

Role of Media in Formal and Informal Education

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ABSTRACT: In recent years, use of social media has been significantly increased in the society. People seeking any kind of information will adopt the social media technologies which is preferably a social media network. Formal learning is the process of learning adopted by the students till the completion of their graduation which is occurred in the educational institutions after that they will adapt informal learning which can be occurred any time at any places such as libraries, museums, family, etc. that enhances the learning ability of an individual. This paper explains the significance of social media in Formal and Informal education along with the various learning and teaching strategies.

KEYWORDS: Formal, Informal, learning, Education, Social media, Social networking sites

I. INTRODUCTION

In an instructive society, the main challenging aspect for an educator is planning and executing instructive tasks that pursue as conclusiveness of the redesign of experience of students in their educational projects through the disguise of a worth framework, paying little heed to far reaching of platitudes, food culture, and obscenity that navigates from media message portrayed by exciting and day by day outrage.

Formal and Informal Learning:

“Formal learning” can be defined as a form of a learning module that is used in various training and educational institutions which is identified by the pertinent authorities of the country and leads to qualifications and diplomas. It is a framework comprising of the appropriate arrangements of education field such as learning, teaching, qualifications and curricula requirements. “Informal learning” is the process of learning that happens in the workplace, family, communities and daily life activities (Fig. 1).

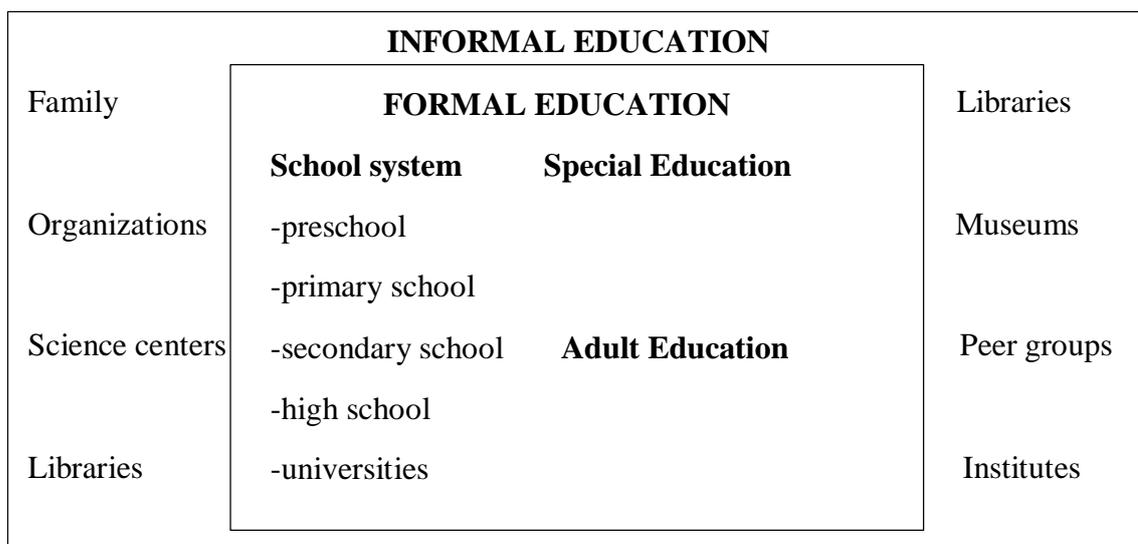


Fig 1: Formal and Informal Education

More specifically, “Formal learning” is preferably a form of learning that is assisted by the teachers or the instructors organized by an educational institutions and the credits are acquired by the learner in the form of a formal degree. The activities related to the formal learning took place inside the educational institutions right from the preschools to the university where fulltime professional and technical training programs are acquired by the students [1]. And “Informal learning” is a form of self-directed learning situation without any influence of the educator or teachers which may occur in planned, unplanned or unorganized situations which is triggered by learner itself, wherein effective skills, values, knowledge and attitude is acquired by an individual [2].

The significance of the formal learning will not stay for long, it is quite important up to 12th grades later the role of informal learning appears to be more important when the students enters into the graduate schools by passing the high-schools, as this form of learning can occur any time in the student’s life. The knowledge and information is acquired by the students through the interactions with the partners. As the consequences of the interactions, the individuals or the learners are allowed to develop their connections with peer-network and content. The student’s way and perspective of thinking changes with the use of social networks about the learning and knowledge which helps in enhancing the innovative ideas [3].

Social Media in Formal and informal learning

Adoption of social networks is almost negligible in informal learning techniques. There exists certain “Course Management Systems” (CMS) like Moodle, Sakai and Blackboard which is popularly known and used technology of learning in the higher education systems. There are very few online learning opportunities provided to the learners by the CMS environment, as with the help of this the learners can be able to participate in the online interaction programs which includes chats and discussions. The students can be able to interact with each other in the institutions but it is limited to a single classroom for the whole semester. The information provided by the CMS cannot be accessed by the viewers located outside the institution [4].

Social media can be used as an essential tool for learning and can connect the environment of formal learning to the informal learning. Wikipedia, LinkedIn and WordPress which are termed to be the third party tools of the social media, where the professionals outside the class can be involved in the programs and the learners can be connected with the communities or any field experts. This helps in achieving the sustainability in the life style (Fig 2).

This connection provides certain channels where the students can engage in the formats of multimedia with the experts, instructors, content and other students. The context of education can be disclosed with the help of the technologies of the social media in essential way which is the beyond the teaching methods of the classrooms. It is the responsibility of the educators or the teachers to bring the change in the teaching methods by adapting the social media network. This motivates the students to adopt collaborative approach of learning in the classrooms so that they can interact with each other conveniently with the help of the social media and share their innovative ideas that are essential for the student’s growth and development. Each and every formal and informal contest can be cleared by an every students or the learners with the intervention of social media in education [5].

