

SOCIAL MEDIA AND ONLINE EDUCATION- A STUDY ABOUT RURAL SEGMENT

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ABSTRACT

At present life is fully covered with all activities on social media, specifically, the juveniles spend most of the time on social media, whether they do shopping, chatting, or gathering knowledge about anything etcetera. Because this is the platform where they can learn many things with little effort. social media provide all stuff very conveniently to everyone by putting more focus on students. Students can get a lot of information not only about external activity but their syllabus their educational information also. social media platforms like Google, Facebook, YouTube are the key source to attain knowledge nowadays. there are many different ways to use social media for education. So, this study basically helps to obtain the objectives which can determine the role of social media related to e-learning in the rural areas specifically in Punjab state. For methodology, the study contains both primary data and secondary data to collect relevant information. Data analysis was done by the excel tool. By data interpretation findings based on responses which are collected through questionnaire. suggestions and recommendations added so that various challenges can be sorted out which are faced by rural students. For general information, secondary data opted from Scopus, Web of science, and eLibrary. Mandalay software is used to get all references. To sum up, this study belongs to rural area's students and their activities on social media, which is broadly focused on their online education pattern.

Keywords: e-Learning, Online Education, Rural Area, Social Media, Students.

Introduction

India's education sector is being revolutionized by rapid increases in web technology and also the accessibility of inexpensive mobile devices. Technology has the potential to multiply reach. E-learning is a Combination of learning services and technology to supply high values. Internet is a most significant factor in e-learning. E- learning is attaining significance in the world of internet. Thanks to the benefits of in web, e-learning reached at anytime and anyplace. Social media and education will complement each other if used effectively. There square measure many various ways that to use social media for education. Social media has varied uses within the room in addition on facilitate market and promote faculties and universities. social media and technology square measure integral elements of standard of living, and integration the employment of those into the room is a lot of natural than before. social media and technology are integral parts of daily life, and integrating the use of these into the classroom is more natural than before, given how acclimated many students are to them. social media and technology square measure integral elements of standard of living, and integration the employment of those into the room is a lot of natural than before, given however acclimated several students square measure to them. Each social media platform offers many various ways that to be utilized in the room, from sharing announcements to holding live lectures, and then far more.

First, social media provides a smoother, more direct communication tool between students, teachers, and parents, who can check-in and ask or respond to questions. Social media allows for more e-learning opportunities as well. As online or virtual jobs and distance classes are becoming popular day by day, training students to work from a distance is an important lesson social media can help with that, and it is very important to gain knowledge about social platform before using it, but we're of the firm belief that it will help advance students in technology. By using social media and internet it can be said that world is becoming smaller and the way to teach or instruct someone is changing. Social media and education can complement one another if utilized effectively this is changing as the cloud-based nature of

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social media for collaborating on projects is growing into a pertinent and useful technology. Technology play great role for student to successful teaching as global pandemic COVID-19 shut down many faces to face interactions. This is changing as the cloud-based nature of social media for collaborating on projects is growing into a pertinent and useful technology.

This study mainly focuses on the rural sector. Although social media very popular medium to study and to collect knowledge yet there are some remote areas where this media is not fully utilized as there is a lack of sources, poor infrastructure creates a hurdle for this. So our purpose for this study is to find out the major barriers which stand next to rural students and try to know the solution so that they can also utilize social media for their study.

Definitions

- **e-Learning**

E-learning is outlined "as acquisition of data and talent exploitation electronic technologies like laptop and web based mostly courseware and native and wide space networks." The term was introduced in 1995 once it had been all known as "Internet based mostly Training", then "Web-based Training" (to clarify that delivery may be on the Inter- or Intra-net), then "Online Learning" and at last e-learning, adopting the stylish use of "e" throughout the dot com boom.

- **Social Media**

Websites and applications that change users to form and share content or to participate in social networking (oxford dictionary) Social media square measure outlined as "a cluster of Internet-based applications that repose on the philosophical and technological foundations of net a pair of.0, which permit the creation and exchange of user-generated content" (Kaplan and Haenlein 2010, p. 61).

