

ESSENCE OF INDISPENSABLE SOCIAL MEDIA IN THE INDIAN EDUCATION- SECTOR IN POST-PANDEMIC: ETIQUETTES AND ETHICS

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ABSTRACT

In March 2020, the sudden announcement of pandemic pandemic-induced national lockdown forced teaching-learning to shift to online mode. It is not erroneous to underline that the nation's educational system was not prepared for such transformation. Although as it is rightly said necessity is the mother of any invention (here transformation) in a pandemic. Several uncommon terms like a pandemic, quarantine, online education, blockchain in health services, etc came into force. And to anyone's amazement, the same were embraced with grace. In this chapter, the emphasis will be laid down on social media usage in education and thereupon need to learn and practice etiquette while the medium is explored as a substitute for formal learning & teaching activities. In a nation where an educational ecosystem is seen not only to prepare students from the viewpoint of examination but they are to be prepared to face the challenges in their life and imbibe values to make them law-abiding citizens to behave humanly in any civilized society. Students must be told to observe self-discipline in the absence of any spoken/formal guidelines in the specific context. The objective of the paper is to share the need to teach youngsters the wise use of social media, with the academic community along with self-discipline and time management in sync with the specific objectives of learning and gaining wisdom. Emphasis shall be laid down on the usage of correctness in spelling and grammar while writing on social media like class WhatsApp groups, Facebook, Instagram, and messaging. The child must be clear in his/her thoughts about whom she/he may be addressing. Formal and informal chat must be distinguished while the online medium is used for formal education.

Keywords: Social Media, Digital India, Etiquette, Ethics, Indian Values & Tradition.

Introduction

The inculcation of social media in the Indian education system even at the elementary level is similar to having the teaching tools for conducting classes. Without wi-fi, google search and similar notes, techniques, and comparable notes available on Google Drives and preserving the same on drives and sharing the notes with classmates and for evaluation purposes, you name any of the classroom activity, here is the social media platform which provides a one-stop solution to every requirement in the teaching-learning process. With the solutions, social media is also accused of addiction, and time wastage and gives rise to several health issues for young children. Hence the study in this upcoming chapter shall be dedicated to considering the need, basics, and wise use of social media by youngsters while maintaining the decorum of online classes and paving the way to smooth classroom activities and learning. The education sector is dominated by Finland, Singapore, Japan, America, and European countries. India has to make a concerted effort to make its presence felt at the global educational level.

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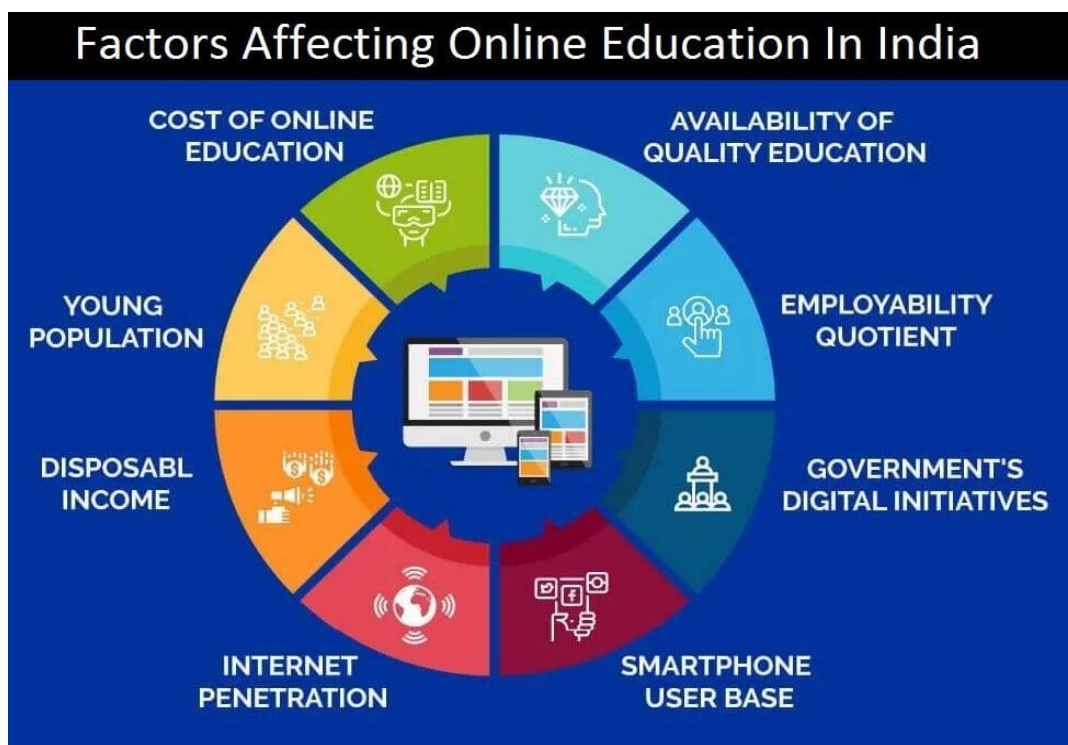
Objectives of the Study

