

## Social Media, Networking and Education

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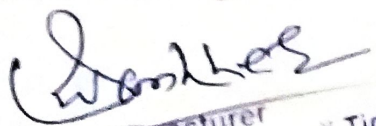
### Abstract:

*The educational institution all over the world, particularly developing economies can be benefited to a large extent as the number of user of social media or networking is large in the developing economies like India. This paper address the concept of social media and social networking and its use in the education sector*

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### Introduction:

Information technology has transformed the way of living the life of not only individual but also of all type of organization. It has pioneering in the changing the face of businesses and all other type of organization. Recognizing the benefits and importance of information technology in the development of the organization, its function and process, educational institution particularly higher educational institution started using information technology tools in the administration and teaching learning and research



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process. The studies show that the higher educational have already benefited in the development of institution.

With the advancement in the information technology, many software and information technology firm offering the various services that enables the organization to go digital. The technology development organization also offers the specific services and develops the tools for suited to specific organization. In business there are various tools like e-commerce websites and for different type of activity there are different websites and online services. One of them is social media or social networking sites. This paper aim to understand the use of social media or social networking in education and educational services.

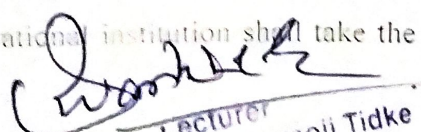
### **Social Media/Social Networking**

It is referring to as a place that is the virtual place whereby people or a group of people and organization connect with each other, form a network of friends, partners, institution, professionals etc. It is a virtual place where one can share the experiences, information and other user generated content that enables the other people on the networking, to have this, see and like or share with other. The examples of such a social media or social networking are the facebook, LinkedIn, twitter, YouTube, picasa etc. Each site has their unique features and services like in face book there are networking of the people, can form a different pages etc. In linked it helps in connecting and forming the professional group. In YouTube one can upload, share and download the various types of video etc. In this way the social media has transform the experience of social gathering into the virtual gathering.

### **Use of social media/networking in education**

The education sector in the 21<sup>st</sup> century has transform and now with the help of information technology, it can be available to every. Hence there is no obstacle in obtaining the any type of education. The educational institution all over the world, special developing economies can be benefited to a large extent as the number of user of social media or networking is large in the developing economies like India.

the large number of students are using the internet and the number of internet and social media or networking user is large of students and youth, between the age group of 15 to 30. They are most techno savvy and highly crazy about the technology. The educational institution shall take the benefit of this and starts the educational services

  
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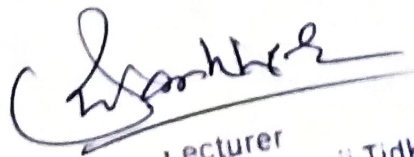
through online social networking. In this process, the institution can make the network of their student and teacher and all other stakeholder who is directly and indirectly connected with the institution. This networking can be of institution specific and a group of institution like group of colleges under university. In this way a large number of students and teacher and educational institution can form a group, share the notes, educational material, posting videos and referring for advance knowledge and information to another teacher.

### Conclusion

The paper concludes that the social media user shall take the advantage for education purpose and transform the education sector. The user shall also take into account its pros and cons so that appropriate use will be ensure and the interest of other will not be exploited. The educational institution all over the world, special developing economies can be benefited to a large extent as the number of user of social media or networking is large in the developing economies like India.

### References

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