- **Rural Market**

According to bank of India' "Based on the scale of the population, a Centre, wherever bank branch is found, is classed either into rural, semi-urban, urban, or metropolitan as under: (I) Rural population but ten,000 (ii) Semi-Urban: ten,000 and on top of and fewer than one 100000 (iii) Urban: one 100000 and on top of and fewer than ten lakh" One study of Prashanth Sagi's, he defines rural market consistent with NSSO, a market wherever residents square measure but 5 thousand and 400/sq. population density with seventy fifth individuals engaged on agriculture is rural market (Sagi, 2012).

Problem Statement

There is no argument regarding the benefits of social media related to the e-education system or further any kind of services. This channel plays a significant role in every area. The student from higher education and senior secondary academic use it for their educational purposes. But the problem lies in the rural segment because there are some challenges which they faced while using the internet. And this problem came to light when the whole world faces a covid-19 pandemic situation. Where all the education system converts classroom study to online study. Then zoom, google meet, a blackboard such kind of online platform came into force, where rural students find difficulty. Because in a rural area there are weak internet connection also they are not friendly with online classes as they always studied by traditional methods before. So this study mainly focused on to bring new strategies so that rural students can also take advantages of online education by sitting their place.

Research Objectives

The primary objective of the study are:

- To examine the impact of social media on e-education in rural areas.
- To find out the positive and negative impact of online study by rural student

Additionally, there are secondary objectives also:

- Analyze the thought process of the rural student while using social media
- To know the major factor which affects the e-learning system in the remote sector
- To know the behavior of teachers about social medial and online education

Research Gap

There is some research already done in this area but after the Covid pandemic, it is evident that student belongs to the remote area still face difficulty to use social media for their academic purpose because somewhere they are not fully aware of these platforms, and also there is some infrastructure facility which is not fully provided in the countryside. So the all segment student can utilize each mode of study material there is a lot of work has to be taken care of.

Review of Literature

No longer is it necessary for a school member to be within the same space because the students. These technologies have given rise to the flipped schoolroom model and modified the method knowledge is sent to students. college nowadays should be additional technologically savvy than any generation antecedently because the students not solely prefer communication through these mediums, they expect it. The adoption of social media in standard of living is one in every of the driving forces behind these dynamic expectations and the way social media is dynamic education. Social media within the schoolroom (www.academiaapps.com/impact-social-media-education). use of social media and mobile devices presents each blessings still as challenges, largely its advantages seen in terms of accessing course contents, video clip, transfer of the educational notes, etc. overall students feel that social media and mobile devices area unit a budget and convenient tools of getting relevant info (amalabdulnasiransari and governor ali khan 2020). social network websites grab the eye of the scholars and divert it towards non-educational and Unproductive actions as well as useless chatting, which may to impede the success of net two.0 in teaching (khan, 2013; Pervaiz, 2016; Yeboah& ewur,2014). in distinction, several surveys are investigated by several researchers throughout the previous years, the existence of credible proof that social media are often accustomed support and enhance the educational method, have interaction learners and network for learning activities (balakrishnan& gan,2016 ;greenhow, 2017; al-rahmi, 2017; taiwo, 2018). analysis conjointly suggests that school students whose age ranges between eighteen and thirty four area unit victimization sass for long hours which the adoption of mobile devices and mobile applications could be a drive for the rise in social networking and social media use. knowledge showed that social networking was useful for communication; operation which it absolutely influenced their tutorial work. However, students conjointly reportable that social networking had a negative impact on their social interactions, emotional health, and work completion (kitsantas, et al. 2016).

