



ROLE OF SOCIAL MEDIA IN EDUCATING YOUTH WITH SPECIAL REFERENCE TO TWITTER IN MUMBAI REGION: A CRITICAL ANALYSIS

Priyanka Gajare

Bachelor of Mass Communication and Journalism (Honors)
Department of Mass Communication
S K Somaiya College,
Somaiya Vidyavihar University.

Sharanya Ramesh

Masters in Entertainment Media and Advertising
Department of Mass Communication
S K Somaiya College,
Somaiya Vidyavihar University.

Dr. Saranya Thaloor

Assistant Professor
Department of Mass Communication
S K Somaiya College, Somaiya Vidyavihar University

ABSTRACT

Purpose: The research book that follows is based on the topic "The Role of Social Media in Educating Youth with Special Reference to Twitter in Mumbai Region: A Critical Analysis." The study's goal is to determine how Twitter is used in the field of education. The youth are the individuals who will be studied.

Design: Data for the study were gathered using a standardized questionnaire. In Mumbai, responses have been gathered from several locations for the study.

Findings: According to the study, Twitter can be a useful tool if used effectively. Given their significance in the context of education, concepts like Twitterature, Digital Scholarships, and Media and Information Literacy (MIL) are introduced.

Practical Implications: To spread knowledge, young people choose to tweet and share content online. The study is pertinent since it will be useful for facilitators, educators, media professionals, content creators and students to learn more about Twitter in the educational setting.

Originality and value: The study was properly conducted by obtaining participant responses.

Keywords – Social Media, Twitter, Education, Youth, Mumbai Region Samples

INTRODUCTION

Social media is an internet-based technology that refers to websites and applications that focus on communication, community-based input, interaction, content-sharing, and collaboration. Social media began as a way for friends and family to interact, but it was later adopted by businesses looking to capitalize on a popular new communication method to reach out to customers. The ability to connect and share information with anyone on Earth, or with many people at once, is the power of social media. In the context of media, the term "social" means that systems are user-centric and facilitate communal activity. As a result, social media can be thought of as online facilitators or enhancers of human networks—webs of people who improve social connectivity. Facebook (and its associated Facebook Messenger), TikTok, WeChat, Instagram, QZone, Weibo, Twitter, Tumblr, Baidu Tieba, and LinkedIn are among the most popular social media websites, with over 100 million registered users.

1.1] The different kinds of social media apps

Several tech-enabled activities can be considered forms of social media. Blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and many other things fall under this category. Governments and politicians interact with citizens and communities on social media. Companies use the platform to find and engage customers, drive sales through advertising and promotion, gauge consumer trends, and provide customer service or support. Social media apps have evolved into an effective means of disseminating research, developments, and commentary. Six Degrees was the first social networking site that was founded in May 1996 by Andrew Weinreich. Popular elements including profiles, friends list, and school affiliations were all merged into one service. Later many social media applications were released, including Friendster (2002), LinkedIn (2003), MySpace (2003), Orkut (2004), Facebook (2004), Twitter (2006), Instagram (2010), Pinterest (2010) etc. Ironically, social media is causing us to become one of the most antisocial generations. Jonathan Safran Foer (2013) in his article in "The New York Times - How Not to Be Alone", quoted "Each step forward in social media has made it easier, just a little, to avoid the emotional work of being present, to convey information rather than humanity. With each passing day, these words ring truer and truer."

1.2] Social Media Platform – Twitter

Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams founded the microblogging and social networking site Twitter in March 2006 and launched it in July of that year. Twitter, Inc. is a California corporation headquartered in San Francisco that has over 25 offices worldwide. According to Dorsey, the name "Twitter" came about accidentally. "A brief burst of unimportant information" and "bird chirps" were the definitions. The written code for Twitter is built using Java, Ruby, and Scala. Tweets are text-based communications that users submit and reply to that have a character limit of 280 (November 2017 - increase in characters). Unregistered users can only

view public tweets; registered users can post, like, and retweet tweets. Real-time or asynchronous conversations might take place between a small number of people or numerous. The intricate interaction between tweets and follower populations results in an open forum for learning, sharing, and engagement tailored to the user's preferences. Hashtags placed before keywords or phrases (without spaces) make it easier to find a tweet in a Twitter search. To assess the impact of hashtags, "total impressions" are frequently used, which are calculated by the number of Twitter streams in which the hashtag appears. On April 25, 2022, the Twitter board of directors approved Elon Musk's \$44 billion offer, making it one of the largest business transactions ever to take a company private. This decision has had an impact on international politics, economics, and sociocultural phenomena.

1.3] Twitterature and its entry in digital era

Twitterature is a literary application of the Twitter microblogging platform. Aphorisms, poetry, and fiction authored by individuals or in groups are among the many genres included. As long as some form of literature is produced and disseminated on Twitter, it can refer to a wide range of items. This can also refer to poetry or one-tweet stories. This can occasionally include sharing entire novels over the period of hundreds or thousands of Tweets. To define the various forms of Twitterature, new terms have been developed, such as Tweetfic, twillers, twiction, etc. Character count limitations have a spreading impact and have redefined what it means to be published in the first place. Twitter users are utilizing the network effect to draw some of the global Twitter community into their own readership in addition to creating a new space for short-form innovation. In the e-age, writers are utilizing short-form content in fascinating new ways by fusing character-count restrictions with the network effect to crowd-source stories, experiment with form, and use direct-distribution strategies. The Institut de Twittérature Comparée (ITC) is a great online resource in French for learning more about "twittérature." In 2010, the ITC released its initial manifesto. The first international twittext competition was introduced by the Institute in 2011 in conjunction with the weekly twitterature publication Twittol-ogy by Stéphane Bataillon during Twitterature Month in February 2011. According to Alexandre Gefen's article, "What the Networks Do to Literature" microblogging forces literature to intrude itself within social dialogues and leave the places intended for literary expression. Most people concur that Alexander Aciman and Emmett Rensin's 2009 book "Twitterature: The World's Greatest Books in Twenty Tweets or Less" is responsible for popularizing the term "twitterature." Three pieces of twitterature are alternately regarded as the first Twitter book, depending on the sources and standards. *The Good Captain*, a Benito Cereno adaptation by Herman Melville, is the first text that was started (in November 2007) and finished (February 2008).

