

IMPACT OF DIGITAL LEARNING IN EDUCATION SECTOR : A PANDEMIC PERSPECTIVE

VOLUME - I

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REMOTE LEARNING INITIATIVES UNDERTAKEN ACROSS INDIA : AN OUTLOOK

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Abstract

The whole world has faced the most life-threatening and perilous conditions due to the Coronavirus. With the occurrence of COVID-19, the educationalist, practitioners, and many other stakeholders were at great loss, which causes the dismissal of physical classes and live interaction with the Students. The Government of India ensures learning for all, with equity, to cover up all students at all levels of education in all places, mainly in the remote areas of the country. With pro-active lead of the state governments to cater to and engage students in the learning process, tablets/smart phone were provided. Alternative Academic calendar by NCERT with maintaining cyber security and safety has been worked out during the pandemic. State governments have provided smartphones and tablets to the students to keep them engaged with the learning process, within the same context, many remarkable and commendable initiatives have been made by respective State/UT to overcome the digital divide.

In these circumstances, Electronic learning (E-learning), Online learning, and the use of Information and Communications Technology (ICT) tools came in handy. It helped the learners in the dissemination of ideas, conducting online classes, making online discussion forums, and taking online examinations. The initiatives at the forefront of this noble battle launched by the Department of School Education and Literacy, Ministry of Human Resources Development (MHRD) includes Diksha, Swayam Prabha Channel, Shiksha Van, E-Pathshala, and National Repository of Open Educational Resources (NROER). Despite the issues raised in this learning, the outcomes come to be satisfactorily favoring online learning. Remote education is not easy without the child's direct contact with the teacher, without access to the Internet, computer, or even without access to electricity. The paper discussed the struggle of Indian people in the society with limitations such as the inability to establish direct contact between the teacher and the student, the lack of Internet access, the lack of access to libraries and teaching aids, the lack of access to school infrastructure, as well as the inability to use direct help of peers. The Indian government is trying to improve the existing educational programmes and create new ones based on resources available to India's poorest people. It is done to avoid children dropping out of school and minimize the gap between poor and rich Indian communities.

Keywords: COVID-19, Digital Learning, Remote Learning, Government Initiatives, Online Teaching, Challenges

Introduction

More than 320 million students have been forced to stay at home in India after the government announced the closing of schools due to coronavirus pandemic. The introduction of remote classes started instantaneously though most of the citizens do not have remote devices or internet facility. According to data from July 2020, only 50% of the Indian population

Chapter 4

Differential Privacy Techniques–Based Information Security for Cyber Physical System Applications: An Overview

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ABSTRACT

A cyber physical system (CPS) is a mechanism that monitors and controls entire devices which are connected together. Secured data transmission in CPS systems is a major problem. To provide information security for CPS applications, certain privacy preservation strategies need to be followed. Encryption and anonymization are existing traditional privacy preservation techniques which are not suitable to provide information security for advanced systems called CPS. Differential techniques is an emerging privacy technique where a required amount of noise is added using various mathematical algorithms with data while sharing information between devices in CPSs. The process of adding noise with data is called data perturbation. There

DOI: 10.4018/978-1-7998-9308-0.ch004

Proceedings of the

RATHINOM
COLLEGE OF ARTS & SCIENCE

**INTERNATIONAL CONFERENCE ON
RECENT TRENDS IN COMPUTER SCIENCE,
ENGINEERING AND INFORMATION TECHNOLOGY
ICRTCEI - 2022**



Organized by
Department of Computer Science

Rathinam College of Arts and Science

(An Autonomous Institution Affiliated to Bharathiar University, Accredited by NAAC with 'A++' Grade, NIRF
Ranked, approved by AICTE and recognized by UGC under 2(f) & 12B) Rathinam Techzone Campus, Pollachi
Road, Eachanari (PO), Coimbatore - 641021, Tamil Nadu, India

25th Nov 2022

Laser Park Publishing House
No. 5, M.G. Colony, Lingennoor Road, Vadavalli,
Coimbatore - 641 041. www.Lpphouse.com
Lpphouse@gmail.com Phone : 98422 92545



18. SEGMENTATION TECHNIQUES REVIEW IN IMAGE PROCESSING

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ABSTRACT : In everyday life, new advances are arising in the field of Picture handling, particularly in the space of division. This paper presents a short blueprint on probably the most well-known division methods like thresholding, Model based, Edge recognition, Grouping and so forth, referencing its benefits as well as the downsides. A portion of the methods are reasonable for loud pictures. In that Markov Arbitrary Field (MRF) is the most grounded technique for clamor scratch-off in pictures though thresholding is the least complex strategy for division.

Keywords: Threshold, Clustering, MRF, Edge Detection

I. INTRODUCTION:

Segmentation is the most important part in image processing. Fence off an entire image into several parts which is something more meaningful and easier for further process. These several parts that are rejoined will cover the entire image. Segmentation may also depend on various features that are contained in the image. It may be either color or texture. Before denoising an image, it is segmented to recover the original image. The main motto of segmentation is to reduce the information for easy analysis. Segmentation is also useful in Image Analysis and Image Compression.

II. CLASSIFICATION:

Segmentation can be classified as follows:

- Region Based
- Edge Based
- Threshold
- Feature Based Clustering
- Model Based



Fig 1.Various types of segmentation

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Dr. K. VEERAKUMAR & Mr. M. SELVA KUMAR



Published By
DK International Research Foundation
Perambalur, Tamilnadu, India

AN ANALYTICAL JOURNEY TOWARDS NEW EDUCATION POLICY

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ABSTRACT

The New Education Policy proposed by the Government of India has its vision on educating, encourage & enlightening our students who are the designers of the future of our Country. The NEP is an extremely welcome move. It has the ambitious goals which includes whether the right programs are enacted in the education policy and the supports provided for the implementation process are sufficient and efficient. Research showed most educators in the previous decades did not want to implement such programs, but also that they did not know how to implement them. The new education policy invokes both the early implementation research findings as well as the early local educational change findings. Several studies are investigated in the late 1970's and 1980's. One key finding from curriculum implementation study is that changing one curriculum area at a time is much easier than changing several simultaneously. In our nation, the new education policy much be centered on the four pillars of excellence, equal access, expansion and employability. The structure of this new policy will be a 5+3+3+4. It is framed as 12 years of school and 3 years of Anganwadi / pre-school replacing old 10+2 structure. This article examines the efforts in the New Education Policy. India will accelerate its progress to become a world-class education hub and a knowledge superpower.

