USAGE OF SOCIAL NETWORKING PLATFORMS AS EFFECTIVE TOOL TO ENGAGE THE LEARNERS IN LIFELONG LEARNING :AN EMIRICAL REVISIT TO THE CONTEXT

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ABSTRACT

The use of social networking platforms (SNPs), in general has an increasing impact on education through the various availabletools in knowledge-based society, although the competences and skill that users acquire are those of non-formal education. SNPs are being used more and more in collaboration with classical teaching methods, also known as the blended learning, in order to provide recognition of skills and competences acquired through the use of these tools. Thus this paper aims to analyse the potential impact that SNPs in general can have on education, on lifelong learning, and how SNPs can further be involved in education, in lifelong learning in the future. This paper focuses on use of SNPs as the medium for collaboration in education. The benefits of SNPs to lifelong learning are twofold. First they provide easy and fast access to relevant information even after formal education. Second they allow keeping social interaction with people having similar professional interest and possibly access to their extended network. As result of the analysis, we shall present various approaches identified in education in lifelong learning with use of SNPs.

Keywords: Lifelong learning, Social networking platforms and Multiple Intelligence.

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INTRODUCTION:

 SNPs is getting more and more attention due to the growth in use of SNPs after Web 2.0 came into action. Social networking has become one of the most important communication tools among people nowadays. However, social networks exist on the Internet websites where millions of people share interests on certain disciplines, and make available to members of these networks various shared files and photos and videos, create blogs and send messages, and conduct real-time conversations. These networks are described as social, because they allow communication with friends and colleagues study and strengthen the ties between members of these networks in the space of the Internet. With the development of Web 2.0, and the interactivity between users

and web applications became more and more present, the internet becoming an interactive space that could transform with the help of developers and users.

SNPs were developed (Facebook, Twitter, Tumblr etc.), online user driven knowledge bases wer developed (wikia), video streaming became possible and wider used (YouTube) and so on. We shall be discussing a couple of social media tools that can have impact on learning and how they can be used for such purposes (Hylen, 2015).– Social networks are online communities in which people create their personal pages presenting information regarding themselfs. SNPs can share content to online contacts, friends. The term content refers to any kind of digital content, from audio to video, text to pictures. Facebook is the most known and used social network, having over 900 million users active daily.

Many authors (Alabdulkareem, 2015; Vaiciuniene&Mazeikiene, 2012) have pointed out that Social Networks, especialy Facebook which is the most used to date, have the potential to play a significant role in informal learning, especialy in young users (Kayri&Cakir, 2010; Sanchez et al., 2014). In our opinnion, SNPs can be redesigned in order to include education directed methods and modules, and that due to the amount of people that are using social networks on a daily routine, the Some Studies of information that gets passed on or that gets accesed by every user daily can be driven towards their interests. By this we mean that through the use of inteligent or smart cookies and by user orientated content based on an internet behaviour of that user, the SNPs can direct educational materials that are linked with the persons general interests in internet searches or in global discussions on that social network (Friedman &Friedman, 2013).

Also, by having a behavior analysis of the user's internet searches and activities related to certain domains, the SNPs can make use of this information in order to either direct users towards certain training programs, e-learning platforms, to show them job opportunities based on what domains they favour in their searches and even to check if they have the right training, skills and competences in that certain domain in order to help the non-formal and informal education of others that are interested in that certain domain. It has been proved in the field of psychology and linguistics that process of the store information or vocabulary in human mind is determined by the nature of the psychological state of the recipient. We also find that this idea is

supported by the Greek philosophy of Aristotle when he emphasized in his theory of knowledge on the need to use some form of entertainment during the process of giving lessons. So I think that these sites will be useful tools that can generate a revolution in the field of education if we have the ability to control them to suit the requirements of knowledge and science.

The fact that social networks can be used as an e-learning instrument in the future derives from the large number of daily users and by the time these daily users spend in general on that particular social network. Thus, while people are using interactive social networks to get in touch with friends, find common interests, share content, they can also benefit from well placed and paced information during their use of that network. SNPs benefit from the fact that they can connect people that have a certain interest without discrimination and without being bothered by the need to be in the same geographical region, thus educational orientated serious games can be made for users for a certain interest, trainers from all over the world can contribute in general discussion areas to create groups that are used for personal non-formal or informal training and so on.

