

# Perception Of Teachers About SNS And Its Use In Management Education In Pune City

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**Abstract -***Social networks and the need to communicate are universal human conditions. A general assumption is that communication technologies help to increase and strengthen social ties. The 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. These sites and social forums are means of communication directly with others socially and in the media. They are playing a big and influential role decision-making at the events of the global world economically, politically, socially and educationally In the field of E-Learning, the social network sites handled the big problem raised by educators in the recent period. This paper attempts to briefly discuss the perception of teachers about Social networking sites and its use by management students*  
**Keywords:** *Internet, students, Web 2.0, blogs, imparting knowledge*

## I. INTRODUCTION

Internet medium is developing with the increased usage and understanding of how to use email, could shop online, and search the web for recipes or the long- lost instruction manual for a piece of equipment in the garage, etc. Now, internet is more about blogs, podcasts, Facebook, Myspace, and Orkut. These are some of the tools and technology associated with a recent phenomenon called social networking and is present everywhere. Social networking has become part of the daily life experiences for an increasing number of people.

Social networking is built on the idea of how people know to interact with each other. It gives people the power to share, making the world more open and connected. Nowadays, social networking has a vital influence on our lives as it helps a lot in every field of life such as political field, economic field and educational field.

Social media/ Social Networking is one of the Technological foundation of Web 2.0 which allow people to create ,share, exchange information and ideas in virtual communities and network s. It is the social interaction among people in which they can create ,share or exchange information. Furthermore Social Media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and share, co-create, discuss user generated content.

Online social networks facilitate connections between people based on shared interests, values, membership in particular groups (i.e., friends, professional colleagues), etc. They make it easier for people to find and communicate with individuals who are in their networks using the Web as the interface.

## II. SIGNIFICANCE OF THE STUDY

The use of Social Networking Sites are being used for educational purposes to enrich the coverage as well content of higher educational institutions in general and management institutes in particular in the Western world for a pretty long time. In India the management institutes have now started using social networking sites for educational purposes. As this is being used for over a half decade in India there are practically very few studies conducted about the use of social networking sites and manner it is being used and what are the future prospects as well as what precautions the Education Administrators and the students should take in its use safe guarding interests of both at the same time keeping updated with what is happening in the West.

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It is, on this back drop, this research topic is very much significant and the outcome of this study will be useful for further strengthening the process and methodology using the social networking sites by the students as well as the administrators of the management institutes at large.

**III. OBJECTIVES:**

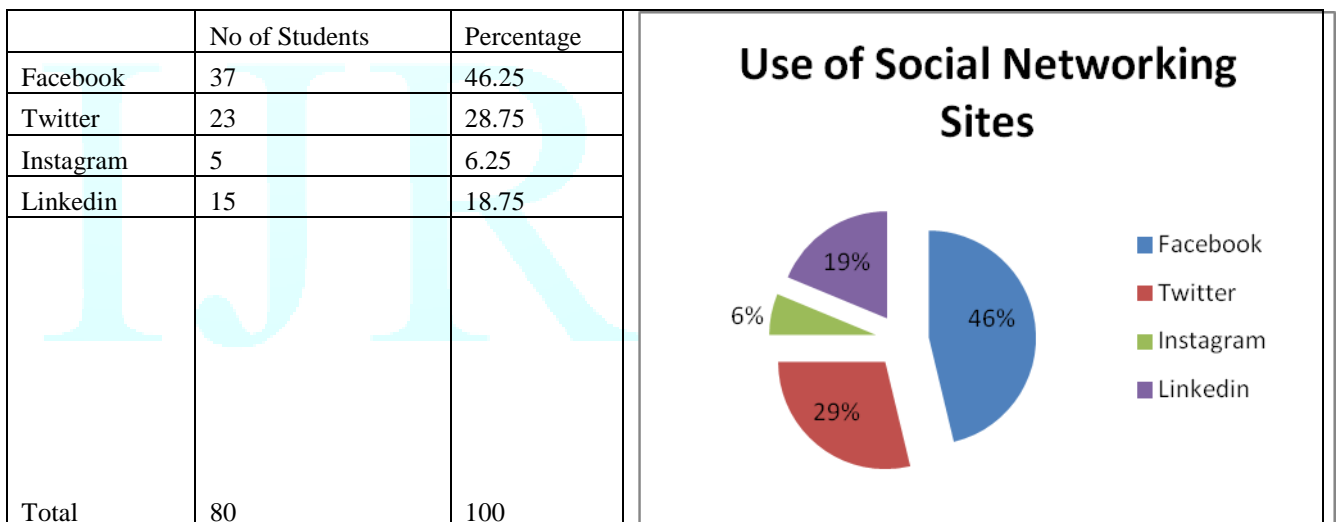
- To identify the usage of SNS in Pune city by students of management institutes.
- To analyze the impact of SNS on teaching: imparting knowledge, resourceful thinking, concentration and interest.
- To study the teachers perception about use SNS on management education.

