

Term Major Project On

**A STUDY ON SOCIAL NETWORKING  
IN  
EDUCATION**

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## **DECLARATION**

The views expressed in this project are personal and not of the organisation and this project is done as a detailed study under the course from strategy perspective only.

## **CERTIFICATE**

This is to certify that the project entitled '**A Study on Social Networking in Education**' has been successfully completed by **Kapil Moni Goswami, 2K16/EMBA/512.**

This is further certified that this project work is a record of bonafide work done by him under my guidance. The matter embodied in this report has not been submitted for award of any degree.

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## **Abstract**

The purpose of this report is to identify the requirement of Social Networking platform in the Indian Education sector. This includes the check to whether the education sector is already availing the optimum benefits from the current Social education sites that are available in the market or not. A survey was conducted that was circulated among vivid segments to check and research the need of development of Social Educational sites developed on the platform of Social Networking. With the advancement in technology, there is an urge to develop improvised interactive learning applications. The application should be available at an accessible cost offering improved features and intuitive interface.

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# **CHAPTER 1- INTRODUCTION**

## **1.1 Industry Profile**

### **Introduction**

Social Networking is one of the most creative ideas to come in existence. It is a communicative platform meant to eliminate distance between people thus, making world a small place where everybody can easily connect with each other. Internet took its virtual form in the year 1983 and then evolved into more advance form with the incorporation of World Wide Web (WWW) in the year 1990. Since then internet has known no bound and is only reaching to unprecedented heights of development. Taking a leap from Web 1.0 to Web 2.0, the journey of internet has covered a span of cosmic proportions. With the invention of Web 2.0 the concept of Social Networking came to life, giving a whole new dimension to the world of communicative technology.

If we inspect the status of social networking in today's time then we can see a vast difference with respect to its eminence a few decades back. Social media has lately emerged as a most engrossing platform which people can use to share their photos, videos, thoughts and many more things. With the increasing prevalence of social media amongst all age groups, modern students are highly active in using varied interactive platforms of Web 2.0. The amalgamation of education with social networking can cause a vast change in the notion of perceiving knowledge for the students.

These days children are mostly found glued to their phones investing their major time on social networking sites. This raises an inevitable situation of upgrading learning technologies that can stand in comparison with the increasing advancement midst the modern era students. It has been proved in the field of psychology and linguistics that the process to store information or vocabulary in human mind is determined by the nature of the psychological state of the recipient. We also find that this idea is supported by the Greek philosophy of Aristotle when he emphasized in his theory of knowledge on the need to use some form of entertainment during the process of giving lessons. Incorporating educational technology with the theme of Web 2.0 gives an opportunity to the students to exhibit their creativity and knowledge in terms of education.

Not only learning is the key but also creating new ideas and sharing them with the fellow students is the forte of this concept. This is no doubt a path-breaking idea that will intellectually affect the students lending a positive outcome but having its own share of negatives, the question arise that should education be introduced on social platform?

The purpose of this report is to highlight the aspects of this innovative blend of education with social networking to be further speculated in terms of its pros and cons and what change does it hold for this generation students. A survey was conducted that was circulated among students to check the feasibility and acceptance of this technology. With the social media collaboration in education, students get an authority over their learning that initiates a deeper level of understanding of the concepts.

## **1.2 Organization Profile**

### **Ginger Webs**

Ginger Webs is a leading technology company in assessment and testing industry. The ideology drives the brand to develop unique and easy to use futuristic applications. We started in 2008, with the development of the offline examination solutions. In the year 2011, we also featured the online examination solutions. Over the time of years, we have presented consistent development and quality services to the customers. Now, Ginger Webs is a pioneer brand to serve a vivid range of the education solutions [6]

#### **Offline Education Solutions**

- **Verificare the OMR Software**

This software provides an extra-edge over the traditional OMR software. It can easily design and read n number of sheets assuring 100% accuracy. Verificare is compatible to any type of printer and scanning machines to print and scan the OMR sheets respectively.



- **OMR Sheet Processing and Printing**

OMR response sheets have been processed in bulk numbers on daily basis. The evaluated sheets mark quality synthesis for calculation of the final scores. OMR sheet printing is provided for vivid sheet formats of type A3, A4, A5, Legal and Letter papers on GSM scale of 90-135.

- **Paper Based Examinations**

The aspiring set of students who are preparing for competitive examination can undergo the premium paper based examinations. This will include conducting the pre-examination, examination, and post-examination processes.

- **Center Based Examinations**

The center based examination is conducted to provide the real-time examination exposure to the candidates. In such examinations, the aspirant must produce the admit card that is shared via e-mail contributing the candidate's identity. Each of the centers will meet the list of basic amenities that have been defined by the examining authorities.

## **Online Education Solutions**

- **Think Exam the Online Examination System**

This is a modern examination system designed to help candidates prepare and perform in the examination. Easy to add unlimited numbers of questions in the question bank, create tests, assign tests, and generate scorecards.

- **Computer Based Test**

The computer based test has been conducting using special testing labs. Each of the system will be incorporating the defined set-up to take the test. The interface is well designed to provide the real-time examination exposure to the candidates.

We have gained a remarkable exposure in developing premium learning solutions. The developed solutions are easy to learn and use with an intuitive interface.

### **1.3 Objectives of the Study**

The purpose of this report is to provide a comprehensive in-depth analysis of implementing social networking technology in our educational system. A survey was conducted in order to attain the responses from different segments related to their views on the application of social networking technology for learning. The vertical ranges from the educational institutions, colleges, corporate, technology, etc. subsections contributing to the society. Their responses have been collected and statistically analyzed. This helped to figure the present and future prospective of the proposal.

- Prevalence of social networking sites in our society
- Current exposure of social networking in education
- Development of social networking platform for learning
- Challenges involved in using this platform
- Anticipations of a social networking educational site

### **1.4 Scope**

This study is in perspective of the respondents of the country. The following scope will bind the study –

1. What percentage of the respondents is aware of social networking educational sites?
2. What is the estimated count of population that uses social networking sites?
3. What is the estimated count of population that uses social networking sites for learning?
4. Do social networking sites effectively serve the purpose of imparting education?
5. How feasible would it be to design a social networking platform entirely educational based.
6. Which type of platform would be preferred to incorporate effective learning and sharing of ideas?
7. Whether government will accept this technology in education sector?
8. Will this prospect have some negative side to its usage?
9. Social networking sites are compromised on safety so what is the likelihood of its safe usage?

10. Will it be feasible to add this social networking educational technology in the classroom setting?

## **1.5 Research Methodology**

This study is a descriptive research, which will use quantitative research approach to meet the research objectives through finding the answers to the research questions.

## **1.6 Method of Inquiry**

### **Primary Method**

This study will collect the primary data to find the answers to its specific objectives. The data collecting method chosen for this study is structured questionnaire in form of an online survey. The survey would have close ended questions.

### **Secondary Method**

The secondary data would be conducted on basis of literature review.

## **1.7 Sample Selection**

The researcher would reach out to respondents via e-mail/ SMS/ what's app, and social media forums (Facebook, LinkedIn, Instagram, Pinterest).

## **1.8 Research Analysis**

The researcher would analyze the data collected, as per the defined scope for;

1. Analysis of making social networking a part of educational system challenges
2. Analysis of applying this prospect as leading learning and sharing technique.
3. Analysis of making social networking educational platform effective and useful.

## **1.9 Assumptions**

Respondents involved in the study will answer truthfully.

### **1.10 Limitations**

- Making generation X habitual of using this platform, training them on the concept of Web 2.0
- The difficulty of amalgamating different mindset of generation X and Y in making this prospect a success.
- Risk to the security and privacy factor
- Restriction imposed on the usage of social networking sites by parents can work as negative reinforcement while using it even for the purpose of education.
- Teachers who are not careful with their use of the sites can fall into inappropriate relationships with students or publicize photos and information they believed were kept private.

## CHAPTER 2- LITERATURE REVIEW

Social Networking has been thriving in the virtual world since the inception of Web 2.0. World Wide Web has seen phases that have only lead to its greater involvement in the daily lives of humans. A path breaking transformation from Web 1.0 to Web 2.0 has brought technology on a completely new level. Its focus is mainly on providing a platform that increases the connectivity between the people and gives them a source to collaborate and share information online. Social networking sites are the most eminent technology that Web 2.0 has introduced to the generation of Millennials. Social Networking sites are basically web based services that give the privilege to its users to create their own personal accounts and use them for sharing information. They get an ease to maintain their own choice of list of users and link with them on a public forum that is backed by multifarious features such as sharing videos and photos, chatting, video calling and mobile connectivity.