1.4] Education of Youth

According to Maurice Craft in his book "Education and Cultural Pluralism" published in the year 1984, noted that the English word "education" has two distinct Latin roots - "educere," which means to lead out, and "educare," which means to train or mold. The connotation and interpretation of the word have evolved in the aspect of technology. The internet facility and the emergence of social media apps have fostered learning in youth. The level of education among young people has increased as a result of reading e-books with titles that are layered with links to additional content like videos, the author's spoken commentary, and increasingly, social reading options like note-sharing, social highlighting, in-person book discussions, ratings, tags, and links to other websites. While participation through media refers to "opportunities for mediated participation in public debate and self-representation in the variety of public spaces," participation in media, for example, relates to the creation of media content and engagement with the decision-making of media organizations.

1.5] Radical and Transformational Media in Education

Intending to enhance instruction and prepare students for a connected society, teacher educators have included social media in their educational programmes on a more frequent basis. Social media and technology have permeated higher education, and it has been suggested that they have impacted scholarly functions as well as how scholarship is organized, transmitted, enacted, and experienced. While it is questionable whether social media have contributed to cultural shifts within academia or if individual scholars have always desired connectivity and social media simply became accessible to meet that need, it is undeniable that social media have integrated themselves into the fabric of modern societies and our educational systems. According to Jenkins, Purushotma, Wei-gel, Clinton, and Robinson in their journal, "Confronting the Challenges of Participatory Culture: Media Education for the 21st Century" (2009), our society is one in which consumers actively create the information, media, and artifacts that they consume. These changes are viewed as positive for higher education, in part because they seem to fit well with a socio-constructive ethos of learning, involvement, and knowledge creation. Due to hyperbole about emerging technologies' "radical and transformational" effects on education, there have been more calls in recent years for their usage and integration in higher education settings.

1.6] Education via Social Media App - Twitter

Social media platforms weren't specifically created to help education or other learning-related activities, but their availability for networking and content sharing has made them an obvious choice for those uses.

Twitter has created a new avenue for the distribution of information since its launch in 2006 and has experienced rapid user growth. One of the microblogging services, it enables users to send and receive information instantly from websites to mobile applications. A user can register for an account and create personal profiles as instructed by the system with just a working email address. As a result of its high accessibility, novelty, and real-time nature, Twitter is a useful instrument for communication. It is used as a pedagogical tool by students, teachers, and other stakeholders to learn knowledge, communicate with one another, take part in their communities of interest, and express their perspectives on particular subjects. Additionally, because of its distinct characteristics and unconventional teaching style, Twitter can raise students' enthusiasm and engagement while also enhancing their learning capacities. However, a few studies have also highlighted the disadvantages of incorporating Twitter into the educational context. These studies have emphasized inappropriate usage, overexposure, reputation, information overload, addiction, and other content and personal privacy issues.

1.7] Digital Scholarship

Veletsianos and Kimmons in their journal, "Assumptions and Challenges of Open Scholarship" (2012) suggest that scholarship in the digital world refers to "a collection of emergent scholarly practices that espouse openness and sharing . . . [encompassing] (1) Open Access and Open Publishing, (2) Open Education, including Open Educational Resources and Open Teaching, and (3) Networked Participation." While the term "digital scholarship" is frequently used to refer to the use of technology to conduct research more efficiently (e.g., using bibliographic management tools) and provide access to it more quickly (e.g., through e-journals), recent research suggests that social media can be used to not only amplify but also transform scholarly endeavors. Using social media apps and websites is an attempt to explain scholarly practices. The information available on the internet can be used to investigate the role and function of social technologies in scholarly lives. Scholarly tweeters, posts, reports, blogs, and so on could (1) keep others up to date on their activities and whereabouts, (2) express opinions to influence others, (3) solicit opinions and feedback from others, (4) think by writing and (5) release emotional

tension. As a result, anyone with access to reliable websites and apps can obtain new information on a daily basis in order to educate themselves. According to Veletsianos (2012), who examined 4500 tweets from 45 higher education scholars analyzed that the tweet's content contains shared information, resources, and media relating to their professional practice and shared information about their classroom and their students. These scholars request assistance from suggestions offered and engage in a social commentary to make connections.

REVIEW OF LITERATURE

International Studies of the Research Topic

"Confronting the Challenges of Participatory Culture: Media Education for the 21st Century" [2009] by Henry Jenkins {Director of the Comparative Media Studies Program at the Massachusetts Institute of Technology} with Katie Clinton, Ravi Purushotma, Alice J. Robison and Margaret Weigel states that many today's Internet users are actively involved in participatory cultures, such by joining online communities (Facebook, message boards, game clans), creating original work in novel formats (digital sampling, modding, fan video making, fan fiction), working in groups to complete tasks and acquire new knowledge (like in Wikipedia), and influencing the media landscape (as in blogging or podcasting). An expanding corpus of academic research points to potential advantages of these activities, such as chances for peer-to-peer learning, the development of skills needed in today's jobs, and a more assertive notion of citizenship. Some contend that young people acquire these important skills and competencies on their own through exposure to popular culture; however, issues with access inequality, a lack of media transparency, and the demise of conventional forms of socialization and professional training point to the need for policy and educational intervention. This report intends to change the "digital divide" discourse from concerns about access to technology to concerns about access to chances for participation in participatory culture and how to give all young people the chance to develop the necessary social and cultural competencies. The authors contend that developing these abilities necessitates a comprehensive approach to media education; parents, after-school programmes, and schools all have specific roles to play.

"Should We Ask Students to Tweet? Perceptions, Patterns, and Problems of Assigned Social Media Participation" [2020] by Daniel G. Krutka {University of North Texas} and Nicole Damico {University of Central Florida} states that social media has been more and more included in education courses taught by teacher educators with the goals of enhancing learning and preparing students for a connected world. The authors of this study aimed to better understand the opportunities and difficulties of scaffolding 60 pre-and in-service teachers from two universities into PLNs {Personal Learning Network} using a social media assignment. Participants discussed teacher methods, used teacher Twitter, and planned out potential uses in the future. Education students had favourable opinions of the relational and pertinent components of Twitter use, which is consistent with earlier findings. Students' participation, however, did not resemble the affinity spaces' participatory cultures, which are frequently described in the literature by linked educators. Instead, participants stopped utilising their accounts for professional education after the seminar by stopping to tweet around deadlines. This paper contends that social media integration for education students should prioritise relational and pertinent engagements and content rather than striving to create social media-augmented PLNs {Personal Learning Network} for unknowable futures, in contrast to current literature.

