

# EDUCATIONAL USE OF SOCIAL NETWORKING TECHNOLOGY IN HIGHER EDUCATION & PLACEMENTS

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## ABSTRACT

*This paper covers the social networking usage in the education sector & facilitation of placements. Technology provides a lot of opportunities for education that can be accessed by everyone across the globe. Social Networking helps us to widen our knowledge. It connects all the subject experts across the globe & helps to exchange the views & share the information. Educational sector has undergone a drastic change and gained a new dimension. Networking has made the Knowledge sharing process very easier & simple. It collaborates the employers & employees across the globe and helps job seekers & job providers to find the right people for the right job. It helps us to update our knowledge on latest technologies.*

**Keywords:** Knowledge Sharing, Connecting experts, professional networking sites, Latest Technology updates.

## OVERVIEW:

The effects of social networking in education sector are intuitive. Networking sites have the ability to endorse active learning. It helps students to gain technological skills, communication skills, Information about the job openings etc. Networking allows the teachers to post their course material, assignments and other information related to education in the institution portal and can be viewed by the students.

It helps faculties to keep updated with the latest technologies by accessing online resources, collaborate with other staff,

communicate with parents effectively by sending SMS, emails about the performance of the students.

Social networking sites can be accessed anywhere, anytime. Despite promoting education among students, social networking sites also help them for successful employment. The educational field has transformed drastically due to the invention of internet.

Due to the growth in social networking websites, educators are looking for their potential use in education, having the conscious that social networking sites may

have the ability to endorse both collaboration and active learning.

### OBJECTIVE:

Our objective is to explore the impact of social networking sites on education sector, on Placement sector and knowledge sharing.

### CONCEPTS:

Social media takes many forms such as social networking sites, blogs, instant messaging and virtual communities. The rise of social media provides numerous possibilities for higher education institutions to adopt it to further their learning and teaching endeavors. The easy availability of social media makes it suitable for administrators, managers, learners and teachers in higher education institutions too. Networking enables educational institutions to provide stakeholders with information about new research programs, changes to policies, events, job vacancies, alumni engagement and institutional news. In the current educational environment, learning has become more of a social process and the use of social media strengthens that process. Studies have indicated that the use of Social Networking in higher education has enhanced learning, increased participation and engagement, improved content dissemination and improved pedagogy and information sharing. It continues to transform pedagogy and can be used to support learning and teaching activities that were traditionally confined to classrooms.

The various Networking sites used in Education sector & in placement sector are:

1) **Skype**:- Skype is connecting with anyone, anywhere, at any time. This means students not only connect with teachers but teachers encourage students to broaden their

view of the world. Set up virtual connections by contacting other teachers then connect the students to each other. Also, Skype has whole portal dedicated to educators who can use it to teach various lessons already set up by the Skype team.

2) **YouTube**: Educators of any level can click on the education category within YouTube and find several subcategories such as university, science, business, and engineering. YouTube even has a special section dedicated to teachers and how to teach with it. But, even if teachers never visited that section, they could teach using all the great videos available according to subjects or searches.

3) **LinkedIn**:- While acting as a professional social forum for employers to connect with applicants or search for potential employees. Having students post professional resumes there and then contacting them about the job market and the business world around them keeps them in touch with reality and the endless possibilities through a targeted education.

4) **Academia.edu**:- For academics whose main goal is to share research papers. Academia.edu draws a crowd of over five million visitors. Academics can monitor the effect of their research and keep tabs on the research of the other academics that they follow. It's a great tool for knowledge gaining. anyone needing data and information on various subjects and interests.

5) **LabRoots**:- Access millions of documents and hundreds of scientific news feeds by using LabRoots, a social networking site catering to scientists, engineers and technical professionals. Besides the plethora of information, it helps stay connected with colleagues and peers. Pulling students into the mix gives them a cutting edge feel and insight into precious tools and information.

6) **Wikipedia:-** Wikipedia is a free online encyclopedia that provides open content to its users. It is written collaboratively and openly by a community of both actual and self-proclaimed experts who call themselves Wikipedians .structure easy, called a "wiki." Its purpose and scope eventually became a website that stores information on nearly all topics known to man, as in an encyclopedia, and thus it was named Wikipedia as an amalgamation of these two concepts.

7) **websites providing free education to Students:**

Edux.org,Academicearth.org,Archive.org,Bigt hink.com,Courser.org etc..

8) **Udemy:-**This website has lot of courses trained by experts where the students can register by paying fees and start learning the selected course in 24X 7 environment.

9) **Job Portals:-** Job portals helps lot of job seekers in getting jobs .Thses portals acts like mediator between job seekers & job providers.If the candidates skills are matching with the employer needs,the candidates CV is shortlisted for the interview with the employer,The popular job portals in india are:

- Naukri.com
- Monster.com
- TimesJobs.com
- Naukrihub.com
- Freshersworld.com
- Indeed.com

**Advantages of ICT Usage In education: -**

1. **Quick access to information: -**

Information can be accessed in seconds by connecting to the internet and surfing through Web pages.

2. **Easy availability of updated data:**

Sitting at home or at any comfortable place the desired information can be accessed easily. This helps the students to learn the updated content. Teachers too can keep themselves abreast of the latest teaching learning strategies and related technologies.

3. **Connecting Geographically dispersed regions:-**

With the advancement of ICT, education does not remain restricted within four walls of the educational institutions. Students from different parts of the world can learn together by using online, offline resources. This would result in the enriching learning experience

4. **Wider range of communication media:**

With the advent of ICT, different means of communication are being introduced in the teaching learning Process. Offline learning, on line learning, blended learning is some of the resources that can be used in educational institutions.

**RESEARCH METHODOLOGY & FINDINGS:**

The Sample size of the Research made was 30 .From the Primary data collected, it has been observed that most of the students felt that the social Networking sites helps them a lot in many ways. They use it to gather information from websites to solve their assignments ,

online program execution, news about the latest technologies in the market, finding jobs etc. Most of the faculties are expressed their views like knowledge gain sites has become very easy in any topic with the help of social technology .Teaching method also changed a lot from past to current Years.Findings indicated that the majority of participants developed strong feelings of social connectedness and expressed favorable feelings regarding their learning experiences in the classes where social networking sites were used as a supplementary tool

### RECOMMENDATIONS:

All the institutions should try to provide ICT facilities so that the lectures can be delivered in an effective manner. The teachers can make the students more innovative if they make use of ICT during teaching.

### CONCLUSION:

It is concluded that Social Networking sites have a great impact in learning the concepts and technologies in practical manner, in knowledge sharing, in providing jobs. Social networking websites are considered as an ideal source that helps us to widen our knowledge. Recent survey says that millions of people accessing social networking sites for their educational requirements. Thus, the field of education has undergone a drastic shift and hence gained a new dimension for the past decade

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