

SOCIAL MEDIA IN TEACHING AND LEARNING



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Chapters for the Book of
SOCIAL MEDIA IN TEACHING AND LEARNING

Editor

Dr.C.Thanavathi

Chapter No.	Name of the Author	Title of the Chapter	Page No.
1.	R. Latha & Dr. N. Ramakrishnan	The Use of Social Media for Blended Learning	1 – 9
2.	Vinita V. J. & Dr. M. Ilankumaran	Realizing Student Centred Pedagogic Learning through Content-Based Instruction	11 – 20
3.	J.Jancy &Dr. R.Abilasha	Enhancing Second Language Skills Using Multimedia	21 – 29
4.	Delbio. A & Dr.M.Ilankumaran	Strategies of Modern Teaching Methods in ESL Classroom	31 – 39
5.	R. Catherine Shaniga& Dr. M. Ilankumaran	Mirroring Teachers' Professional Development through Curriculum Transaction	41 – 49
6.	Alamelu G,& Dr. M. Ilankumaran	Building Employability Skills of Engineering Graduates through English in India	51 – 59
7.	Sreena. S. & Dr. M. Ilankumaran	Methods, Ways and Challenges of Acquiring Speaking Skills in Second Language	61 – 69

8.	K. Jeya Gowri & Dr. M. Ilankumaran	Learning English in the L2 Classroom: a study on the Errors Committed by the English Language Learners	71 – 79
9.	S.Kulasekara Vadivoo	Influence of Social media and Mental Health of Students in Teaching and Learning Process	81 – 88
10.	Dr.M.Maria Saroja	Infographics –Visual Graphic Information Knowledge	89 – 98
11.	E.Michael Jeya Priya	Blended learning: an innovative approach In Teaching-Learning Process	99 – 108
12.	Dr.J.Maria Prema & Dr.J.Antony Rajam	Tips for Implementing Blended Learning	109 – 117
13.	Ms. Shwetha R & Dr.Balakoteswari	Blended Learning	119 – 128
14.	Dr A.Sreedevi & Mrs.Kanchana.R	Government Policies Regarding Digital Learning	129 – 137
15.	Febiah R.S. & Dr. M. Ilankumaran	The Role of Media and Technology in the Teaching of English Language	139 – 147
16.	A.Ramachandran	Virtual Learning	149 – 157
17.	M. Sasikala	Digital India Providing Way To Digital Education	159 – 167
18.	Dr.S.Davasuba	Social Media for Teacher Education	169 – 178
19.	Dr.G.Amutha Ranjini	Blended Learning	179 – 188

**INFOGRAPHICS –VISUAL
GRAPHIC INFORMATION KNOWLEDGE**

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Infographics

“A picture is worth a thousand words”

The info graphics can be created and shared between social media network such as WhatsApp, Twitter, Facebook, Instagram, Pinterest etc. (Ru and Ming,2014). The three main objectives of info graphics are public speaking, entertaining students and obtaining readers attraction. Good info graphics should help to visualize a story, defining the complicated information, processing an idea along with an eye-catching design. It can be adopted as a learning tool for all stage of children. Through this all subjects can be designed via suitable visual presentation. It helps to increase new innovative concepts, increase the ability of concept formation, and enhance recalling and retention capacity of the individuals (Lamb and Johnson,2014). Info graphics provide information to their readers in a visual way such as drawings, texts, pictures, etc. It can be used in various fields such as commercial organizations and education. Since comprehensive information can be presented through this it can be used for different purposes such as showing the relationship between different concepts, presentation of the content and transferring process and events (Meeusah and Tangkijviwat,2013).

It is possible to prepare info graphics in different ways. They are classified as interactive, semi interactive and non-interactive depending on the multimedia components they contain (Lankow,Ritchie & Crooks, 2012). Non-interactive info graphics contain fixed text and visual components. Interactive info graphics make it possible to use the information in the same or different media sources in addition to the features of the non-interactive info graphics. Info graphics can be done for several reasons the following are the important ones to enlighten the mystery.

- It helps to communicate and message
- It helps to present huge amount of information in a compact, understandable and easy way.
- It helps to reveal the data by discovering the cause-effect relations.
- It helps to monitor the evolution of certain parameters periodically

Types of Infographics

Info graphics is a data visualization that present complex information quickly and clearly. It includes signs, photos, maps, graphics and charts. It is derived from data and graphics to convey a message. It is used to aid in data interpretation. There are many types of info graphics available worldwide to represent their content in sophisticated and often in an abstract way. However, knowledge of the conventions for distributing and arranging these individual components is necessary for the building of understanding. Here are some major type of info graphics with its usability (Ru,G., &Ming, Z.Y,2014). Info graphics can play an important role in simplifying the information and improving data processing.

Information +Graphic = Info graphic

Infographic image is a visual representation of information, data or knowledge. It differs from ordinary images and photos. It provides information in a specific and practical way. It can be used for signs, maps and technical documents. It includes elements such as charts, maps, logos, calendars and graphics. There are three main types of info graphics

- **Static Info graphics-** It's a simplest and most common type of info graphics which often consists of one image without animated elements in it.
- **Video Info graphics-** It achieved with short videos combined with illustrations, visual images, and text.
- **Interactive Info graphics** -It is a dynamic composition containing animated elements. Users can extent, interact with individual elements and data. It allows the visualization of a large amount of data in a single.