- To assess the use of social media in the education sector in a post-pandemic era
- To propose essentials in the wise use of social media in regular teaching-learning for efficient outcome
- To put forward the essence of digitalization in the competitive modern world

Transforming the National Education Sector

Within the preceding pandemic, it is quintessential to keep the efficiency of social media within the purview of the users in the education sector that had been transformed to digitalization in its operations be it conducting classes, project works, and other similar kind of online learning. Ensuring the availability of essential tools, devices, and stable connections has taken the discourse into its court.

A study by NCAER – National Council of Applied Economic Research showed that 50% of children didn't have access to online classes.



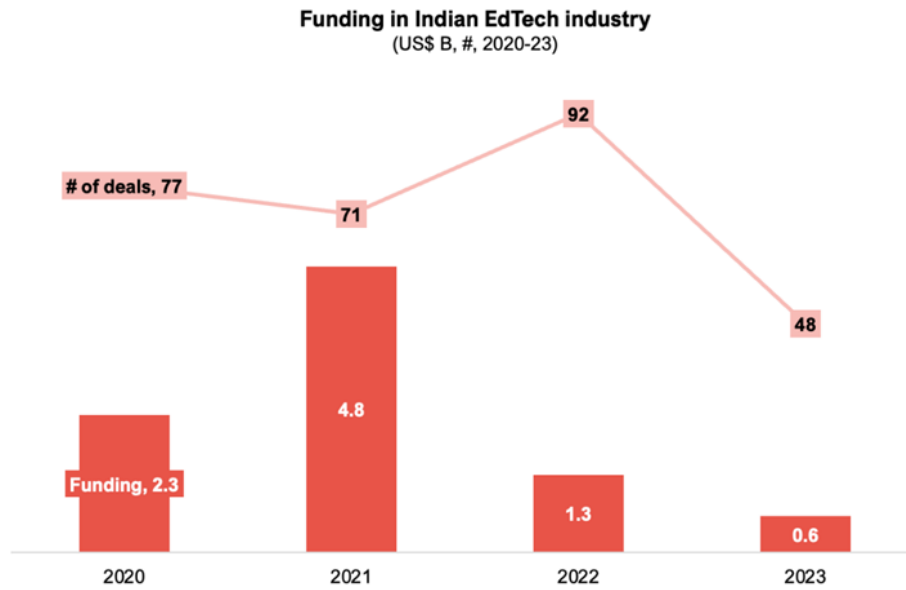
Source: Education in Post Covid Era, drishti IAS

- **Vision and Mission**

An inimitable style of creating the education environment is inevitable by the authorities working in this regard. A comprehensible understanding of the economy may contribute to the same. The efforts must be in mission mode to take the economy to par with the global standards of education.