National Studies of the Research Topic

"Theoretical Extension Of The New Education Policy 2020 Using Twitter Mining" [2021] by Rahul Pratap Singh Kaurav {Assistant Professor, Prestige Institute of Management}, Gwalior Sumit Narula {Associate Professor, Amity University Madhya Pradesh, Gwalior} Ruturaj Baber {SCMS, Faculty of Management, Symbiosis, Nagpur} Pinaz Tiwari {DTHM, Jamia Millia Islamia, Delhi} - The research paper states that the UN's Agenda for Sustainable Development Goal 4 is to "provide inclusive and equitable quality education and promote lifelong learning opportunities for all," and India adopted it in 2015. To achieve the intended sustainable aim, the Indian government introduced the New Education Policy (NEP) in 2020 because the current educational system was insufficient. This study intends to assess the NEP paradigm in the higher education sector and is seen as an inclusive education strategy that concentrates on strengthening knowledge and value-based education. The study gathered information from official policy documents (found on the website of the Ministry of Human Resource Development) and Twitter to examine the NEP's key topics. The data were analyzed using computer-assisted qualitative data analysis software by applying the qualitative analysis methodology. Sentiment analysis and various graphical representations were carried out after data mining from tweets and policy documents. Three themes were found in the study: discipline, language, and students. According to the attitude research, the majority of respondents were upbeat about the NEP's implementation in the higher education sector. The study offers useful recommendations for instructors, researchers, and higher education institutions (HEIs).

"Sentiment analysis of top colleges in India using Twitter data" [2016] by Nehal Mam-gain {Department of Computer Science, Graphic Era University, Dehradun, India}, Ekta Mehta {Department of Computer Science, Graphic Era University, Dehradun, India}, Ankush Mittal {Department of Computer Science, Graphic Era University, Dehradun, India} and Gaurav Bhatt {Department of Computer Science, Graphic Era University, Dehradun, India} states that in the present times, one of the most important variables in shaping our perceptions and determining the success of a brand, product, or service is the availability of opinions and reviews. Stakeholders frequently use social media, particularly Twitter, to voice their opinions since the introduction and spread of social media worldwide. Although Twitter data is incredibly insightful, it offers difficult analysis due to its size and disarray. This research paper has a thorough exploration of the nascent field of sentiment analysis of public perceptions of the best institutions in India. Spelling correction, which is neglected in other research papers, was handled using a probabilistic model based on Bayes' theorem in addition to additional preprocessing steps including the expansion of net jargon and elimination of duplicate tweets. This article also emphasizes a comparison of the outcomes produced by using the following machine learning algorithms: Naive Bayes, Support Vector Machine, and the Multilayer Perceptron model of an artificial neural network. In addition, a comparison of the four distinct SVM kernels—RBF, linear, polynomial, and sigmoid—has been provided.

Regional Studies of the Research Topic

"Twitter for University using Cloud" [2011] by Shantanu R. Wagh (D.Y. Patil College Of Engineering, Akurdi, Pune, University of Pune, Maharashtra, India) and Kalyan D. Bamane {D.Y. Patil College Of Engineering, Akurdi, Pune, University of Pune, Maharashtra, India} - In this research, researchers offer a project that would create a website similar to Twitter for academic purposes, intending to have students, college professors, and university administrators utilize it. The university administration will give students and faculty all the alerts they need about events happening at the university, such as result notifications, schedules, activities, fees, significant dates, etc. By signing into their accounts and visiting their home pages, the faculty and staff can follow the university administration and receive the relevant notifications. Additionally, because this project would be

implemented in the cloud, it would be accessible around the clock and save the University money by eliminating the need to maintain expensive servers. This project attempts to promote student-teacher engagement outside of the classroom by employing social networking and technology for educational reasons.

"TweetAnalyzer: Twitter Trend Detection and Visualization" [2017] by Zeel Doshi {Department of Information Technology Dwarkadas J. Sanghvi College of Engineering Mumbai, India}, Kushal Ajmera {Department of Information Technology Dwarkadas J. Sanghvi College of Engineering Mumbai, India}, Subhash Nadkarni {Department of Information Technology Dwarkadas J. Sanghvi College of Engineering Mumbai, India} and Prof. Neepa Shah {Department of Information Technology Dwarkadas J. Sanghvi College of Engineering Mumbai, India} - One of the most popular social networking services is Twitter. Twitter has gained widespread acceptance among users as a tool for disseminating news, exchanging articles, and engaging in worldwide social networking. As a result, there is the potential for using such a high-volume, high-velocity rush of Twitter data generated every second for important analytical and interpretative applications. This research study aims to present TweetAnalyzer, a straightforward solution. Researchers suggest a method for obtaining real-time Twitter data extraction and bar graph representation of active users and trending hashtags. When displaying the tweets on a globe map, TweetAnalyzer additionally uses the user's current location to calculate the coordinates. The proposed system is easily deployable and suitable for many practical uses, including corporate intelligence, job search, and news updates.

RESEARCH METHODOLOGY

The study focuses on how social media, particularly Twitter, is used in the field of education. Twitter is a microblogging website that excels in a variety of academic applications. The advantages of using Twitter in education can be very advantageous for educators, students, and parents. The concise tweets can be used as a quick way to update pupils on any changes and collaborate as a wonderful team. Twitter is a useful resource for career advancement. Many times, educators just run out of innovative and interactive teaching strategies. Teachers may instantly access hundreds of vital links by searching for "Twitter for Teachers" resources. The use of Twitter in the classroom promotes student interaction and empowers them to voice their opinions and stand up for the causes they support.

Users may sync Twitter with WordPress blogs, and Twitter will be where users receive all update notifications. Everyone can check in and view the most recent updates of various logs in this manner without having to manually input each address. By clicking on the link, teachers can see what their students have posted, and students can see what their peers have posted and updated. All the students have to do is enter pertinent terms in the search field to get a list of several websites and blogs that are pertinent to their studies. Additionally, you have the choice to look for particular words, figures, discussion topics, related discussion boards, etc. There is a critical need to evaluate the condition of academic research within the domain given the rapidly rising usage by many entities, the potential of Twitter in education, and the wide range of studies conducted therein. Consequently, by thoroughly reviewing the existing studies, the understanding of how Twitter is used in diverse educational contexts is examined. More specifically, this study looks at the studies on how students, educators, and institutions utilize and perceive Twitter as a medium to assist education and learning. The current research also aims to pinpoint the challenges related to the usage and adoption of Twitter in various contexts.

A. Number of Samples in the Study

There was a total of 50 samples used in the investigation. In the Mumbai area, 10 samples were taken from western-line educational institutions, 20 samples were taken from central-line educational institutions, and 20 samples were taken from harbor-line educational institutions.

B. Method of Data Collection

A structured Google Forms Questionnaire that was distributed to students at various educational institutions served as the methodology chosen to collect the research data.

C. Area of Data Collection

The area of data collection was from various educational institutions in the Mumbai region of Maharashtra, India, specifically along the harbor line, central line, and western line. Students from various locations served as samples to help comprehend the relevance of the research issue.

