

**CHAPTER -1**  
**INTRODUCTION**

study materials, school projects & various other kinds of useful reading stuff to each other. Many schools, colleges & universities have begun the facility of interconnecting with a large number of students through the means of social media networks, for example, **Facebook, WhatsApp, Twitter, and YouTube**. These channels can be utilized to impart & to communicate school news, educational information, make declarations, and provide students with more valuable data. This creates involvement between the school and students, which help to handle several student-related issues through the group associations.

Social computing applications in higher education are versatile. It offers flexible; dynamic appealing and more engaging learning opportunities than traditional learning arrangements. When aiming at teaching and learning, social networking sites have positive impacts on the learners social and cognitive domains. The use of technology enriches teachers practice and support students learning experiences within as well as beyond the classroom boundaries. The freedom is given to the learners to create the content which can be openly viewed by authentic audience in mass. Social networking sites support and enhance healthy interaction between subject experts, various resources, mentors, different teachers and the peers within and beyond school hours. It promotes students to work together with others in the same field but from different schools. By posting the content on blogs, publishing the pages on wikis, having presentation through web conferencing student can make their work publicly accessible to the world.

## **SOCIAL NETWORKING SITES**

The term, "Social Network" is a blend of two diverse terms, such as, (a) social and (b)network. The word 'social' according to Oxford Dictionary denotes "An activity where people meet each other for pleasure" and the word 'network' meaning "A group of people who keep in contact with each other to exchange information.

The Social Networking Sites are an online portal or web-based service, which provide a large variety of ways for all age groups of people, for the healthy growth of relationship within the society, to communicate and to discuss, shared interests such as music, politics, sports, thoughts, activities, personal issues, experiences, backgrounds, emotions, work-related issues, and real time connections.

## 1.2 CHARACTERISTICS OF SOCIAL NETWORKING SITES

**Free web space** Each member is provided free web space to publish content where they can share ideas, views with all the people around the globe.

**Upload content** The Social Networking Sites allow members to upload text messages, photographs, audio, and video files free of cost. All posts are arranged in descending order with the last post coming first. Further, all content is published in real time, and become visible instantly.

**Build conversations** content posted by members can be browsed and commented upon by all members who form part of the community.

**Build profile** Members are provided web space to build their profiles. The profiles serve a dual purpose: one, they allow friends or contacts to identify members from their profiles; and two, the data entered by the members is used by Social Networking Sites to connect with other members who have a similar background.

## 1.3 TYPES OF SOCIAL NETWORKING SITES

There are various types of Social Networking sites which can be categorized as Social Networking Sites and can be easily divided into two categories:

1. Special purpose social networking sites
2. General purpose social networking sites
3. Profile based social networking sites
4. Content based social networking sites

### 1.3.1 Special Purpose Social Networking Sites:

There are Social Networking Sites which are known as Special Purpose Social Networking Sites. These special purpose social networking sites are either targeted at a specific group of people or for a specific purpose. For example, the Academia.edu is extensively used among the researchers and scholars for research related work. Another website, ResearchGate is a website for all renowned and new researchers, where they are able to share research papers, projects, raise queries on common platform and receive responses to them and several other related jobs.

There are some websites, which are specifically prepared to write essays, to solve puzzle and quiz, to make projects on various subjects, helping with statistical tools and

a large number of other areas of the education sector. LinkedIn is one of the particular types of platforms, where business officials generate a public profile which is accessible to all registered users, where they can share news, articles, views, opinions and even vacancies.

### **1.3.2 General Purpose Social Networking Sites:**

The general-purpose social networking sites are websites that can be used by anyone for any non-specific purpose like Twitter, YouTube, Facebook and WhatsApp.

#### **FACEBOOK**

It is a social networking site that allows users to construct a profile page containing of personal information. A users can find friends with other Facebook users and through this link share status updates, photos, and other educational information. Users have control over who they- friend (they must approve requests to be friends) and other information and what information is shared with friends and others.

#### **WIKI**

A Wiki is a kind of website that allows its visitors to add, remove, edit and alter some of the contents of the Wiki without the requirement of a registration as per Wikipedia (2007). The Wiki also permits to establish linking among a large number of its pages. The ease of interaction and operation makes a wiki, an effective tool for mass collaboration.

