Effectiveness of ICT And Social Media In The Present Educational Scenario

ALOK PATHAK

Asst. Professor, Dept. of Teacher Education,

A.K.P.G. College, Shikohabad, Firozabad, (U.P.)

ABSTRACT

We are living in the 21st century and lot of things are being changed by time as our world became knowledge based global world and the store of knowledge has let out into various parts and knowledge become as a great father. This is our primary need to adopt various technological approaches to receive different types of new and innovative knowledge. Only acquiring the knowledge should not be the ultimate objective of any educational process but to be aware of all the important and key factors affecting the knowledge acquiring process is also important. In this perspective the role of ICT can't be ignored because it has the potential to enhance the creative thinking in students and to motivate the students to improve their problem solving skills. Infact the term of blended learning is introduced by integration of ICT and traditional teaching methods by which students can be benefited. In the present changing scenario of society the role of social media can be understood easily. In the bunch of different media, social media also an effective medium by which students can also established beneficial connections for their careers. In fact with the fair help of different social networking tools students as well as every type of educational institutions can gain multiple opportunities to improve teaching and learning methods.

In the present paper role of ICT as well as social media will be discussed.

(Keywords: Information and Communication Technology (ICT), Social Media.)

INTRODUCTION

In 21st Century rapid growth in technology has increased literacy, standard of life, living habits, life expectancy and many more. Due to this changing scenario the whole world and all the educational institutions are felling a strict pressure to change the educational structure or system according to this change. In this perspective ICT can play an important role for this transformation. A long time ago, man has found many such measures by which he can contact a person sitting far away. In ancient times a person used pigeons to convey his message to a person sitting far away, pigeon also played the role of dialogue mainly. Much development has taken place in the field of information technology. Information technology is becoming a huge industry in today's time and with increasing time. Information technology has been fully developed in many areas of the country and it has played a successful role, for this you can see countries like America and Japan. It has become very successful in the field of information technology and has become a very developed country. Before further discussion it is quite necessary to define the real meaning of ICT as follows:

What is ICT

"Information and Communication Technology which we commonly call ICT is a technology that emphasizes the role of communication (Telephone Line and Wireless Signal) signals in Information Technology."

Resources used on Computer and Network such as Software, and sending information, Communication Issue Support are all the resources included in ICT. In other easy terms, ICT is the technology that is used for transmission of IT (Information Technology) as well as Telephone Communication and Audio, Video from one place to another. Today, if India is moving fast towards Digital India then ICT plays an important role in this field. ICT is based on the process of Software and Hardware. It was born to broadcast the communication of computer and network. Information and Communication Technology can be estimated only from its full form, the technology we use for communication. It all comes under ICT. Such as Mobil phone, Wireless, Internet etc. All this is done under the technology ICT for communication.

The various components of information and communication technology are-

1. Computer Hardware Technology - This includes micro-computers, servers, large mainframe computers as well as input, output and storage devices.

2. **Computer Software Technology -** This includes operating system web browser database management system (DBMS) server and commercial, commercial software.

3. **Telecom and Network Technology -** Under this, there are wired or wireless based software, network-security, information encoding (cryptography) etc. to connect to the medium of telecommunications, processors and the Internet.

4. **Human Resources** - System Administrator, Network Administrator etc.

EFFECTIVENESS OF ICT IN PRESENT EDUCATIONAL SCENARIO

The importance of information and communication technology is as follows-

- Information and communication technology is the basis of service economy.
- Information technology is a suitable technique for social and economic development of backward countries.
- Poverty can be eradicated only by making the poor people informed.
- Empowerment leads to information empowerment.
- Information technology, administration brings transparency in government, it helps in reducing corruption.
- Information technology is used in planning, policy making and decision making.
- It creates new jobs.
- With the help of information and communication technology, economic and proportional decisions can be taken at the right time by any person operating or related to it in any business, which will result in protection from future errors and losses and from that There is no risk. Information technology has also contributed immensely in decision making.

- Information and communication technology also contributes a lot to the employees and it is also very important for them because under Information and communication technology, the training of computer work is provided to the employees of any institute, they are fully trained about it. And when they are trained, they are assigned

special tasks because the more efficiently the employees use the computer, the more useful it will be for the institution.

- It has proved very helpful for keeping records of employees in any institution. To maintain the record of employees in an institution, the database has been designed in such a way that it can keep a record of the necessary information in relation to various employees. The advantage of this would be that if necessary, special tasks can be successfully done by skilled people.

SPECIAL REFERENCE TO HIGHER EDUCATION

ICT in Higher Education has great importance. From investment to technologies ICT can enrich the quality of higher education in many ways as explained below:

- The quality of studies can be increased in remote locations.
- Bringing more transparency system in higher education institutions strengthens their processes and compliance norms.
- It is used to analyze social media metrics for student performance, placement, website analytics, and brand audits.
- Distance learning has been made convenient with course delivery through internet (virtual class room), satellite and other means.