Objectives of Research

1. To examine the relationship between educational strategies and the function of the Twitter app, a social media platform.
2. To study the traditional difference in gratification obtained by the dependent variable, the Twitter app and the independent variable, the education of the youth.
3. To analyze the selection of content from the perspective of education while using Twitter.
4. To bring out suggestive measures for better utility of the Twitter app in the case of education.

Scope and Significance of the Research

The research aims to understand how young people choose social media and the Twitter app for learning. As there is a discussion about ownership of Twitter and the newest trends that influence Twitter tweets. Twitter, a dependent variable, and education, an independent variable, are both analyzed. One will have a better understanding of Twitter's importance and relevance in the field of education after reading the research, depending on audience preferences. Given the fast-expanding usage by many entities, the potential of Twitter in education, and the variety of studies undertaken inside, it is imperative to assess the state of academic research within the domain. Therefore, the understanding of how Twitter is used in various educational situations is evaluated by carefully evaluating the available studies. This study primarily examines studies on how students, teachers, and institutions use and see Twitter as a tool to support education and learning. The current study also seeks to identify the difficulties in utilizing and embracing Twitter in diverse circumstances.

Hypothesis of the Study

1. There is a significant relationship between the social media app, Twitter, and the education of the youth.
2. Educational institutions frequently use the Twitter app in their pedagogical strategies.
3. The use of tweets on the Twitter app to educate young people is significantly and positively correlated.
4. The influence that the educators' tweets, which constitute the independent variable, have on the Twitter app is the dependent variable.
5. The Twitter news feed is carefully chosen to influence young people for the better.
6. Education and the selection and use of content from the Twitter app have a substantial relationship.
7. Since the change of ownership in terms of content generation, the Twitter app has lost credibility.
8. While the application is being utilized for educational purposes, misinformation and disinformation should be kept out by educators.

Study Variables

Any qualities, quantity, or number that can be measured or tallied qualifies as a variable. A data item is another name for a variable. Examples of variables include age, sex, company income and expenses, country of birth, capital expenditures, class grades, eye color, and vehicle kind.

According to Postman and Egan (1949) - "A variable is a characteristic or attribute that can take on a number of values, for example, the number of items that an individual solves on a particular test, the speed with which we respond to a signal, IQ, sex, level of anxiety, and different degree of illumination are the examples of variables that are commonly employed in psychological research."

In the research methodology, there are two types of variables - the independent variable and the dependent variable.

A stimulus variable, also known as an independent variable, is a factor that the investigator chooses or manipulates to determine how it relates to an observed phenomenon.

A dependent variable is a component that changes as the experimenter adds, subtracts, or modifies the independent variable. The dependent variable serves as a measurement of the subject's behavior. The behavior of the individual or animal is the dependent variable. Typically, at least one of several different dimensions is used to measure this reaction.

The variables selected in the research study are:

The education of the youth, which is related to the cause, is the independent variable in the research study.

The social media app, Twitter, which is related to the effect, is the dependent variable in the research study.

Detailed Description of the Locale of the Study

The locale of study of the research is Mumbai, Maharashtra, India.

The Mumbai region is split into the Harbour, Central, and Western lines, and colleges and institutions are chosen based on location.

Harbour line colleges and institutions – 20 respondents

Central line colleges and institutions – 20 respondents

Western line colleges and institutions -10 respondents

The study was conducted in this area since the majority of college-bound pupils use Twitter for educational purposes.

The total number of respondents was 50.

Tools for Data Collection

The main tool of data collection is a structured questionnaire. For the survey, simple random sampling is implemented. The survey's results were compiled using structured questions that used the Likert scale (five-point scale) and the Semantic Differential scale (seven-point scale). 50 people were given questionnaires, including college-bound students of various ages and genders.

Primary Data Collection

The data collection source in the primary form is a structured questionnaire in the form of the survey method. There have been 90 questionnaires split equally across the 30 questionnaires for Mumbai's western, central, and harbor regions.

Secondary Data Collection

To comprehend definitions and terminologies, secondary data collection has been done in the study. To explain technical topics and obtain statistical data, numerous websites, publications, books, and curricula have been reviewed.

Pilot Study

A pilot study, which is typically a smaller-scale study that aids in planning and modifying the major study, is the initial step of the complete research methodology. In large-scale clinical research, the pilot or small-scale study frequently comes first to assess the validity of the main trial.

The purpose of the pilot study was to modify the research design. 10 Somaiya Vidyavihar University students in Mumbai were given the produced questionnaire to understand their responses and collect their comments. We learned that the issue is liable, and that research can be done on it after receiving 10 answers.

Statistical Analysis

The statistical analysis used in the study centers on the percentage analysis technique and Bivariate chi-square test is applied.

Operational Definitions

In the study the five major keywords are:

1] Social Media Apps

Internet-based social media refers to websites and programmes that emphasize collaboration, sharing of material, engagement, and community-based feedback.

2] Social Media App - Twitter

The social networking and microblogging platform Twitter were founded in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. It went live in July of that same year. Twitter, Inc. is a California corporation with its global headquarters in San Francisco and more than 25 outposts. Dorsey claims that the name "Twitter" developed accidentally. The definitions were "a quick burst of unimportant information" and "bird chirps." Scala, Ruby, and Java were used to create the written code for Twitter.

3] Education

The act or process of accumulating general information, sharpening one's analytical and decision-making skills, and generally putting oneself or others intellectually in a mature life stage.

4] Youth

For statistical reasons, "youth" is defined as individuals between the ages of 15 and 24, without regard to other factors.

5] Mumbai Region Samples

The subset of the total population is the sample for the research study. In the study, the Mumbai region is selected for sampling of harbor, central and western line colleges and universities.

