

SOCIAL MEDIA IS THE PANACEA OF LEARNING

D. SRIKANTH YADAV

Abstract:

"Love Learning" - Learning is a never ending process from embryo to eternity of human life. We start learning, by being exposed to and experiencing several things in our environment. In this process, we may commit mistakes. Nevertheless, we learn from our own mistakes or the others. We learn from both success and failures too, it's always good and helps in shaping the personality, broadens the mental horizons, ever learning makes one's life enrich, enhances the credibility of a person, and widens the wits and wisdom.

All most all of us might have skimmed through the power-packed quotations "Knowledge is Power" and "Wisdom starts with Questioning" which, transformed our ways of thinking and lives at last, as the days rolled by, rapid growth of information and communication technology a new media i.e., the social networking media has come up, anybody can ventilate their opinion. But it should not be absurd and obscene, if we adopt the on-going changes around the world and be vigilant, Social Media serves our purpose.

Keywords: Globalization, Social-Net Workings, Social Media, & WebSites.

Introduction:

"Be Positive"- Change has become the buzzword of all. Be positive to adapt the challenges in the fast changing times. Change occurs out of necessity or compulsion. It's the law of nature. It is the nature of life too. Nature, life and change are inseparable. Society undergoes rapid changes with changing times. It has to adopt itself to several changes occurred and taking umpteen turns. Humans lived apart from one another for centuries, in different groups, developed different languages and cultures. When they came in contact with one another for trade or invasion, the cultures intermingled and evolved a new breed of culture.

With the technological developments in the means of transport and communication, organization of societies evolved from primitive groups to nation states over the centuries. Wealthy and strong societies have a tendency to establish their hegemony over under-developed ones. The counterparts try best either to resist the hegemony or revolt against imperialistic domination. Some may even surrender and simply pave the way for trade and technological transformation from.

Gutenberg to Google: With the advent of Gutenberg's printing press the treasure of knowledge was recorded and passed from generation to generation. Printing technology played a pivotal role in both Renaissance and Enlightenment, as a result of many radical changes like-Industrial Revolution, Technological and Information Revolution took place. The U.S.A. one of the colonies of the British emerged as a world giant and super power. This technological advancement is being spread as a net in the name of globalization.

Globalization: Globalization has become an expression of common usage. While to some, it represents a brave new world with no barriers, for

some others, it spells doom if not destruction. The perspectives are different, in view of their practical experiences and ideological inclinations. It is, therefore, necessary to have a clear understanding of globalization to deal with what is emerging as a phenomenon.

Globalization means rapid information exchange, gradual shrinkage of borders. The world is rushing headlong into greater integration that is driven by economic forces and guided by a philosophy of market profitability and economic efficiency, globalization combined with the advent of the Internet and the accompanying revolutions in communications technology have transformed the world beyond imagination, still it may raise new ones to evolve as a planetary society.

Social Media / Networking: Social media is consumer-generated media (CGM). A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value. People obtain information, education, news and other data from electronic and print media. Social media are relatively inexpensive and more accessible to enable anyone (even private individuals) to publish or access information. Social media can reach small or large audiences; for example, either a blog post may reach no people or millions of people.

Social Websites: On the internet, there are many educative, entertainments, business and service oriented websites like Classmate, Virtualfreesites.com, MySpace, FriendWise, FriendFinder, Yahoo! 360, Facebook, Orkut, Twitter, LinkedIn, Google+, Ignighter and Lovinghearts so on and so forth, that promote such social interactions. Social networking websites allow you to create a profile and post information about yourself. Profiles can be kept private or public at your choice. Adding a

person to the friends list gives him or her access to our personal profile, photographs, contact information, etc. Depending on the website in question, many of these online community members share common interests, hobbies, ideological, philosophical, religious or political views.

The Advantages of Social Networking for children: A lot of intelligent discussion takes place on social networking sites as well. Joining these debate groups can be really advantageous for children as they gain different perspectives and learn how to approach issues differently. For instance the recent Egypt and Iraq nationals have used Social Networks to transform their nations and posted their anguish and made a tool of demonstration. Many learning tools are available on social networking sites, so that the children constantly learn something each day. For example, a 'History' tool may post one interesting historic fact daily, thus teaching a child something new. An 'art' tool that posts user-generated art may get the children interested in artistic pursuits.

Smart Phone: Smart phone is also becoming a popular mass medium, and is also becoming a popular mass medium, and is regarded as the seventh wonder of the Mass Media after print, Recordings, Cinema, Radio, TV and Internet. For instance, the rural folks in India have more mobile phones than the basic amenities like toilets.

