Role of Digital Technology & Social Media in Higher Education

Anil A. Dudhe[1], S. K. Parate[2]

[1]Department of Computer Science, Phulsing Naik Mahavidyalaya, Pusad, Maharashtra, India

[2]Department of Computer Science, B.B. Arts, N.B. Commerce and B.P. Science College, Digras, Maharashtra,

India

ABSTRACT

In a digital technology world, Higher Education has undergone several changes. Digital platforms have simplified the way students can access to academic information. Therefore, the education industry can consider Social Media as a tool to effectively adapt business to students' needs. Social Media and its components have been emerging in Higher Education to improve its business practices. Therefore, institutions have been positive to endorse these mechanisms and implement them into their community structures. The use of online approach is a most favorable channel to attract students. Social Media has turned into the crucial tool to perceptively excel in the competition. This paper presents the analytical survey of Social Media for excelling Higher Education to potential users.

Keywords: Social Media marketing, Higher Education, Digital Education

I. INTRODUCTION

With introduction of Social Media in academic has changed the way consumers perceive education policies. In addition to that Social Media has completely influenced not only higher education marketing but whole higher education system [1]. Globally, all over world academic institutions are now using Social Media tools in teaching and learning also. Social Media made possible interaction with target audience directly. It is observed that behavior of modern students shows they are less responsive to traditional marketing approach. Instead they anticipate to be engaged through digital media. The educational institutions globally have been using Social Media as a tool to reach out to prospective students since birth of the Internet. After social media and Smartphone this has completely changed the education institution approach in reaching students, also in teaching and learning process.

In this digital world, a student finds desired institutes on various search engines. Google is one of the most favorite among search engines. Here how to be among top search results is the key of marketing your institute. Student's point of view challenging job to identify the suitable or authenticated institutions among lots of institutes received in result available.

Social community relation and marketing within the higher education depends on the nurturing and managing relationships with potential and modern students and alumni [2] and social media plays important role to assist

education institutes in managing these association [3]. However, the many survey places emphasis on how institutions are using social media to attract potential students rather than using the technology to build relationships with modern students [2, 4]. In this research a details survey on social media and its use in Higher Education is done.

II.   LITERATURE REVIEW

Before the spread of Internet facility, institutions used to promote their education services on a basic platform that was purely reliant on budget. Institution with high budget could communicate massively their services mainly through TV advertisement or radio tinkle. However, institutions with a lower budget would have taken the options of banners, leaflets and publications in magazines or news papers [5, 6].

Many institute then started conduction entry level exams for admission process either offline using computers or papers. After the birth of Internet institution started conduction exams online and entry level interviews through video conferences to save the cost of learners and promoting institute services.

Now social media has extended the boundaries of education. In this digital era, educational institutions across at global level are no longer finding it difficult to market themselves to their target learners. The Internet made possible, educational institutions can spread or brand their self not only in the specific country but in a worldwide market [7].

In the recent year branding or marketing of higher education has completely changed due to online services. Institutions are taking the benefits of social media and digital platforms like Twitter, Facebook, YouTube, and podcasts to market their programs [3], while website user interface and services provides there are important in proving a decisive component in how institutions present themselves to prospective learners [8]. 95% percent of college uses at least one form of social media for admissions process [1].

There are various social media platforms but most popular are Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest and so on are used every day by millions of people across the world, including students, corporate people, academician etc. [9] In the recent survey, in a sample of 3000 students in US, 90% of students use Facebook, while 37% use Twitter for communication purpose. In one more study shows that about 65% of higher education students are Facebook users. This shows that Facebook is the most popular among the social networks for personal as well as educational purposes [10].

III. METHODOLOGY

The study was conducted with the main focus on use of social media as digital marketing media in higher education. The data collection is done through Google Form in an online mode among college students. The survey is conducted from students and teacher around city. For data collection questionnaire was developed to extract the opinions of the students and teachers for the use of social media in various activities they perform in academics or personal reason. The researcher validated the research tool through its pilot testing on 100 students from collected data. Convenient sampling method was adopted to manage the research tool i.e. questionnaire on 500 students. The response rate was 90.00% (as 450 responses complete in all respects were received).

