

A Study On Role Of Social Media In E-Learning

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Abstract

Today's fast-changing environment and fast-paced lifestyle, technology has continually enabled us to keep up. It made our daily activities faster and more efficient; trade and commerce more fluid; and communication easier despite distance, among other things. An attempt was made to know the awareness level and the role of social media among students in Chennai, and the usage of social media e tools for learning. Research design used for the study is descriptive research. The researcher has used convenience sampling method and Data collection was made using Google forms. From the study it was found that majority of the respondents prefer whatsapp application for e learning followed by the YouTube. Twitter app is the least preferred application. Many of them are using social media to sharing the knowledge and learning. Many are aware of e learning tools and they are using it regularly. Advertisements distract many e learners.

Key words: e learning tools, social media

Introduction

The future is all about cyberspace and if we don't participate in social media, we are not in a position to compete in the public and business life. As we know that after the developments in technology and, in particular, in cyberspace, the life is everything which depends on the technology and cyberspace. Those were the days that learners rely on the traditional classroom learning and textbook form of study materials. Now, it is the time for learners who learn through the social media networks as it available 24x7 with the facilities of access, collect, store and retrieve facts and information which are the base for learning and enrich the knowledge, effectiveness and efficiency, ability to compete in the virtual learning environment and to get things done in their personal, public and business life.

E Learning is learning through electronic technologies to access educational curriculum outside the traditional classroom. Learning that is delivered online, via the internet which can be learnt through Distance Education, computerized electronic learning, online learning, internet learning etc. eLearning is particularly delivered using internet even to remote places other than the classrooms. It is not a course delivered via a DVD or CD-ROM, video tape or over a television channel. It is also interactive where we can communicate with the teachers, professors or other students in the class. Sometimes it is delivered live, where we can "electronically" raise our hand and we could interact in real time. Sometimes lectures may be

prerecorded and delivered to the students. E Learning has been proven to be a successful method of training and education is becoming a way of life for many citizens

Apart from the classroom and textbook learning, the learners are attracted by the learning apps. The top 10 Android educational apps in India are as follows:

1. Meritnation
2. BYJU'S
3. Wikipedia
4. TED
5. myCBSE guide
6. sololearn
7. khan Academy
8. Coursera
9. Duolingo
10. Grammarly.

Review of Literature

Wang Gunawan, et al (2018) have discussed about the internet-based learning process used by the e learners through web-based learning methods provided. They have discussed about the e learning methods such as video conferences. e learning provides flexible learning there by eliminating the time constraints and geographical distance. it provides group learning. E-learning was acted as an enjoyable learning experience system as learners had familiarity with the web-technology, social media and use of Smartphone for learning. finally they concluded the research that the future of learning lies with the web-based social media learning as it provided lot of information with flexibility and accessibility, and to measure the learning effectiveness by quick measurement of learning with real time.

Myra Collado Almodiel (2017), it was found that from the previous study, there are about 2.8 billion active members on social media around the world and it was increased to 25% of about 480 million users in a year. Social media has changed a lot from socialization and recreation to a useful tool for learning. Using social media the learners can define things, can use their own tools, participate in the learning activity, establish network among them and support each other. From the study, it was concluded that students were perceived and motivated by the social media throughout the learning and it was very high in open distance learning programmes. Social media were acting as a most acceptable and beneficial tool among the learners.

Leon Andretti Abdillah (2016) in his study has compared few countries like USA, India, Brazil, Indonesia, Mexico and how social media used for e learning. It was found that live e-learning facility provided lot of benefits to the tutors and learners, in the sense that social media provided online meetings, virtual classrooms, web seminars and broadcasts, real time coaching, instant messaging and live conference facilities when compared to traditional classroom learning. Traditional classroom learning had the constraints of physical existence of tutors and students, time and geographical distances. Social media has changed the way of

learning and approaches. Social media was used to disseminate the learning contents among learners.

Sana Khan and Sheikh Tahir Bakhsh, (2015) have studied about the role of Facebook in E-learning and found that Facebook was one of the social media networks which helped the learners to learn the subjects and its knowledge in real time. Facebook provided a great opportunity for student-to-student and student-to-teachers interactions in the learning process and everything was resolved at real time, because of the web-based services facility. It was found that from the study , most of the learners used Facebook as their learning tool . Tutors were using Facebook to post course content, announcements on learning and general discussions .It was concluded that there was motivation to use Facebook as a learning tool as there was positive response among the students and tutors.