The main goal or motive of the Social Networking Sites is to provide an interactive environment to communicate with peers and get useful information.

### **2.1 Positive aspects of Social Networking Sites:**

- **To Find Useful Information:** Social Networking Sites are a new platform for information sharing and communication, where users can read, download and upload valuable as well as up-to-date information and share with others. For instance, read book reviews, join publishers/ journals/organizations/Institutional pages and so on.
- **To Get Opinions on Different Subjects:** On Social Networking Sites users post their comments on a subject matter for open discussion and get diverse views of peers. The user's community gives their feedback in the form of comments regarding the topics posted.
- **For Entertainment:** Many people admit that these sites are merely a form of entertainment. They use these sites as a creation network of users, share and post funny videos or photos, flirt with girls, comment on the profile of others, and establish fake

relations through chatting. Some people use this media for eradicating loneliness and depression.

- **For Socializing:** The term “socializing” is widely used in the field of Sociology which means to create a society. In the context of Social Networking Sites, socializing means to meet people on a single platform, share common interests and communicate with each other.
- **Discussion Forum:** People on these sites join different groups or communities like academic, business, political and social welfare. Users of Social Networking Sites discuss common matters on related problems. They post common topics for discussion and take views and opinions of others.
- **To Share Experience and Expertise:** The user’s community shares their experiences, achievements, solve problems, give or take advice on it. They also share personal information with those people whom they do not even know.
- **For Academic Purpose:** Academic bodies such as school/college/university and other institutions are making use of these type of media in order to provide information on what is happening in their respective institutes in the form of announcement and news. They also help in providing reference utility at admission time. The libraries also utilize this technology to provide need-based services to the users.
- **To Communicate with Family and Friends:** A powerful mode of –communication among friends, family, teachers, researchers and other business and academic community, which is proved by research studies, about Social Networking Sites is that it is the new innovative tool for communication between family and friends.
- **Playing Games:** Most of the Social Networking Sites provide features of games. Sometimes members of a particular network get entertainment through playing games

provided by these networking sites. This feature which is very popular among teenagers is used for playing online games.

- **Interactive Media of Communication as Compared to Phone/E-Mail:** Social Networking Sites are free services provided by the Internet. Anyone can connect with them without any hindrance or special skill. These sites provide easier, cheaper, faster and more interactive features for communication than the earlier communication tools such as mobile or email.
- **To keep in pace with the Up-to-Date Happenings:** This medium keeps up-to-date with the current happenings in society, profession, business and work place of the users. For instance, if an earthquake has occurred users have updated their status on the SNSs.
- **Helps in Study and Learning:** It is a virtuous network among students and teachers. This medium provides an interactive classroom environment among teachers and learners. Sharing of academic materials is more likely to be done between teachers and students as well as among students themselves.
- **Promote themselves and their Work:** Everyone can share their latest achievements in their respective fields. The users' community post their journey photographs and personal videos.
- **Inform about New Products:** This media spread awareness about the recent launches of new products in the market.
- **Advertisements:** Through Social Networking Sites people can advertise a specific product on an idea to create awareness among their clients. On the other hand, these are also used to publicize different issues and to get feedbacks.
- **Business:** The idea of developing Social Networking Sites is basically a business strategy. It ensures involvement of users while introducing new products.

- **Professional Network:** People related to similar professions can share useful tips regarding current happenings and –discuss professional as well as personal problems on Social Networking Sites. It can in turn build powerful networks and collaborations between professionals and help in their professional fields.
- **Online Interaction:** SNS merely facilitate with online interactions among people who are located at distant places across the globe.
- **Feedback:** The users give their appropriate feedback regarding use of particular products and services or about any issue.
- **Build Relationships:** Social Networking Sites connect those persons who have not yet met. It also strengthens existing relationships by keeping in touch and sharing personal information [16]

“According to Bishop (2007), SNSs have changed the nature of online user participation into more democratizing forums where people can communicate and add their user-generated content (UGC). SNSs are said to represent an important mechanism for knowledge exchange and sharing (Shen and Khalifa, 2009). The change from passive consumption to more active use indicates more varied use and forms of participation (Preece and Shneiderman, 2009)” [1].

Their journey of improvisation that social media has covered is a history in itself, starting from the origination of Six Degrees which was basically originated on the concept of ‘six degrees of separation’ theory. It was a social networking site created in the year 1997 and lasted till the year 2001. It enabled the users to create their profile and make friends with other users. In the early 2000s blogging and messaging became an emerging trend giving a new level of fame to SNSs.

As the time went by, millions have people started to have the access to computers and internet. Being engaged on social platforms became a common site by the year 2000. In the beginning it was seen as something very odd to do also furiously prohibit by the elders as it was a time eating



task that was consuming a lot of productive time of the students. Chat rooms started to be used more and more by people who wished to use social networking platforms for dating and sharing information. At that time nobody knew that this platform had a lot of scope to grow further and develop as one of the boons to our society that technology had to bestow upon us. The first original social media website was My Space, originated in the era of 2000's that allowed its users to make profile and connect with friends. Facebook was then developed on the very same idea of that of MySpace. Then another website that was developed at the very beginning of the inception of social networking sites was LinkedIn, still working successfully by providing a platform that is totally dedicated to the professionals who want to connect with each other.

In 2004, Mark Zuckerberg came up with an idea to create a platform for Harvard students that could make them connect with each other. Soon Zuckerberg could assess its potential and then released it on web 2.0 for the whole world. The social media giant, Facebook has at present got around billion of users and is one of the biggest platforms to connect the world.

In 2006, Jack Dorsey, Biz Stone, Noah Glass and Evan Williams created a SNS named Twitter that was inspired by the wide acceptance of text messages. This service allowed the users to send "Tweets" which had a word limit up till 140 characters. Today, Twitter has around 500 million users.

In a little while, social media market was proliferating with many other websites that were more or less incorporated on the concept of already existing ones. Flickr was one amongst them, still a very famous photo sharing site that attract its users who are an avid fan of sharing and viewing photos. Many other sites such as Photobucket and Instagram and have gained there popularity in the virtual world and are one of the top sites because of the users interest to share their business cards and other media through it.

Then another site named Tumblr originated in the year 2007 by David Karp. In the present date it is owned by Yahoo, and is one of the many sites that were originated in the era of 2000s. foursquare was another website, along with Pinterest and Spotify that got a lot of limelight. In fact Pinterest is still used to upload and download images related to any and every genre. And last but not the least; few other sites whose names are to be mentioned are Groupon, Blibby, Loopt and Google Buzz.

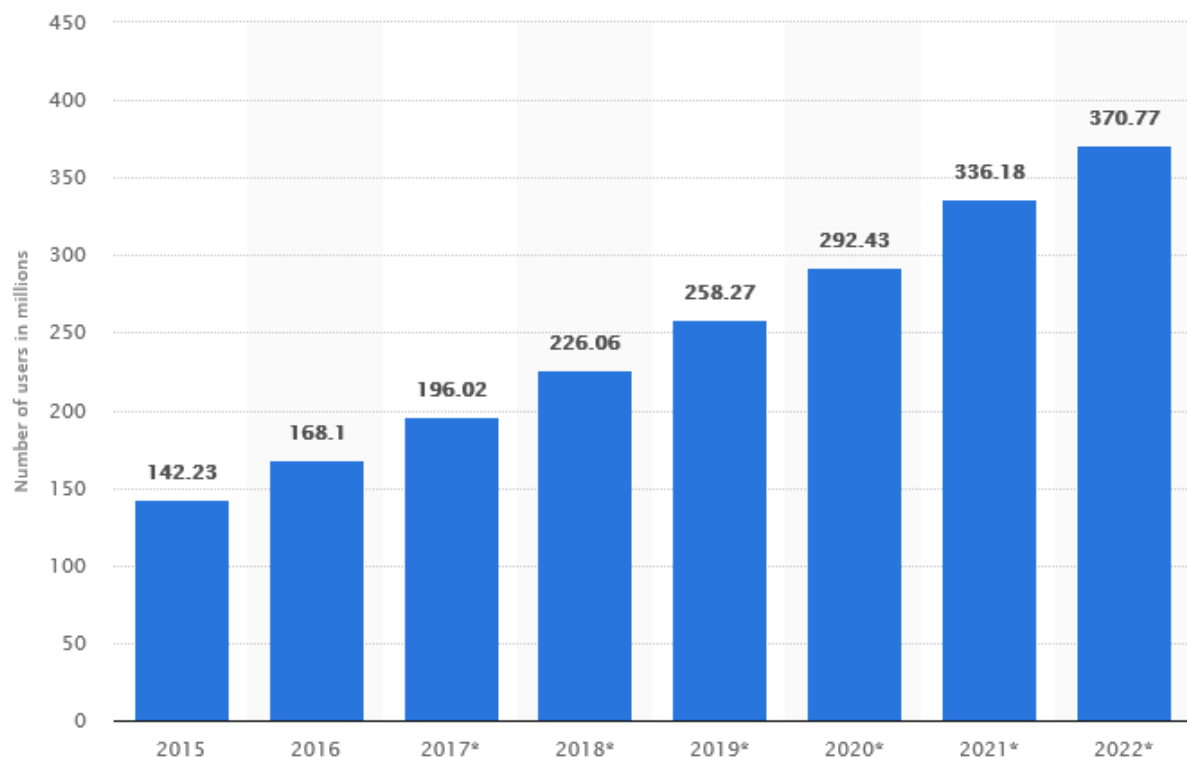
One of the many things that engraved the prevalence of social media in our society is its usage for the purpose of business. Facebook and Twitter started being used in order to display the prospects of business. In the form of advertisements and promotional schemes social media platform got a welcoming entry into the world of business. People started to reflect their Facebook and Twitter account address on their website so as to gain more of client's attention towards what they have in stored as a deal. An example is of Wordpress plugins that permit its users to attach links and social media posts directly to their websites.