Keywords: New Education Policy, Higher Education, Colleges, Education System

I. INTRODUCTION

The National Policy on Education (NPE) is a policy formulated by the authorities of India to promote schooling amongst India's people. The policy covers elementary training to schools in each rural and urban India. The primary NPE become promulgated by using the authorities of India by using former Prime Minister Indira Gandhi in 1968, the second one by using Former Prime Minister Rajiv Gandhi in 1986, and the 3rd by our Prime Minister Narendra Modi in 2020. The National Education Policy 2020 (NEP 2020), which turned into accepted by using the Union Cabinet of India on 29th July 2020, outlines the vision of India's new schooling gadget. The brand new coverage replaces the preceding countrywide coverage on training, 1986. The policy is a complete framework for fundamental training to better schooling in addition

IMPACT OF DIGITAL LEARNING FOR SMART FUTURE

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ABSTRACT

Today's education is expanding in every aspect and coming to a turning point in its history. Sophisticated technologies are seemly a part of our everyday life to make it completely different from Traditional teaching and learning, and it is changing drastically as well. There are many interesting trends in latest version of education including video-based learning, personalized Learning, gamification, micro learning, or mobile learning(m-learning), acceleration and contextualization of learning, crowd sourced learning, and much more. However, it can be expressed in a single word known as "*digitalization*". It the main trend that is going to transform the world of education once and for all. Indeed, the majority of impactful changes in the industry are in one way or another related to digital technologies. In this article, we are going to highlight the most interesting and influential trends in today's learning and teaching in digital age, digital technologies in classroom, resources, tools, and their future enhancement.

KEYWORDS: E-Learning, Teaching, Resources, Tools, Technology

INTRODUCTION

Digital learning has been referred as 'technology enhanced learning' or e-learning or electronic learning. Learning using technology is not same as learning through technology. Learning using technology intimate that the technology is being used as a method among many others. At the same time learning using technology recommend that the technology is the sole channel, through which the students receive instruction and it is communicated with the instructor. There are absolutely many medias and technologies available to support e-learning. For instance, the www is a communication medium that liberates the learner which simultaneously bond with others, and establish the communities of learning. It describes a set of technology mediated methods that supports student learning by providing instructions, tutoring and assessment etc.

S. Karpagavalli
A. Kalaivani
R. Jayaprakash

**INTRODUCTION TO ARTIFICIAL INTELLIGENCE AND MACHINE
LEARNING**

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**S. Karpagavalli
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Cover image: www.ingimage.com

Publisher:

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Dodo Books Indian Ocean Ltd., member of the OmniScriptum S.R.L
Publishing group

str. A.Russo 15, of. 61, Chisinau-2068, Republic of Moldova Europe

Printed at: see last page

ISBN: 978-620-5-48826-3

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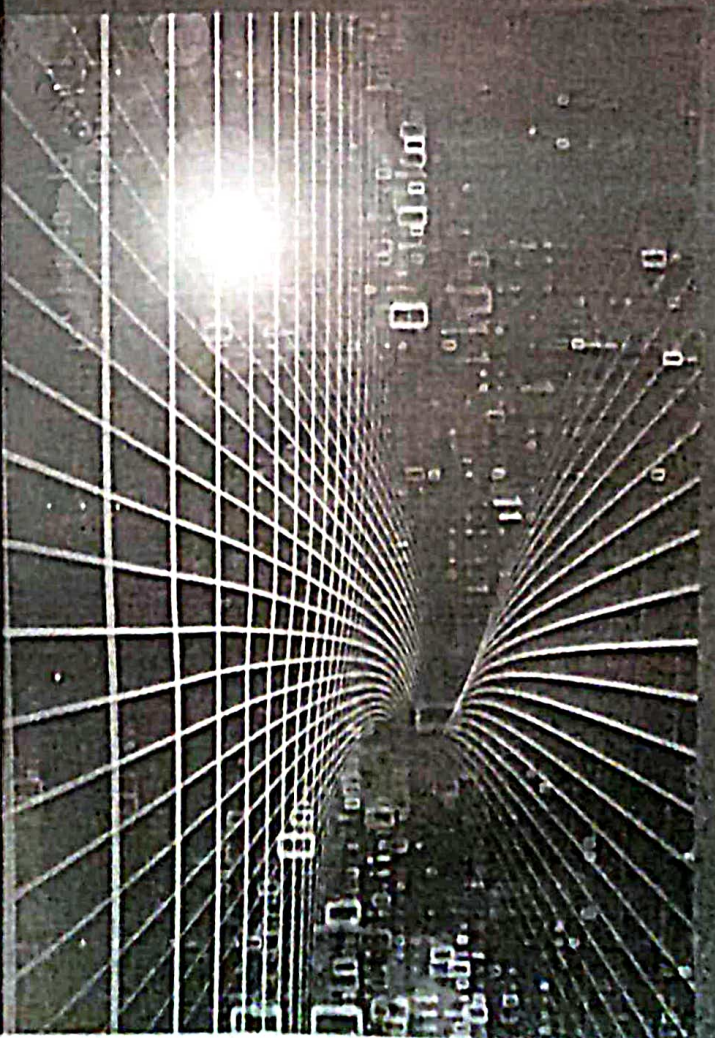
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A computer is a programmable electronic device that accepts raw data as input and processes it with a set of instructions (a program) to produce the result as output. It renders output just after performing mathematical and logical operations and can save the output for future use. It can process numerical as well as non-numerical calculations. A computer is designed to execute applications and provides a variety of solutions through integrated hardware and software components. It works with the help of programs and represents the decimal numbers through a string of binary digits. It also has a memory that stores the data, programs, and result of processing.



Dr. R. Jayaprakash has done his Ph.D in Computer Science from Bharathiar University in 2021. He did his M.Phil in 2017 and MCA from Anna University. He is currently working as an Assistant Professor in Nallamuthu Gounder Mahalingam College, Pollachi.

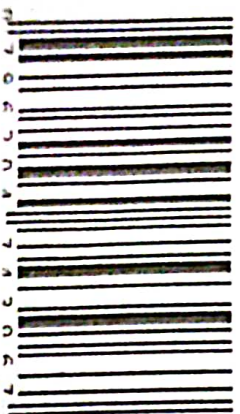
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Printed at: see last page

ISBN: 978-620-4-74396-7

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TRANSFORMATION OF TEACHING-LEARNING STRATEGIES IN THE DIGITAL ERA



Dr. R. Sengamalam

TRANSFORMATION OF TEACHING-LEARNING STRATEGIES IN THE DIGITAL ERA

Editor
Dr. R. Sengamalam



Title: TRANSFORMATION OF TEACHING-LEARNING
STRATEGIES IN THE DIGITAL ERA

Editor's Name: Dr. R. Sengamalam

Published by: Shanlax Publications,
Vasantha Nagar, Madurai – 625003,
Tamil Nadu, India

Publisher's Address: 61, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai – 625003,
Tamil Nadu, India

Printer's Details: Shanlax Press, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai – 625003,
Tamil Nadu, India

Edition Details (I, II, III):I

ISBN: 978-93-95422-04-8

Month & Year: September, 2022

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Pages: 183

Price: ₹350

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AN OVERVIEW OF AUGMENTED REALITY

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Abstract

Advances in digital technologies have changed the structure of the traditional classroom and elevated the standard of instruction. The COVID-19 problem has had a profound impact on education systems all around the world, and they now more than ever need to rely on innovation and digital resources. Using augmented reality (AR) technology, educators and students can access specialized content outside of traditional time and space constraints. This article offers a thorough analysis of AR in education.

Keywords: *Augmented Reality(AR), Education, Technology, Virtual World,*

Introduction

Technology has been included into education, and the findings show that this has a favourable effect on both teaching and learning methods. According to Shapley et al. (2011), lessons that use technology will result in more creative ways of instructing and learning. This is due to the fact that using technology necessitates dealing with practical issues, using up-to-date informational sources, simulating ideas, and speaking with industry experts. Additionally, it is thought that employing technology to learn can help traditional teaching and learning methods.