**IV. RESEARCH METHODOLOGY**

The study is based on primary data collected with the help of itemized questionnaire from 80 management students in Pune city.

**V. DATA ANALYSIS AND INTERPRETATION**

Fig 1. Usage of SNS among management students:

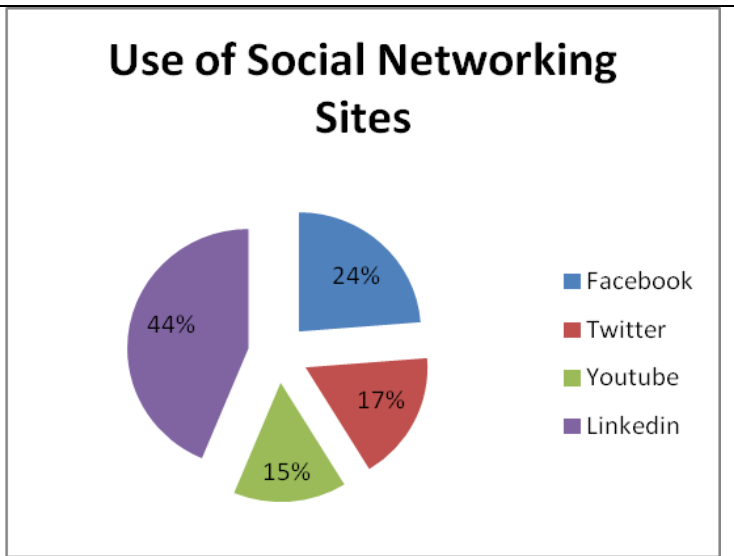


Interpretation : From Fig 1 and the graph it is seen that the usage of Facebook which 46.25% is the most popular social networking site used among students as compared to Twitter which is 28.75% and the others

Fig 2. Usage of SNS by teachers for management education

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|          | No of Teachers | Percentage |
|----------|----------------|------------|
| Facebook | 19             | 23.75      |
| Twitter  | 14             | 17.5       |
| Youtube  | 12             | 15         |
| Linkedin | 35             | 43.75      |
| Total    | 80             | 100        |

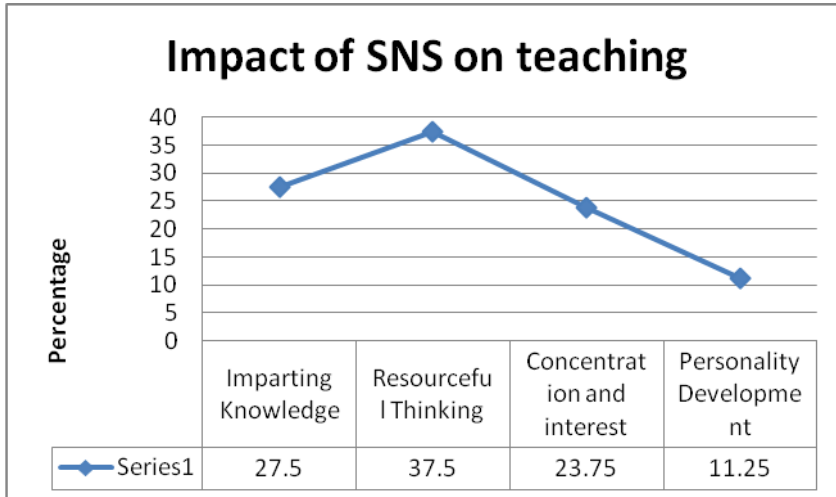


Interpretation : From Fig 2 and the graph it is seen that the type of social networking site which the teachers are using more is LinkedIn i.e 43.75% as compared to Facebook which was more popular among students

Fig 3: Impact of SNS on teaching

|                            | No of Teachers | Percentage |
|----------------------------|----------------|------------|
| Imparting Knowledge        | 22             | 27.5       |
| Resourceful Thinking       | 30             | 37.5       |
| Concentration and interest | 19             | 23.75      |
| Personality Development    | 9              | 11.25      |
| Total                      | 80             | 100        |