“Social media icons were seen everywhere and it became almost unusual to see businesses or brands without them. In addition, social media began to be one of the ways in which internet marketers and website owners would boost the visibility of their websites. The benefits of social media marketing for business began to become quite clear to business owners large and small. Social media bookmarking became quite popular and there were services that would bookmark a post or a website across dozens or even hundreds of social media services” [9]

The technology can be divided according to the timeframe into three phases. The development of technology started from learning that included the usage of computers and then it radically shifted towards the development of multimedia platform in the year 1980. Then came the emergence of Internet in the year 1990 and paved a path for gaming and other virtual world activities that were technologically driven. So, this gives us a preview of the eminence of technology in our world and how it has been used time and again by the generation of that particular era to gain knowledge. Travelling a journey of triumph social media has come a long way to engulfing every individual's life with its eminence. Below mentioned are some of the major points taken from the “Global Digital Report” that highlight the eminence of social media in 2018:

- “The number of internet users worldwide in 2018 is **4.021 billion**, up 7 percent year-on-year
- The number of social media users worldwide in 2018 is **3.196 billion**, up 13 percent year-on-year
- The number of mobile phone users in 2018 is **5.135 billion**, up 4 percent year-on-year” [3].

Social networking has emerged as one of the leading platform for communication through which people are easily connecting on a virtual level with the world. India is witnessing a rapid growth of Social Networking users, reaching to every part of the Rural and Urban areas of the country; technology is being widespread which is positively affecting the approach towards the modes of communication. Social media is serving as a major communicative platform because of its easy availability and widespread network that unites people from different places and time zones. Below is the statistical representation of the fact that India is readily accepting this technology. The stats mentioned represent the steady growth of users across the span of 8 years that is from the year 2015 till the year 2022:



*Figure 1.* Number of social network users in India from 2015 to 2022 (in millions) (Statista, 2017)

Social Networking sites entirely exist in the virtual world which gives access to millions of people to connect with each other and share their certain areas of interest with other people who are genuinely interested in the same discipline. Social media allows sharing photos and videos and also gives the space to conduct conversations on a one-o-one level. The term ‘social’ basically

comes from the concept of what this platform is providing i.e., the convenience to connect with people and strengthen the ties with your friends in a space that exists in the virtual world. Easy access to its authority has made it reachable to every age group specially the teenagers who see it as a medium to gain popularity amongst their peer group. The fame that social media has earned with time can be profitably used in favor of endorsing modern learning techniques that will serve as a benefit to the teachers as well as to the learners. The need of the hour lies in the prospect of shifting the learning techniques from being computer-based to web-based. We thrive in an economy where overall development entirely lies in the hands of the knowledge that can act as a driving force to sustain the economic and social development. “The technology that a society adopts mold’s what a society becomes, therefore individuals who do not participate in the information and knowledge network will be left behind” (Johnson & Johnson, 2004).

“Flexible learning expands choice on what, when, where and how people learn. It supports different styles of learning, including e-learning. The concept of E-learning is very broad. It was coined in late 90s as the technological enhanced learning mechanism through Internet. Now it captures a broad range of electronic media like Internet, Intranets, Extranets, satellite broadcast, audio/video tape, interactive TV and CD-ROM to make the learning procedure more flexible and user friendly. With a population of over 1.2 billion and over 30% of school age, India boasts the second largest education system in the world. Despite the presence of more than 1,400,000 schools and over 3,500 diploma awarding (or higher education) institutions across the country, India still lacks infrastructure in its conventional education system to serve a growing population. Distance and e-learning programs are potential, seemingly obvious solutions to this problem. Because of the flexible nature of E-learning, it has got more demand among the people of our country and the demand is increasing day by day” [11].

In today’s time the most hopeful areas where e-learning can find its place is the web security and content management. “According to Blezu and Popa (2008), E-learning has lots of prospects in various sectors like: in dynamism, in real time, in collaboration, global reach and delivery of speech”. This is because in this sphere:

- The learners get a valid and authentic data directly from the web or the databases that are meant to impart information on the behalf of companies or universities.

- Easy, any time accessibility gives learners a platform to connect to other specialists to discuss their issues in a virtual space and to prompt questions and avail valid answers to them. Learners can even participate in many skill building activities without leaving the space of their home or office.
- Having the benefit of anytime access towards the right learning technique is a boon for learners. Acquiring training with the experts of that specific field according to your convenience is a major plus point.
- Learners have the convenience to use anytime when they want to.
- Learners can view same materials again and again without having to lose it.
- Global reach to other learners and practitioners increase the range of gaining knowledge even from distant sources.

Massively Open Online Courses famously known as MOOCs, have been an eminent part in the wide spread of eLearning platform on a global level. This platform has witnessed a phase of success but it cannot be rightly proclaimed that it is the only model that the developing countries like India and China require. The major problem with MOOCs is the notable drop-out rates (ranges between 80- 90%). People are carrying out trials with the length and formats of the courses instead of making it identical to the traditional, full semester experience. The e-learning market is growing at a good rate. In fact, according to the latest surveys, the e-learning market is expected to grow more than 5-6% from 2016 to 2023. To get an elaborate view of the stats of growing E-learning market here is a detailed visual:

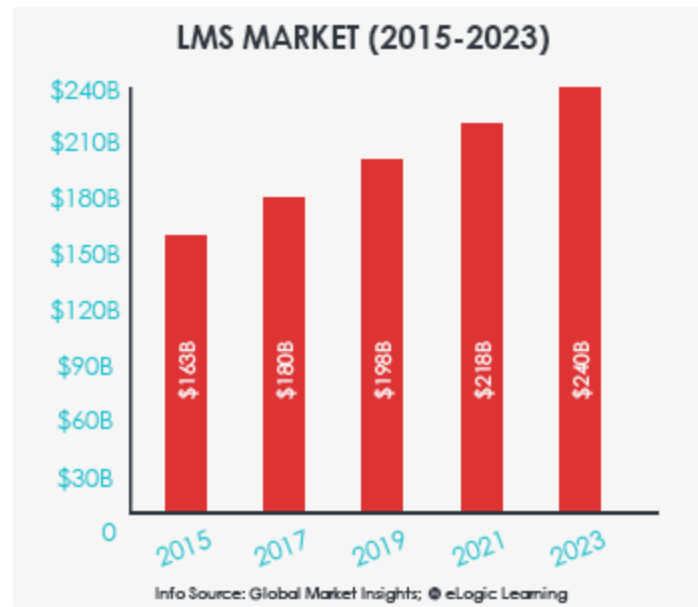


Figure 2. LMS MARKET (2015-2023) (ellogic learning, 2017, March 2)

So, it is not a surprise that most people are either publishing or selling courses online or taking the online courses to learn about a particular subject matter. Now let's take a look at:

## 2.2 Top 10 E-learning Websites:

**1. Teachable:** The best thing about Teachable is the fact that there are around 20000 active courses which are taken by around 3 million students. So, there is no doubt that this particular platform is indeed a great online learning platform. In this platform one can host course and at the same time control the branding, pricing and student data. It is both a free and paid platform.

**2. ezTalks Meetings:** With options like availability of both group and private chat, advantages that come with using co-annotation and whiteboard, hosting a conference/webinar up to 100 students for free, screen sharing and also recording and playback options, it is no surprise that ezTalks Meetings is a favorite online learning platform for many.