IV. RESULT

The responses are collected automatically in Microsoft Excel application after submission of survey form by teachers and students. The collected response data were feed and analyzed in terms of percentage and presented in tabular as well as graphical form as given below.

Table with chart 1: Use of social media by students:

Use of social media by students

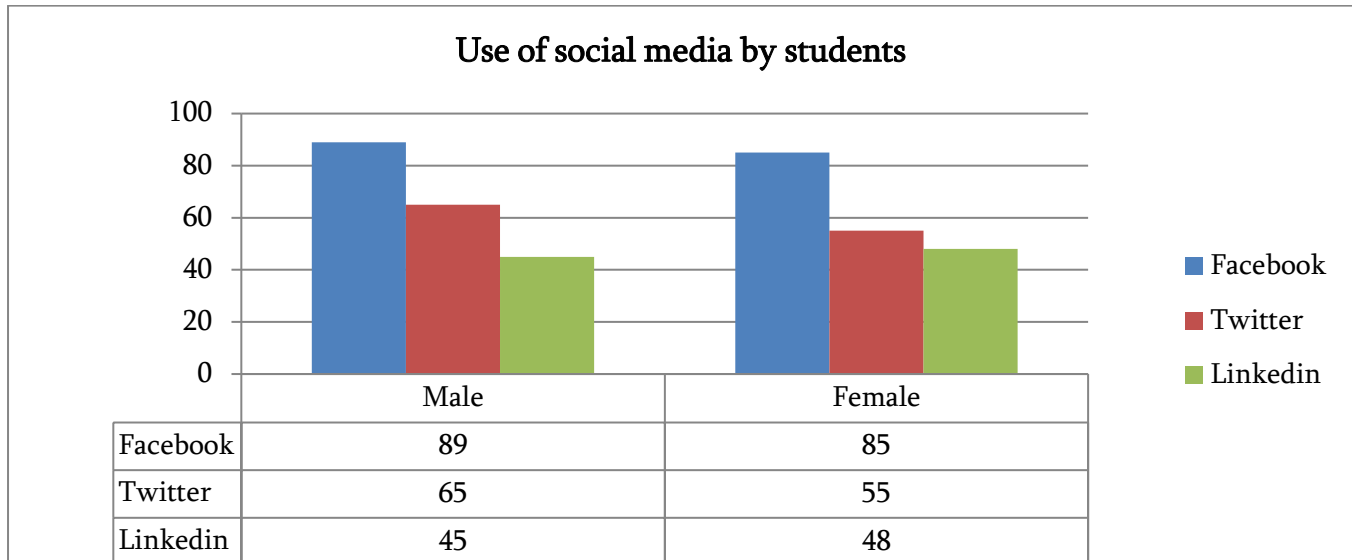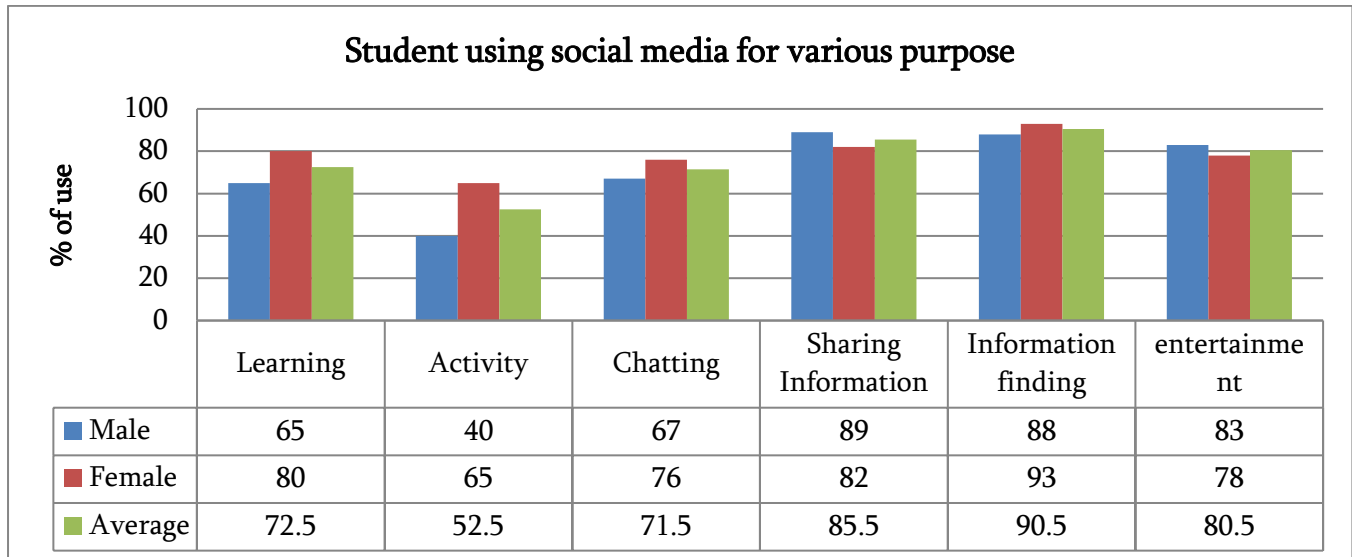|	Male	Female
Facebook	89	85
Twitter	65	55
Linkedin	45	48

