience through their web advancements.

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