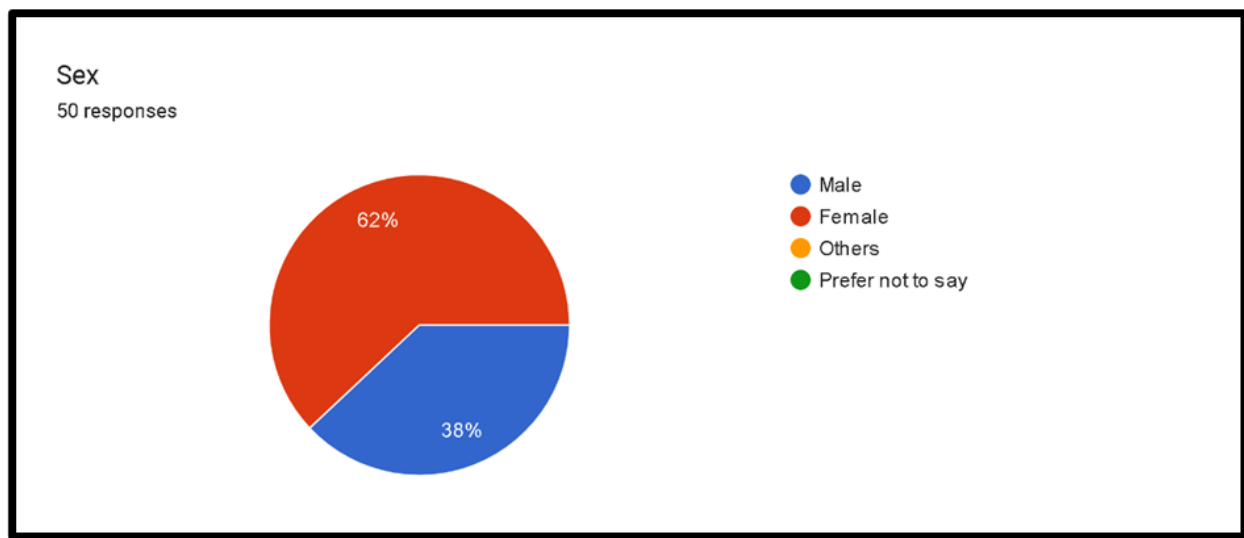
DATA ANALYSIS

Social learning is not a new phenomenon like social platforms like Twitter may be. Social learning ideas have been around for a very long time, long before the Internet even existed. New developments in technology, information flow, and media proliferation can occasionally be seen negatively. Media and Information Literacy (MIL) enables people to take advantage of possibilities while defending themselves against risks. MIL aids individuals in their efforts to improve their lifelong learning and social skills. Social learning can be revived and carried out through social media, which makes sense. The internet is the primary source of information, education, and entertainment for young people in our digital age. These characteristics are largely provided by online networking sites and apps. Youth utilize the Twitter app to voice their opinions and make recommendations to educational institutions so they can see and grasp the current trends in education. Twitter provides suggestions to adjust teaching techniques in education through its succinct tweets, retweets, and graphical representations. By having students use the search box, Twitter may be used as a research tool.

The idea of global citizenship education is promoted by UNESCO and several stakeholders worldwide. The UNESCO framework identifies several unique aspects of global citizenship education. We underlined the value of social learning in the introduction of this resource. Social learning and becoming a good digital citizen are two essential components of global citizenship education. Education in global citizenship has a clear correlation to media and information literacy (MIL), which also empowers individuals to be responsible online citizens.

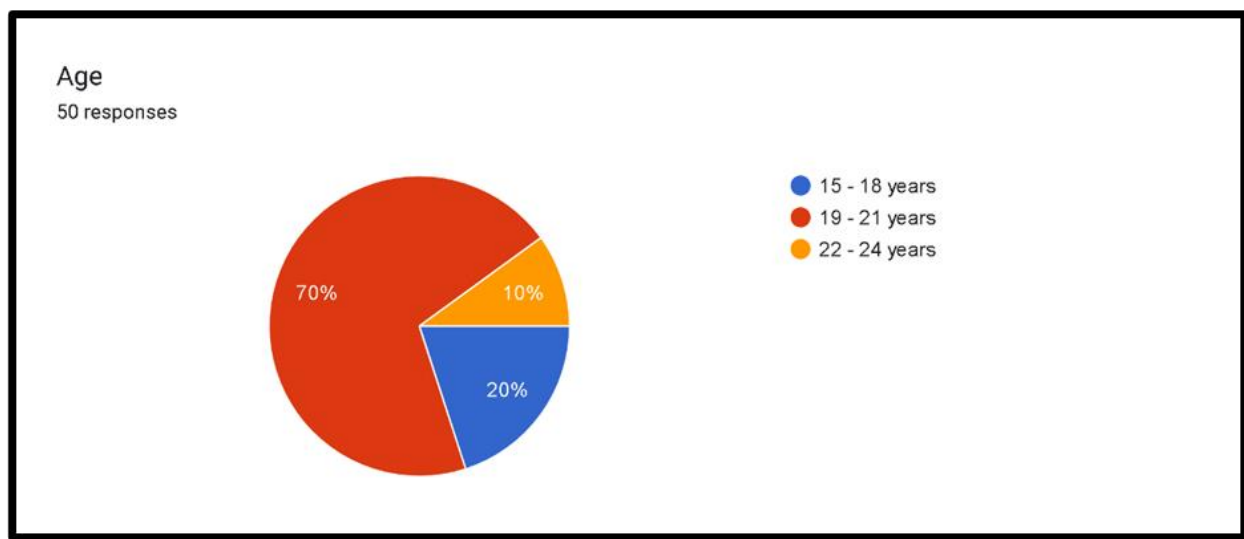
Demographic Profile of the Respondents

Gender	Number of respondents	Percentage
Male	19	38%
Female	31	62%
Total	50	100%



Interpretation – As far as gender is concerned out of 50 respondents 19 respondents are males and 31 respondents are females.

Age	Number of respondents	Percentage
15 - 18 years	10	20%
19 - 21 years	35	70%
22 - 24 years	5	10%
Total	50	100%



Interpretation – As far as age category is concerned out of 50 respondents –

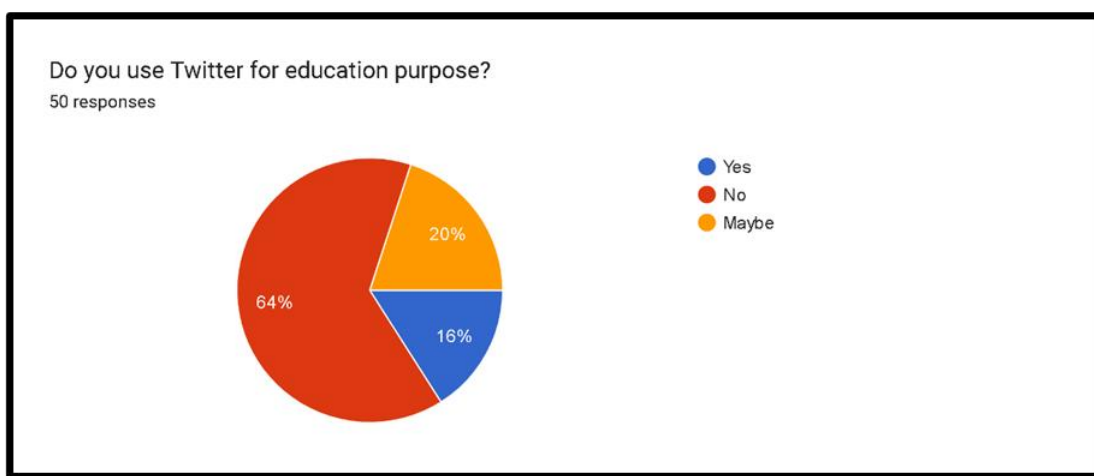
15 to 18 years old are 10 respondents.