A key component of effective teaching is the incorporation of technological tools into the curriculum. In addition to having to use computers frequently on their own time, teachers should also be highly innovative and self-assured in their ability to use new technologies that are integrated into modern education. The incorporation of technology offers a way to improve student engagement and learning during lectures as well. Therefore, recent research has sought to better comprehend the applications—including multimedia, computer-based simulations, animations, and statistical software—adapted during lectures from the perspective of students.

The use of a range of media applications to explain concepts boosted learning and facilitated better collaboration between students, according to several studies. It is typically not practical to immerse students in the real world and have them engage with it. Despite the fact that the world is three dimensional, we choose to employ two-dimensional media in education because it is more practical, comfortable, adaptable, portable, and affordable. It does not, however, supply dynamic material and is static. Alternately, a three-

dimensional virtual environment created by a computer can be employed, however these scenes require pricey high-performance computer graphics. Virtual worlds may offer a variety of teaching and learning opportunities, but it can be challenging to achieve a realistic enough level of realism.

Augmented Reality

This new artificial and enhanced environment is described in augmented reality (AR). The gap between academic and practical knowledge is filled by augmented reality. In general, an AR system creates a composite view, which combines the user's vision of the real world with a computer-generated virtual scene that adds more details, in real time. In an enhanced environment, it enables users to control and interact with virtual things. Any language's fundamental building blocks are its alphabets. With the use of such an application, pupils can engage in pre-school learning, gain a deeper comprehension of the letters and their associated sounds, and hone their pronouncing abilities and memory of the English alphabet.

It enhances the educational experience of students. The application has some fresh and intriguing features, such as home screen and previous/next alphabet navigation buttons.

Virtual reality is expanded by augmented reality, which has many applications in daily life. Through the use of their senses of vision, hearing, and other forms of feedback, a person can experience and explore an artificial environment created by VR. Similar interactive experiences are created by augmented reality, but instead of creating a fully fake environment, it also seeks to enhance the real world. In order to provide a natural and intuitive user experience in real time, augmented reality adds virtual information or items to any indirect -world environment to objects on the real ones or sceneries. In this interactive setting, virtual objects are used in real time to improve everyday living.

Combining the actual and virtual worlds, interacting with the user in real-time, and being registered in a three-dimensional area are the three requirements for augmented reality. The goal of augmented reality is to augment reality without entirely submerging the user in a synthetic environment while still allowing the user to perceive the real world.

New technology known as augmented reality (AR) has the potential to be used in the field of education. While much study has been done on AR, very little has been done in the area of education. The effectiveness of this technology in recent years has led to an increase in the number of studies on AR. Different areas of education have utilised augmented reality. In particular, AR offers a productive method of visualising a model.

A tangible interface metaphor can be employed for object handling in AR, which also provides seamless interaction between the actual and virtual worlds.

Literature Review

There are many instances of study on augmented reality's educational uses. Below is a brief summary of the related projects using augmented reality to create educational applications?

- a) There is now a 3D pop-up book available. The "Seed Shooting Game" augmented reality 3-D pop-up book is intended for third graders in Bangkok, Thailand. According to Poonsri et al. (2011), The research and development procedure for this Augmented Reality (AR) 3D pop-up Book was carried out using a storytelling technique.
- b) The use of augmented reality in education is expanding in the same way that smart multimedia is being integrated into classroom instruction and lifetime learning. This paper details a research and development initiative for AR curriculum materials that uses storytelling as a teaching strategy. This method's vibrancy and interaction have a lasting impact on the user. The main justification for conducting this study was the great demand for and appreciation of the potential for utilizing Augmented Reality to improve learning in classrooms (Poonsri et al., 2012).
- c) Semantic and content-based multimedia exploitation for European benefit is creating a way for museums to work with digital representations of museum items. The Sculpture project uses multi-stereo and silhouette methods to produce 3D reconstructions of museum objects that are maintained in a database along with additional multimedia information. Additionally, the project aims to provide a semantic layer that offers a variety of search and content analysis capabilities. According to Rafa et al., (2004) described a system that enables museums to create and administer Virtual and Augmented Reality exhibitions based on 3D representations of items.
- d) Semantic and content-based multimedia exploitation for European benefit is creating a way for museums to work with digital representations of museum items. The Sculpture project uses multistage and silhouette methods to produce 3D reconstructions of museum objects that are maintained in a database along with additional multimedia information. Additionally, the project aims to provide a semantic layer that offers a variety of search and content analysis capabilities. Rafa et al. (2004) described a system that enables museums to create and administer Virtual and Augmented Reality exhibitions based on 3D representations of items.
- e) It can be difficult for educators to teach English and proper word pronunciation to students who do not have an English-speaking background. The authors of this study introduce TeachAR, an augmented reality application for teaching Basic English words, colours, and shapes to young learners for whom English is a second language. The author also contrasts an AR system with a conventional, non-AR system in this essay. According to CheSamihah, et al. (2016), the findings suggest that the TeachAR method may provide students with a possibly superior learning outcome when compared to the conventional approach.
- f) A case study was carried out with a class of four- to five-year-old kids in a typical Hong Kong kindergarten. All the stakeholders who were surveyed supported this pedagogical innovation, but the principal, teachers, and parents expressed concern about the negative effects of using AR in young children. The results showed that

all the kids could design, control, and interact with the animated objects created by the AR application (YujiaHuanget al., 2015].

- g) Three elements are required for augmented reality to exist: it must combine the physical and digital worlds, interact with the user in real time, and be registered in three dimensions. The goal of augmented reality is to augment reality without entirely submerging the user in a synthetic environment while still allowing the user to perceive the real world (Azuma et al 1997).

Technologies for Augmented Reality Systems

Virtual reality and augmented reality share many elements, including computer-generated virtual scenes, 3D objects, and interactivity, as well as the same hardware technology. The primary distinction between both is that while augmented reality complements the physical world, virtual reality seeks to completely replace it.

Displays, computers, input devices, and tracking equipment are the basic augmented reality hardware components. There are two main types of displays used in augmented reality: see-through and monitor-based.

Augmented Reality in Education

By improving a user's perspective of and interaction with the real environment, augmented reality can be used for education, amusement, or edutainment. Like a genuine object, the user can move around the three-dimensional virtual image and observe it from any angle. Users are able to do tasks in the actual world thanks to the information the virtual items give.

Despite the popularity of web technologies and the internet, many people still prefer reading books over staring at computers and textbooks are still frequently utilised. A fascinating use of this technology is in textbooks that incorporate augmented reality. These books are printed regularly, but when a webcam is pointed at them, designed interactions and visualisations appear. This is accomplished by utilizing a website, installing particular software on a computer, or using particular mobile applications. Any existing book can be converted into an augmented reality edition once it has been published thanks to this technology. The simplest way to connect the two isolated worlds is by using 3D objects and views, various and imaginative media, simulations with different forms of interactions.

Textbooks will become dynamic sources of information thanks to the implementation of Augmented Reality in printed book pages. In this approach, even those without previous computer experience can benefit from sophisticated interactive experiences.