Elftheria Kolokytha et al. (2015), on their paper have found that there were many social media sites which helped the learners a lot, like Wiki , YouTube, twitter, skype based learning. It had the facility of seeking answers for the questions asked by someone in real time with quick response. Being the response rate was more; these tools inspired the learners more. Facebook has been identified as the most preferred way to communicate learning through public or private groups. Users of social media networks for learning were between 20 and 21 years of age and mostly males than females.

Rdouan Faizi et al. (2013), Throughout the study the authors were gone through the social media platforms such as social networks, blogs, micro-blogs, wikis, social bookmarking & media sharing, to study the potential benefits of using social media in education. Those potential benefits were in terms of social media as communication tools, engagement tools and collaborative platforms. Finally, it was concluded that social media enhanced the communication and interaction between teachers and students. Apart from which they could communicate each other within or between classes. Moreover, social media were engaged students, those who were shy and intimidated, to express their ideas and opinions.

Objectives

To understand the awareness towards e learning

To study about the usage of e learning tools among students

Scope of the study

The study was focused to understand the awareness and usage of social media networks and e-learning tools among the students in Chennai city.

Research methodology

Research design used for the study is descriptive research. The researcher has used convenience sampling method to collect data with a sample size of 100 respondents. Survey was conducted with respondents who are online learners by using a structured questionnaire

circulated through what's app, Face book, Instagram etc. Data collection was made using Google forms.

Analysis and Interpretation

Percentage analysis was made to understand the respondent's opinion towards social media usage, purpose of using social media and distractions faced by the respondents.

Variables	Respondent's opinion	%
Social media mostly used	Facebook	8
	Instagram	10
	Twitter	3
	Youtube	13
	Whatsapp	56
	wikipedia	10
Purpose of using social media	Knowledge Sharing	29
	Learning	27
	Opinion sharing	10
	sharing of Social Events	19
	Socialization activities	15
Distractions while using social media	Advertisement	41
	Inappropriate Information	12
	Poor Network	29
	Security provisions	8
	Slow downloading	10

From the study it was found that among the various social networking sites like Face book, Instagram, Twitter, YouTube, Whatsapp, Wikipedia, majority of the respondents prefer whatsapp application for e learning followed by the YouTube. Twitter app is the least preferred application among the respondents.

Regarding the purpose of using the social media many respondents have told that they are using social media is sharing the knowledge and learning and they have given least preference to opinion sharing while learning

Study reveals that advertisements distracts many e learners, many had experienced poor network, few has responded that social media provides in appropriate information.

Statements	Strongly Agree	Agree	neutral	Disagree	Strongly Disagree
social media is very useful in e learning	33	53	13	0	1
social media is an interactive tool to discuss with your teacher and classmates	25	52	20	1	5
E-learning is better than traditional classroom learning as it saves time	23	45	20	5	2

and cost					
social media provides useful information and relevant content	31	46	20	2	1
social media provides you suitable learning environment	23	38	28	9	2
social media restrict your creativity while learning	18	42	25	11	3
social media meet your needs and interest of your learning	21	42	31	4	2

From the study it was found that majority of the respondents revealed that social media helps them in e learning and they have agreed social media as an interactive tool and it will be very useful in discussion forums, it saves time and costs. Majority of the respondents has accepted that social media provides useful information and it meets their needs and interests. Only negative response is that social media restricts their creativity.

Findings of the study

- Majority of the respondents are female.
- Majority of the respondents are falling under the age category between 15 to 20 years.
- Majority of the respondents(64%) aware e learning.
- Majority of the respondents (59%) post comments and share information while learning through social media.
- Majority of the respondents (44%) are satisfied with the use of social media while learning, very few (3%) are dissatisfied.
- Majority of the respondents (82%) will recommend the e learning websites and apps to their friends.
- Majority of the respondents(56%) prefer whatsapp application for e learning followed by the YouTube.
- Many respondents(29%) have told that they are using social media is sharing the knowledge and learning.
- Advertisements distracts many e learners
- Respondents prefer less memory storage apps and free learning apps

Suggestions given by the respondents

- Memory storage less learning apps have more attraction
- Downloading process should be improved
- More learning apps should be developed in regional languages
- learning Apps should have more security with specialised ones with interaction

Conclusion

Finally, the revolution in the information technology is changing the education system. Now it

has transformed as e learning. Learners have shown interest to learn through online outside the classroom. Social media anchors itself on the concepts of sharing and communities. Learners share status updates on social media to let their network know what's on their mind. Social media platforms are perceived as good avenues for idea sharing and information transfer, given its conducive environment for distribution through the 'Share' button.

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