19 to 21 years old are 35 respondents.

22 to 24 years old are 5 respondents.

Analysis 1 - Twitter used for education purpose.

Response Scale		Percentage
Yes	8	16%
No	32	64%
Maybe	10	20%
Total	50	100%



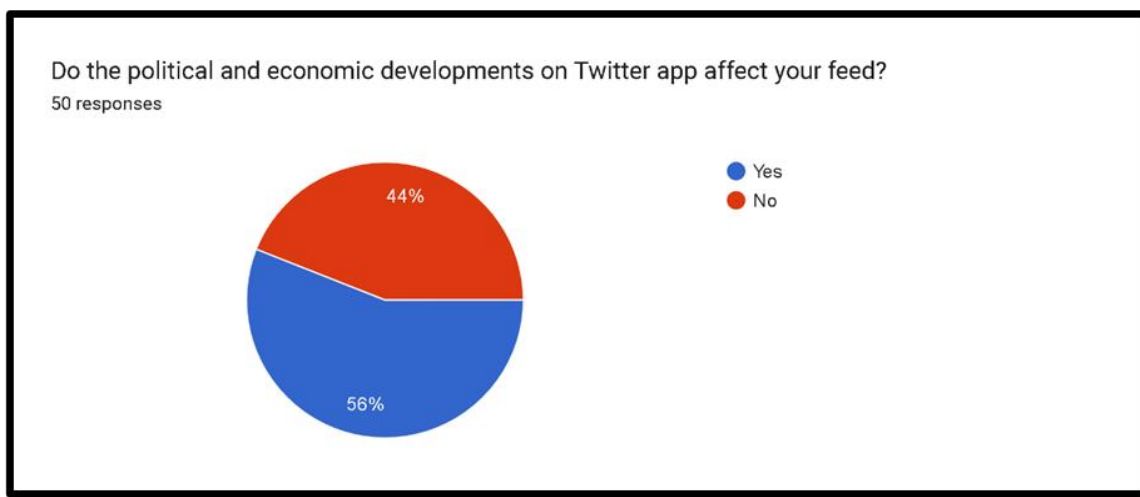
Results						
	15 - 18 Years	19 - 21 Years	22 - 24 Years			Row Totals
Yes	2 (1.60) [0.10]	5 (5.60) [0.06]	1 (0.80) [0.05]			8
No	6 (6.40) [0.03]	22 (22.40) [0.01]	4 (3.20) [0.20]			32
Maybe	2 (2.00) [0.00]	8 (7.00) [0.14]	0 (1.00) [1.00]			10
Column Totals	10	35	5			50 (Grand Total)

The chi-square statistic is 1.5893. The p -value is .810717. The result is *not* significant at $p < .05$.

Interpretation – As the percentage table shows, maximum people i.e., 32 (64%) do not use Twitter for education purposes. There are few respondents, 8 (16%) that use Twitter for education purposes. There are around 10 respondents (20%) that might be using Twitter for education purposes. The majority of people are aware of Twitter but don't use it in the field of education.

Analysis 2 - Economic and political developments that have an impact on the user's Twitter feed

Response Scale		Percentage
Yes	28	56%
No	22	44%
Total	50	100%



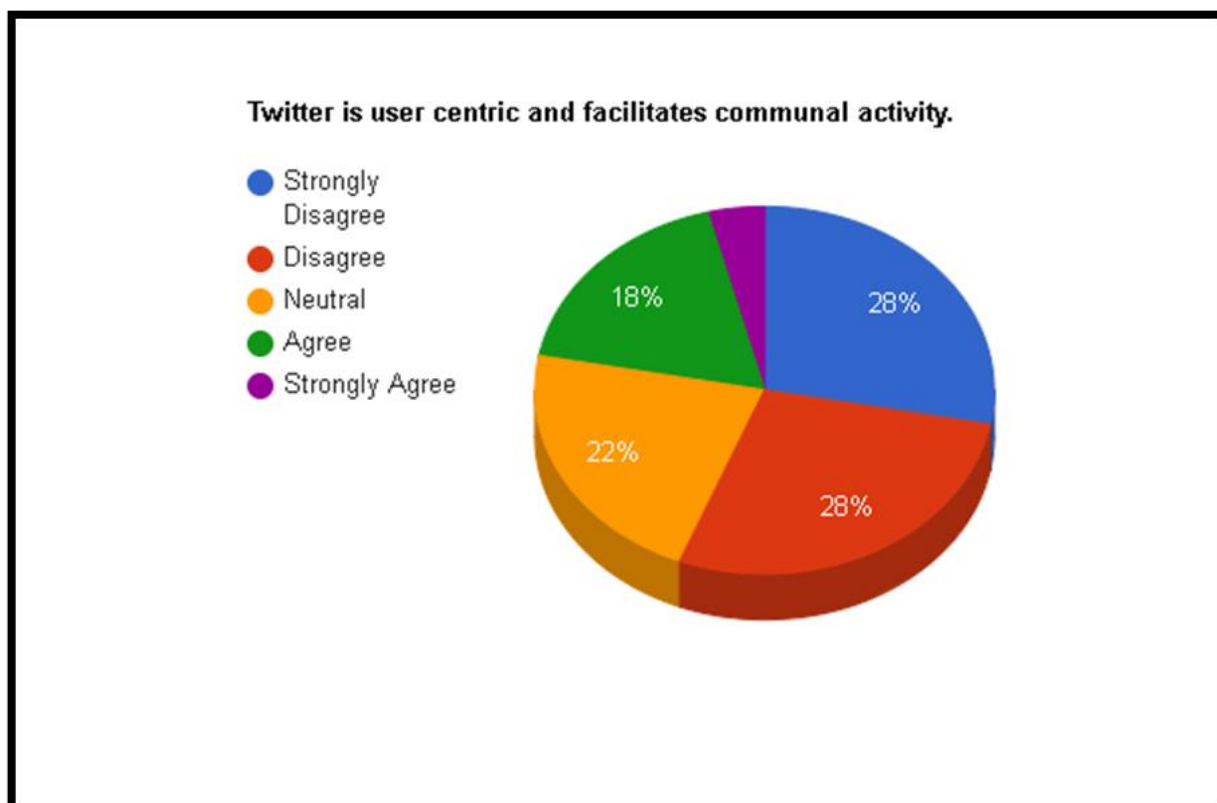
Results						
	15 - 18 Years	19 - 21 Years	22 - 24 Years			Row Totals
Yes	3 (5.60) [1.21]	23 (19.60) [0.59]	2 (2.80) [0.23]			28
No	7 (4.40) [1.54]	12 (15.40) [0.75]	3 (2.20) [0.29]			22
Column Totals	10	35	5			50 (Grand Total)

The chi-square statistic is 4.6034. The *p*-value is .100087. The result is *not* significant at *p* < .05.

