

INCLUSION OF SOCIAL MEDIA IN THE CLASSROOM PEDAGOGY FROM THE PERSPECTIVES OF LEARNERS AND EDUCATORS - A CASE STUDY OF NAGINDAS KHANDWALA COLLEGE, MUMBAI

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ABSTRACT

Social Media has become a part of our personal and professional lives. Higher education institutions are also not left behind and have been adopters of this Global Phenomenon. Podcasts, Blogs, Vlogs, Instant Messaging, Virtual Communities and Social Networking Sites, all come under the hypernym called Social Media.

Present study investigates the perception of students and educators towards the integration of Social Media in Higher Education. Nagindas Khandwala College of Arts, Commerce and Management Studies was taken as Case Study. 250 undergraduate students and educators were surveyed by administering a questionnaire which helped in analysing various aspects of Social Media integration into pedagogy. Various avenues came into light during the study. Twitter feeds, Memes, ephemeral content from Instagram/ Facebook, blogging, podcasts, YouTube instructional videos can be blended with traditional methods of instructions for enhanced learning experience, better conceptual understanding, increased participation and real time discussion. There are concerns like privacy, authenticity of information and negligence of use of books, journals and magazines.

Adoption of Social Media is a step towards bringing a diversity in thinking in the academic field. It incorporates cognitively and demographically diverse group. With the acceptance of social media in lecture halls, learners are now become co-producers and contributors of knowledge.

Keywords; Classroom Pedagogy, Higher Education, Social Media, Diversity, Inclusion.

Introduction

The second generation of World Wide Web came up within in the sort of Web 2.0 technologies. Its increased accessibility of internet and smart phones enable people to interact more through social mediums than face to face mode.

Over the past few years, social media has made its presence felt in almost all types of organisations. Higher education institutions are not far behind in adopting this global phenomenon in their pedagogy. Social networking sites, blogs, vlogs, instant

messaging and virtual communities are the forms used in Digital Platforms.

Now-a-days, the time spent on social media has increased exponentially. As a report from Nielsen (2010), "Wikipedia, YouTube and Facebook were reported to be the top three global brands online; thus, on an average, a user would spend nearly one minute of their time out of every five minutes."

Relevance of Social Media in Higher Education.

In the current era, learners acquire skills that enables them to encounter new challenges of modern

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