

# Social Networks and Online Communities in Higher Education

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**Abstract**—the main purpose of this paper is to find out place of Social Networking tools in INDIAN higher education. The growth of social networking tools including Face Book, Twitter, LinkedIn, MySpace and Blogs are raised in almost top Universities, Colleges and a few in INDIA. According to the recent survey conducted by Mashable Social media on March 30, 2012, Online Networking tools are used by top Universities in the world like Harvard University, University of Pennsylvania, Massachusetts Institute of Technology, University of Michigan, Stanford University and University of California. For example Harvard — which has more than 1.6 million on Face book and 107,000 Twitter users. All these University representatives agree that social networking tool is a great resource to engage with the student community. With this information author wants to integrate online networking tools with advanced technology to accommodate the student needs and to get practice not only in the University/College hours. Author demonstrates, via the example given, how assessment structures and strategies are the most effective focus when attempting to create the pedagogical affordances that might lead to collaborative learning and to improve results better.

**Index Terms**— Social Networking tools, Face Book, You Tube EDU, Khans Academy, Geogebra, Google Docs, Blogs and LearnersTV

## 1 INTRODUCTION

THIS Social networking tools or Social Media is an online cost free platform, allows us for online conversations and content sharing social networks is an online tool that allow for social interaction between members. Social networks tools are changing the way that students and faculty communicate, share ideas, and build networks. the interest in social networks is quickly increasing, and as with many other technologies, the educational community is looking to harness the potential of these resources to improve teaching and learning. while social networks is popular, educators need to better understand how to use it to improve student learning, while being mindful of privacy concerns. Though they are using online tools but they don't know how they utilize for their education

Apart from this, the Indian higher education continues to suffer from three fundamental challenges: access, equity and quality. we explore them briefly:

While India's higher education system is the world third largest in terms of enrollment, next only to china and the use, its ger-currently at 13.8%-significantly lags the world average at 26%.

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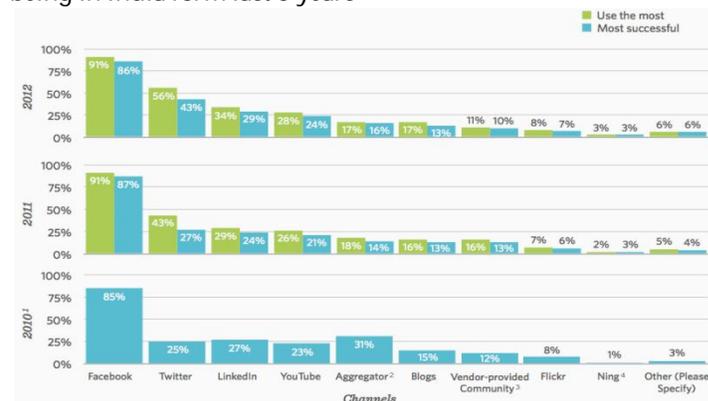
The main objective came into mind because according to the recent 2012/13 QS World University Rankings, No Indian University including IITs and IIMs is placed in world's top 200 university ranking. It is clear students from the World universities are using networking tools widely and in India also using (below Fig 1.1) with this,

## II. MATERIAL AND METHODS

The students of 21<sup>st</sup> century generations are internet generations they use the networks differently, they network differently and they learn differently it was necessary to change the traditional lecture approach to better use the various social networks tools to meet students' needs and expectations. These needs include increased access to the instructor and fellow students as well as course-related information

### **Social networks preference and adoption in INDIA:**

According to the following survey how social networks is being in India form last 3 years



(Fig 1.1) 21 Sep 2012: survey of social networks in advancement

*conducted by case, mstoner, and slover linett strategie*

### What people generally do on social networking services?

- a) Connecting with existing networks free of cost , making and developing friendships/contacts
- b) Rrepresent themselves online and create and develop an online presence
- c) Uploading your own content an publishing
- d) Adding and sharing third-party content
- e) Posting messages and videos – public and private