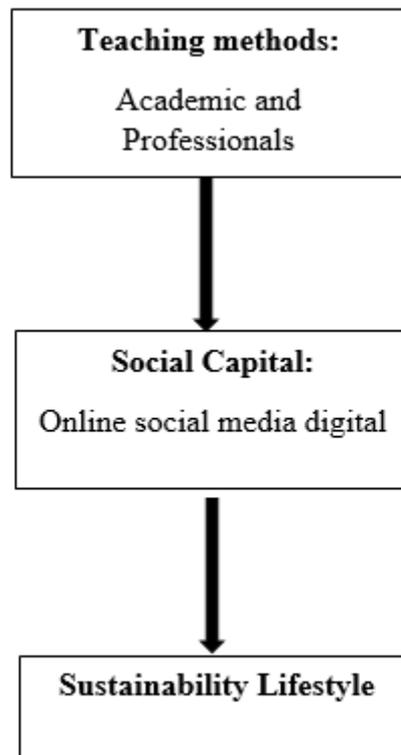


Fig. 2: Connecting Formal and Informal Learning for Sustainability Lifestyle

There is need to bring the balance in the society regarding the usage of social media, many such industries or the companies of the communication face the challenges of providing various services and facilities for the people that can be implemented in the educational institutions for the student’s career growth and development. These communications relations are need to be maintained in the society. The teaching related strategies can be improved by developing the processing of information messages capacity, to frame the attitude and knowledge structure for an individual, formation of learners who acquires the messages from the media. The contribution of social media plays an important role in developing an individual’s personality. Educators should not be the only medium of collecting or acquiring the information for the students. This kind of investigative approach have proven to be beneficial to identify the learning strategies of the learners along with the source they have adopted for the learning and the also the teaching strategies of educators. There exist certain diversity between them that help in building the framework of intercultural communication by "socio-cultural reality and training needs of scholar audience"[6].

The researchers have gathered the information from the respondents by conducting the analysis, they found that near about 83% of the respondents have stated that the use of social media in the school will destruct the critical spirit and capability of independent thinking of the students, students will try to adapt easy strategies but cultural and scientific information will force an individual to move towards social, aesthetic and moral mediocrity. 65% of the respondents stated that the messages shared through the media demonstrates the women as unfaithful wives, women adapting upstart technique for acquiring their goals, females dedicated to their family as a wife and mothers and so on. 94% of the people talked about the education activities through the mass media such as organizing various types of the training programs in the schools and colleges that enhances the ability of thinking among the students which leads to emerge new innovative ideas that can be implemented for growth of society, 78 % of the people also discussed about the logistics provided for the students to achieve the educational goals, wherein various types of software can be used in the training programs which is involved in the student’s curriculum activities. The TV shows can also affect the behaviour of the students, the parents should be addressed about this thing so that they can instruct their child to watch the shows which are essential for improving their education and building their character. Many people suggested to provide animated working demos in the lecture so that the students will participate enthusiastically in the classroom during the lecture. Thus there is need to change the techniques of teaching as well as learning for the educators and the learners respectively [7].

II. LITERATURE SURVEY

As most of the people use social media network frequently, the educators or the teachers have the opinions regarding the advantages of the social media that can be beneficial for the academics in every educational institution. The study demonstrates about the use of social networking sites such as Facebook for the purpose of learning along with the detailed account of profile of the participant on the Facebook, where the activities of the teachers and the students on the Facebook are analysed [8].

The study also illustrates about the causes of depression among the college students due to the use of social networking websites such as Facebook. A survey was conducted in the college where it was found that reason behind the cause of depression was Facebook, as the students feel jealous about each other by some kind of activities posted on the Facebook that may be also called as "Facebook Envy" [9].

Social networking sites has been frequently used by the college students, but it does not have any influence in the classrooms when it comes to education point of view, a study has been carried out to examine the benefits of the social networking sites on the students as well as the faculties in the field of learning and teaching respectively. Researchers have developed a framework which can be also termed as an equation model to recognize the factors motivating the students to use these social networking sites [10].

Social media has a tendency to connect the formal learning to the informal learning via digitally cultures of the participatory. Instead of participant's role, the consumer's role has been adopted by most of the young people. Researchers have suggested the use of social media in the formal and informal learning that will enhance the technique of learning. Couple of models were introduced that describes the significance of the social media which influence the informal and formal attributes that varies as per its use [6].

The literature survey also provide the information about the significance of social media in the fields of informal education like galleries, libraries and museums. It provides the cultural context or the information which was not available in the past, this is beneficial for the young people who are adapting social media for enhancing their knowledge in the cultural field being a cultural participant. And social media is an essential source for fetching any kind of cultural details which is termed as integral part of the informal education [11].

III. CONCLUSION

This paper demonstrates certain methods of use of social media to enhance the techniques of teaching and learning for the benefits of the students. The social media technologies should be implemented in both formal and informal environments which can be used in the educational institution as well as outside the educational institutions by improving the learning skills and techniques of the students, as the social media platform provides detail and more information than that of the information acquired in the classroom without the use of mass media. The students can be able to create more connections with the help of the social media so that they can share the information and find an optimum solution to solve it. Proper training programs should be organized in the educational institutions with the influence of social media for the benefits of career growth of the students. Social media proved to be very effective to connect the formal and informal learning techniques for the better interaction of the students in the classroom as well as outside the classrooms.

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