The Facebook cluster was used as a learning management system (LMS) in 2 courses for swing up announcements, sharing resources, organizing weekly tutorials, and conducting on-line discussions at a coach education institute in Singapore. This study explores victimization the Facebook cluster as associate degree LMS and also the students' perceptions of victimization it in their courses. results showed that students were essentially happy with the affordances of Facebook because the basic functions of associate degree LMS may well be simply enforced within the Facebook cluster, however, has sure constraints (mohamed Ibrahim alsaidhassan, pietkommers 2018). Use of social media is being fleetly increasing throughout the previous couple of years. it's not solely being employed by the operating individuals however conjointly there's an important rise within the use of social media by the scholars or we are able to say in education society. the utilization of social media has been created a positive impact on society. with the assistance of the web, all the social sites and varied applications area unit out there which may be accessed simply, conjointly permit users to converse and act with one another, to create, edit and share new varieties of matter, visual, and audio content. it's a significant influence on our life because it helps loads in each field of life like political field, economic field and academic field (mrvishrantiraut 2016). victimization the tools from the tutorial perspective of social networks is vital as they will be our greatest allies in education; but, it uses inside faculty hours that has a sway on student learning and performance. However, this project aims to show the impact of social media within the tutorial performances Through victimization the social media within the instructional purpose, the scholars activities are often over the activities of ancient school rooms, as a result of these social media are often victimization at associate degree time and anyplace by lecturers and students for sort of tutorial functions that results of enhancing the educational performance of the scholars and supply an easiest method for lecturers conjointly for receiving the comments and discuss them via social media varieties (Abdulla JaafarMoh'dDesmal 2017). several school's area unit turning to on-line education as how to expand offerings at an inexpensive value. establishments across the country have magnified their offerings of on-line and hybrid programs and categories. Carey (2012) feels that MOOCs (Massive Open on-line Courses) can amendment the longer term of upper education. MIT, Harvard, and Berkeley area unit providing free MOOCs via edX, a not-for-profit venture (check it out at: <https://www.edx.org/>). One notable MOOC on computing was offered by Sebastian Thrun, a noted AI skilled at Stanford. over a hundred,000 registered during this free course (admittedly, not everybody completed the course). uncalled-for to mention, the incremental cost of adding a student to a category of a hundred,000 is nearly zero (Linda Weiser economist, Hershey H. Friedman). Social media is that the collective of on-line communications channels dedicated to network-based enter, interaction, content-sharing and collaboration. data is talent. we have a tendency to all apprehend this spoken communication but few perceive the empowering role social media has competed. Through social media, associate degree

bodyon-line is sceptered by victimization an unrestricted glide {of information ofdata } to feature to their knowledge bank. In today's world, it's miles plain that social media plays a vital operate in impacting our culture, our economic system and overall read of the globe. Social media could be a new discussion board that brings individuals to exchange plan, attach with, relate to, and mobilize for a cause, area unit checking out recommendation, and providing steering. Social media has eliminated spoken communication barriers and created localised communicating and open the door for all to possess a voice and participate in a very democratic fashion which incorporates kinsfolk in repressing countries (WasimAkramzargar, March 2018).

Hypothesis

H₀: there is no significant relationship between social media and online education

H₁: There is a significant relationship between social media and online education

Supporting Hypothesis

H₀: there is no relationship between social media sources and rural infrastructure

H₀: there is no relationship between social educational sources and behavior of the rural student

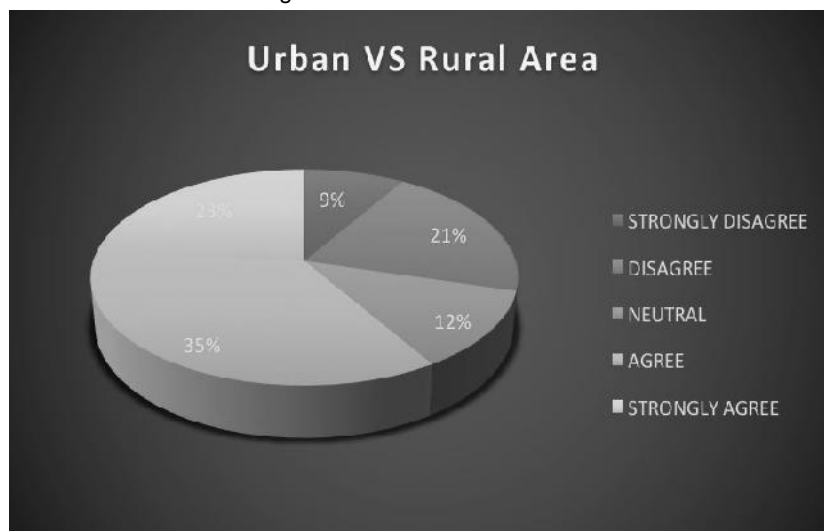
H₀: there is no relationship between e-education and the behavior of traditional