Educational Infographics

- **Visual.ly-**It's a great source which help to share and find new infographics
- **Cool Infographics-** This is a blog featuring many infographics on a range of topics.
- **GOOD Infographics-** It's a collection of infographics from GOOD Magazine.

- Gapminder- It consists of many statistics from around the world. It consists of ideas and resources for teachers.
- Pinterest- It is tool for sharing visuals and contains many infographics.
- Google public data- It helps to compare and explore public data using Google's easy visualization tools.

Tools for Making Infographics

- Easel.ly- Used to browse and create own infographics visuals
- PikoChart- Simple to use and contains theme in it.
- Many Eyes- In this we have to upload data and statistical data for the creation of infographics.
- Hohli- It is an online chart builder for bar graphs, pie charts and more.
- Wordle- It is a simple tool for making word clouds. Word clouds are used for making main idea of a piece of writing

Impact of Infographics in Education

Infographics can be used to teach basic information about a subject, present new information to confirm the information currently available. Info graphics are useful in supporting the development of students. It is an effective communication tool which can be used to enhance student's communication skills (Smiciklas, 2012). It helps to understand and organize the basic information in the student's mind. It

helps to make students to think out of the box and enlarge their thinking capacity. Therefore, creating infographics may help students to improve their imagination level, critical thinking, analysis and making synthesis skills in addition to creating instructional design skills (Fleming and Levie, 1993). It helps teachers to engage students with various learning activities. They use this for brain storming, think tank, to introduce new topics, warm up activities during lectures, evaluation. It helps to summarize the contents and increase more chances for students-teachers interaction (Vanichvasin, 2013). It also helps to enhance visual knowledge and skills of students by increasing their skills such as thinking, learning and expression. It is an alternative tool which is able to illustrate student's highest achievements in education. Infographics is the powerful way of improving communication among students which increase the active participation in the classroom environment. It helps to reinforce the comprehension speed of information, raise the chance of sharing and fuelling the information in a wide variety of digital channels. Students can carry out discussions or their own share with their classmates or in online media. It helps the teachers to activate the verbal and visual processing channels of student's and also guide them to enhance meaningful learning.

How to Use Infographics in Teaching Process

To explore education-specific themes or focus on virtually we can use info graphics to accomplish the goals of learning.

- **Increase Awareness of an issue** – It helps to educate students about important social issues. The teacher informs why and how to take action for those important issues. This is most effective when it concludes with a strong call of action (CTA) that tells students exactly what to do next.
- **Illustrate a Historical Timeline**– It is ideal for highlighting key events throughout a historical period. It helps the students to understand and rethink about the events and their influence on the particular area. It helps to focus the content and prevent it from being overly detailed or difficult to follow.
- **Highlight important statistics**– Adding graphics and short text explanations can make a string of numbers much easier to understand and remember. It helps the enhance students' insight into a high-level topic.
- **Provide Helpful Tips**–It helps students to work through multifaceted problems. This tends to work best on key issues and gain students attention. It provides tips to overcome the related effects.
- **Generate interest in an event**– It helps to use the combination of visual and text elements to showcase key statistics about attendees or performers, share details about exciting highlights.
- **Step-by-step instructions** – It helps to complete a complex procedure. It helps to identify the goal at each stage and understand how to handle it efficiently.

Integrated Infographics in Learning Activities

Visual aids are a smart way to produce topics for students. It increases student interest and engage them in studies.

Depending on the level of students and the subject infographics can be used in number of learning activities such as

- By using an eye-catching visual graphic, new lesson can be introduced in an interesting way.
- It helps to motivate students to read a textbook passage, to start and lead classroom discussion.
- It can be used for storytelling and catch students' attention with inspiring images.
- Inspire students to create chart with the key events.
- To motivate and analyze a topic
- To develop visual slide to accompany a written research assignment.
- To encourage students to share their understanding about the process in a step-by- step.
- Inspire students and make innovative combination of modern graphics with their projects

Practical Implication

- The integration of the technology in learning increase students' achievement compared to traditional mode of teaching.
- It helps to assist students in their social, emotional, psychological and as well as economic growth.
- Evaluation has been done in step wise while creating instructional design.
- It provides easy accessibility to the students with the immediate feedback from the facilitator and peer groups.

- It can be a good discussion starter for the new article or topics.
- It can be used as a starting point for more in-depth research.
- It can be used in practice reading charts and interpreting statistics using info graphics.

Conclusion

New media and digital technologies helps both teachers and learners to expand learning possibilities. Introducing digital tools in the teaching-learning process increase the flexibility. It enables young people to excel in critical, analytical and critical activity. New technology offers spontaneous reaction, update data and immediate feedback. Due to the incorporation of technology the curriculum transformation in the education field. Instructional materials such as text, audio, picture and graphics etc. which offer the interest in learning. Continuous use of it increase communication skill in students. Education in this current scenario must fulfill the needs of all the students so upgrading the level of teaching process. Worldwide education systems, researchers, teachers and parents consider technology to be a critical part of a child's education. So info graphics which helps the students to think out of the box and increase their rethinking process.

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