- **Digital Courses**

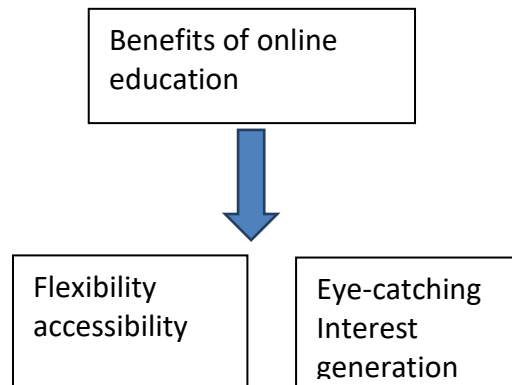
Skills, upskilling, and reskilling are the inevitable side of online education. A system of gaining knowledge and strengthening capacities for not only students but teachers as well. Digital handling which focuses on attaining certified courses in digital programs as on metaverse is a new universe, which requires a lot of complicated technologies to come together- like low power, high-end graphics, AI – Artificial Intelligence, connectivity at scale, etc. The pandemic has accelerated some of the tech, like 5G, wi-fi, and 7; it might accelerate Metaverse too.



Source(s): 1Lattice Deals database, Praxis analysis

Benefits of Online Education

- **Flexibility and Accessibility:** Online education allows students to learn at their own pace and from any location, enhancing accessibility for diverse learners(Lyutsko, 2023).
- **Increased Engagement:** Some studies indicate that online platforms can foster improved interaction and self-directed learning, promoting deeper engagement with the material (Uzorka, 2024).



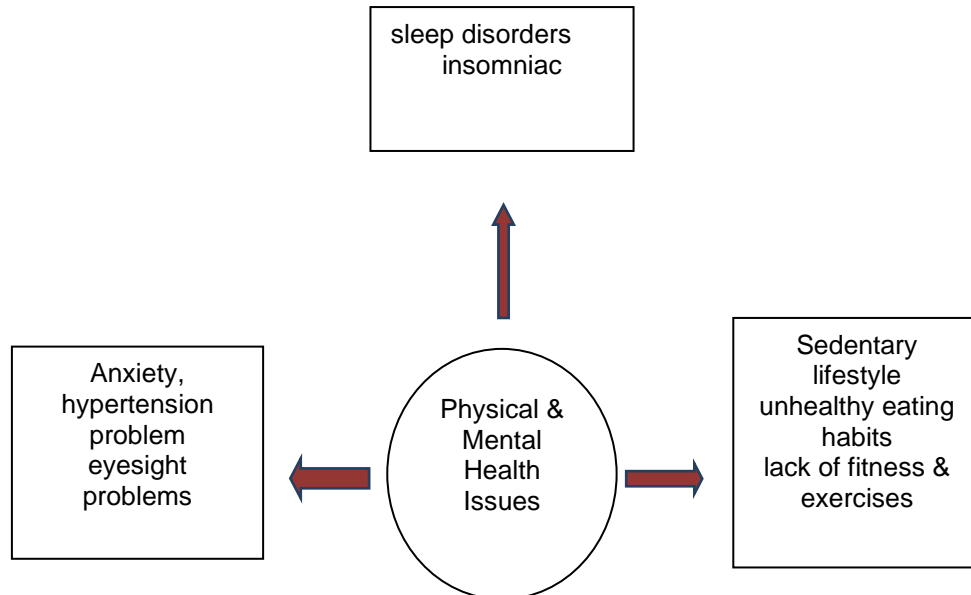
Source: Diagram Constructed by author

Health Issues & Concerns

It is vital to describe the health-related issues amongst youngsters during a pandemic, as a result of social distancing, quarantines, loss of family members, and break in regular schooling. The reports of depression, addiction, and uneasiness poured in almost every household at this time. Social media came as a rescue for everyone, of every age group, it is noticed that those who were reluctant to switch over to social media, were left with no option but to make a debut on social media. And they did so happily. A new term REVERSE TEACHING was coined early in the pandemic when children in the family took the lead in explaining the nuances of social media to their elders, grandparents, parents, and even teachers.