Interpretation – As the percentage table shows, maximum people i.e., 28 (56%) agree that Twitter’s feed is affected by economic and political developments for education purposes. There are respondents, 22 (44%) don’t agree that Twitter’s feed is affected by economic and political developments for education purposes. The majority of people state their opinion in the change of Twitter’s feed.

Analysis 3 - Twitter is user centric and facilitates communal activity.

Frequency	Response Scale	Percentage
Strongly Disagree	14	28%
Disagree	14	28%
Neutral	11	22%
Agree	9	18%
Strongly Agree	2	4%
Total	50	100%



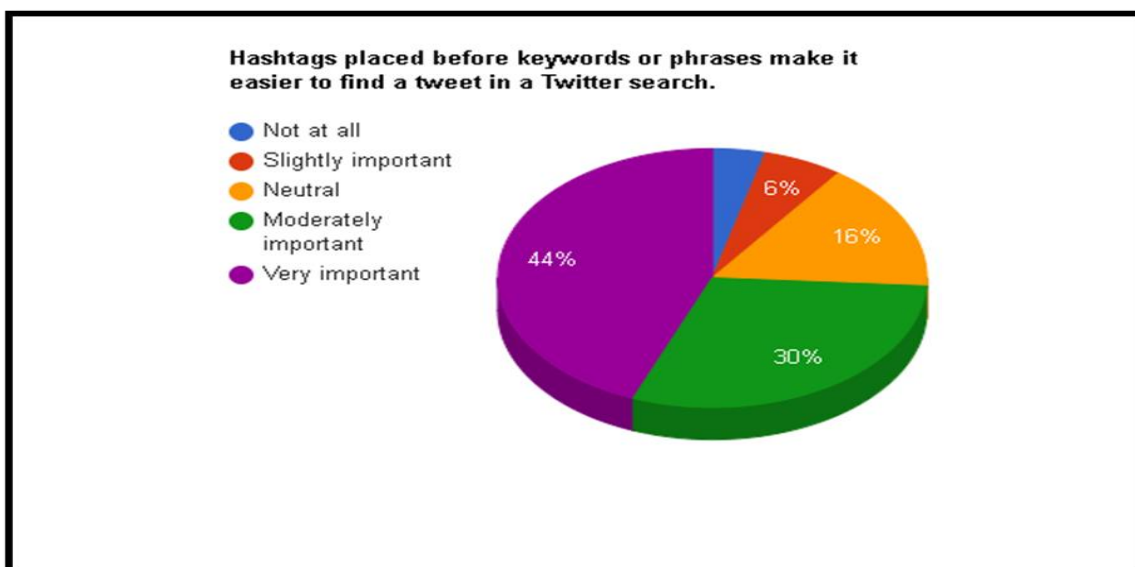
Results						
	15 - 18 Years	19 - 21 Years	22 - 24 Years			Row Totals
Strongly Disagree	4 (2.24) [1.38]	3 (8.40) [3.47]	7 (3.36) [3.94]			14
Disagree	4 (2.24) [1.38]	10 (8.40) [0.30]	0 (3.36) [3.36]			14
Neutral	0 (1.76) [1.76]	9 (6.60) [0.87]	2 (2.64) [0.16]			11
Agree	0 (1.44) [1.44]	7 (5.40) [0.47]	2 (2.16) [0.01]			9
Strongly Agree	0 (0.32) [0.32]	1 (1.20) [0.03]	1 (0.48) [0.56]			2
Column Totals	8	30	12			50 (Grand Total)

The chi-square statistic is 19.4757. The *p*-value is .012512. The result is significant at *p* < .05.

Interpretation – As the percentage table shows, minimum respondents 2 (4%) strongly agree and 9 respondents (18%) agree on Twitter being user centric and facilitating communal activity. There are maximum respondents 14 (28%) who strongly disagree and disagree regarding the fact that Twitter is not user centric and does not facilitate communal activity. 11 respondents (22%) are neutral that Twitter is user centric and facilitates communal activity.

Analysis 4 - Hashtags on Twitter apps makes Twitter search easy.

Frequency	Response Scale	Percentage
Not at all important	2	4%
Slightly important	3	6%
Neutral	8	16%
Moderately important	15	30%
Very important	22	44%
Total	50	100%



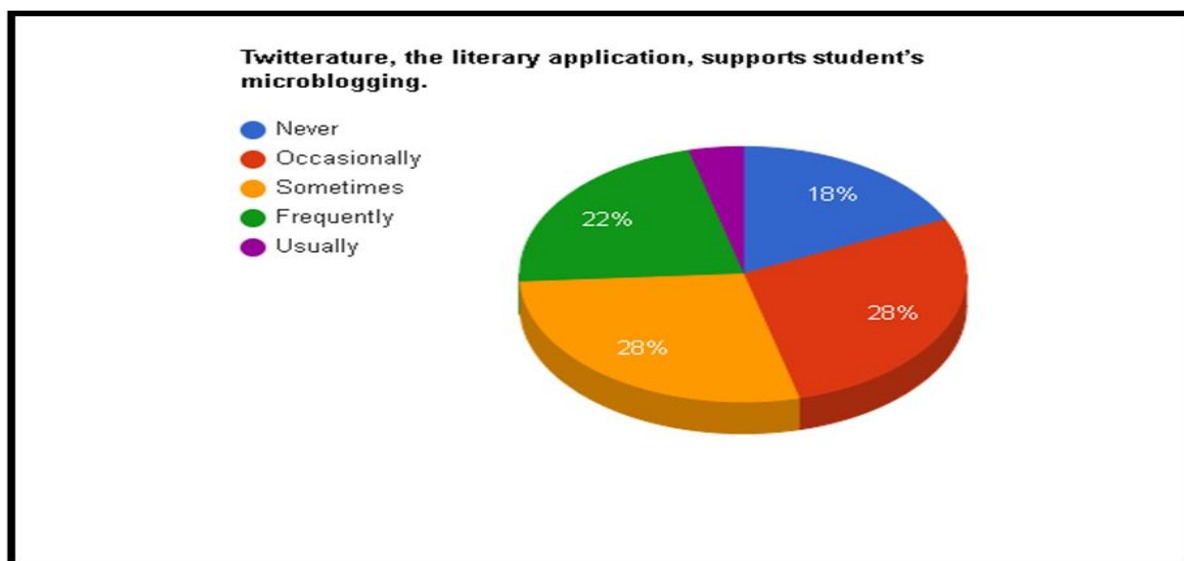
Results						
	15 - 18 Years	19 - 21 Years	22 - 24 Years			Row Totals
Not At All Important	0 (0.56) [0.56]	1 (1.08) [0.01]	1 (0.36) [1.14]			2
Slightly Important	2 (0.84) [1.60]	1 (1.62) [0.24]	0 (0.54) [0.54]			3
Neutral	1 (2.24) [0.69]	6 (4.32) [0.65]	1 (1.44) [0.13]			8
Moderately Important	4 (4.20) [0.01]	9 (8.10) [0.10]	2 (2.70) [0.18]			15
Very Important	7 (6.16) [0.11]	10 (11.88) [0.30]	5 (3.96) [0.27]			22
Column Totals	14	27	9			50 (Grand Total)