**3. Articulate Storyline 360:** The best thing about this learning platform is that a student can interact with the course via dragging, swiping, zooming and pinching the screen of the smartphone while the e-learning process is going on. This enables the student to learn better and faster and on-the-go, making it a user-friendly platform as well.

**4. Skillshare:** In this platform, the instructors will be given tools to create courses (including video lessons and class project). The classes are pre-recorded and self-paced 10 to 25 minutes long videos, so the students can get all the information needed in just a few minutes. Usually, \$1-2 as enrollment fee needs to be paid; but once enrolled they can enjoy the advantage that comes with 25 learners in the class, earning money via royalty pool and “Skillshare’s Partner Program”.

**5. Academy of Mine:** This one is one of the best online learning programs and platforms for sure. The students are provided with the option to choose between 2 modules which are different from one another. These two modules are the online academy and a virtual classroom. Teachers enjoy the drag and drop templates provided which saves them time.

**6. ProClass:** This particular software is known for offering online registration for classes. It is said that this one was created for different kinds of learning and training institutes, but it is now used by different businesses and non-profit organizations as well. The students can make deposits, pay the balance and also update their personal information in this platform only.

**7. General Assembly:** Even though General Assembly is New-York based, its campus is in many different cities all around the world focusing on education in technology, design and business. The best thing about this platform is that with online-only selection there is also the option of in-person classes and mixed courses which enable the students to choose as per their requirements and/or learning capacity. The students can learn with the help of watching live streams of popular lectures and also real-time interaction with the lecturer and also other students.

**8. Udemy:** Undoubtedly a game-changer in the field of digital learning platform, Udemy can offer around 800 new courses each month. The best thing about this one is that the courses are available at different price range. So, if you just need to brush up on a certain subject or just learn the basics, then go for a \$10 course of the particular subject. But, if you are looking something precise or advance then you can go for the \$100 course of the same subject in question.

**9. Click4Course:** This one is considered as the best online learning platform by many of its users. The platform offers a 30-day free trial option where there will be no need to provide credit

card information which is a great thing. A user can enjoy this platform to the maximum with a monthly fee of \$65 (in case the payment is made annually) along with a 10% processing fee for each course sold.

**10. WizIQ:** A free plan with a free trial, and also an \$83 per month; both of these options provided by the platform makes it a great place to learn and teach. It has provided the virtual classroom and also the online academy options which allow the student to choose as per their preference. If someone wants to sell files and provide lectures in video format, then they should go for the online academy option [2].

### **2.3 Prospects of E-learning in India**

India is still a developing country that requires a broad framework of higher level for education and training. The problem will not be resolved by mere inception of more of schools, universities and colleges. Even though the government has made some positive amendments in order to facilitate more of technology backed learning, National Mission on education, National Knowledge Network, but still the gap is not being covered that has maintained its permanency between the demand and supply ratio in higher education. To cover up this ever increasing gap, new technologies that inspire more of new information and communication technology should be amalgamated with the already existing infrastructure. This way the resource crisis that India suffers with in terms of imparting valuable education will be curtailed. “UGC guidelines suggests that the teacher-student ratio should be 1:10 at PG and UG level” but the condition of our education system is nowhere close to UGC guidelines. In few places the scenario is worst with a whopping 1:80 ratio. E-learning is a highly affordable resource that should be specially integrated in the Distance education universities that are sustaining the pressure of rising demand in the higher education. Its use will have a long-term positive impact on the higher education level in India.

Social media is remarkably changing our terms with the process that aids in gaining knowledge. Web 2.0 technologies have been voluntarily adopted by the Researchers and Academics to share and gain knowledge by teaming up with others in a globally widespread learning environment. The thought of collaborating the concept of Social networking into education has sprouted an



idea of innovation that is different from that of E-learning platforms. No doubt those E-learning platforms are doing quite well on their part but with rapid increase in student population and increasing demand of technology in education system we need something that is more diverse and interactive in form.

Some students are really shy and are afraid of critical speculation by the teachers or fellow students which makes them an introvert in sharing their knowledge or an idea. Implementation of interactive learning sites can be a boon for such students in a way that they can initiate into active learning without paying any heed to their insecurities. This beneficial trend of online learning enhanced the involvement of Learning Management System giving a passage to software like Moodle and Blackboard that were introduced at university level. They were basically teacher centric platform that were used to share lectures or study material for the exams. Another drawback to Moodle was that it did not support platforms like Android and Blackberry, only meant for the iPhone devices its users were limited.

With a development powered by technology access to mobile phones and other devices is not an exception any more. A substantial research was conducted to study the preference of Millennials in terms of learning which gave a remarkable revelation. Prensky (2001) believes that modern era students are highly familiar with digital world and want to indulge more in digital learning techniques that has interactive platform to stimulate their minds. The research showed some vital learning characteristics of the modern era students which are:

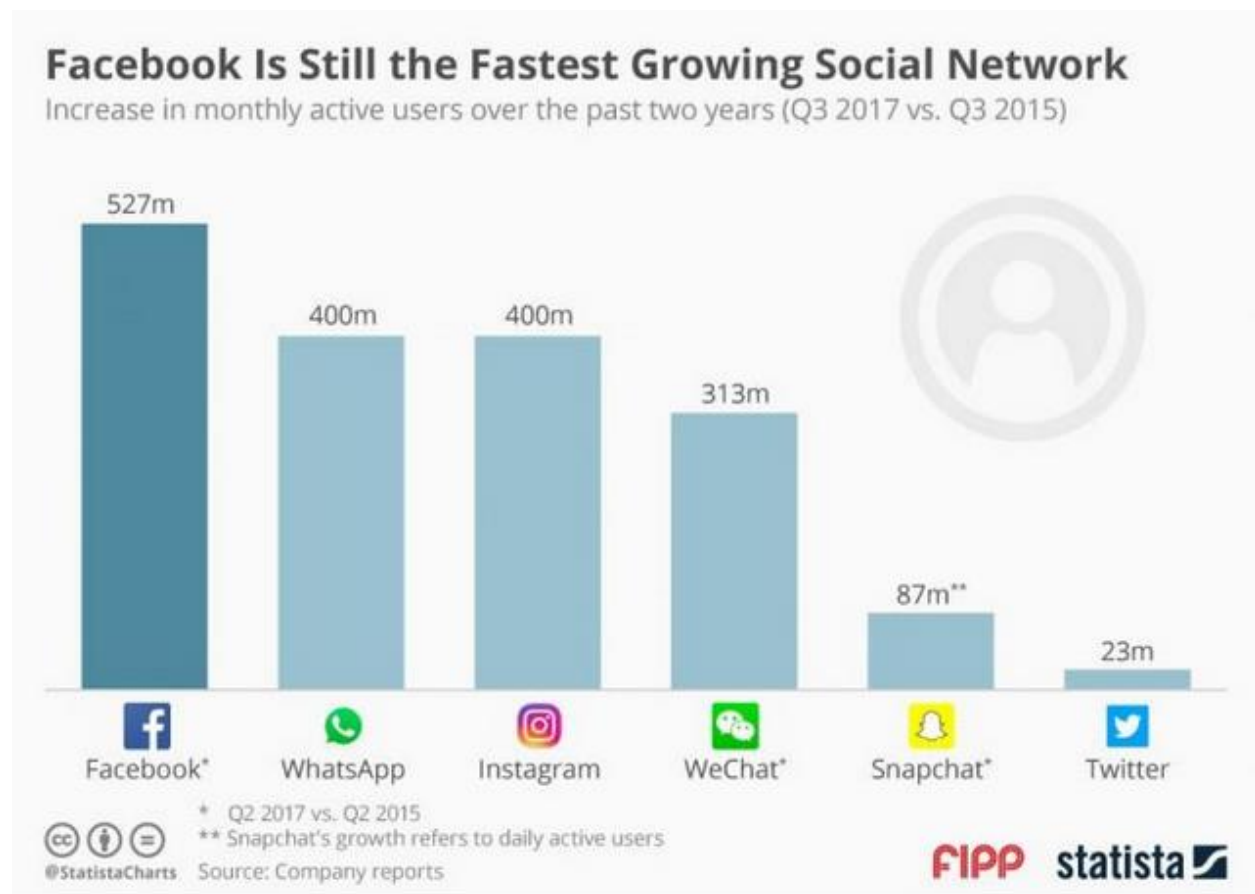
- Inclination towards more of multimedia learning that involves pictures and videos instead of referring to basic text.
- Avoidance towards individual study environment replaced by interactive learning online.
- Preference for learning activities that is empirical in nature.