- **Physical and Mental Health Issues**

Amidst the pandemic, long stays at home and victims of coronavirus left children in a house in physical and mental trauma. Students apparently could not pay attention to their studies and sports. Physical activities were barred during this time following COVID protocols. Unhealthy eating at uneven timings associated with long screen time adds to their anxiety multiple times. So, this paper has to consider the necessity to spend more time on smartphones for chatting and exploring. It further reportedly, led to uneven sleep patterns amongst adolescents resulting surge in health issues.



Source: Diagram constructed by author

- **Prevention is Key**

An old Indian saying that prevention and precaution are the best keys for maintaining good health and keeping diseases at bay equally applies when the world was in the grip of the coronavirus crisis. Advisories and protocols issued by competent authorities and the medical fraternity were taken in the light of hope and wellness. Indian Ayurvedic systems i.e. AYUSH – Ayurveda -Yoga-Unani-Shuddhi-Homeopathy are traditional Indian kitchen remedies were then, came to the rescue.

- **Vaccination and Inoculation**

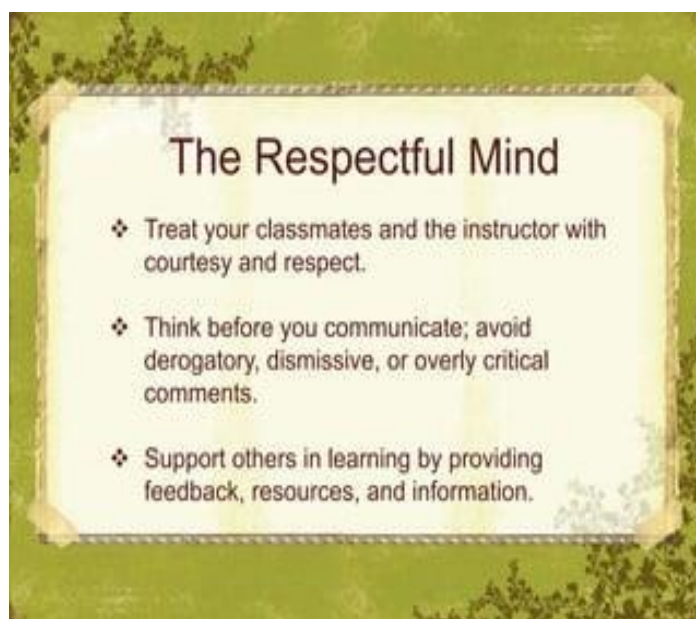
With time, early in 2021, India took pride in moving the inoculation drive, its indigenous vaccine, in a phased manner for its wide population, for not only Indian citizens but shared with other nations on humanitarian and harmonious grounds. MAITRAYI initiative was well appreciated by world economies and the WHO.

Time-Management and Self-Discipline

Managing time well leaving no stone unturned for all the relevant activities in a time-bound manner, is taught to the students. For time management, emphasis is laid on the completion of all the relevant tasks while utilizing the available resources optimally, by making the wastages minimum in the process. Self-discipline, resilience, and tranquility are only the characteristics, imbibed in the personality of the children at early times. Adolescents are expected to make wise decisions and use devices provided to them for learning purposes.

- **Intellect and Behavioural Traits**

To learn and enhance intellectual skills, youngsters should display their curiosity and while using social media, more consciousness can only save them from inviting undue comments. Here, it is pertinent to mention that smart devices can not be put into the substitute of physical meetings and greetings. Hence, etiquette and ethics come into the picture. How and when to use smart devices, here the purpose should be clear among the users of different age groups.



