Social Media in Quality Enhancement in Higher Education

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INTRODUCTION

Social media generally refer to media used to enable social interaction. For our purposes, the term social media technology (SMT) refers to web-based and mobile applications that allow individuals and organizations to create, engage, and share new user-generated or existing content, in digital environments through multi-way communication.

Social networking is built on the idea of how people know should know and interact with each other. It gives people the power to share their papers , making the world more open and connected . Nowadays, social networking has a vital influence on our live as it helps a lot in every field of life such as political field, economic field and educational field. However, this paper tries to highlight on the use of social networking in education and explain the advantages and disadvantages of using social networking of educational purpose. The overall scenario of higher education in India does not match with the global Quality standards. Hence, there is enough justification for an increased assessment of the Quality of the country's educational institutes.

Colleges and universities are facing major changes as they navigate the 21st century and make decisions that will not only impact higher education but will also contribute to our country's future competitiveness in the global marketplace. This article identifies and evaluates outcomes from efforts to modify quality standards in higher education. While change is unavoidable and higher learning faces difficult choices, we can choose to make proactive decisions and become agents of change. Today, institutions rely on increasingly large numbers of students to help balance expenditures. As institutions face growing financial constraints due to recent economic events,

There is even greater concern that institutions will defer to the value of the monetary benefits of increased enrolments, especially in the face of fewer state resources ,If the focus is directed at attracting larger numbers of potential students even when it is necessary to modify admission standards, there is an associated risk of also negotiating academic standards to create easier courses and modify academic requirements. The reputation of the institution becomes the most costly casualty of all when academic standards that underlie scholarly integrity are compromised.

### NEED FOR QUALITY ASSURANCE IN HIGHER EDUCATION

The quality assurance of higher education has become an important global trend. Nearly half of all countries worldwide have created quality assurance mechanisms, of one type or another, during the last decade or two. The following factors help explain this trend:

• Due to the rapid expansion of higher education systems, there is now a more diverse range of providers of higher education, comprising public and private institutions, cross-border institutions and distance education organizations.

• Globalization has brought with it an increasing level of academic fraud, or fake credentials. This increases the demand for trustworthy organizations that can establish confidence using quality assurance methods.

– The quality of public higher education institutions has suffered in many countries due to economic constraints and a shift in priorities from advanced levels to basic education.

– There are strong expectations that quality assurance mechanisms will ensure continuous quality control and improvement. Quality assurance is linked to professional mobility, and a growing number of regional and international integration processes. This raises the need for more effective mechanisms for the professional recognition of higher education credentials.

– Opportunities to use of social networking in education - In the field of education, social-networking sites offer a student the opportunity to connect with other students, educators, administrators, alumni, both within and outside his current institution. Scholars praise social-networking tools for their capability to attract, motivate and engage students in meaningful communicative practice, content exchange.

RATIONAL FOR SELECTING THE TOPIC

The purpose of this study is to examine the use of social media in a higher Education institutes. To determine whether the implementation of social media would strengthen the relationship between students and teacher's and increase student participation and dialogue outside of the group's formal meeting time. To ensure the use of Social media to enhance the education and to impart quality education to all the institutes whether it's rural or urban institute.

OBJECTIVES OF THE STUDY
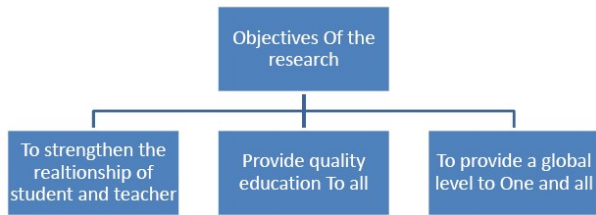
- To encourage low cost and speedy education system through Social Media

- To highlight use of Social Media in Education impartment.

- To strengthen the relationship between students and teachers.

- To develop rural institutes and to provide quality education to one and all without distinguish between whether rural or urban institutes.

