Impact of Social Networking on Higher Education

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"To utilize social media tools effectively and properly, you must absolutely senate spontaneous communications in direct response to what others are saying or to what is happening in that moment. Be yourself, Be conventional Be engaged."

Aliza Sherman

ABSTRACT

In today's world where internet has experienced tremendous growth, social networking sites have become highly significant in people's lives. The internet has given us the ability to connect with people from around the globe clicking on the single fingertips. In this article we try to focus on how social networking has puts its impact on educational sphere and also advanced library world.

Keywords: Social networking, SNS, Higher education, Technology, Libraries

1. INTRODUCTION

In the modern era, 21 century is the way of communication .social Networking play a crucial role in the field of teaching and research purpose for the Various sectors like- Education, Health, agriculture , science and technologies, Modern technologies are easily use to sharing their information one person to group persons. In the information communication technologies and social Network provides a new dimension to share any kind of information among the people in this environment. In the changing era social networking play a crucial role for growth and development of higher education and explosion of information and transition from print to electronic have influenced the user behavior. It can also play an important role for sharing, collaboration, community building and participation. This technology exists in different forms such as wikis, social bookmarking, and blogs podcasts.

As higher education deals with digital natives who are perceived to be familiar with online social networking and web 2.0, the literature has shown evidence of some efforts made to appropriate and repurpose these technologicies to support educational activities. The effectiveness of appropriate and repurposing of the technologies is not well understood. The research investigates not only the phenomenon of web 2.0 use in higher education can deploy ONS appropriately with consideration being given to pedagogical aspect. The use of distance education courses as a primary instrumental delivering option; especially in the higher education community is expanding at an unprecedented rate.

However according to Allen and seamen (2007), reveals the 9.7% growth rate in the number of college and university students enrolled in at least one online class and 1.5% growth rate in the overall higher education student population during the same period. Simultaneously, the emergence and growth of commercial social networking sites (SNS) such as- face book,

friendster, LinkedIn, Live journal, MySpace has been extensive and widespread (Boyed and Ellision, 2007). Fastest rising popularity of both distance education and SNS is seems logical to merge these population two technologies with the goal of improving online teching and learning (National School Boards Association (NSBA)..

2. Background

All material Social media is a set of rapidly evolving online media applications and channels that faster communication and conversation, not only delivering content, but also allowing interaction and participating in the development of the content. Simultaneously, higher education and other not for profit organizations are using social media to enhance their visibility with the public. Social media can be used to gain insight and foster communicate among an organization's constituents. It can also be used in marketing and fundraising strategies, through various applications, for many higher educations and other non-profit organizations. A large no of employees and volunteers are most likely using some forms of social media to communicate with others in and outside the workplace. (http://kmpg.com, 2013).

3. What is Social Networking?

Social networking is a composition of individuals or organization which are attached with one or more individuals, in case of professional field, like in the workplace, university and colleges, it is most fashionable online networking site among the individuals because of these wide spread of internet in the workplace like colleges, universities and other workplace the individuals gather and share their first hand experience and information among them.

4. Social media and Social Networking

In today's world social networks had its impact on every sphere of life of human beings facebook, Twitter, my space and Linkdin are web sites that are frequently talked about in the news, online and in conversation. When trying to define social networking, one might think of beautifully decorated web pages that describe someone and what's they like to do for the purpose of making friends, but a social networking definition can be complete without talking about the other aspects of these websites.

5. Literature Review

According to Kai-wah ehu and Du- A more recent study from 2012 shows how use of social media by the library has now become mainstream however face book and Twitter were the most commonly used tools in any country.

Nearly a decade ago public and academic libraries used blogs then other types of libraries, present situation may vary and there could be different from country to country (clyde, 2004). According to Armstrong and Franklin, 2008, sendall, ceccuci and peslak, 2008 viewed on although web 2.0 technologies have only been around for about five years, yet they are already having a noticeable impact on higher education. Brown, 2008 says- learning 2.0 is creating a new kind of a participatory medium that is ideal for encouraging multiple types of learning in particular social learning. Gruber, in 2009 says as social networking has became one of the most popular means of communication among the traditional college age demographic, universities are beginning to utilize these technologies to communicate with current and prospective students. Hughes, in 2009- "Despite the advantage of social software in higher education, it is argued that higher education is built on legitimized forms of knowledge that are limitations in social software for including marginalized learners. Successful integration of social software in to teaching and learning in higher education requires a focused and considered approach, Carmichael, 2010.

6. Impact of Social Networks on Education

In 2009 Yalsa- defined social Networks in library as" the software that enables people". Social networking sites allow participants to interact in a way that possible. There are to connect, collaborate and form virtual communities via computer or the internet many types of social networking such as-

6.1 **Blog-** It is just like a web page was previously not

Where you can write journal entries, reviews, articles and more, any authors can allow readers to post their own comments.

6.2 **Micro blog- A** blog that is made up or short posts of 140 characters or less.

6.3 **Podcasts**- Audio files available for download via subscription, so it can be automatically downloaded to a computer or mp3 player.

6.4 **RSS**- A way for subscribers to automatically receive information from blogs, online newspapers and podcasts etc.

6.5 **Tagging-** Refers to the ability to add subject heading to content in order to organize information in a meaningful way and to connect to others that tag similar content in the same way.