SCOPE:

Computer is the god and internet the umbilical cord: We have lost the human touch. We were born to live in a society, not in some virtual world. Anything in excess can lead to problems. No doubt, the internet helps us keep in touch with friends but there is no substitute for human interaction. Now people prefer sending e-cards or scraps on birthdays or marriages. Friendship has become e-friendship. Just as an enormous wealth of knowledge is available over internet, a huge quantity of pornography is freely available on the internet. It affects the moral fabric of society.

Facebook: The main increase in social media has been Facebook. The world's most popular social networking site was ranked as the number one social networking site. In its eighth year the Facebook has an estimated 845 million active subscribers. According to Nielsen, global consumers spend more than 6 hours on social networking sites. "Social Media Revolution" produced by Socialnomics author Erik Qualman contains numerous statistics on Social Media including the fact that 93% of businesses use it for marketing and that if Facebook were a country it would be the third largest. In an effort to supplant Facebook's dominance, Google launched Google+.

Online education: The modern schooling or education has become expensive and far beyond the means of people in developing nations. A good option

is online education. As per definition on the web, it is basically credit-granting courses or education training delivered primarily via the Internet to students at remote locations, including their homes. The Online courses may or may not be delivered synchronously. An online course may need that students and teachers meet once or periodically in a physical setting for lectures, labs, or exams, so long as the time spent in the physical setting does not exceed 25 percent of the total course time. Online education encompasses various degrees and courses.

24/7 Professional Development: Through educational networking, educators are able to have a 24x7 online experience not unlike the rich connecting and sharing that have typically been reserved for special interest conferences-except that geography is no longer a constraint, the critical mass of interest needed can be much lower, and the time and cost to participate (both for the teacher and the school) are both affordable. With educational networking, educators can participate in a conference at their own time, place, and pace. As long as they have access to the Internet, they're there.

Objectives: My research paper, "Social Media is the Panacea of Learning", focuses on the glimpses of learning by using social networking media and its implications.

The objective of the study is to identify the safe social media networking for children, students and the social media users.

Methodology: Research methods are used to determine, discover, interpret, and formulate facts. The main sources of information that used in this Research were issued from Internet articles, Newspapers and online blogs. Moreover, there are sufficient scientific articles which focuses on social media education campaign are also studied in order to provide a stable theoretical argumentation.

Suggestions: In Communication and Media education, as teachers, we do inculcate our student-journalists to re-habituate to the trait of questioning. In the process of learning in the educational institutions, we became dumb / mum by listening to the words of primary teachers "Keep silent and lock your mouth", which, as a result many people of the modern society became either spectators or non-reactive to several situations and incidents. Imbibing that inhibition transformed majority of the society as either passive receivers or escapers from the situations.

Indeed, as infants and children, out of curiosity to know the new things in the new world, we started learning by questioning. This inquisitiveness made us to stand in the society as media persons. A scribe should be veracious reader and develop a sense of critical appreciation. Journalist must be jack of all trades and master at least in one subject, and should

equip the competence of the on-going information and communication technological advancements.

Safe Social Networking for Children:As children are generally unaware of the repercussions of inadequately protecting their identity online, it becomes our responsibility to ensure that they do not face a difficult situation. It is common knowledge that there are many unscrupulous people online who try to prey on young children on social networking sites. It is also possible that the children may be exposed to explicit content through a site.

Here is a list of things you can do to make sure your child is safe on a social networking website:

- Check the site for privacy settings. Make an alternate profile and check how effective those privacy settings are.
- Preferably avoid posting photographs in the photo albums. If you do decide to add photos, ensure that appropriate privacy settings are applied.
- Join the site yourself and add your child to your friends list. This way you can also keep an eye on your child's activities.

- Educate your child about social networking and safety, by installing security software in your computer.
- Make sure you and your child discuss online interactions regularly. Keeping an open relationship is always good.
- Regulate the amount of time your child spends online. It is possible that he may get addicted to social networking and adopt negative traits.

In short, we have lost the human touch. We were born to live in a society, not in some virtual world where people fake their identities. After all, we are not robots. We have feelings and emotions which a programmed computer can never understand. We cannot live in our virtual fantasy world ignoring the real world. We need to realize that we have invented the internet technology; we are the masters and should not become slaves to this technology. We should not allow the internet to rule us but allow it to work for us. The internet is a wonderful technology but it needs to be used wisely. So keep *LOVE LEARNING..*,

“Study Until You Learn, - Study Till You Breathe Last.”

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Dadaboina. Srikanth Yadav/Lecturer/ Dept. of Mass Communication & Journalism/ Kakatiya University/ Warangal/ Telangana/getdskyadav@gmail.com/ 7386671369, 9849298135.