#### **YOUTUBE**

YouTube is a video creating and sharing platform. It has millions of videos on every single school subject taught in our schools and colleges and they are absolutely free of cost. Using these videos as a way to enhance knowledge is very good platform in any educational institutions. Students and teachers create slideshows or videos from different pictures for class and share them online.

#### **SLIDESHARE**

SlideShare is a Web 2.0-based slide hosting service which was launched on October 4, 2006. There is no limitation of any type and allows for sharing of files on this website

ranging from Power Point, PDF, Keynote or Open Document presentations and thus it can be viewed on the site itself. This is generally used for business and education purposes.

## **MS OFFICE**

Microsoft Office is a suite of applications designed to help with productivity and completing common tasks on a computer. You can create and edit documents containing text and images, work with data in spreadsheets and databases, and create presentations and posters.

### **1.3.3 Profile based Social Networking Sites**

Profile-based services are predominantly structured on the basis participants profile pages that majorly comprise of information of a participant, containing the persons photograph and statistics of interests, likes, and dislikes. Facebook and WhatsApp are some popular profile-based services. Consumers promote their profiles in numerous methods, and can regularly add to each other profiles, usually leaving text messages or external links, comment or evaluation tools.

### **1.3.4 Content based Social Networking Sites**

In content -based services, a profile is a significant way of organizing connections but plays an ancillary role to the posting of content. For instance, Photo-sharing site Flickr and Instagram provide these types of service, one in which groups and comments are centred on pictures. Other examples of content-based social networking sites include YouTube.com for video sharing in which the content is arranged by software that monitors and represents the music that users listen to and give their feedback.

**There is strong evidence that digital media platform can inspire and engage students when incorporated into student-centred learning activities through:**

- ❖ Increased student motivation
- ❖ Enhanced learning experience
- ❖ Higher marks
- ❖ Development potential for deeper learning of the subject development potential for deeper learning of the subject development potential for deeper learning of the subject

- ❖ Development of learner autonomy
- ❖ Enhanced team working and communication skills
- ❖ A source of evidence relating to skills for interviews
- ❖ Learning resources for future cohorts to use.
- ❖ Creating surveys and quantifying the feedback.
- ❖ Using the online chat for direct communication between students and teachers.
- ❖ Publishing news on tests, exams or face to face meetings.
- ❖ Integrating Face book with other collaborative services provided by others.

#### **1.4 OPERATIONAL DEFINITION OF KEY TERMS**

##### **Social networking sites**

It is the use of internet-based media to stay connected with friends, family, colleagues etc. It is the collection of online communications channels dedicated to community-based input, interaction, information exchange, content sharing and collaboration.

#### **1.5 RATIONALE/ NEED AND JUSTIFICATION OF THE PROBLEM**

Education system around the world is under increasing pressure to use new technology to teach students the knowledge and skills they need in the 21<sup>st</sup> century for education through the diversification of contents and methods and best practice with the emerging new technology.

Social networking sites gives an opportunity to all teachers and staff to develop interactive, engaging projects and assignments for students and to build learning communities. It helps to share and comment on information, and interact with peers, instructors.

The use and application of social networking sites in Indian education system is still marginal, so this study explores the use of social networking sites for academic purpose by secondary school students. This study explores the factors that contribute to use of social networking sites for academic purpose in the rapidly online educational technology environments.

## **1.6 LIMITATIONS OF THE STUDY**

1. The study is confined to secondary school students of OAVS, Koraput district, Odisha consisting of 40 students only.
2. Limited sample size
3. Limited time period

## **1.7 CONCLUSION**

The present dissertation is organized under 5 chapters as follows, first chapter deals about Introduction, meaning, characteristics and types of social networking sites, operational definition of key terms, rationale and justification of the problem, limitation of the study and arrangement of chapter. The second chapter gives an account of some previous research studies that has been conducted which is related to the present investigation. The third chapter describes about research methodology adopted for the study, construction of tools, sample, administration of statistical techniques. The fourth chapter deals about the analysis of data, results and their interpretations. The fifth chapter includes summary of findings, discussion and recommendations for further research study.