Source: Google.com

- **Motivational and Inspirational Tales**

The purpose of smart devices in creating a blockchain, and similar links during the pandemic second wave, contributed a lot to saving the lives of people amidst medical emergencies. Providing food, shelter to needy people, and medical assistance in this time of need made the headlines in philanthropic gestures. Such usage of social media could provide quick aid and motivate people to use social media to circulate their legitimate demands and assistance could reach on time.

- **Defined Professionalism and Work-Norms**

It is quintessential to define professionalism while information, messages, and/or chats are being put on social media for wider circulation. Children are advised to maintain a certain level of professionalism while they write and use social media either for their studies or for general help to netizens. Work norms and professionalism should be distinguished while social media is used for personal or professional activity. Professionalism is taught in schools and the absence of any regulation, students are supposed to maintain discipline and decorum on their own based on their understanding and need of the situation.

- **Evaluation and Appraisal**

One must not forget that we are under surveillance while working on social media and smart devices. Our locations, content, and history may be retrieved at any time by the forensic inspectors. So to minimize any such risk and similar cyber fraud, moving safely is one option. Before victimizing into the hands of fraudsters, evaluate yourself in this regard. Performance appraisal techniques although not duly defined, are essential to learn and implement on their own.

- **Etiquettes while using Digital Mode**

Social media etiquette focuses on using language, gestures, emojis, and correct spellings. With decreased grammatical errors, the child may enhance their vocabulary, and spell-check for a better understanding of language and content. It is observed that spellings are not being taken care of while writing on WhatsApp and other such chat groups. In Indianized culture, one must practice correctness in terms of content and its presence on social media. The target group may be distinguished as professional and personal for writing purposes. For professional chat, one must be careful while writing any message, depicting all the necessary writing skills, they'd learned in the classroom in their syllabus.

- **Social Values and Behaviour**

To inculcate social values amongst students, and for improvisation behavioral patterns wise use of social media comes in handy. Google search for content, expression, and presentation makes the

task easy for users. With expression, students are hereby denied to take any liberty in a presentation during their chats with unethical use of words, and pictures that do not go well with Indian culture.

- **Distinction between Formal and Informal Meetings**

With the prevalence of digitalization in almost every sphere of life, youngsters cannot resist the use of smart devices. Hence, a distinction must be learned while they are put to use. Meetings like classroom groups or chats with teachers must be kept in this category. Formal letters, sentences, and messaging are dominating in such chats, on the other hand, informal chatting with peers, friends, etc can be informally done in groups.

- **Keeping Efficiency and Integrity Intact**

To maintain the efficiency round integrity of any organization, school, or any other educational institution, the onus is on the youngsters, on how to use social media in DIGITAL INDIA and online education.

Role of School, Teachers, Parents, and Society at Large

The role of all the stakeholders like schools, teachers, parents, and society together becomes all the more vital in deciding the shape of new India in the post-pandemic when online education is going to be an integral part of the curriculum after implementing NEP-20.