Chart 1 shows the liking of students to use social media tool for different purposes. According to the table 87% of the college students preferred to use Facebook, and 60% LinkedIn, whereas used 46.5% twitter.

Table with chart 2: Student use social media for different activities

Student using social media for various purpose

	Learning	Activity	Chatting	Sharing Information	Information finding	entertainment
Male	65	40	67	89	88	83
Female	80	65	76	82	93	78
Average	72.5	52.5	71.5	85.5	90.5	80.5

In table 2 researcher have collected data from student for various academic and personal use of social media. According to the data 90% of the users community used social media for posting scraps or sharing stories or other kind of information and 71.50% used for chatting with friends. However, for academic purpose of social media 72.5% of students affirmed that they use social media for sharing their learning experiences, notes finding and research related data collections, 52.5% shared academic activities over the media, 90% students use for finding current information related with their studies, competitive exams, educational developments/career opportunities and latest trends in the market. But there was another group of the students includes 80.5%, they like to entertain using social media.

Table with chart 3: Teacher use social media for different activities

Teacher use social media for different activities

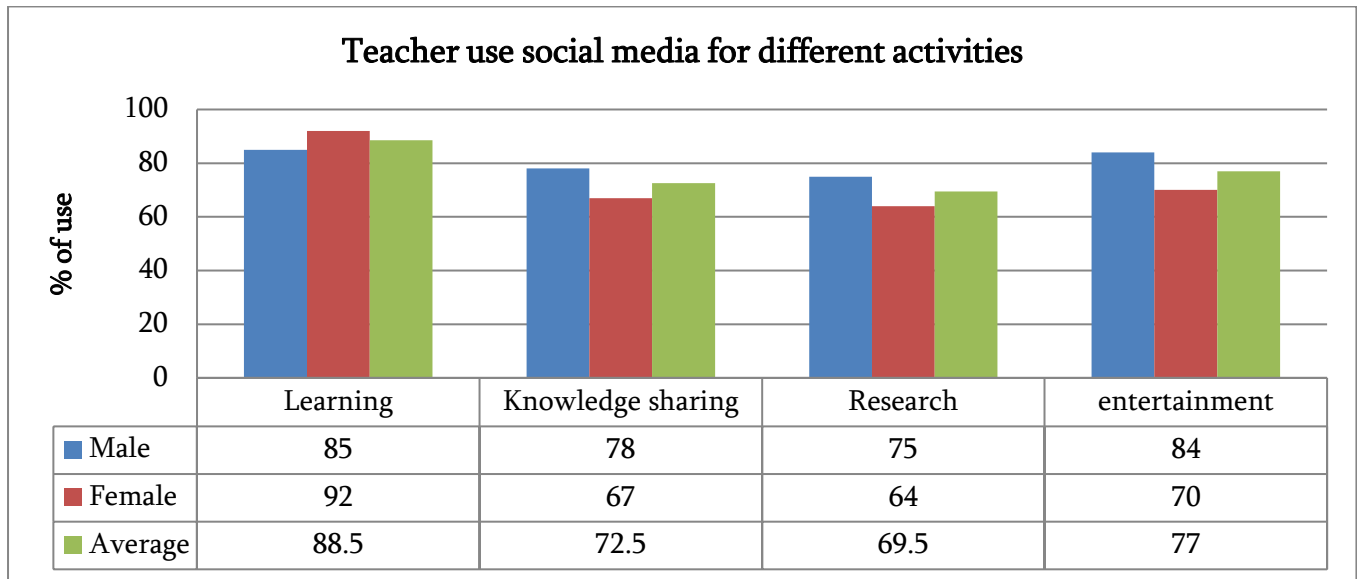|	Learning	Knowledge sharing	Research	entertainment
■ Male	85	78	75	84
■ Female	92	67	64	70
■ Average	88.5	72.5	69.5	77