### USES OF SOCIAL NETWORKS IN HIGHER EDUCATION

*There are the few of social networking tools are widely using in college and in higher educational Institutions*

- 1) YouTube EDU-educational Vedio lecture
- 2) Google Docs - collaboration suite (incl Google forms)
- 3) Khan academy-Basic Educational Technology
- 4) (edu)glogster - interactive poster tool
- 5) edmodo - edu social networking site
- 6) voicethread - collaborative slideshows
- 7) Animoto - videos from images
- 8) Google earth - virtual globe
- 9) voki- speaking avatar creator
- 10) Geogebra - maths software for colleges
- 11) Wallwisher - online notice board
- 12) Storybird - collaborative storytelling
- 13) quizlet - flash card and study games website
- 14) Teacher Tube - edu video sharing site
- 15) google docs - collaboration suite (incl google forms)
- 16) flickr - photo sharing site
- 17) learnerstv

#### 1. Face Book

Facebook is the world's largest social networking tool .Facebook, enables its users to present themselves in an online profile, accumulate "friends" who can post comments on each other's pages, and view each other's profiles. Facebook members can also join virtual groups based on common interests, see what classes they have in common, and learn each others' hobbies, interests, musical tastes, and relationship status through the profiles.

"With the help of this advantage we have cteated a group at that the students they can address the issue and cooresponding meteriel address they so that they can go through for better discussion.

Say for example after logged into the facebook if we serch for CSIR,you will get more relavent meterialabout CSIR .Its a national Eligibility Test exam In India to do research in various Science subject.At we will post the questions , share

doubts and collect study material available."

#### 2. YouTube EDU

You Tube created two programs to help colleges and teachers utilize You Tube EDU most effectively: YouTube for colleges and You Tube for teachers.

1. **You Tube for Teachers** provides tips & tricks for bringing You Tube into the classroom and organizes You Tube EDU videos to align with common core subjects.
2. **You Tube for Colleges** allows colleges to access all of the You Tube EDU content while limiting access to non-educational content.

"With the help of YouTube EDU we can see the vedio lectures from diffetent universities, As a mathematics lectures I use to give the students the cooresponding link address so that apart from the college they can learn understand the concept with this tool".

#### 3. Google Docs

Google Docs is the very interesting tools .It allows us toCreate and shares your work online .create, share, and collaborate on the web with documents, spreadsheets, presentations, and more.Documents can be saved automatically,

" We have been created many course related documants with this Google Docs and upoloaded many course relevant graphs, have shared with student mail id provided not to edit option,we have published on he web also using Blogs"

#### 4. Khan Academy

According to Wiki, Khan Academy is a non-profit educational organization and a website created in 2006 by Bangladeshi-American educator Salman Khan, a graduate of MIT and Harvard Business School. With the stated mission of "providing a high quality education to anyone, anywhere", the website supplies a free online collection of more than 3,500 micro lectures via video tutorials stored on YouTube teaching mathmatcs, history, healthcare an d medicine, finance, physics, chemistry, biology, astronomy, eco nomics, cosmology, organic chemistry, American civics, art history, macroeconomics,microeconomics, and computer science

"Usally we ask the students go through this network tool to

get better understanding basics of the topic”

### 5. Geogebra

Mchael Borchers, lead developer of GeoGebra, It is a free mathematics software for learning and teaching, It contains graphs, algebras, calculus and spreadsheets .This we can use from School students to university students

It gives clear pictorial representation of any kind of function with animated effects

“With the help of this geogebra we mainly concentrating on vector calculus if we take as a subject wick we cannot discuss 3D graphs all on the board , we work on a perticular problem, we generate the 3Dgraph and we publish on the web (using Blogs)so that they can learn analyzie problem.”

### 6. Blogs

A blog is a discussion or informational site .It consisting of discrete entries typically displayed in reverse order the most recent post appears first. A blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important contribution to the popularity of many blogs.