The use of computer-based learning techniques in teaching has been adopted by India's renowned education systems and institutions. The diversity of words and symbols is the great power of computers which is the centre of academic endeavour. In e-learning and distance education programs, teaching through online education is becoming more interesting and easier. Through the Internet and the World Wide Web, teachers can reach their students and teach them from home. The Internet is one of the highest collections of human knowledge. ICT. Allows the creation of digital resources such as digital libraries, where students, teachers and practitioners can access research materials and course materials. ICT. Provides opportunities for easy and transparent control and coordination and monitoring of day-to-day administrative activities of the educational institution. Registration / enrollment, course allocation, attendance monitoring, timetable / class schedule, application for admission, checking in admission of students, such information can be found by e-media.

IMPACT OF MEDIA

As we all know that we are living in the era of Information and Technology and there are many tools which help us to communicate and providing informations to each other. There are lots of factors affecting the overall educational structure. No doubt Media is one of the key factor. The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends. Media integration is consistently referred to as a relatively new phenomenon in education.

Media can be classified into four parts as follows:

- Print Media (News papers, Magazines etc)
- Broadcast media(TV, Radio etc)
- Internet
- Social Media(Facebook, Whatsapp etc)

    As we discussed earlier that in this research paper we will emphasise the effectiveness of social media specially so it's a primary factor to define the social media first.

DEFINITION OF SOCIAL MEDIA

"Social Media means to get connected through social communication."

Social media refers to virtual groups created by web or other means for interpersonal relationships. It is a means of making individuals and communities shared, collaborative. Its use can also be seen as the use of mobile and web-based technologies to create a high interactive platform for user content modification in addition to social relationships. Social media is a non-traditional media. This creates a virtual world that can be accessed through the Internet. Social media is a huge network that keeps the whole world connected. It is a very good medium of communication. It involves the exchange of information at a rapid pace, which contains news from every field.

Social media is completely different from other traditional and social methods. It includes elements like reach, frequency, usability, freshness and durability. There are many types of effects using the Internet. According to Nielsen, 'Internet users spend more time on social media sites than on other sites'.

Two types of civilization have begun in the world, virtual and physical civilization. In the coming time, two to three times the population of the world will soon be on the internet. Actually, the Internet has come to us in the form of a technology, which is available for use and is universally accessible. Social networking sites are powerful means of communication and information, through which people are able to keep their talk without interruption. This is how social media has evolved

VARIOUS FORMS OF SOCIAL MEDIA

There are many forms of social media including internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs, pictures, movies, etc. There are many communication technologies available for social media as per its services. For example-

- Collaborative project (for example, Wikipedia)
- Blogs and microblogs (for example, Twitter)
- Social news networking sites (eg Digg and Lakernet)
- Content community (for example, YouTube and Daily Motion)
- Social networking site (for example, Facebook)
- Virtual game world (eg, World of Warcraft)
- Virtual Social World (eg Second Life)

IMPCT OF SOCIAL MEDIA IN DIFFERENT FIELDS

In Business:

Using social media is very beneficial for business. Its effective use helps reduce overall marketing costs. Online success comes with effective use of social media. With social media you can organize potential customers and grow your business. Recently social media examiners surveyed over 3,000 respondents to understand the importance of social media marketing. 89% of respondents said that business has been boosted by social media marketing. 64% of respondents saw an increase in lead generation and 62% of respondents said that using social media in the search engine category of their sites had improved significantly over almost two years.

In Education:

The advent of social media has had a tremendous impact on the world and this has brought about revolutionary changes in the dissemination of information throughout the world. Similarly, today's youngsters use social media 24x7 a lot. Therefore, this habit of using social media excessively day and night has been dubbed by critics as 'social media addiction'. Many of us also believe that social media is very harmful for students because it distracts the students' attention from their studies. But on the contrary, if social media is used properly, it can also benefit all students a lot. Like all other things in the world, social media also has many good and bad effects. However, due to frequent misuse of social media by students, the potential of social media in various educational fields is ignored. Actually, social media is often considered to be the biggest reason for hindering their studies, despite being very popular among students. But the reality is not only that. If students want, then they can make good use of social media to get their various academic and career goals.

Nowadays social media is proving to be an excellent educational instrument for college learning. Nowadays, students come to the college only after getting very good information about internet and social media. Teachers can take advantage of this information in the college education process. Webinars, online discussion forums and other such platforms can promote discussion and collaboration, have meaningful conversations, help exchange ideas, and promote learning experiences.

In Job Creation:

With the help of websites such as LinkedIn, students can post their resumes with their professional web presence, contact with job seekers and employers. Nowadays many employers also offer their office jobs on websites like Facebook and Twitter. Students can easily connect with business and professional organizations on Facebook, Twitter and LinkedIn. Students also keep updated with news and important activities of their favorite career field**.**

CONCLUSION:

In order to function in the new growing world everyone have to learn about the proper and adequate use of ICT and Social Media because these two factors can enrich the educational as well as many structures in many ways. ICT has worked to promote digital

revolution in many fields. Today every government and non-government institution is being connected through ICT. Apart from this, the company and consumers have also been made easy due to ICT. The use of ICT and Social Media has increased so much in our everyday lifestyle that now these two have become an important part of our life.

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