- **Dedication towards the Cause of Making India Self-Reliant**

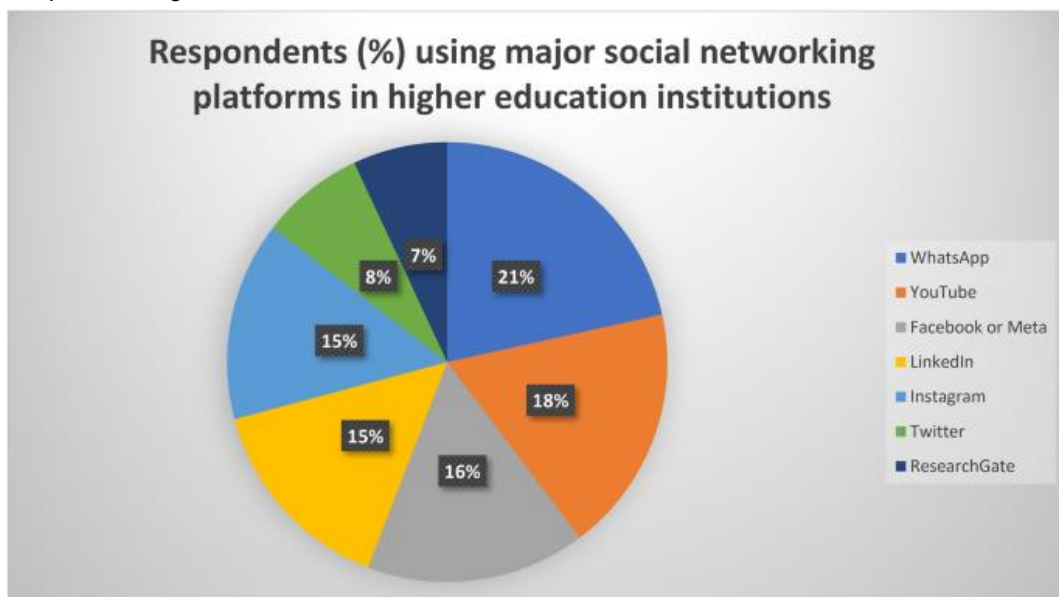
With the outburst of the pandemic, India realized to be self-reliant for not only bringing the economy on track fast but at least affecting the education sector during the year-long crisis. Online education is a cognitive attempt to continue the teaching-learning mode with the least disruption in digital India while carrying the Indian culture and values with grace.

- **Shedding Inhibitions in the Process of Indigenization**

With the digitalization in process, in post-pandemic times, the education sector in India is going to explore newer opportunities for learners. Anytime, anywhere at any age courses are coming to penetrate the Indian economy, and there should be no room for any Inhibitions when it comes to opportunities.

Social Media is a Powerful Tool in Nation-Building

It is pertinent to mention here that in NEP-20, which is on its way to implementation from the forthcoming academic session of 2022-2023, the focus is on mother languages as well as global standards. To comprehend the sector, unambiguous statements are welcomed for the all-around development and growth of students.



Source: springer.com

- **Global Scenario & World Economy**

Global events and happenings have direct as well as inverse impacts worldwide nowadays when economies are coming closer with technological penetration and advancements, the education sector is no exception.

- **Global Competitiveness & Collaborations**

International webinars and e-conferences made it possible to stay connected during the complete lockdown in various countries. Hence, the education sector sees more such electronic and technological collaboration to work for the betterment of humankind on this planet earth.

Digital Road Ahead in the Education Sector

Undeniably, with a focus on the digitalization of the Indian economy in the post-pandemic, the same surge seems to continue efficiently with the NEP-20 in force from the upcoming academic session.

- **Digital Ethics**

Responsible & ethical behavior from the academic community is the focus of this study. Displaying and achieving the targets ethically only adds to the prestige of the country and builds strong relations that carry respect and regard to their teammates and colleagues at workplaces in consonance with Indian culture and tradition.

- **Digital Code of Conduct**

Without talking about the prescribed code of conduct in digital communication, the content of the current paper is incomplete. Hence, it is inevitable to insert a code of conduct in the digital process of learning to make youngsters tolerant, confident, and law-abiding citizens.

Summary and Conclusion

As the shift in social media has been reportedly taken into account since the pandemic broke down, it's going to stay in the post-pandemic era. The reason simply is the global digitalization movement in almost every sphere of life. It has now, become the responsibility of the researchers, academicians, and policy-makers at Government offices to come together to create an eco-system where every child has access to a digital device, and destruction-free internet connectivity for smooth operations of their online classes.

To maintain pace with the global economies, with the blurred demographics, keeping the unilateral, bilateral, and multilateral treaties and summits in the form of educational exchange programs is recommended, within the framework of sustainable Indian Educational Value-based system of GURU-SHIHAYA (sage-disciple).

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