

# THE IMPACT OF DIGITAL MEDIA ON EDUCATION

<sup>1</sup>Prof. Bhavana Singh , <sup>2</sup>Prof. Minu Paul

<sup>1</sup>Coordinator, <sup>2</sup>Faculty

<sup>1</sup>BMM Department

<sup>1</sup> Prahladrai Dalmia Lions College, Malad (W), Mumbai-64.

**Abstract:** Creating an effective learning environment through digital media is a major concern in today's contemporary society. The array of internet based tools has enhanced the experience of sharing knowledge. The digital media has become a part of our life and thus it is becoming a key component of education. This paper tries to identify the significance of digital media curriculum on education.

**Keywords:** Digital literacy, Social media influence, Information and communication technologies (ICT), Digital communication, Digital learning.

## CHAPTER NO. 1: INTRODUCTION

Education is a holistic approach which means the process of learning and sharing is not just restricted to textbooks. The regular events which happen around us also educate us in some way or the other. It would not be an exaggeration to say that the significance of digital based information (digital media) in education and training process is growing rapidly. The term was first used with the advent of newspaper and magazine. However with the passage of time, the term broadened by the invention of radio, television, cinema and Internet. In today's world, media has become one of the basic needs for survival of man. In the view of this, fundamental question are raised about the omnipresence of digital media on the effectiveness of education and training system.

## CHAPTER TWO: LITERATURE REVIEW

There is a difference between traditional education and modern education. Earlier it was only teacher's responsibility to give knowledge but as ICT has come into the picture its role has become very important as it give new avenues for learning. As the population has increased and migration from villages to cities are huge so inexperienced and under qualified teachers have been hired and education has become a commercial business. Thus digital media is a necessity to impart knowledge to the students. The study has been done in Sri Lankan education sector. (Wikramanayake, 2014)

Social media has created a positive as well as negative impact on the today's generation. The positive points are easy accessibility of various applications and information, interact in form of audio or visual content and help in political and economic field. But at the same time its negative points cannot be ignored like unhealthy addiction and making long term friendship with unknown people. The parents can spend leisure time with children and pay attention to their academic progress can be effective. (Mrs. Vishranti Raut, 2016)

The study was done in Guwahati, Assam where it was seen that even faculty members encourage blogs and new media for the students. The faculties believe that today's generation if use blog as an assignment their writing skills can be developed and would be able to explore the hidden talent of the students. It is a free resource to communicate with people around the globe. But the problem is sometimes students don't understand the difference between virtual and real world. If becomes addicted then even they have less patience and weaker critical thinking skills. The students can get practical wisdom only through practice and by guidance. (Deka, 2015)

Social media can share information, ideas and opinions in the form of images, videos through laptop, desktop and mobile. The students are using Twitter and micro – blogging sites for debates and hashtags. The positive effects being new skills acquired, quality education, familiarity with new technology and enhancing creativity. The negative effects being reduces learning, poor academic performance and privacy not being maintained. Social media has helped teenagers in developing awareness but has made violence normal and all the things commercial. (Lad, 2017)

The study was done on the students of Malaysian Tertiary Institution where it was found that social media platforms do impact student's academic performance. Time Management and Health addiction are the most important variables. The student who are not good in managing their time and who skip meals has a health impact. The variables like time duration and security problems do not have much impact on student's academic performance. (Sandra Okyeadie Mensah, 2016)

The student's have been positively impacted by social media sites like Twitter, Face Book, Skype and helped them in their academic Grade points. The celebrities as well as general public use Social media on a daily basis. The students are able to generate new ideas and concepts which help them in their academic performance as well as they have fun. These social websites help them in their academic work with enjoyment. (Zahid Amin, 2016)

The social media technologies are useful in making student's brainstorm, collaborate and knowledge construction. In higher education students and teachers connect with each other through this medium. Social media has influenced the life of higher education students as it helps them in their academic performance. It provides a new mechanism where they can do discussions on their assignments, class schedule, etc. (Amankwaa, 2016)

The student's academic performance is not much impacted because of social media. Though they use social media like Face book, Twitter, Instagram, You Tube, Google, etc regularly but in fact it helps them in their studies. The study was done on Egyptian youth where they say they use internet and Google for study purpose. If the students spend less than 1 hour or more than 6 hours on social media but their overall grade average is the same. (Hashem1, 2015)

The social websites were just to get people connected but the youth of today has become addicted to it. The social websites like Linked In, Twitter, Orkut, Face book, etc are distracting students from their studies. It has become dangerous for the entire youth. The study was done in Pakistan where they found that many fake identities exist on social media so parents and government should ban these websites. (Waqas Tariq1, 2012)

### **CHAPTER THREE: Research design and Methodology**

#### **Statement of problem**

**The internet is a rich source of information for users for various kinds of purposes.** An effective learning environment through digital media is a major concern. The social media platform has become the future of communication. The array of internet based tools has enhanced the experience of sharing knowledge. Thus the research tries to understand the impact of digital mediums on education system.

