



SRINIVAS UNIVERSITY

Mangalore 575001, Karnataka

Research Centre for Social Media Use



Mrs. Ashwini

Objective :

- ▶ To find the effectiveness of Social Media as teaching tool
- ▶ To find usefulness of Social Media in Education

Description :

The primary purpose of using social media is to know what is happening in between us and to know what people are doing in around us. We can gain many information from people who shares their feelings, thought, ideas and expressions through their posts, shared on social media account's timeline. Most of the educational sectors, hospitality and service sectors are also using social media sites and accounts to exhibits themselves to the society. Social media are also used in education nowadays. Students and academics can connect each other through the help of social media. These are also playing the major role in contributing idea.

Publications :

Conference :

Pratheeksha, Ashwini, (2018), "THE IMPACT OF SOCIAL MEDIA ON THE ACADEMIC DEVELOPMENT OF COLLEGE STUDENTS" ISBN No. 978-93-88805-50-6

Working Paper :

Role of Social Media in Higher Education

Rural Development :

Role of SHG of SKDRDP in women empowerment : A study on Belthangady Taluk

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