Research Methodology

Research Methodology shows a systematic approach towards collecting, analyzing, and interpreting a set of data to reveal or understand certain logical phenomena related to any particular process. Research Methodology helps us identifying a certain set of methods along with proper order action according to the research problem. Qualitative research is a scientific approach to gather non-numeric data referring to the characteristics of the research subject. Conclusive research is any research which is done to reach conclusions or decision making by providing essentially credible information is called conclusive research. Primary data collected from the students of rural Punjab is used in this study. The data is collected by keeping the research design in mind. The sample unit indicates who is to be surveyed. The researcher must define the sample unit that was sampled. In this study sampling were students from different villages is to be selected according to convenience and randomly. A sample of minimum respondents was selected from the different areas of rural Punjab state. An effort was made to select the respondents evenly. The survey was carried out on 250respondents.Snowball sampling: - In this research snowball sampling technique was used in selecting the sample from the population. This data is unique to the method and process of data collection. Instruments of primary data collection used are Questionnaire Personal Interview.

Data Interpretation

To analysis of data most of respondents taken from rural school and college students. Out of 250 respondents 58% agreed that poor infrastructure is the main factor that put rural students backwards to use digital media to study. Whereas 12% neutral about it and 30% disagreed because they find fine themselves to stick on traditional learning.



		Value	Approx. Sig.
Nominal by Nominal	Phi	.607	.000
	Cramer's V	.429	.000
N of Valid Cases		250	

46% of respondents strongly agree that information provided by social media websites is reliable, while 48.8% agree with the statement, 5.2% are neutral on this statement and no respondent disagrees with the statement. 250 respondents of different age groups out of which 145 agree, 79 respondents neither agree nor disagree and 26 respondent disagree with the fact that social media have higher credibility than information on mass media sources.

Findings

- By analyzing the data it comes to know that there is huge difference between urban education and rural education pattern. In urban areas almost all institutes using online sources for teaching but in rural areas there is lack of sources in institutes also.
- More than 40% of students have not their mobile phone or laptop. If some have in their village , the facilities of Wi-Fi is not available
- Mobile network problem is also a hurdle because there are some villages where network speed is very low (2G). And students can't download their study material or can't connect their class by online.
- After covid-19 when classes were taken by online, students face network connectivity problem in rural areas and couldn't attend their class properly.
- Students have lot of potential, and they want to do study by online because there are some courses which also provided by foreign universities and college which can be attended by eLearning platform.
- Last but not least, in rural segment students couldn't get tuition for their subject as they really want to it. If online education facilitate them this problem could be solved as they don't need to go in cities to learn.

Suggestions

This study find that in rural sector students are very enthusiastic to enhance their knowledge but they unable to find opportunities or way so that they can learn many new things by electronic medium apart from their traditional academics. To cop up with this there two main things has to be done i) Government should take some necessary action to provide network facilities in every area by collaborate with telecom companies as in recent era online platform turn necessities for every student. ii) Those students which belongs to lower income group govt can help them to provide mobile so to add knowledge in their lap. iii) Senior secondary and higher education institutes can make new model for their students where they meet them with world of knowledge by e-education system.

Conclusion

In a nutshell this study concludes that in present time it is impossible for everyone to learn without online platform, specifically students from higher education. Traditional classroom education is not enough for them, if they want to make bigger in their lives they have to use another sources of learning which available at electronic channels. But students belong to rural segment are far away from these medium as there are some issues are present. But if included parties like government, institutes, online educators etc., marketing in rural areas about the importance and advantages and also provide better sources then e-education system would be creating new revolution in rural places also.

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