6.6 **Virtual worlds-** Allow for real-time communication and collaboration from all over the world.

6.7 **Wiki-** A collaborative space for developing web content, no web design knowledge is needed to create a wiki

Fig 1: Social Networking Tools

7. Benefits of Social Networking sites to Libraries

The Social networking sites will facilitate collaborations and promote effective communication between librarian and their patrons.

- It will generate a flow of information excluded from search engines and library catalogues.

- The crucial aim of librarians is to make library resources available to patrons so as to social networking sites help to achieve this goal.

- Social networking sites wall linked to a library's web pages has the potential of reaping great results by attracting and serving distance education students .watts etal in 2002 stress that it is through social networking sites that any person is capable of communicating and delivering a message to a distance target person.

- It will help librarians and libraries to keep pace with technologies and complete effectively with the developed world.

- It promotes library services and disseminates news quickly delivering this information more directly to library users.

- It increases engagement and interactions with library users.

- It helps gather feedback to enhance use services.

- It enhances communication both within the library and with other departments.

- It can be used for outreach activities through onward sharing, well beyond the institution itself, helping build connection and reputation more broadly.

8. Social Networking influence on Public Libraries

In today's age minors are known to be avid explores of the internet landscape. They have the rights to retrieve, Interact with and create information posted on the internet in schools and libraries as extensions of their 1st amendment rights. (minors, 2009).It is the responsibility of the librarians to offer unrestricted access to internet interactivity in accordance with all levels for greater access. In 2006, Aiken in 2007 surveyed 400 public library directors randomly selected from every state. Their questions were directly accession of social networking as a result 17.3% of the 400 directors surveyed did not allow minors access to social networking site with parental permission. and 37.3%didnot allow access without parental permission. According to the American Library Association Council, prohibiting children and young adults from using social networking sites does not teach safe behavior and leaves youth without the necessary knowledge and skills to protect their privacy. Instead of restrict or denying access to internet, librarians should educate minor to participate responsibility, ethically and safely. (Minors, 2009).

9. Impact of Social Networking on Higher education

Once regards as a passing fad, social media is now an essential language that today's college students and officials must learn in order to remain relevant and well informed. The university of Massachusetts Dart math center for marketing research recently surveyed numerous four year accredited US colleges and universities to access the use of social media in the higher education. The survey in graph illustrates how universities use social media in multiple ways, in the classrooms to inform students of an announcement, in recruitment efforts, to improve professional development and in general outreach efforts such as connecting alumni or informing students' parents about university activities. (Sarah Lagmead, 2013)

With the increasing infiltration of online social networking in to the everyday life of the younger generation, higher education appears to be a lucration platform for deploying social network in an academic context. The potential opened by online social networking in the area of knowledge accumulation and knowledge sharing is yet to be properly addressed by researchers. (link.springer.com).

9.1 Learning 2.0 and OSN adoption in higher education

The concept of promoting education activities using web 2.0 tool is termed learning 2.0. It is basically an innovative online learning space used to deliver teaching and learning method (murray, 2008). Learning 2.0 is an ideal for encouraging multiple types of learning in particular social learning (Brown, 2008).The OSN on its appropriation and repurposing for educational purpose in universities are aplenty. Further the implementations are typically not for university wide as all but for small scale and confined to a certain level of studies only. with web 2.0 technologies the internet has become a communication platform on which virtual communities are formed and it provides scope for interactivity, collaborative learning, social networking and participation.

9.2 Blog as a Library Promotional Tool

Promotion of reading and books in different way is one of the main activities of an academic Library. The uses of blogs are in different way for the purpose.

9.3 Libzine (Lib magazine)

The e-magazine provides the platform for publishing online to the students and staff members send their contributions (poems, short stories, book, reviews, articles, write-ups etc, to library email after editing that are published on the blogs. My Dear book is blog exclusively for publishing student's book reviews of the books they have read from the library. These blogs try to reposition the library in to a more interactive working place which promotes the creation and sharing of knowledge where students, faculty and the library system are the main components.

10 The future of social media in the library

It is difficult to predict how social media and its use will evolve, There is little doubt that use of social media is well on its way to becoming an integral part of how people communicate with each other in the 21st century. A more integrated future is imagined, with the library services and collaborations becoming more deeply embedded with external sites. Many librarians see their role becoming one of helping users find paths through complex content, and directing them towards making useful connections as efficiently as possible. Potentially by merging eventually by merging smart applications and human crowd sourcing with a smart component drawing on human element by using social sources to retrieve information. However many felt that social media would become more important for library in future. (Talor and Francis, 2014).

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11. Conclusion

No doubts social networking had its great impact on education, but this has become essential need of today. It has motivated at all sphere of academic life of students, teachers and researchers. Now libraries are also adopted social networking as a promotional tool. Like that Blogs and online social networks are two leading web 2.0 technologies that can be adapted as a part of online services in academic libraries. . The emergence of online social networks and its expanding user base demand immediate attention from the side of academic libraries. The library's profiles on these networks facilitate the reaching out strategy to the new generation users at their own space and time. Social media is also seen as an effective outreach tool helping librarians promote the work of their faculty and connect more deeply with the broader library community.

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