Software, Hardware and algorithms for AR

The software must use the images the camera has taken to calculate real-world coordinates that are separate from the camera. This procedure, which uses many computer vision techniques, is known as dynamic image registration and has two steps, M. Bajura(1995), Neumann(2001).

The feature detection approach is employed in the initial step to identify fiducially markers, interest locations, or optical flow in the captured pictures. Using some mathematical representations, the second stage reconstructs a real-world coordinate system from the data received in the first stage (Rekimoto1998) . We have used applications like Sketchup, Unity 3D, and Vuforia, among others Unity 3D.

b) Vuforia: One of the well-known SDKs for the quick building of augmented reality applications is Vuforia. It includes remarkable digital features including target image recognition, analysis, and improvement for improved application performance.

c) Sketch Up: Sketch Up is computer programme that comes with a ton of useful tools that can be used to generate or build 3D models for a variety of purposes. For a user-friendly environment, users can upload and download 3D models. The ability to import the models made with this programme directly into Unity addresses various modelling issues.

Numerous technologies, including desktop computers, handheld devices, head-mounted displays, optical projection systems, and more, can be used to execute augmented reality applications. The software only needs one piece of hardware, which can be either a tablet with an AR app already loaded or a smart phone. Application is particularly targeted towards Android devices.

Conclusion and Suggestions

Augmented Reality (AR) can help close the knowledge gap for young people. The possibilities of augmented reality in education are just beginning to be realized. The actual and virtual worlds can be seamlessly interacted with using augmented reality interfaces. Learners interact naturally with the 3D data, objects, and events using augmented reality technologies.

To find a potential augmented reality solution for educational challenges, it is crucial to coordinate a team of specialists. To create augmented reality interfaces, researchers and educators must collaborate. To create augmented reality apps, software and hardware technologies are crucial and vital. Different augmented reality environments can be designed by engineers. However, there is a huge demand for instructional designers in the realm of educational technology that can create learning activities for augmented reality.

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ISBN



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RECENT TRENDS IN COMMERCE AND MANAGEMENT



Dr. U. Thaslim Ariff
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TO STUDY THE IMPACT OF BEHAVIORAL FINANCE IN PORTFOLIO SELECTION AND INVESTMENT DECISION-MAKING

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Abstract

Behavioral Finance is a branch of finance psychology that focuses on individual cognitive biases. It took some time to develop; Behavioral Portfolio Theory serves as the foundation for the behavioral finance concept. Hersh Shefrin and Meir Statman (2000) developed the behavioral portfolio theory based on Maslow's theory of needs (1943). An alternative version is Maslowian Portfolio Theory (MAPT). Behavioral finance has three origins: psychological, financial, and economic. The authors used the Emerald insight database, which includes precisely the recognized Investment Journals for the time period 1960-2017, to review empirical, conceptual, and literature-based works focused mostly on Behavioral Portfolio Theory. This study contributes to a deeper understanding of Behavioral Finance's emergence and evolution, as well as how it aids in comprehending investors' portfolio creation and investing decisions.

Keywords: Behavioral Individual investment decision-making, Behavioral Finance, Behavioral Portfolio Theory, Behavioral Biases.



Role of Social Media Marketing with Business Framework Strategies

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Abstract:

For increasing the sales, building the brands and driving the traffic of web to connect the people through platform of social media refers to as social media marketing. The social media marketing include running of social media advertisements, engaging followers, listening to followers, analyzing results and publishing content on social media profiles. Now in these days the major platform so social media are Pinterest, Instagram, Snapchat, Twitter, Facebook, LinkedIn, YouTube and many more. These social media platform plays major role for developing and increasing the business.

I.INTRODUCTION

The marketing in social media first begin with publishing. Marketing is the process, which is used to determine what products or services can be of interest to customer. Social networks help in improving the marketing of organizations to new insights about the brand, which offers innovative ways to implement the basic marketing programs, as well as new methods to win in online discussions of important business. The goal is to link the success of activities in social networks with marketing programs and processes.



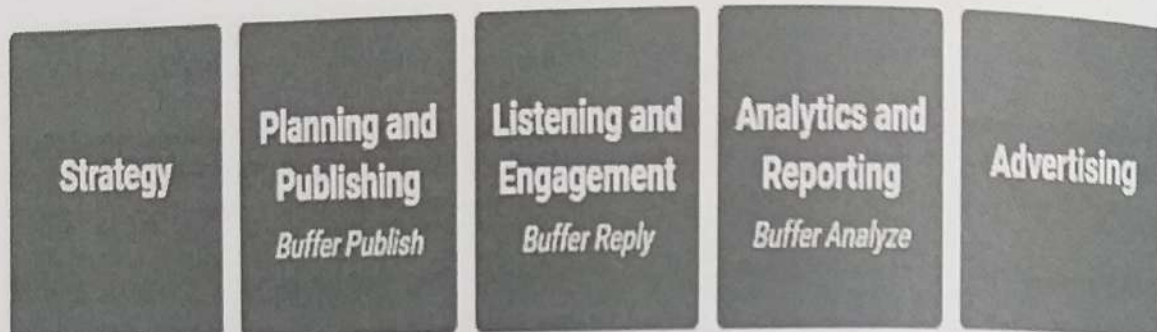
Figure 1

BUILDING THE STRATEGY OF SOCIAL MEDIA MARKETING

To achieve the goal the social media marketing strategy, helps to tackle the brand. For identifying the objective, optimize the result and engage the viewers, the social media marketing is divided into following steps:

- Setting the goal so social media marketing
- Audience research
- Most necessary metrics establishment
- Competition analysis
- Curate and create engaging content
- Timeliness should be onto priority
- Optimize and access the result

THE CORE PILLARS OF SOCIAL MEDIA MARKETING



Strategy

- Before publishing any content on the social media, building the social media marketing strategy is the first step. The strategy of social media marketing includes:
- Goals of social media marketing
- The way in which social media help to achieve the goals of business
- Use social media to increase brand awareness
- Use social media for driving sales and website traffic
- Defining the platform of social media. Many social media platforms are Twitter, Instagram, Facebook, YouTube, Linked In and many more are there.
- Types of contents to be shared
- Planning and Publishing
- Social media marketing for independent companies more often predicts nearness via web-based networking media. By being available via web-based networking media stages, it offers brand a chance to be found by future clients.



- Engagement and Listing
- As the business and social media following develop, discussions about the brand will likewise increase. Individuals will remark on the online networking post tag in the online social networking posts, or message legitimately.
- Analytics
- Regardless of whether they are distributing content or connecting via web-based networking media, it will need to know how the web based life advertising is performing. It is safe to say that they are contacting a greater number of individuals via web-based networking media than a month ago. What number of positive notices does it get in a month? What number of individuals utilized the brand's hash tag on their internet based life posts?
- Advertising
- Social media marketing permit contacting a more extensive group of spectators than the individuals who are sailing in it. Online life promoting stages are so incredible these days that it can determine precisely whom to show advertisements. It can make get spectators dependent on their socio economics, interests and practices. Gone are the days of billboards and magazines being the only advertising mediums. As the world of content and digital marketing grows, there is a buffet of advertising options to choose from, each holding its own unique strengths and limitations.