#### **Research question**

Through the study the research aims to find the following questions:

- a. How digital media plays an important role in the learning process?
- b. What is the effect of digital learning on students?

#### **Hypotheses**

H0 The digital media influences the education system

H1 The digital media do not influences the education system.

#### **Objectives:**

To study the impact of digital platforms on students.

#### **Methodology:**

Here the researchers have used the quantitative method to carry out the research. It includes the survey method. This method will enable the researcher to test concepts, reflect attitude of people, establish the level of customer satisfaction, and conduct research segmentation.

#### **Sampling**

Purposive sampling is used for the study. The main goal of purposive sampling is to focus on particular characteristics of a population that are of interest, which will best enable to answer the research questions.

## **Unit of analysis**

The unit of analysis for this study is the youth between the age group of 16-25. The responses of the individual will be analyzed statistically to reach to the conclusions.

## **Limitation of the study**

Several items in the research process could limit the study and the result. Due to the time constraints, small sampling size is used in the study; results cannot be generalized on a larger scale.

## **Chapter Four: Findings And Observation**

In this chapter the answers received through survey have been taken for the purpose of analysis. This study focuses on how digital technologies affect the learning process in students. Here the variables are analyzed on the basis of the demographics received from the sample.

The survey was conducted on 100 students from Mumbai suburbs. The age group of students range from 16 to 25 years. From the total count, 88 respondents are from the age group of 16 to 20 years and 15 respondents are in between 21 to 25 years. Among them 50 respondents are female and 50 are male respectively. All the respondents are using mobile phones (Smart phones) in their daily use. According to the findings it was seen that 75 out of 100 respondents use mobile phones for the search of new information, whereas only 22 participants use mobile phones for viewing the e tutorials. The digital platforms mostly used by the respondents for the search of information are edx.org followed by archive.org, academic.org, howcast.com and bigthink.com. According to the respondents digital platforms are effective for learning purpose because of the searching convenience. The research findings show that most of the respondents participate in social networking group/groups with their friends for information sharing and discussions on the learning courses. As digital platform is a convenient mode for receiving information most of the participants agree that it can surely replace the textbooks in the near future. And also it can be an effective medium in the process of education.

## **Chapter Five: Discussion And Conclusion**

According to the above study we came to know that digital media has a vital influence over our day to day lives. Students use digital platforms for various reasons such as searching new information, sharing of information, watching tutorials etc. Digital platform have become through rooted in modern culture. Today young people are motivated to learn from online platforms such as edx.org, academicearth.org, archive.org, howcast.com etc. As the mediums are interactive the students are more attracted towards digital mediums rather than collecting information from books. Compared to traditional learning method that provide few opportunities for learners to develop and maintain their own learning activities, online learning tools gives control of learning into the hands of learners themselves.

Students learn to use these media largely through trial and error process, through exploration, experimentation and play; and collaboration with others—both in face-to-face and virtual forms—is an essential element of the process. Traditional forms of teaching, which involve the transmission of a fixed body of information, are largely irrelevant here. At least for some of their advocates, ICTs offer a fundamental challenge to outdated notions of teaching and learning. Media educators are bound to respond pragmatically to these developments. In many countries, there is now a massive investment in providing ICTs in schools; and this can present significant opportunities that it would be wrong to ignore. Yet media educators also need to participate in the broader debate that surrounds these developments; and—as in the case of language and literature teaching—they may find themselves adopting a stance towards official educational ideologies that is necessarily critical. Thus the researcher here accepts their null hypothesis that the digital media influences the education system.

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**Annexure**

1. Age

16-20

21-25

2. Gender

Female

Male

Transgender

3.How do you use your mobile phone?	Regularly	Sometimes	Never
For watching e tutorials			
For reading information			
For sharing information			
To search new information			

4. Which digital platforms you use for learning?

edx.org

academicearth.org

archive.org

bigthink.com

howcast.com

Others pls specify: \_\_\_\_\_

5. Is it is easy to find information online?

Always

Sometimes

Never

6. Digital platforms are effective for learning purpose

Strongly disagree

Disagree

Strongly agree

Agree

7. Do you participate in social networking group/groups with your friends for information sharing and discussions on the learning courses?

Yes

No

8. Do you feel online study material can replace textbooks?

Yes

No

Maybe

9. Digital platforms can be useful in education?

Strongly disagree

Disagree

Strongly agree

Agree

10. What are your suggestions on digital education?

\_\_\_\_\_.