But this sort of learning is also not devoid of negative aspects few of them being poor span of attention, compromised literacy and lack of judgment towards the authenticity of online content.

Web 2.0 has got a gigantic capacity to bring about wondrous changes in our educational system, but we are still incapable to exploit its potential, making half terms with its capability. As the time is passing by developers are focusing on making social educational sites an ultimate

platform to explore the possibility of learning. One of the attempts to develop advance multimedia learning platform is cloudworks which is used to share, find and discuss learning and teaching ideas by both the teachers and the learners. Cloudworks is no doubt a better platform if compared to its predecessors but it still lacks in many areas. Hence, it is recommended to entirely overhaul the existing practices that are more focused on teachers and are precisely driven towards educating the ones who are imparting education.

Millennials are highly habitual of using Facebook; in the below mentioned chart we can have a detailed view of the progress of Facebook as one of the fastest rising social media site.



*Figure 3. Facebook is still the fastest growing social network*

So, if we see its usage from the educational perspective then we can say that its potential has not been fully explored. “Despite massive success, Facebook’s use in an educational setting has been poorly charted and the use of social networking in general as an educational tool is under

explored. Therefore, social networking may be more beneficial as a support tool for new students hoping to adapt socially, academically and culturally to a new learning and social environment, such as a new college. Ryan et al (2011)". Our modern generation students are in a dire need of an educational platform that works more or less like Facebook. Providing an informal interactive interface that gives the freedom to putdown ideas in form of images and videos over which group discussions can take place with fellow students is just the basics to the software that runs more deep into creating unprecedented possibilities.

"In a study by Bowers-Campbell (2008) Facebook was used as an academic motivation tool for students in a developmental reading course. A system of virtual gift was introduced for the students who performed well in this course. The idea behind virtual gift was to provide a positive reinforcement to the students that increased the likeliness of inducing 'connectedness' between student and instructor. The first student who excelled in this course received a congratulations balloon on their public wall. The author concluded that two features of Facebook that show promise for building motivation in students were its' popularity amongst adolescents and the outreach potential for teachers."

"OurPlayground.org is an ongoing 'citizen science' project from the University of Chicago. Students are encouraged to be amateur scientists, creating their own data collection projects using social networks and mobile devices. The entire process incorporates STEM (Science, Technology, Engineering and Mathematics) learning into the students' own areas of interest such as art or music, bringing science to students who aren't necessarily comfortable with the subject area. Our-Playground.org provides students with social networking tools to collect information and find answers from fellow users. This encourages children to collaborate with fellow 'scientists' and create their own learning experiences (New Media Consortium, 2011)."

Various researchers have postulated the benefits of learning that can be done anywhere at any time and they are after the point of providing the value of social networking sites for securing educational benefits in a more effective manner. Modern time students use smartphones and social networking sites on a regular basis to maintain a balance between their school life and social life. So creating educational based social networking sites can increase the interest of students into learning as it will be availed on the gadgets that are all the time in their hand reach and they are comfortable in using it as a means to communicate to their surroundings. We have

several Social Networking learning sites in the educational market that are functioning quite well in recent times, and are having effective educational benefits, few of them are:

1. **EDMODO:** This website is basically used for the purpose of education and is one of the largest social networking websites. According to the data received from a survey stated that this site is effectively being used by more than 13 million people. Edmodo delivers high level of security to its users. Any institution that uses this website, receives a security code to keep their content intact. The institute can share the code with its user who wishes to have an access to their website and this way the website ensures security for its users. Many other activities such as conduction of survey, posting of assignments and sharing of videos and images can take place on this platform.
2. **ENGLISH BABY:** This website mainly serves the purpose of teaching conversational English. The obtained analysis pointed out that around 1.5 million people are using this website across the globe. This website is highly established amongst the Chinese people and it has made its prevalence also amongst the Indians, Japanese and Americans.
3. **LIVEMOCHA:** This website is inclined towards teaching multifarious languages to its users that are around 1.2 million in count around the world. This website has an assortment of course material that is represented in more than 38 different languages. The users who have an access to this website can execute certain activities such as posting and reviewing content.
4. **ACADMIA.EDU:** it is a website that basically has the material related to science and is developed mainly for scientists and the respective college students. As per the study, more than 1.9 million people are using the website all over the world. It is a platform mainly for academic researchers and aficionados to share research materials and research papers to other website users. Using this website, the users can able to share their research papers with other users in the same field, have contact with experts in the field and get their help in a research. The website also shows the number of people accessed the papers and their reviews to the users who post their research papers.

5. **EPERNICUS:** This website mainly focuses on the aspects of social networking, built mainly for scientists and researchers. Unlike Acadmia.edu, it doesn't allow users to share their research papers and materials. It allows users to post questions and get suitable answers from recognized experts. The users of the website can participate on any topic related to science and research and hence the website is quite informative for its users.
6. **COURSE CRACKER:** Course Cracker is a network that enables students, teachers and parents to connect with each other resulting in the refinement of the learning process. The main objective of this site is to improve the educational experience of users by using latest web applications and web tools. This website allows the users to post their course material, quizzes, assignments and other sources related to education and also give them permission to access the posted content.
7. **STUDENTS CIRCLE NETWORK:** Social circle network is one among the latest editions of the club of social networking sites, consists of different course materials in the field of science, business, engineering, computing and humanities. The website consists of nearly 10,400 intellectual courses, targeting mainly students and teachers.
8. **9<sup>TH</sup> PERIOD:** The main focus of this website is on web applications and online tools. Thus, it facilitates education to its users, such as students, teachers and universities, through the Internet. This website allows users who have similar interest to interact with each other without any discrepancies.
9. **THE SYNAPSE:** It is a website that mainly focuses the educational needs of biology students, tutors and researchers on a global level. This website provides an updated knowledge about the developments taking place in the field of biology and is generally developed on the platform of Ning.
10. **THE MOLECULAR FORCES:** It is another website built on the Ning platform, focuses on physics and chemistry students, teachers and researchers. Teachers can able to

distribute their study materials and learning approaches in this website. The website also acts as a great platform for sharing and asking questions about new ideas.

Knowledge about the usage of media is a foremost aspect and it is a compulsion to impart education related to media in our society. As we already know that media usage is on an all-time high and people are already aware of its numerous tools that can be used in order to gain a positive outcome that enhances lifetime learning. It is noticeable that generation X is not much exposed to the term social media and somehow lacks the accuracy of using it effectively in comparison to generation Y that is hands on with social media and using it as a necessity rather than choice. If we are unable to educate the ones who are responsible for imparting literacy to our society then all of the technological developments taking place in the field of education will drastically lose their ground. So it is a necessity to educate our educators in order to make them up to date and equally competent in terms of using social networking.

This proposed research focus on the aspect of inculcating the use of Social Networking sites in the educational field rendering a platform that is similar to the concept of Facebook. This will cover up the flaws that were earlier undermining the use of Social Networking for learning. By developing a more interactive platform we can surpass the following limitations:

- Students mostly fear critical analysis to their work which will get curtailed if the same work will be demonstrated on the social learning platform.
- Interactive sessions between students and teachers on an informal level, incites positive learning and acquiring of knowledge.
- Developing student's interactive and technological skills and understanding different points of view
- Fulfilling various social learning functions, such as "obtaining peer support for creative endeavors and help with school-related tasks".
- Social learning sites are mostly teacher centric in which curriculum updates constitute the major part. But now the aim is towards developing a platform that regulates the importance of both the teacher and student in a balanced way.
- It is not just applicable in the setting of school; it can also be used in corporates, colleges and universities.

- In the corporate setting many employees are enrolled in ongoing courses that require casual knowledge from peers who are associated with the same course. So with a knowledge sharing and acquiring platform they can also avail the benefit of social learning sites.

## **2.4 Role of E-Commerce**

Another aspect to this proposal is the boom of E-commerce market in the Educational industry. E-Commerce is a vast platform that gives a gateway for purchasing and selling information, services and products over different online networks. When technology has taken over everything then it has also changed the face of old time commerce process through new techniques of processing and transferring information. This platform takes an automated way to electronically transfer information from one computer to another. The ease that this new way of going along with the commerce activities has given a dominance to e-commerce because of which majority of consumers and producers are escaping from the outdated ways of shopping and readily adopting to the online business. Instead of being restricted to the store near you, now you can search for the desired item right across the globe. But this has also increased the rivalry of selection, pricing and delivery to the best that is possible. Developing a social networking educational site that also facilitates the selling and purchase of learning and study material will create a route to E-business/E-commerce establishment.