“I used the truth above, we have created a blog with a little bitof HTML code and Google Docsnamed [pmat07.blogspot.in](http://pmat07.blogspot.in) with the help of this we are posting lecture notes, assignmets, any other information relavent to their subject.”

### 7. LearnersTV

This Learnerstv offers the user to downloade Video lectures, Audio lectures,Live Online Tests,etc with FREE of cost in the fields of Biology, Physics, Chemistry, Mathematics, Computer Science, Engineering, Medicine, Management and Accounting, Dentistry, Nursing, Psychology, History, Language Training, Literature, Law, Economics, Philosophy,Astronomy, Political Science .This Tv provides free video and audio lectures of whole courses conducted by faculty from reputed universities around the world.It also provides online test and give feedback instantly with explanation

projects are now not only marked based on content, but group dynamics and teamwork. to facilitate this concept in education, tools including [Google docs](#), Skype, social networks and wikis are implemented our institution.

we were prepared a blog named [pmat07.blogspot.in](http://pmat07.blogspot.in); in this blog we post students lecture notes, assignment, exam schedule with the help of Google docs and html code and keep monitoring their responses in class .in our institution we were implemented audio and video class with one hour /per week .with the help of [YouTube EDU](#) we download corresponding lecture video and we play it. After a video we provide web link say for example mathematics lecture

<http://www.youtube.com/education?category=university/mathematics>)

Here is a practical example in which we observed 20 of the students with the help of the Networking sites explained above, we have conducted and Implemented on our own students for a test

X-Student Marks Before online Networking Tools

Y-Student marks after online Networking Tools

Here we wish to find Correlation between Used Non Technology and Technology marks

Let  $x$ = Student Marks Before online Networking Tools

Let  $y$ =Student marks after online Networking Tools

x	Y
8	10
7	9
8	10
9	10
5	8
4	7
6	9
7	8
2	6
4	7
5	8
6	9
7	10
5	7
3	8
8	10
6	9
4	7
5	8
9	10

Let  $n$  = number of students

From the Table 1.2(below) we can find

$$\sum x = 118$$

$$\sum y = 170$$

$$\sum xy = 1039$$

$$\sum x^2 = 770$$

## III. IMPLEMENTATION AND RESULTS

As a lecturer in an engineering college we personally working in collaboration environment, in order to prepare students, academia has to follow suit in its learning methods. in a world of digital information and continual information exchange,

$$\sum y^2 = 1476$$

n=20(number of students observed)

Then the Correlation between these two variables 'r' is given by

$$r = \frac{n \sum(xy) - (\sum x)(\sum y)}{\sqrt{\{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)\}}}$$

$$r = \frac{20(1039) - 118(170)}{\sqrt{\{20(770) - (118)^2\} \sqrt{20(1476) - (170)^2}}}$$

$$r = \frac{720}{\sqrt{1476} \sqrt{620}}$$

$$\therefore r = 0.7526 > 0$$

S.No	x	y	xy	x <sup>2</sup>	y <sup>2</sup>
1	8	10	80	64	100
2	7	9	56	49	81
3	8	10	80	64	100
4	9	10	90	81	100
5	5	8	40	25	64
6	4	7	28	16	49
7	6	9	54	36	81
8	7	8	56	49	64
9	2	6	12	4	36
10	4	7	28	16	49
11	5	8	40	25	64
12	6	9	54	36	81
13	7	10	70	49	100
14	5	7	35	25	49
15	3	8	24	9	64
16	8	10	80	64	100
17	6	9	54	36	81
18	4	7	28	16	49
19	5	8	40	25	64
20	9	10	90	81	100

(Table 1.2)

Finally we conclude that by the definition of correlation we must have a positive variation between x and y using networking and online tools.

Social Networks goes not only allows students to start networking for their future, but have access to a variety of information for their education. i am a huge supporter and encourager of social networks in the classroom not only has it helped me through my high school and college career, but my social life. i think students entering the workforce to can not

only search for job openings but more in depth information regarding that job and company

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