- IV.SOCIAL MEDIA MARKETING FOR BUSINESSES
- Social media intelligence enables brands to:
- Heighten brand awareness
- Increase social community size
- Accurately target audiences
- Strengthen engagement strategies for increased brand loyalty
- Increase customer satisfaction and positive brand perception
- Convert social followers into qualified leads and new business
- Develop Brand Awareness
- Creating brand awareness shortens the sales process, increases market share, and positions a brand as a leader in its sector. It's necessary to perform an internal audit to evaluate brand positioning strategies and to understand the impact of marketing actions on brand image. Brand differentiation can develop from a number of actions such as the creation of original content, personalized promotions aimed at the target audience, prospect profiling, product development based on social insights, and communication strategies adapted for socio-demographics of interest.
- Here are some KPIs to help track and report on the success:
- Mentions: the number of times the brand comes up in social media conversation and the number



of times these conversations are shared.

- Impressions: the number of potential views that a message has.
- Reach: the number of people who have received or viewed a publication.
- Social Sessions: the number of site visits, blog post views, etc.
- Share of Voice: volume of mentions received by a brand versus volume of mentions received by all relevant competing brands.

- **Increase Size of Social Communities and Accurately Target Audiences**

- The relevant KPIs here are:
- **Community Performance:** the number of fans, followers, or subscribers broken down by social media channel.
- **Community Progression:** the follower growth rate by social media channel.
- **Share of Community Voices:** number of followers compared to those of competitors.
- **Share of Voice by Channel:** the community size of each social media platform as a percentage of the total number of social followers across all platforms.
- **Social Visits:** visitors coming to social media accounts coming from the brand's website or blog.

- **Strengthen Engagement Strategies to Increase Customer Loyalty**



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- **Strengthen Engagement Strategies to Increase Customer Loyalty**



The primary objective here is to create a long-lasting relationship between the target audience and the brand. It's necessary to engage with social media followers who have a certain level of credibility or influence among the target audience. For example, if your target audience is football fans, an NFL player would have social influence among this demographic. The influencer doesn't necessarily need to be massively influential on a global level - sometimes a smaller, very active community is more effective than a larger, more passive community. Effective social media strategies should integrate influencers with a committed following and brand ambassadors with high levels of engagement.

- The KPIs for this objective are:
- **Interaction Performance:** the number of interactions (likes, tweets, shares, etc.) and number of comments.
- **Evolution of the Interactions:** the growth rate of interactions.
- **Publication Performance:** the number of messages generating an amount of interaction greater than a predefined threshold.
- **Influencer Population:** the number of influencers and brand ambassadors as a percentage of the community size.
- **Monitor Customer Feedback**
- In order to improve customer experience, it's necessary to capture consumer opinions regarding relevant products and measure

consumer satisfaction and evolution over time.
The following KPIs should be measured for this objective:

- **Brand Perception:** the sentiment associated with the brand and its products, especially in comparison to competitors.
- **Evolution of Perception:** the percentage of positive versus negative sentiment over time.
- **Reputation Score:** the sentiments associated with the brand weighted against the community size of each review.
- **Response Performance:** the response rate to social media interactions.
- **Resolution Performance:** the number of customer tickets resolved over a given time period.
- **Convert Social Followers into Qualified Leads and New Business**
- Towards the end of marketing campaigns, brand content should have generated social media followers and interactions with prospective customers. The associated KPIs here are:
 - **Number of Leads from Social Media:** the share of marketing leads originating from social media which are turned into qualified commercial leads and integrated into the CRM platform.
 - **Lead Growth from Social Media:** the growth rate of conversions from social leads to sales leads.

V. Social Media Marketing Framework

Several studies have been conducted on how



businesses are leveraging on social media platforms to advertise their products. Social media has transformed the advertisement landscape, merely relying on the user's interaction to drive sales and revenue for businesses. Social media marketing's success is primarily based on the engagement theory, as described by (Chung 2017). The method establishes the way social media has been used to foster relationships and increase interaction. Engagement, as defined by the Advertising Research Foundation (2016), refers to linking consumers with a product to influence the buyer. Engagement theory also applies to create an interest in a buyer through continuous interaction. The engagement has been documented to increase trust and further transform a potential buyer into a long-term loyalist of a product (Higgins, 2006). Researchers have surveyed how people interact with advertisements embedded in online games. Goh and Ping (2014) reported that ads increased participation in games, contrary to general beliefs that advertisement causes distractions and users find it annoying. Social media marketing must be implemented strategically to ensure a successful campaign. The strategic process to apply social media marketing includes:

- Target Market Research: Social media grants businesses the ability to direct their

advertisement to a target group. It is, however, imperative that business managers have a thorough assessment of their target market. Therefore, to launch a successful social media marketing campaign, a detailed evaluation of the population must be conducted, and advertisement content is developed appropriately to generate engagement.

- **Listen to Target Market:** Social Media creates an opportunity for businesses to identify the needs and demands of their target population. Therefore, developing a social media marketing campaign needs to be tailored towards answering the questions being asked by the target group.
- **Competitive Assessment:** A comparable assessment of competitors is crucial when developing a social media marketing strategy. It is essential to understudy the way competitors are deploying their social media content and how consumers are reacting to it.
- **Company and Brand Assessment:** Businesses developing a sustainable strategy to achieve competitive advantage must conduct a SWOT analysis to ascertain their strengths, weaknesses, opportunities, and Threats. Strengths and Weakness are internal factors that a company have control over. The opportunities and threat are external factors which are beyond the organization's control. The external factors can be assessed by conducting a competitive



assessment of businesses in your sector. for basic principles are required for developing an effective social media marketing strategy. The basic principles that have to be in consideration are contents, conversation, transparency, and community.

- Social media follows a simple model of “word of mouth”, the ease of circulating a message through recommendation. When users share a post, like a comment or comment on a post, the numbers of followers see these actions. Similar actions happen with marketing campaigns; the more people engage with the post, the broader it reaches, and the likelihood of more consumers. In summary, people's actions drive social media marketing; therefore, campaign contents have to be attractive enough to encourage them to engage.