“E-business enhances connectivity within the educational sector providing opportunities for both vertical and horizontal integration of key business process (Karl & J. Leon, 2000).” Through this sort of precise integration the students who are involved with distance and full time courses get an opportunity to connect with unlimited educational based resources in real time and place orders for the same. They can also collaborate with other similar communities in order to attain effective cooperative learning. Another face of the same coin is the backward vertical integration that yields benefit to the producers of educational materials who can effectively produce demanded resources that will result into business growth and increase profitability for them.

Some of the leading e-commerce companies in India such as Snapdeal.com, Flipkart.com and Groupon.co.in are one of the best platforms that provide study material and different online courses. They even facilitate certificates and degrees of business education. With the aim of capturing a pie of the growing education market in India these e-commerce companies are trying to provide a marketplace for education. According to Bharat Gulia, a senior manager of education practice at consulting firm EY, India has got a huge education market and has a good growth potential but the only demerit is that people in India are habitual of seeking free online courses. “The traction will come from the distance education and executive education segments. As correspondence courses shift to paper-less format, this will gain momentum,” Gulia said, adding that these are early days. “(The e-commerce companies) would be good aggregators, let’s say, like policybazar.com or makemytrip.com.” Since youngsters are their key customer base, education offerings are a natural progression for them, Gulia said.

With many different E-commerce sites in the market that are providing learning material we have already seen the inauguration of the concept of E-commerce market in the education sector. What we aim for is to bring all of this on the same platform that is “Social Networking Learning Sites”. Instead of scanning through different sites and then able to comprehend the best material, better look for a single platform that serves all in one purpose for the students. Incorporation of E-commerce with the Social learning platform will be beneficial for both course builders and students. It will act as a common landmark where students can find the study material that they require and the teachers will get a medium to sell their literary work and course material.

This way the proposal of developing a platform that is based on the concept of social media platform but is totally dedicated towards developing the quality of our education system will be a boon in every possible means. From the progress of E-commerce division to the rise of learning quality the students will be majorly benefited with the inception of this platform and it will also positively affect the progress of the school and universities/institute teachers and tutors in India.



## **CHAPTER 3 – RESEARCH METHODOLOGY**

This report is the result of in-depth analysis of the need to implement the usage of social networking in the education system and how we can customize this platform to entirely dedicate it to the field of education. This includes the study of the already existing similar type of platforms that are preferable amongst students and teachers. It includes the analysis to the advantages and disadvantage of each of the application.

Furthermore, the articles that have been published to define the cause provide a brilliant support in framing the final segment of the report. Each of the pointers that have been mentioned in the report is the result of rich computational and verified thesis gained from the available reference sources.

### **3.1 Participants**

The survey is based on the primary data collected from respondents who were connected to the researcher via FaceBook, LinkedIn, e-mail and what's app. The contacts are residents of India, so it gives the representation of population under study.

### **3.2 Survey Instrument**

A close ended structured questionnaire was designed.

### **3.3 Variables and Measurement**

The data collected on purchase intention as per the scope, was measured in terms of 5-point Likert scale which measured between Highly Unlikely to Highly Likely with exception to a few of the questions.

### **3.4 Data Collection and Sampling**

The study used single cross-sectional descriptive research design. The data collection process was conducted through offline and online mode. The offline mode was used during pilot study phase. The respondents of this were chosen by convenience sampling. Using such technique

gives an exposure of true feeling of the respondents and ensures immediate response. The data collected for the purpose of pilot study were not included in the main analysis.

An online survey link was shared via mail to the respondents in the final phase of data collection.

## **CHAPTER 4 - DATA ANALYSIS AND RECOMMENDATION**

### **4.1 Introduction**

It is evitable that education system has to evolve time to time in order to keep up the pace with the changing trend. Our old time education system lacks the chance to stand as a source of imparting impactful knowledge. Millennials who are walking on a path of technology does not leave a scope for the implementation of old rudimentary learning techniques. This has caused us to rethink about our educational system and improvise it so that it can match with the brain waves of 21st generation students. If we notice our world around then we cannot fail to site the impact of social networking which is being used as a major source to communicate and share, collaborate with others, form communities of interest and provide added value and context to knowledge.

Social networking has become one of the most popular communication tools to have evolved over the past decade, making it a powerful new information sharing resource in society. To date realizing the potential of Social Networking Sites (SNSs) beyond their leisure uses has been severely restricted in a number of areas. Since the Web technology and knowledge communities have radically evolved Web 2.0 and social networking tools are changing the face of education adding upon a vast scope to develop interactive learning techniques. While undoubtedly, due to the very casual nature of social networking, there are serious concerns over how it could be integrated in a learning environment; the potential positive outcomes are many and varied. As a communication tool, its effectiveness is already manifesting in the millions who use these networks to communicate on a daily basis.

We have many educational social networking sites in market but lacking in one or other aspect they are not much valid in terms of effectiveness amongst the students. Mostly being teacher centric and used as a medium to publish academic agendas they are missing the value of student participation. Even though social networking has been introduced in the educational system but we are still incompetent in exploiting the worth of Web2.0 in favor of our students. Developing a platform that is interactive and encourages equal participation of students is what the education system needs.

## **4.2 Data Collection Sources & Techniques**

To get this data, the online survey instrument was used. The survey was sent to researcher's social connections on FaceBook, LinkedIn and what's App. Further the researcher posted the request to fill the online survey form on groups/forums within these social media, to reach out to an even a larger population. However, it must be noted that the Researcher's social media connections are not exclusive, i.e. some respondents are connected to researcher via all FaceBook, LinkedIn and what's App; while some others might also be connected to researcher via more than one of these media.

It must also be considered that some of the social media content cascades as a ripple. As example the FaceBook/LinkedIn/ what's App request to fill the online survey form was shared by researcher's connections further, not just with their direct connections but also on common forums. Again, some of these connections might have been mutual connections with the researcher. Thus, the total number of people who got the request to fill up the online survey cannot be determined with precision.

As stated earlier the researcher did not collect any personally identifiable information as part of the online survey question, this was done to ensure the anonymity of response capture would ensure more responses. It must also be noted that no incentive was offered to respondents filling the survey.

The data collection was started on 21<sup>st</sup> March and ended on 1<sup>st</sup> May.

Overall, 85 respondents filled the online survey form.

### 4.3 Data Analysis

Total of 85 responses were collected in the time period of 1 month (15<sup>th</sup> April to 15<sup>th</sup> May).

This section will deal with the detailed analysis of the data obtained from the survey report.

#### 1. Classification of survey respondents

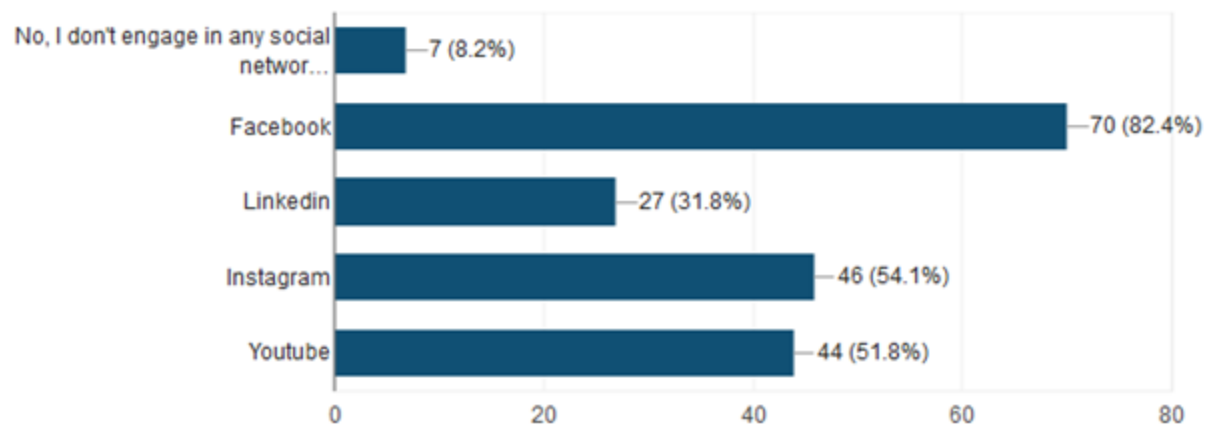
The majority of population to attempt the survey was that of students with a percentage of 49.4% (42 responses). Then we had working people ranking on the 2<sup>nd</sup> number of our survey respondents with an estimate of 45.9% (39 responses). The lowest respondent percentage on our survey was of Trainers being only 3.5% (3 responses).