RESEARCH METHODOLOGY
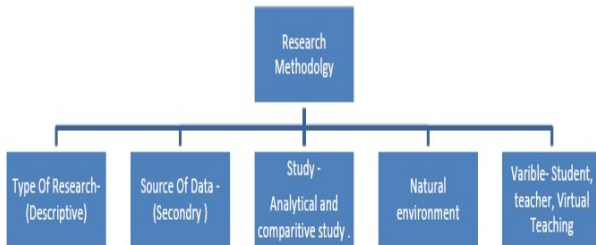
This research Is a descriptive research based on secondary data. The Variable under the study are Students, Teachers, and Virtual Teaching. And the Nature of study is based on Natural environment Non experimental research design is used. The Purpose Of the study to analyze the Use of Social media to enhance quality management in Higher education institutes. Researchers also sought to understand how students use social media outside the traditional meeting and learning space and how they perceive the use of social media for educational purpose.

Social media technologies offer the capability to both receive and create content with the hope that a collective intelligence emerges. The goal is to improve students' learning experiences t prepare them to enter a workforce that is not geographically constrained and expects them to have highly developed online

collaboration skills. The pursuit of such benefits drives academics to incorporate new technological approaches in their teaching methodology.

BENEFITS TO THE STUDENTS THROUGH SOCIAL MEDIA.

- Smaller in size and/or scope group projects are best, as social media allows students to receive timely feedback from a number of sources. Students need to experience the beginning, middle, and end of a project.

- Student presentations distributed via the Internet can be viewed by a much wider audience on an on-demand basis.

- Students have different academic strengths and skill sets, and working together allows students opportunities to develop them to their project's advantage

- Incorporating social media approaches in the course contributed to extending student learning to outside the classroom, as it was especially easy for students to form study groups.

- Students are to use social media as an academic resource only and therefore behave as in the classroom.

- Smaller in size and/or scope group projects are best, as social media allows students to receive timely feedback from a number of sources. Students need to experience the beginning, middle, and end of a project.

- Class size needs to be limited to a reasonable number. If no graduate assistants are available,

BENEFITS TO THE FACULTY THROUGH SOCIAL MEDIA

This early use of social media approaches in a traditional college course changed the classroom behaviour of both the instructor and students. We noticed that role evolved from primarily a presenter of knowledge to more of a facilitator and mentor. This role change was also accompanied by changes in the pedagogy followed in the course as we had to learn how to set up and effectively use several social media approaches. Equally important, students grew from being passive to active learners. Lessons learned from these early attempts include the following:

- Instructors must design time and opportunities for the use of social media activities into their course syllabi. Though this may initially be viewed as taking time away from important course topics, these opportunities are alternative ways to cover these topics and even a means for introducing additional topics.

- Both instructors and students need to realize their roles in the course and behaviour in the classroom will change significantly. The complexity and number of student questions rose significantly,

resulting in a much more dynamic learning environment.

- Both instructors and students must be open to learning and using new social media classroom approaches that extend and enhance instructor-student interactions.

- Instructors must realize that not all students will embrace every element of all social media approaches. Some students will initially feel more comfortable using just one or two approaches and will need time to expand their skill set.

- Incorporating social media approaches allows guest lecturers to participate remotely if necessary. Also, it allows instructors to incorporate.

VIRTUAL TEACHING

Social media tools are rapidly changing the communications landscape. Their emergence has impacted significantly how students learn and the way instructors teach.

In today higher education settings, instructors, students, and others collaborate on the tasks of knowledge construction. The influence of social media on learning and teaching environments is growing more

each year. Social media applications can reinforce class material and positively influence discussions, collaborative work, and authoring.

Educators and researchers are constantly experimenting with social media technologies hoping to stimulate critical thinking skills, collaboration, and knowledge construction. With social media becoming an everyday communication method for individuals and organizations, it's logical to incorporate its use into instructional approaches

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NEW TECHNOLOGIES TO CHANGE THE WAY OF TEACHING AND LEARNING.

- *Wikis* - A wiki is a collaborative web space where anyone can add or edit content that has already been published.