Table cum graph 3 collected data from group of teachers to observe the use of social media among them. From the analysis it is observed that 88.5% teachers are using social media for learning purpose. 72.5% teacher use social media for sharing knowledge with students, friends and their relatives. For research point of 69.5% is used teachers and just for entertainment they use 77% social media tools.

V. CONCLUSION

The study discovered that students and teacher of college preferred Facebook as it is most popular media. The trend indicated that student used social media mostly for sharing information, finding information and entertainment as well. Teachers are also use social media for learning as well as entertainment. Still use of social media in Higher Education is at its infant stage due to the fact that it is a recent phenomenon but there is an amount of interest amongst practitioners and researchers in studying the issues related to social media and social media marketing. Social media continues to transform the method and practice of teaching that were traditionally confined to classrooms. The social media imposes lots of challenges in higher education but its importance cannot be ignored. With the application of social media, no students remain inactive absorbers of understanding the concept of subject but become co-producers and contributors. Now learning has become more of a social process and the use of social media strengthens that process. The use of social media, like in many other areas, is here to stay in higher education settings too.

VI. REFERENCES

[1] . Fierro, I., Cardona arbelaez, D.A., & Gavilanez, J, "Digital marketing: a new tool for international education" Pensamiento & Gestion, vol 43, pp. 240-260, 2017.

[2] . Peter Serdyukov, "Innovation in education: what works, what doesn't, and what to do about it?", Journal of Research in Innovative Teaching & Learning, 2017.

[3] . Trisha Dowerah Baruah, "Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study", International Journal of Scientific and Research Publications, Volume 2, Issue 5, 2012.

[4] . Hou, J. & Macnamara, J. "Beyond a spectator sport: Social media for university engagement and community building", Asia Pacific Public Relations Journal, vol. 18 pp. 102-119, 2017.

[5] . Dr. Helal Alsubagh, "The Impact of Social Networks on Consumers Behaviors", International Journal of Business and Social Science Vol. 6, Issue. 1; 2015.

[6] . Jurgita Raudeliuniene, Vida Davidaviciene, Manuela Tvaronaviciene and Laimonas Jonuska, "Evaluation of Advertising Campaigns on Social Media Network", Sustainability, 10(4), 973, 2018.

[7] . Loredana Patrutiu-Baltes, "Inbound Marketing - the most important digital marketing strategy", Bulletin of the Transilvania University of Braşov Series V: Economic Sciences, Vol. 9, Issue 58, No. 2 – 2016.

[8] . Icha Oyza and Agwu Edwin, "Effectiveness of Social Media Networks as a Strategic Tool for Organizational Marketing Management", Oyza and Edwin, J Internet Bank Commer, S206, 2015.

[9] . Appel, G., Grewal, L., Hadi, R. et al., "The future of social media in marketing", J. of the Acad. Mark. Sci. Vol 48, Page No. 79–95, 2020.

[10] . Ansari, J.A.N., Khan, N.A. "Exploring the role of social media in collaborative learning the new domain of learning", Smart Learn Environ Vol 7, No 9 2020.