Select your occupation?	Student	Trainer	Working
85 responses	49.4% (42 responses)	3.5% (3 responses)	45.9%(39 responses)

This highlights the point that the majority survey respondent ratio is that of students. So, the survey questions that were targeted at the general population as a whole has generated the data that is basically student centric. This has given us the ease to acquire the opinion of this generation of students regarding the usage of social media and its application in the educational industry.

#### 2. Prevalence of Social Networking Sites in the society.

The 1<sup>st</sup> priority question in the survey questionnaire was “Do you indulge in any social networking? If so which ones?” 5 options were assigned to this question (*please refer the table below*). With so many different types of social media platforms available in the virtual world, this survey aimed at 5 leading platforms. Facebook leading with the maximum count of users at 70 (82.4%) followed by Instagram with 54.1%, and then YouTube and LinkedIn with 51.8% and 31.8%. One of the 5 options was “No, I don't engage in any social networking” for which we got the minimum percentage that was 8.2%



This data comprehends that Facebook is the most opted Social Networking medium and that non- social networking users are outnumbered by a huge count of population that operates social media on a daily basis.

### 3. What purpose does Social Networking Sites cater on majority basis?

The next priority point of this survey was to identify the purpose for which people use the social networking sites. The framed question was “Why do you use an online social network?” for this 5 options were provided (*please refer to the table below*). To this question maximum obtained percentage was for the option “To find information” with total 33 responses that is 78.6%. “To make new friends” was the 2<sup>nd</sup> leading reason and had 31 responses (73.8%). 23 responses came for “To share videos/images/music” option and then lowest was “To study “and “To play games” that is 19 (45.2%) and 18 (42.9%).

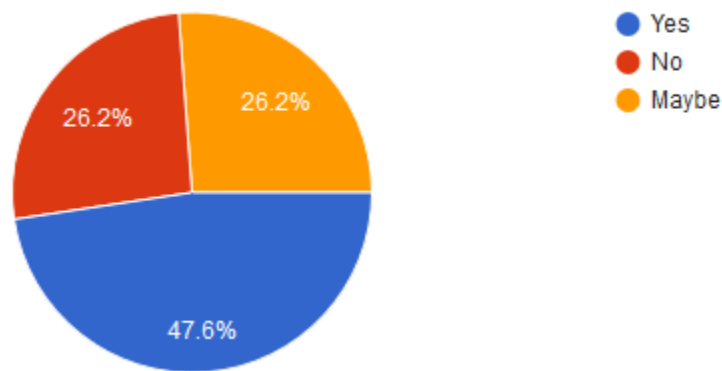
This obtained result underlines one of the aspects of our research that pointed out the lack of optimum usage of social networking sites in the education system.

Why do you use an online social network?	To study	To find information	To make new friends	To play games	To share videos/images/music
42 responses	19 (45.2%)	33 (78.6%)	31(73.8%)	18 (42.9%)	23 (54.8%)

With mere 45.2% of survey population using social media for education person shows the need of improvisation in social media platform so that it can facilitate effective learning along with the other aspects that it is already catering.

#### **4. How helpful is the social media platform in terms of imparting education?**

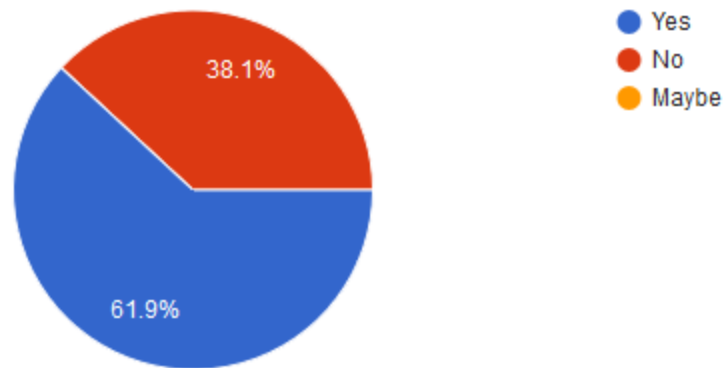
The next question of the survey that justified the topic of this research was “Does social media helps you in education?” with a total of 42 responses 47.6% (20 responses) of people voted for “yes” whereas 26.2% (11 responses) of people said “No” and equal percentage of people marked for “May be”.



By obtaining maximum responses in favor of this question a positive approach can be taken towards the research as it shows that people do find social media as a helpful tool to acquire education. So, developing a platform inspired by the concept of social networking sites will easily find its way amongst this generation of students.

#### **5. Significance of online learning courses.**

Online learning courses or E-learning platform is already quite prevalent in our education system so with a motto of interpreting its usage on a scientific basis the survey had a question “Do you engage in any online learning courses?” 61.9% of people said “yes” and 38.1% of people said “No”.



Our Educational industry has started incorporating the use of E-learning in the K-12 forum which is paving the way towards the acceptance of social media platform in learning.

## 6. Application of Social Networking technology for learning in schools and colleges.

“Are you using social networking technology for learning in schools / colleges?” This question was aimed to generate a real useful data that will give a meaningful direction to our research report. 54.8% of people agreed, whereas 31% of people strongly agreed.

Are you using social networking technology for learning in schools / colleges?	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
42 responses	13 (31%)	23 (54.8%)	5 (11.9%)	1 (2.4%)	0

This data helped in concluding the relevance of social networking technology being used in the Indian education system. With more people accepting to this fact that they are already using social networking for education, this platform has got a prosperous future and improvisation in this technology will generate huge amount of profit to the educational industry as a whole.



## 7. Relevance of social media from the perspective of trainers.

The basic question that was precisely framed for the trainers was “Why do you use an online social network?” This question was aimed to generate useful information regarding the importance of Social Network platform in terms of generating benefit for trainers. Total 7 options were provided for this question out of which 6 options received equal percentage of hits which were: To give training, To educate, To reach audience, To share your opinions, To find information and To share videos/images/music. The 1<sup>st</sup> option was to get opinions that received 0% of hits.



The data that was generated for this survey question proved that trainers are recurring 0% of benefit from social media in terms of getting opinions about their coaching business or institute from the audience. Other options weigh on the same scale of being equal in weightage for the trainers. Two most important options that are directly related to our research are “To give training” and “To educate” receiving 33.3% of hits on both of these options gives us a view of the usage of social media in education. Coaching institutes are right hand of education system and if trainers are incorporating the usage of this platform while imparting education then it gives a positive bend to our research objective that emphasize on the usage of Social Networking sites in the education system.

## **8. Can Social Media help the trainers in reaching out to large audience?**

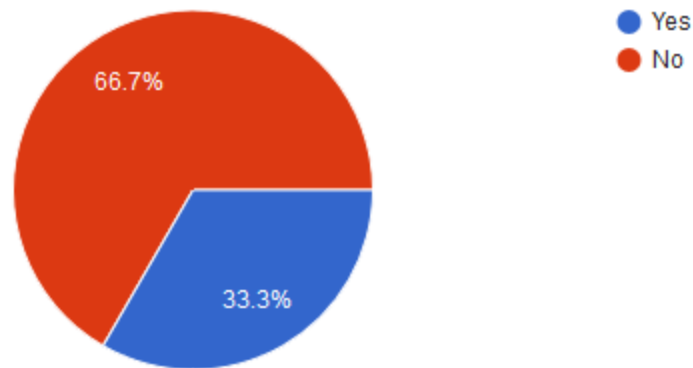
The below mentioned question “Does social media helps you in reaching large audience?” was basically aimed at the population of trainers to see how beneficial social media is for the trainers who are running coaching institutes and other educational bodies. With a 66.7% of trainers accepting the benefit of social media in reaching out to large audience around 33.3% of trainers marked for “May be”.

Does social media helps you in reaching large audience?	Yes	No	May be
3 responses	2 (66.7%)	0	1 (33.3%)

This shows the limited use of social media for advertisement purpose. Even though social media has got a lot of scope for advertisement still coaching institutes and other educational trainers are not able to use it on an optimum level for their benefit.

## **9. Interest of trainers in publishing an Online Course.**

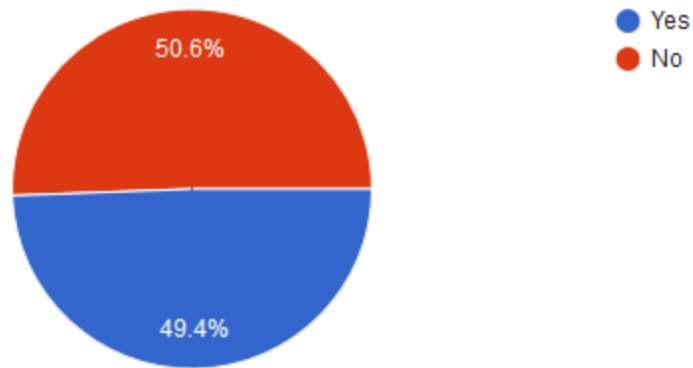
Trainers were asked “Had you published any online course?” to which 33.3% replied “Yes” whereas 66.7% of trainers replied “No”.