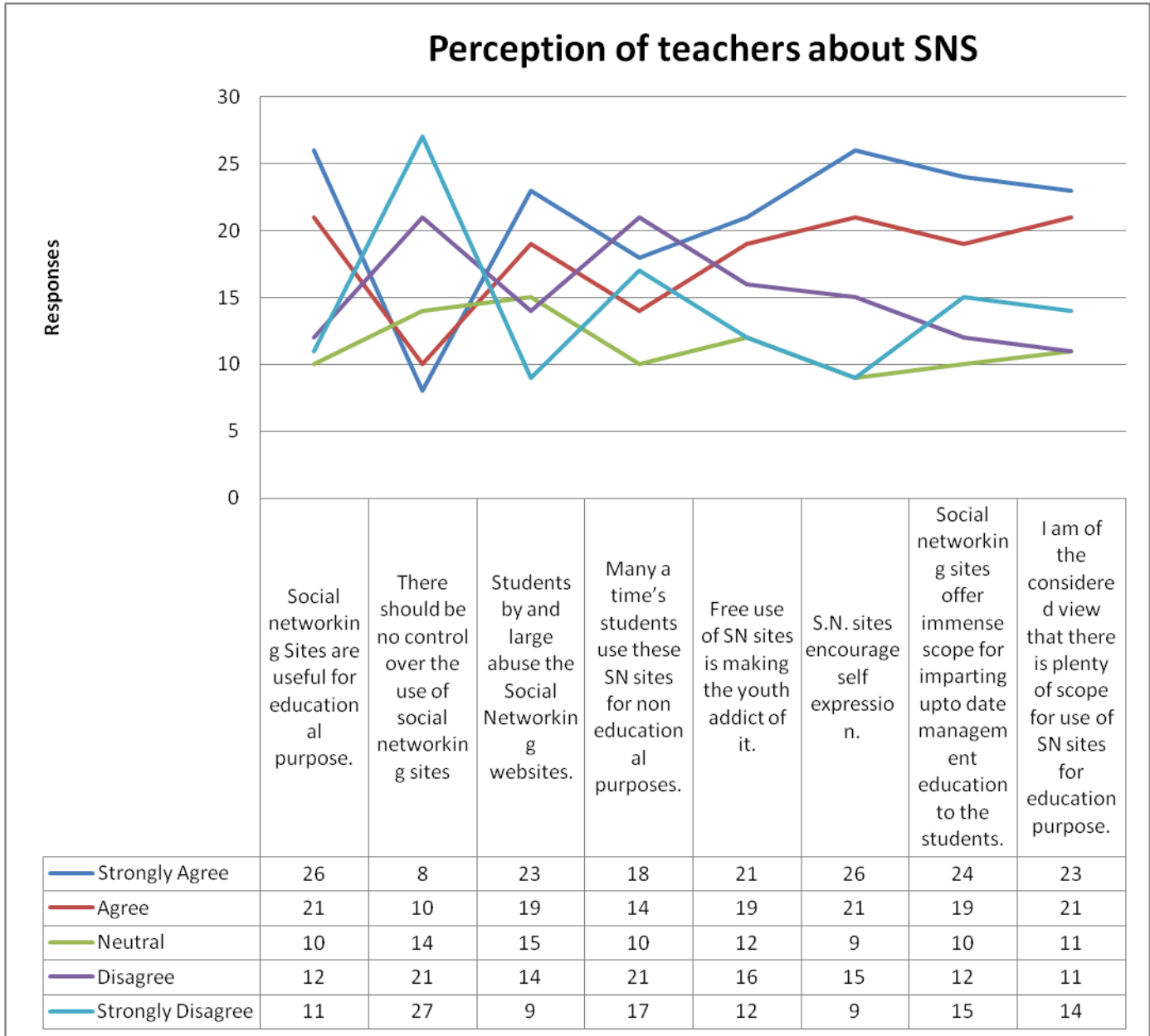




Interpretation: From Fig 3 and from the above graph it is clear that the impact of Social networking sites is more on resourceful thinking, then imparting knowledge, concentration and interest and personality development

Fig 4: Perception of Teachers about SNS

| Sr. No. | Statement   | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---------|---|----------------|-------|---------|----------|-------------------|
| 1       | Social networking Sites are useful for educational purpose.   | 26             | 21    | 10      | 12       | 11                |
| 2       | There should be no control over the use of social networking sites  | 8              | 10    | 14      | 21       | 27                |
| 3       | Students by and large abuse the Social Networking websites.   | 23             | 19    | 15      | 14       | 9                 |
| 4       | Many a time's students use these SN sites for non educational purposes.                                   | 18             | 14    | 10      | 21       | 17                |
| 5       | Free use of SN sites is making the youth addict of it.  | 21             | 19    | 12      | 16       | 12                |
| 6       | S.N. sites encourage self expression.   | 26             | 21    | 9       | 15       | 9                 |
| 7       | Social networking sites offer immense scope for imparting upto date management education to the students. | 24             | 19    | 10      | 12       | 15                |
| 8       | I am of the considered view that there is plenty of scope for use of SN sites for education purpose.      | 23             | 21    | 11      | 11       | 14                |



Interpretation : From Fig 4 and the graph it is observed that the perception of teachers about social networking sites is that it is useful for educational purpose but there are times when students are using it for non educational purposes. The use of social networking sites in a controlled manner helps to encourage self expression also. They can be used for imparting up-to-date management education to the students and there is plenty of scope for use of social networking sites for educational purpose.

### VI. CONCLUSION

Social networking sites are not only used to stay connected with friends and family but also for other purpose like professional learning, networking and researching. The use of social media makes us to provide a new and innovative dimension in the whole educational process in order to enable student adapt to a future where everything rapidly evolves.

Facebook is one of the most popular social networking sites among the management students in Pune city. When social networking sites are used for educational purpose, its impact is more on resourceful thinking. Apart from educational purpose, students are also engaging themselves for non educational purposes in social media. If it is used under proper guidance and controlled environment, there is a lot of scope for educational purpose .

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