The chi-square statistic is 6.5333. The *p*-value is .587718. The result is *not* significant at *p* < .05.

Interpretation – As the percentage table shows, minimum respondents 2 (4%) state that Twitter hashtags are not at all important. 3 (6%) respondents state that Twitter hashtags are slightly important. 8 (16%) respondents are neutral on the ease of search using Twitter hashtags. 15 (30%) respondents state that Twitter hashtags are moderately important for easy search. The maximum respondents 22 (44%) agree that Twitter hashtags are very important for easy search.

Analysis 5 - Twitterature, the literary application, supports student's microblogging.

Frequency	Response Scale	Percentage
Never	9	18%
Occasionally, in about 30% of the chances when I could have used	14	28%
Sometimes, in about 50% of the chances when I could have used	14	28%
Frequently, in about 70% of the chances when I could have used	11	22%
Usually, in about 90% of the chances when I could have used	2	4%
Total	50	100%



Results						
	15 - 18 Years	19 - 21 Years	22 - 24 Years			Row Totals
Never	0 (1.44) [1.44]	7 (5.40) [0.47]	2 (2.16) [0.01]			9
30%	4 (2.24) [1.38]	3 (8.40) [3.47]	7 (3.36) [3.94]			14
50%	4 (2.24) [1.38]	10 (8.40) [0.30]	0 (3.36) [3.36]			14
70%	0 (1.76) [1.76]	9 (6.60) [0.87]	2 (2.64) [0.16]			11
90%	0 (0.32) [0.32]	1 (1.20) [0.03]	1 (0.48) [0.56]			2
Column Totals	8	30	12			50 (Grand Total)

The chi-square statistic is 19.4757. The p -value is .012512. The result is significant at $p < .05$.

Interpretation – As the percentage table shows, minimum respondents 2 (4%) states that Twitterature is a literary platform that they could have used. 11 (22%) respondents stated that Twitterature is a literary platform that they could have used. Maximum respondents 14 (28%) state that Twitterature is a literary platform which is important in the field of education. 14 (28%) states that Twitterature is a literary platform that the respondents are occasionally or rarely are familiar with or use the online platform. 9 (18%) respondents have never used the Twitterature platform.

CONCLUSION

Major Findings of the Study

- In the survey, we collected a total of 50 responses, which includes 38% males and 62% females.
- The age group considered for the survey was between the age group between 15 - 18 years, 19 - 21 years and 22 - 24 years with the maximum number of respondents from the age group of 19 - 21 years old (70%).
- 64% of the respondents do not use Twitter for educational purposes.
- 56% of those surveyed concur that social media users' Twitter feeds are impacted by political and economic issues.
- According to 28% of respondents, Twitter does not promote social networking or focus on the user.
- Hashtags on Twitter apps make Twitter search simple, according to 44% of respondents.
- The literary application Twitterature, which encourages student tweeting, is occasionally used by 28% of respondents.

Test of Hypothesis

1. There is a significant relationship between the use of Twitter and its effectiveness as a tool for educational purposes.

- In the Analysis 1 table it is clearly found that the majority of the respondents think that Twitter is Not used for educational purposes. So, by the Chi Square Statistical Method the P Value is .810717 which is greater than the significance level 0.05. Hence in this statement the **Null Hypothesis is Not Rejected**.
2. There is a significant relationship between economic and political developments and their impact on the content displayed on a user's Twitter feed.
- In the Analysis 2 table it is clearly found that the majority of the respondents think that the Economic and political developments have an impact on the user's Twitter feed. So, by the Chi Square Statistical Method the P value is .4.6034 which is greater than the significance level 0.05. Hence in this statement the **Null Hypothesis is Not Rejected**.
3. There is a significant relationship between Twitter's user-centric design and its ability to facilitate communal activity among users.
- In the Analysis 3 table it is clearly found that the majority of the respondents disagree with the relationship between Twitter's user - centric design and its ability to facilitate communal activity among users. So, by the Chi Square Statistical Method the P value is .012512 which is less than the significance level 0.05. Hence in this statement the **Null Hypothesis is Rejected and Alternative is accepted**.
4. There is a significant relationship between the presence of hashtags on Twitter apps and the ease of conducting searches on Twitter.
- In the Analysis 4 table it is clearly found out that the majority of the respondents think that hashtags on Twitter apps and the ease of conducting searches on Twitter is very important. So, by the Chi Square Statistical Method the P value is .587718 which is greater than the significance level 0.05. Hence in this statement the **Null Hypothesis is Not Rejected**.
5. There is a significant relationship between the use of Twitterature, a literary application, and its ability to support microblogging by students.
- In the Analysis 5 table it is clearly found that there is No relationship between the use of Twitterature, a literary application, and its ability to support microblogging by students. So, by the Chi Square Statistical Method the P value is .012512 which is less than the significance level 0.05. Hence in this statement the **Null Hypothesis is Rejected and Alternative is Accepted**.

Suggestions and Limitations of the Study

- A study can be conducted among young people (15-18 years old) to better understand secondary school students and the Twitter app's relevance in the field of education.
- The study could include a larger sample size to better understand students' attitudes toward the Twitter app about education. The problem researchers encountered during the research was a lack of time; we only had a limited amount of time to collect responses and feedback from 50 people.
- The study did not use an interview method because the researcher wanted to know the opinions of many people, which could only be done through a survey.
- Further study could include PhD students and their thoughts on using Twitter in the field of education.

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By Maya Dollarhide

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