SOCIAL NETWORKS FOR LIFE LONG LEARNERS:

When most people think of social networks, they think of Facebook, MySpace, LinkedIn, or similar sites, but there are many other types of social networks popping up on the web. Some of the fastest growing networks are designed specifically for education. These sites allow people to learn in a social context through discussion, file sharing, and collaboration. Here are 20 social learning networks to visit in your spare time.

i. LearnCentral – LearnCentral is an open environment that is half social network and half learning community. The site can be used to create courses, host meetings, connect with other education enthusiasts, and find learning resources

ii. Udemy – Udemy encourages members to teach and learn online using the site's many free tools and applications. Members can create their own online courses or search for courses that have been created and posted by other people.

iii. Academici – This web-based site for academics and knowledge workers makes it easy to network, collaborate, and conduct commerce online. Members can post articles, share resources, and much more.

iv. Academia.edu – Academia.edu is an online community that helps academics connect with colleagues and follow the latest research. Members can also share their own research and be notified when someone searches for them on Google.

v. Campusbug – One of the original social learning networks, Campusbug provides students and lifelong learners with tools they can use to network and educate themselves on a variety of topics.

vi. iMantri – iMantri is a peer-to-peer community for people who are seeking mentors or offering coaching in a particular area. Members can use the site's tools to assess their competencies and find people who are either willing to help or in need of help.

vii. Smart.fm – Smart.fm is an education platform and online community that relies on personalized learning algorithms to help people achieve their academic goals. The site helps users establish goals, create a study schedule, and track learning progress.

viii. Grockit – This online interactive learning environment uses social gaming technology and a Web 2.0 infrastructure to help students master academic skills and prepare for standardized tests. Grockit members can study alone or in groups.

ix. Loomagoo – Created by Students at Loyola University New Orleans, Loomagoo is a social network for students who want to share notes and other learning materials with each other. The site also allows students to buy and sell old textbooks and other school supplies.

x. wePapers – The goal of wePapers is to create the world's largest online study group. Members can use the site to share knowledge, find lecture notes and study guides, and store papers and research work.

xi. Pronetos – Also known as the Professor's Network, Pronetos welcomes academics of every discipline. Members can share papers and course materials, connect with other scholars, and locate recent field research.

xii. We the Teachers – We the Teachers caters to educators but welcomes anyone who has an interest in learning or teaching. Members of this social network can share lesson plans and classroom resources as well as tools for creating games, puzzles, and other activities.

xiii. ResearchGate – ResearchGate is a professional network for scientists. The site has more than 400,000 members who collaborate using the site's free applications. Members can also upload papers, share scientific news, read the latest publications, and search for job opportunities.

xiv. WiserEarth – WiserEarth is a social network for sustainability. Site features include community forums where members can collaborate or engage in discussion, an international directory of non-governmental and socially responsible organizations, and a classification of issues related to social justice and environmental restoration.

xv. WriterFace – This social network is intended for beginning writers, professional writers, and other people who simply have an interest in writing. WriterFace is also open to literary agents, editors, librarians, and anyone else who works in the media or publishing industry. Members can network with each other, market themselves, sell their work, and much more.

xvi. GoodReads – GoodReads is a social network for booklovers who want to share what they have been reading and get book recommendations from other people. Members can also form book clubs, play trivia games, and browse famous quotes.

xvii. Livemocha – Livemocha is the largest social network for language learners. The site has more than 6 million members who help each other learn English, Spanish, French, Hindi, German, and Mandarin Chinese.

xviii. Busuu – Like Livemocha, Busuu is an online community for people who want to practice their language skills. Popular site features include an integrated video-chat-application, writing exercises that can be corrected by native speakers, review quizzes, and learning units. Busuu supports several languages, including English, French, German, Spanish, Italian, and Portuguese.

xix. Brazen Careerist – Created for Gen Y professionals, this social site emphasizes professional networking but also provides members with the chance to learn how to create a resume, develop a base of solid contacts, showcase ideas, and manage their career.

xx. Tutpup – Tutpup is an award-winning social learning network that allows young learners to come together online to play fun, educational games. The site is free of advertising and exceeds the information security and privacy requirements of the U.S. Children's Online Privacy Protection Act (COPPA). Game categories include spelling, basic math, times tables, and algebra.

RECOMMENDATIONS:

Through this paper authors suggest some recommendations for teachers and students:

The Facebook and whatsapp groups are formed for students allows both the teachers and students to share their information, post queries and answers, set reminders about upcoming events, etc. There are so many Facebook groups that are available are Wiki educators , E-Learning in developing and developed countries, Teaching Critical Thinking and Active Learning.

Educators should involve into these SNPs and creating home page and groups and handle their home page by introducing and uploading educational audio, video, text, etc.and thus make students learn dexterously discriminate between what information is useful for them and what is not. Teachers should indulge students in activities based on creating blogs where a group of students share information, negotiate ideas and construct knowledge in an interactive way.

Awareness should be provided to students through seminars or workshops to provide encouragement to students for usage of blogs in education. Students are advised during orientation of the dangers of addiction to social networking sites. They should be introduced to sites that can add values to their academic work and research. The study also immense benefit to the learner that they should learn to explore the SNPs potential benefits as its boost their knowledge.

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