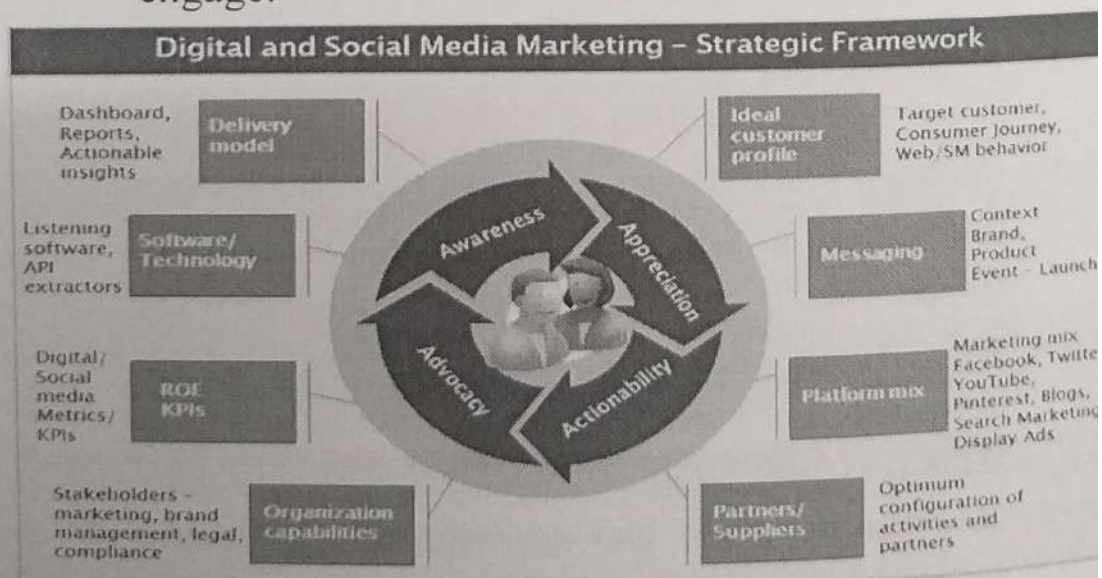


Figure 2



VI. THE ADVANTAGES OF SOCIAL MEDIA MARKETING

There are numerous valid justifications to consider beginning a social media management business. It'll be paid to utilize social media, which can be extra ordinary if it's something as of now appreciating doing. Also it requires little speculation or hardware to begin, particularly on the off chance that as of now have a computer and network access. It can maintain the business from home, or any place else with web getto. The main advantage of social media marketing is cost-related. The financial barriers to social media marketing are quite low compared to others. The majority of social media sites are free to access, create profile and post information. Whereas traditional marketing campaigns can cost millions of dollars, many social media tools are free even for business use. Businesses can run highly successful social media marketing campaigns on a limited budget. The advantage of reaching your targeted market for little or no cash investment is substantial, and the audience wanting your information voluntarily joins or follows you. Pay-per-click advertisements on sites such as Facebook are "geo-targeted" according to specific criteria, to reach the correct audience. The viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his own network, so information can reach a large number of people in short time.

Broad Reach: Social media, in comparison with the conventional advertisement method, has no boundary. Social media gives businesses to reach millions of audiences within and outside their geographical territory. The universal usage of



social media makes it possible for an advert uploaded in the United States to be viewed in Australia and beyond, giving access to a diverse consumer base void of demographic restrictions. Business managers have found this important for promoting their products. Social media increases visibility and creates top of mind awareness through consistent consumer viewing.

Affordable Advertisement: Social media product marketing is affordable and reasonable for start-up businesses. Establishing an account on most social media platforms is free, and that is about what is needed to have your advert uploaded. Today, most social media platforms offer the ability to set up profiles' accounts for businesses on which marketing campaigns are shared. It is free to upload marketing campaigns on social media; however, social media platforms charge a fee to promote the content. However, the prices are lower than what traditional product marketing company charges. As documented by Digital resources (2019), it costs about \$500,000 to run a successful commercial on television with an estimated \$7 to 1000 consumers. However, it only costs \$0.25 to reach the same number of people through Facebook.

Engagement: Social media platforms are engagement tools—social media functions on people's ability to engage with one another. Business managers are equally using social media tools to engage with their clients. The ability to interact with clients in real-time is highly beneficial for businesses as questions are answered and suggestions taking in real-time. Engaging with a product or a company builds trust and increases the possibility of consummating a deal (Oza, 2018).



Customer Loyalty: Customer loyalty is crucial for any business to be successful. It is not enough to have the right product; it is essential to have clients interested in the product and take a step further to get friends and family to buy the products. The ability of a business to build a good rapport with consumers on social media increases the likelihood of having not just consumers but fans. Social Media permits post shares by allowing users to share product reviews invariably influencing another user to buy.

Business managers are increasingly making use of social media platforms to save costs, increase reach, improve engagement, and build a loyal fan base. Nevertheless, product marketing on social media has inherent challenges and sometimes pose risks to the business. Information circulates on social media effortlessly with zero control of the content. Contents uploaded on social media platforms can be altered and misrepresented to the detriment of the business. Therefore, companies adopting social media marketing must consistently be in charge of their contents, including design, deployment.

VILTHE DISADVANTAGES OF SOCIAL MEDIA MARKETING

Negative Publicity: Negative publicity is a common practice in social media. Users can communicate their feelings and experience with one another with no control or limitation. Businesses are often caught in a rage of negative feedback and reviews that can damage a company or product's reputation. Unfortunately, these reviews cannot be controlled by businesses; they become accessible information to all users once posted online. In this online shopping era, consumers have had to decide what product to buy and not buy by reading



reviews posted online by other users. According to Fullerton (2017), about 93% of online shoppers agreed that online reviews influence their choice when buying online.

Time-Intensive: In contrast to conventional product marketing platform like television, print media or radio jingles whose content are produced and aired for an agreed period, social media marketing content have to be monitored and updated to attract the right engagement. Also, social media marketing content is not one size fits all; brand managers have to spend a quality amount of time creating and managing engagement by responding to posts and keeping a conversation going.

Privacy and Copyright issues: Copyrights have been a significant issue with social media networking platforms. Contents upload to social media platforms are subject to copyrighting and alteration. The conveying message in the campaign might also be distorted by users to create a contradictory message. Business trademarks can also be downloaded from social media platforms and used unobstructed to develop a false campaign, which can eventually lead to reputational damage.

Lack of Control: Because information uploaded on social media networks online cannot be regulated, businesses often lose control of their content, making them available to distortion.

Allows Negative Feedback: One negative viral feedback from a dismayed customer or client can hit your business harder than a knockout punch. Always keep note that this a pressingly vital factor to consider for business owners. Anyone can share almost everything on social media platforms with others.

which means that one negative feedback can impact nearly everyone. Seeing something negative online about your business could break customer trust. It could then ruin brand perception for both business owners and their respective companies, despite the fact they can still respond to said negative feedback. Check out some of the ways on how you can manage negative reviews

Costly and Time-Consuming: Social media advertising is a gradual process that requires high consistency for the business to be known. It may sound like an easy task in theory. Still, social media advertising will require a lot of time and patience from the business owner, especially when it comes to social media management. Not to mention that you would most likely need like a year's worth of luck to get immediate results. So, if you wish to quicken your advertising campaigns, you can choose to boost your social media ads. However, doing so would come at a price. Social media advertising is a financial risk that you should be ready to face.

presents High Volume of Content: Almost everyone today has access to the Internet and the various social media platforms available online. Consequently, more businesses go online and use social media platforms for advertising and raising awareness about their brand. Due to the heavy number of organic content from other companies that utilize social media in their marketing and ad campaigns, the chance of a potential customer finding your products and services would be like finding a needle in a haystack. Thus, for business owners, especially those that are still new to online marketing, increasing brand awareness is not as easy a task as they may have previously thought.



Susceptible to Misleading Information: It is not a secret that social media contains a lot of fake news and content. So, say you unintentionally offend or disappoint a customer. That customer may use the power of social media to spread rumors and falsely accuse you online. So, users who cannot filter through said misleading information could fall into that dismayed customer's lies. Along the process, that customer's announcements on social media could cost you potential clients and your existing ones. Thus, misleading information could tarnish your and your business's reputation on a large scale.