- *Really simple syndication (RSS)* - RSS allows users to subscribe to news feeds originating either from blogs or more traditional web spaces like newspapers and magazines. The content comes to the reader instead of the reader having to retrieve the content.

- *Social bookmarking* - Bookmarking sites allow users to save and archive entire web pages. This enables users to produce a searchable, personalized. Internet.

- *Audio/video casting (AVC)* - AVC makes it easy to produce digital voice and video files and publish and distribute them over the Internet. It also supports basic, live-streaming television online.

- *Twitter* - Twitter is a powerful tool for connecting with others and sharing content easily.

- *Social networking sites (SNS)* - In addition to supporting wide area communication in both audio and video formats, SNSs help teach the network literacy that is required to navigate this new connection.

CURRENT SCENARIO OF HIGHER EDUCATION SYSTEM

Rural Area vs. Urban Area

Rural Area	Urban Area
1.No Video Conferencing And lecture through audio system.	1. Group classes are taken by using video conferencing and audio conferencing in urban institutes
2. No facilities are provided to the teachers and students of rural area such as laptop, internet facility etc.	2. The teachers are given tools like laptops, printers to provide notes and other important notices to the children in urban institutes while there are no such facilities in the rural institutes.
3. Apart from the course curriculum rural institutes are not able to involve youngsters in other activities like sports, co-curricular activities and competitions. Such events and activities tend help in the overall development of the youngsters.	3. Urban colleges help the student for overall development rather than course circular.
4. Institutes infrastructure is very poor in rural area even the students are unable to get the basic infrastructure such as table And chairs.	4. Institutes infrastructure in case of cities and urban areas is much more advanced as compared to that in institutes in rural areas where some times youngsters are even made to sit on the floor due to non-availability of

	furniture.
5.Not even a Quality education is provided to the students of Rural Institutes. Even the govt. is fail to provide standard education to them.	5. Institutes education in urban areas is more advanced especially since there is a lot of computer aided teaching

SUGGESTIONS

If colleges and universities focus on satisfying students as their primary customers, they may negatively affect another customer group— employers—because the two customer groups have significantly different ways of defining and measuring expectations. There are no easy solutions to addressing the negotiation of standards that undermine quality human performance. All customers of higher education deserve the best we can offer, as higher education, business/industry, and the economic success of the United States are intricately connected and are dependent upon one another Institutions of higher education, faculty, students, and businesses can serve as contributing architects in ensuring education establishes quality standards. They are all consumers, and they all have a vested interest in maintaining standards.

- Private institutes and universities must follow a minimum standard to give degrees.

- Increase spending substantially on primary and high school education (Both qualitative and quantitative). Increase the salaries of teachers at least at par with university lecturers and put stringent quality control while recruiting the teachers and introduce accountability among them. We must increase substantially the number of primary schools and quality of those and improve on physical infrastructures like school buildings, a minimum standard of school laboratory and library, a decent play ground, some internet connected computers in libraries etc.

- Change the education system from the primary level (reduce work load, put more importance on physical activities, encourage original thinking etc). There should not be any form of evaluation (exam or so) till age 10 years (i.e till class 4 level). Subsequently the exam patterns should change and put more emphasis on original thinking and problem solving rather than emphasizing database-quiz type format. Basic education should be in mother tongue but English also should be compulsory from class

- Provide increased opportunities for students in rural and semi-urban India (in form of transparent information dissemination, transparent selection for fellowship/scholarships and recruitments).

- Virtual teaching and virtual classes should be started in rural colleges so the students of small sectors also get the chance to study from finest teachers in India.

- Facility like E-library should be given to all the students in every institute it should be a compulsion. As students will get chance to study the same title from different authors.

CONCLUSION

The use of social media approaches enhanced the learning experiences of undergraduate business students. Their use caused both the instructor and students to realize their roles in the course and behaviour in the classroom had to change significantly. Although some may feel that incorporating social media approaches takes time away from important course topics, they should see these as alternative ways to cover topics and even as a means for introducing additional topics.

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