EDUCATIONAL PERSPECTIVE OF SOCIAL MEDIA FOR TECHNOLOGICAL TRANSFORMATION OF SOCIETY.

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ABSTRACT:

The present paper is based on the theme of technology, particularly social media (Facebook, WhatsApp, Twitter, YouTube, etc.). which is an integral part of the practical life of human beings, it regulates and influences every aspect of life, starting from the kitchen to the official work of the employees. Here the researcher emphasizes the conceptual part of social media and the role of social media in transforming the lifestyle and making life technologically sound. The author also emphasizes the role of social media in the technological transformation of society.

Keywords: Technological transformation, Role of social media, Education.

INTRODUCTION:

The present generation/age is called the age of technology. Today we believe knowledge is created from knowledge (constructivist approach). Knowledge is created and spread and evaluated by the individual. It is very easy to explore any information that would be evaluated and modified by others. This is helpful for the invention of new techniques and innovation to solve the practical problem of society. It can be possible through social media such as YouTube, WhatsApp, Facebook, Twitter etc. In this present era with the help of social media, knowledge can be easily shared with the people of the world and the idea of all people of the whole world become the resources/weapons for changing the living style of human society. A person can easily learn anything by using social media. If he/she wants to create some new ideas, knowledge, thoughts, and new innovative views, then the prior knowledge is easily available on YouTube and et. It means that social media are very helpful and useful for promoting any kind of new technological transformation of society.

WHAT IS SOCIAL MEDIA

Before understanding social media people to understand the media. Media means a process of communication or medium of communication. Like bus is the medium of transportation for people to visit one place to another. Mobile is a medium to communicate with people and share the emotion of those who are in distant places via networking systems. In other words, social means the process which is undergone in society by obeying the rules and certain regulations. Simplify social media is a medium that is used to interact, and share emotions and feeling with people in a social setting. But generally, we understood social media thereof rs to setup software, application and websites that enable users for sharing anything with people who participate in social networking is called social media(Sharna,2019) this is known as social networking sites / social media sites, mostly allows users to create a personal profile, read and react on the posting of others profile on sites.

The marriage Merriamter dictionary defines social media as a form of electronic communication through which users create online communities to share information ideas personal messages get and other content such as audio, video, reels and digital tools and activities that enable communication and sharing across the net.

TECHNOLOGY: AND ITS BRIEF HISTORY

It's a branch of scientific knowledge that deadest ideas about the construction and utilization of technical means for interaction with the social life of human beings. In simple language, technology means applying scientific knowledge to make some application or instrument that makes human life easy and comfortable. Like the innovation of television, the innovation of electric bulbs, car freezers etc. it is prepared for making and living a comfortable life.

Understanding of natural world in a systematic process is known as science and the ability to manipulate it for the practical purpose of human life is known as technology (Wikipedia)

The important phase of technology and invention started during the industrial revolution, the machine was invented and various types During this century all over the world realized the necessity of the internet and technology for advancement and development of the nation. But there was a big question. How technology becomes a medium to transform education and society, gradually people understood the emittance of technology in changing scenarios of the society

The use of technologies is cultivated differently in different contexts. This is due to e.g. different needs, knowledge, economy, trends etc. Today, the internet-enabled ICTs developed into smartphones, tablets, GPS de VR glasses and various forms of wearable technologies such as glasses or watches. The ICTs have developed into being understood as interactive, transformative and like environmental forces (Jahnke 2016; Florida 2014b).

DIGITAL TRANSFORMATION OF SOCIETY:

Digital transformation is a process that adopts techniques skilful to understand the way of work, shape the behaviour and interpret knowledge in the practical field to live a comfortable life every day. Young people or Youth are defined as the age group 13-30 years old, youth are more addicted to the use of social media or digitalization process for saving time for various purposes in different contexts Perovic (2016). The information conflict in the examples above varies from country to country simply due to differences in Internet access. Furthermore, socioeconomic status differences mean that some have a new smartphone and may have different types of computers, while others do not. Therefore, information conflict differs not only between countries and individuals due to different skills or needs in sending and receiving digital information.

Digitization and social digital transformation come together in the issue of inequality if not all people have equal access to online services and access to the Internet has become a human rig have

Teens tend to have more internet access than the general public, typically over 90% of them can access the internet within three months, but there are still statistics highlighting the differences between countries and regions.

Lack of online communication affects not only digital literacy and people's access not only to information such as newspapers, brochures or books but also to social media platforms that allow people to collect social information, participate in collective democracy or look for work. or access to relevant services or access to financial services to which they are entitled, as the forms of government are machine-readable and digital. In short, as a result of the digital transformation of societies, people are confronted with processes that change the way society "works", including information and communication models (see Florida 2014a), influences, and old or new partners -economic or techno-economic. structural reproductions. inequality between formed and intermediate states.

From a technical point of view, communication between man and nature is possible, technically they can be intermediaries that help us, for example, to protect ourselves from the sun (hat) in a simple way. More advanced middlemen can be more advanced tools than helmets, as they are computers or robots that help us complete complex tasks like building cars or houses. Or as a bridge between rural youth and the education they desire. This concept of technology dialogue is based on the work of Florida (2014a) and helps to understand the role of technology in terms of how people use it and, for example, how much ICT has improved in the use of technology, likewise in which computers can do human work. take over the reins of power so that people can, for example, prioritize work differently.