At-Risk to Possible Security Breaches: With the rise in technological advancements also comes the rise of hackers and other malicious individuals. We are constantly informed that our social media accounts, applications, and websites are highly protected. However, they are still at risk for possible security breaches from said online hackers. When these hackers access our social media accounts and channels, they could harm us in many ways. They would have the power to destroy our image and reputation. So, although this disadvantage rarely happens, the stakes are still higher for business owners when it does happen.

As you can see, understanding and weighing the possible positive and negative effects of using social media advertising can help you strategize efficiently to improve your businesses. So, always remember that you need to handle social media advertising critically. Also, remember to tailor-fit it according to your type of business.

VIII. Conclusion



The proliferation of smart phones and the expansion of internet technology is a driving component of social media marketing. Social media is a widely accepted tool across all demographics. The portability of smart phones made social media accessible on the go. The future belongs to smart phone technology as demands for it are on the increase. Consumers create and share over 500 billion posts annually on social media (Allan and Ali, 2017). Increasing the use of social media will create an opportunity for business owners to attract more customers, expand their reach, and receive consumer feedback in real-time. Brand managers and marketing companies are increasingly recognizing the impact social media has on consumers and have redirected their focus on advertising on social media platforms. They understand the rewards in taking the products to the consumers since consumers' attention has shifted from the traditional means of entertainment towards online entertainment. Businesses are transitioning into using social media platforms to reach and connect with clients.

Social media marketing makes it possible for companies to interact as much as people interact with one another. Social media is cheap, and the numerous platforms offer businesses a whole lot of options. Social media marketing is all about interacting with potential clients and consumers to identify their needs and provide solutions in real-time. The more interaction has with consumers online, the more consumers trust the business and want to buy it. Social media is not user-friendly, simple to use, and cheap to maintain. Social media gives businesses access to a vast collection of consumer data, which allows business strategists to forecast product



performance and determine the consumers' desire. Access to consumers' data gives managers insight into market demands and trends. Social media offers competitive advantages; it guarantees business stability in the constantly changing world of business. Internet technology has provided a level playing ground for all business owners to harness social media marketing benefits in getting them closer to consumers.

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Sakthi Institute of Information and
Management Studies, Pollachi, Tamilnadu
www.siims.ac.in

Contemporary Approaches to Empower Smart Future Through Digitalization

Dr. K. VEERAKUMAR & Mr. M. SELVA KUMAR



Published By
DK International Research Foundation
Perambalur, Tamilnadu, India

About SIIMS

Sakthi Institute of Information and Management Studies (SIIMS) is constituent of Sakthi Group of Educational Institutions. It was established by Padmabhusan Arutchelvar Dr. N. Mahalingam, founder of Sakthi Group, with the dream of setting up a modern institution to impart management education of international standards for MBA aspirants. He felt the need for bridging the rural and urban divide through education with the vision of 'Unearthing Leadership for emerging India'. The Institute is managed and guided by Dr. B. K. Krishnaraj Vansvarayar, President and Mr. M. Balasubramaniam, Secretary. SIIMS imparts management education to address the issues pertaining to emerging economies and it responds to the managerial challenges faced by both small and medium enterprises (SMEs) and corporate sectors. In order to face the challenges, Industries need the students with managerial skills. The students at SIIMS are groomed with critical insights that give the desired knowledge & leadership to utilize the opportunities and emerge as winners in the growing Indian Economy. SIIMS, An Exclusive MBA with different specializations offered here widens the opportunity for students for starting business, job opportunities and equipping themselves to world class. The Department also provides various additional programmes like, Human Excellence, Training Programmes and other career building activities in current era. SIIMS highly focuses on focused development among faculties, students and quality education concepts. The functions are organized as a multi-focused quality to meet global standards.

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Conference Objective

Conference aims to provide development culture among faculties, research scholars and students at different disciplines in the field of contemporary approaches in current era

Date of Conference

24th & 25th November, 2022



CONTEMPORARY APPROACHES TO EMPOWER SMART FUTURE THROUGH DIGITALIZATION

Editors

Dr. K. VEERAKUMAR

Mr. M. SELVA KUMAR

DK International Research Foundation

Published By: DK International Research Foundation

Address:

DK International Research Foundation
321, Rayal Nagar, North Mathavi Road,
Perambalur, Tamilnadu, India – 621212
Website: www.dkirf.org
Email: dkirfceo@gmail.com
Contact Number: +91 95 00 77 99 68

ISBN: 978-93-90956-05-0

Pages: 166

Price: 950 INR

First Edition: January 2023

Cite the Book: Dr. K. Veerakumar & Mr. M. Selva Kumar, “Contemporary Approaches to Empower Smart Future Through Digitalization”, DK International Research Foundation, ISBN: 978-93-90956-05-0, January 2023

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Dr. K. VEERAKUMAR
M.B.A., M.Phil., M.Com., M.Phil., M.A-YHE., M.Lisc., PGDCA., Ph.D.,

M. Selva Kumar is an Assistant Professor of Management Studies at Sakthi Institute of Information and Management Studies (SIIMS), Pollachi, a Stand Alone B School Affiliated to Anna University Chennai, Tamil Nadu. He holds a B.Tech (Information Technology) from PSNA CET and a PGDM in Systems & Operations and Marketing from SCMS, Cochin. He has more than 8 years of Teaching and 1.5 years of Industrial experience.

M. SELVA KUMAR, B.Tech (IT)., PGDM.,

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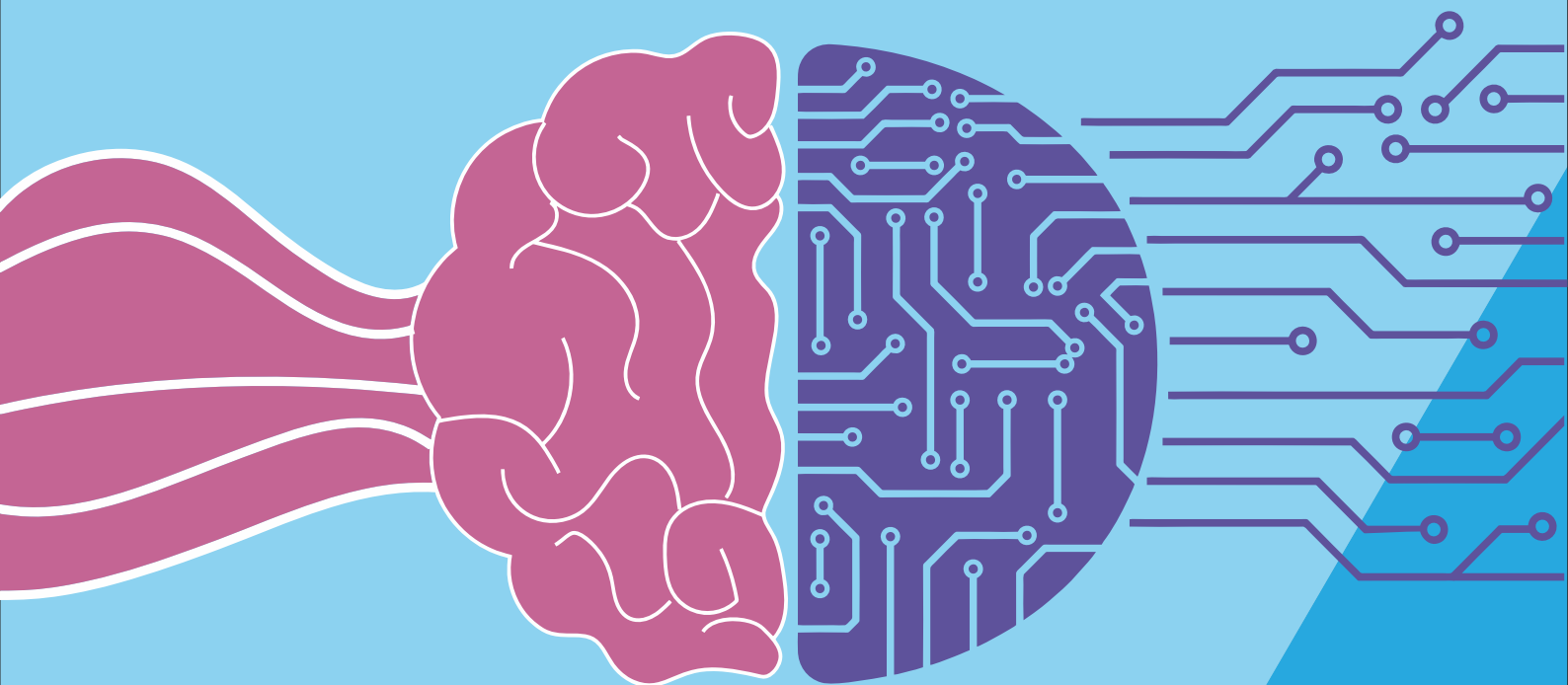
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A Hybrid Mode Two-Day International Conference on "Contemporary Approaches to Empower Smart Future through Digitalization"