This result proved a major aspect of E-commerce. The role of E-commerce in education system is not that significant as much it is expected to be. Trainers should publish more and more of academic study material so that the students can be in benefit but because of the lack of a suitable platform we are falling behind in terms of the advancement of E-commerce educational platform.

#### **10. Dependency of today's generation on Social Media**

Then a generalized question was added at the end of the survey questionnaire “Do you feel like you might be addicted to social media?” to which a total of 85 responses were received. The result was obtained with a very close margin between “Yes’ and “No”. 49.4% of population for “Yes” and 50.6% of population for “No”.



This proved the increasing rate of social media dependency which is not a positive point but if social media platform can be effectively improvised for educational purpose then this level of dependency will actually lead to positive outcome for students as well as for the teachers.

### 11. How much time do people invest on Social Networking Sites?

The last question of this survey was “On an average, how much time do you spend daily on a social networking sites? For this “1-3 hour” option got majority hits with a percentage of 50.6. Then ranked the “Less than 1 hour” option with a percentage of 24.7. “3-5 hour” constitutes a total of 18.8% and “5-7 hour” has got 2.4%.

On an average, how much time do you spend daily on a social networking sites?	Less than 1 hour	1-3 hour	3-5 hour	5-7 hour	7-10 hour	more than 10 hour
85 responses	21 (24.7%)	43 (50.6%)	16 (18.8%)	2 (2.4%)	2 (2.4%)	1 (1.2%)

Some people have also said that they use social media for more than 10 hour which is a whooping level of addiction.

The total outcome of this data lies in the favor of the proposed research report that justifies the need of a platform that is based on the concept of social networking platform but is entirely bent towards serving the education industry.

#### **4.4 Findings**

This survey states the following findings:

- 47.6% of the people agree that social media help in education.
- 61.9% of the survey population engages in online learning courses.
- 54.8% of the survey population is already using social networking technology for learning in schools and colleges.
- Maximum survey population (51.2%) uses Social Networking sites for around 1-3 hours with around 1% population using social network even for 10+ hours.

The above mentioned points prove that our generation of students are well equipped with the source of social media and are even using it to gain knowledge. Around 54% of students are aware of social networking technology for learning in schools and colleges. This proves that if a new platform is proposed that is much more efficient then the already existing ones then it will be readily accepted amongst the Millennials as they are already aware of this technique well in advance.

It gives us a positive outlook for the proposed research as 47.6% of survey population agrees that social media help in education. This is a sign of growth and awareness that we require right now in order to improve this technique and efficiently implement it in the school and college setting, so that we can deliver the benefits of this technique on a larger spectrum.

#### **4.5 Limitations**

- Safety and privacy of accounts can be compromised.
- Teachers will have to keep monitoring their pattern of interaction with students.
- In the setting of school, prohibition of using other forms of social media will have to be strictly implemented.
- Exploitation of accounts and bullying.
- Establishing its effective prevalence in schools and colleges.

#### **4.6 Future**

Below mentioned are the future aspects of developing an educational social learning site;

- Enhanced student performance
- Technologically advanced learning solution
- Innovative method of gaining knowledge
- Increase flow of knowledge amongst students
- Implementation of artificial intelligence and data analytics
- Managing the huge data of user activity and making a content rich repository of various learning material

## **CHAPTER 5- CONCLUSION**

### **5.1 Conclusion**

As per the feedback from survey and our analysis, there is a requirement of Social Networking site in our education system. Student interaction is at the core of constructivist learning environments and Social Networking Sites provide a platform for building collaborative learning communities. The education system is destined to evolve according to the changing trend in our society. The 21<sup>st</sup> century, where every individual's life is being governed by digitization then education system can't be left behind. Social networking is a developing technology that is on the brink of being much more than just a leisure facility, however teachers are failing to exploit the full potential of these tools and simply use them to "mirror existing practices" (Mason & Rennie, 2008).

Social networking and social software tools represent an evolution in learning, as they are changing the way we access information. Knowing where to find information has become more important than knowing the information itself. The public forums provided via Blogs, Wikis and Social Networks, promote and agitate debate acting as a catalyst in the generation and refinement of information. And they provide a new framework for learning that implements a range of useful tools available to both academics and students, promoting greater communication and support.

A proper framework for development is required for the design of educational courses and materials. There should be more of an emphasis on involving students in the sharing and co-creation of knowledge and learning, while teachers take on the role of facilitators of a process that successfully blends formal and informal learning. This idea can only be hindered by the lack of social networking knowledge amongst the teachers. Training and support structures must be put in place to inform teaching staff about new technologies as they emerge, and clearly demonstrate their potential application in an educational environment.

The amalgamation of social media in the education system can actually result into a revolutionary move if it will attain its stability over a vast spectrum, being implemented in every

school and college. On a national level, there needs to be a digital media literacy campaign to encourage people to be more active social networkers. The tools available through Social Networking Systems may be used to facilitate the exchange of information, heighten social awareness and civic engagement, and promote lifelong learning.

## **5.2 Scope of Further Research**

Education system keeps developing time to time based on the progress in terms of innovation. Any technique applied in this system has got high chances of being upgraded to the next level of technology that will suit that era and generation. So, if we say that what is the scope of further research in social educational sites then the chances are high that it will likely evolve to greater level of intricacy and precision and then again a research can be developed to note the acceptance of the new idea in our society. Implementation of artificial intelligence and data analytics will impact the user experience and will give foundation to complete idea of using social networking in education.



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## Appendix 1

Section 1 of 5



### General Information

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Your personal information will not be recorded in this survey.

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Do you indulge in any social networking ? If so, which ones ?

\*

- ☐ No, I don't engage in any social networking
- ☐ Facebook
- ☐ LinkedIn
- ☐ Instagram
- ☐ Youtube

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Select your gender ? \*

- ☐ Male
- ☐ Female

Select your age ? \*

- ☐ 10-15
- ☐ 16-20
- ☐ 21-25
- ☐ 25-30
- ☐ 30 and above

What is your qualification ? \*

- ☐ I - X
- ☐ XI - XII
- ☐ Graduate
- ☐ Post Graduate

Select your occupation ? \*

- ☐ Student
- ☐ Trainer
- ☐ Working
- ☐ None

## Student

Description (optional)

Why do you use an online social network? \*

- ☐ To study
- ☐ To find information
- ☐ To make new friends
- ☐ To play games
- ☐ To share videos/images/music

Does social media helps you in education ?

- ☐ Yes
- ☐ No
- ☐ Maybe

Do you engage in any online learning courses ? \*

- ☐ Yes
- ☐ No
- ☐ Maybe

Are you with using social networking technology for learning in schools / colleges ? \*

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Section 3 of 5



## Trainer

Description (optional)

Why do you use an online social network? \*

- ☐ To get opinions
- ☐ To give training
- ☐ To educate
- ☐ To reach audience
- ☐ To share your opinions
- ☐ To find information
- 
- ☐ To share videos/images/music

Does social media helps you in reaching large audience ? \*

- ☐ Yes
- ☐ No
- ☐ Maybe

Had you published any online course ? \*

- ☐ Yes
- ☐ No

Are you with using social networking technology for learning in schools / colleges ? \*

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree



# Working

Description (optional)

Why do you use an online social network? \*

- ☐ To get opinions
- ☐ To give training
- ☐ To educate
- ☐ To reach audience
- ☐ To share your opinions
- ☐ To find information
- ☐ To share videos/images/music
- ☐ To study
- ☐ To make new friends
- ☐ To chat

Does social media helps you in education ?

- ☐ Yes
- ☐ No
- ☐ Maybe

Does social media helps you in reaching large audience ?

- ☐ Yes
- ☐ No
- ☐ Maybe

Are you with using social networking technology for learning in schools / colleges ? \*

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

Section 5 of 5



## Social Network .

Description (optional)

How do you access your social network account ? \*

- ☐ PC
- ☐ Laptop
- ☐ Smartphone
- ☐ IPAD/Tablet

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Do you feel like you might be addicted to social media ? \*

☐ Yes

☐ No

On an average, how much time do you spend daily on a social networking sites ? \*

☐ Less than 1 hour

☐ 1-3 hour

☐ 3-5 hour

☐ 5-7 hour

☐ 7-10 hour

☐ more than 10 hour