The digital competence framework covers five areas:

1) data and information on readers, including content management;

2) communication, collaboration and community participation;

3) creation of digital content, including ethical ones;

4) safety;

5) troubleshooting

In general, documents and policy frameworks presenting the development of skills and competencies related to digital transformation emphasize the need to manage ICT and digital transformation in society. Diversity of ideas is at the heart of the strategy to provide a wide range of tools, "... to solve more problems and use more opportunities to go online". (CE 2017a: 9). In digital youth work, new hires are encouraged to "be willing to try new things and learn from success and failure", emphasizing that "agile thinking is important" (EU 2018: 7). On the other hand, policies and programs that define and develop skills and competencies highlight several problems that seem to exist in society. First, talking about skills and competencies as a means of measuring competence seems to highlight the need to recognize knowledge and education in a different way than formal educational institutions do through degrees and diplomas. Secondly, in line with the challenge of digitization, recent updates to EU key competencies, in particular digital literacy, cultural awareness and communication skills, seem to highlight the issue that some people need to adapt more quickly to social change. . . Along with similar aspirations, specific skills for transforming young people and youth worker skills for youth support (SALTO) will also be developed as key EU competencies in the field of youth work. Furthermore, young people seem to have trouble adjusting to digital transformation and the way social media is used to influence discussions deliberately spread false information and promote bad behaviour and even free speech and other basic democratic rights.

EDUCATIONAL PERSPECTIVE ON SOCIAL MEDIA

 is reflected in the following points:

• Learn at your own pace. Sites designed for educational purposes are called educational sites. These websites have a unique reading feature that allows the reader to view the content of the lesson anytime, anywhere they choose.

• Personal discovery: Students participate in various discussions in forums on a variety of topics. This allows students to interact and learn from each other without the hassle of space, thus expanding their knowledge of them.

• Skills Development: Through blogs, students can engage in activities that can improve their skills. In the age of information, social media helps a person improve their computer and communication skills.

• Rapid dissemination of information and increased participation: Social media is a fast way to spread information about specific tests and topics, seminars, or lectures from one place to another. The network allows participants to learn at a time and high level of participation.

• Flexibility in learning: social media makes learning easier. These educational websites allow students to choose learning resources based on their interests and knowledge.

• Improve student engagement: Integrating social media technology promotes student engagement,

Interaction with literacy development.

EDUCATIONAL PROSPECTIVES OF SOCIAL MEDIA FOR TECHNOLOGICAL TRANSFORMATION OF SOCIETY

The growing use of digital media is changing the way people live today. Daily life and how they are connected and work together in the wider community, at work and in the community. The research for this project in five countries is unique The regions conclude that this is a global phenomenon. The impact of this increase in consumption is

beneficial to both individual individuals. Digital media has expanded your options even people will stop being idle spectators They don't accept digital transformation and evolution, but they were actively shaping their own digital media social significance.

The benefits for both the individual and society increase

The use of digital media includes the following:

- Help with social media and empower people, reconnect with like-minded people, in remote places, for example. In addition to bringing together people who are often isolated for social reasons, economic, cultural, political, religious and ideological limits

- Provides an opportunity to increase citizen participation as well as helps build community through

interest or reason

- Increase the flexibility of employees and employers, improve performance and extend service life integration

- Facilitates the establishment of continuing education and learning and resource-related skills (Naiyar, 2016)

- The increase in Internet connection time appears to be on the rise especially in job search or information, followed by socio-recreational needs based on results five countries were questioned about the report.

- Digital media Used for personal and professional purposes above and highly integrated, with people using digital media Walking seamlessly between work and back and forth personally. (Nayyar, 2016)

- Sharing content has become very important- Use of digital media and users who can share content exciting, informative or inspiring. And digital media made it possible for billions of online media shoppers

- **Participate in content creation** One-third of interviewee sees the results of a digital media survey conducted in October 2015 with this report they claim to publish written content, photos or videos on social media, every day or so once a week.

- **Mobile**: People now spend an average of two hours every day on the mobile Internet, one-third of the online Time in thousands of years and digital media users in the making enter/ the emerging mobile phone markets

- **Revolution**. 3 The obvious advantages are that mobile devices Consumption varies slightly by location, time and devices are cheaper than laptops / PC (PC).

- **Social and interactive**: social networks removed the most popular work on the Internet with a rating of 1.8 hours or 30% of the daily Internet time.

- **Flexibility and individuality**: users can play an active role and have additional control over digital media. The offers they use and rent are compared to traditional media. Enable user accounts and cookies customization of personalized content Features and methods of use.

- **fast and efficient**: fast and young internet Technology (hardware and software) makes it easier to access and use advanced content.

- **Additional content**: for example, B. Development and distribution of content easy, excellent content too services are available. content finished variety, but use has the power to focus wider than depth, as the volume is limited. The importance of content filtering, and personalization The recommendation has grown.

- **Collection**: the ability to connect, share, compline and communication from a collection

An experience that doesn't just shape behaviour once and for all Favorites, but also know-how to share beliefs, ideas and attitudes of general behaviour.

When digital media is used, it becomes a larger payment: High connection and usage of digital media should decrease the revenues of the sector and choose a new design to create a better user experience this is important because it clearly shows that traditional digital technologies Advertising loses its appeal and effectiveness. (Nayyar, 2016)

CONCLUSION

Social media has the power to empower people and educate them on good and bad perspectives. It helps human beings to get all information within a second, people may politically socially emotionally and culturally reach the last corner of the world. through the help of social media, people convert the world into a village. into social media plays an important role in informing, socializing, articulating and communicating the power of the public and society and making them aware mentally and physically for the future transformation facilitating peacefully.

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