About Sakthi Group

Padma Bhushan Arutchelvar, Dr. N. Mahalingam, founded the Sakthi Group, a leading multinational conglomerate with operations in India, China, Europe, the Middle East, and Michigan, in 1931. Sakthi Group has always considered its social responsibility to be an important aspect of its pursuit of business excellence. As a responsible corporate citizen, the Sakthi Group has established a number of educational institutions to enable rural students to learn and explore in today's fast-paced world. Dr. Mahalingam College of Engineering and Technology (MCET) Pollachi, Kumaraguru College of Technology (KCT) Coimbatore, Nallamuthu Gounder Mahalingam College (NGM) Pollachi, and others are among the Group's major educational institutes.

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Quality Papers will be recommended for publication in ISBN Proceedings / Peer Reviewed / Refereed Journals, Scopus, Web of Science or UGC listed journals on the basis of Author's willingness. Publication fee will be charged separately.

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Marketing & Digitalization	• Marketing & digitalization • Integrated Marketing Communication • Customer Relationship Management • Brand Management • Digital Startup's • Social Media Marketing
Finance & Digitalization	• Crowd funding • Financial Innovations • Digital Finance • Economic Growth • E-governance
HR & Digitalization	• Intellectual Property Management • Corporate Governance • Corporate Social Responsibility • Entrepreneurship and Innovation • Strategic Human Resource Management
Sectoral Transformation through Digitalization	• Business Analytics • Analytics and Predictive Technologies • Production & Operations Management • Quality Control and Management • Logistics and SCM • Enterprise Resource Planning • Statistics & Operation Research • Mathematical Sciences • Health Sector • Insurance Sector
Green Management Practices	• Green Production • Green Human Resource Management • Green Supply Chain Management • Green Marketing • Green Logistics
Any Other Theme	• Engineering Applications • Computer Science • Information Systems • Education & Digitalization • Education and Finance • Digital Library • Multidisciplinary topics

Registration Details

REGISTRATION FEE		IMPORTANT DATES	
Student Participant	₹ 100	Last date for submission of Full paper with abstract	12.11.2022
Research Scholar	₹ 200	Intimation of acceptance of paper	15.11.2022
Academicians	₹ 300	Last date for Registration (Presentation)	21.11.2022
Industry Delegates	₹ 500	Registration for Participation only	23.11.2022
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- The submitted papers will be reviewed by conference committee.
- The authors are encouraged to present their papers in the conference.

Guide lines for paper submission

- All submitted academic papers will be peer reviewed
- Make sure papers have not been submitted to any others publication and plagiarism free
- The preferred length of full paper (including footnotes) is 5,000 words (maximum limit) with 3 to 4 keywords
- All pages of the manuscript (including Tables and Figures) should be numbered.
- The file should be in Ms Word as below:
 - Font style - Times New Roman | Font Size - 12 | Line space - 1.5 | Paper Size - A4 | Minimum pages - 6 to 12
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- Maximum Two persons are allowed as Author & Co Author
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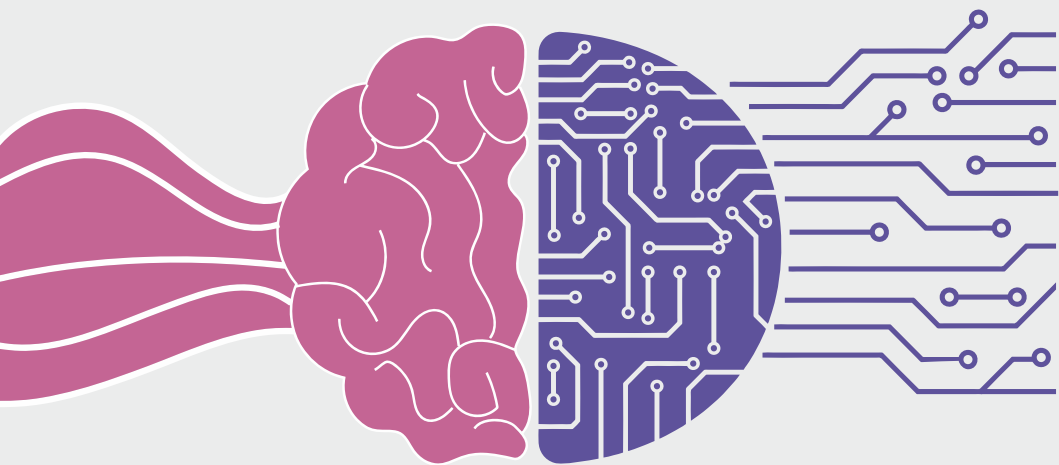
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- 24 & 25th November, 2022

*A Part of Centenary Celebrations of
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Day : 1 (24.11.2022 Thursday)

SESSION - I

INAUGURAL FUNCTION

10.30 a.m.



Brigadier J.M. Devadoss SM* (Retd.)

Hony. CEO & Associate Professor
Madurai School of Management, Madurai
TAMILNADU, INDIA

SESSION - 2

KEY NOTE ADDRESS

11.00 a.m.



Mr. Suresh Rajagopal

Corporate Trainer
External faculty in Pharmacy and Management Colleges
GUJARAT, INDIA

SESSION - 3

GREEN FINANCE

12.30 p.m.



Dr. Dhanuskodi Rengasamy

Head | Department of Accounting, Finance & Economics
Faculty of Business
CURTIN UNIVERSITY, MALAYSIA

SESSION - 4

TECHNICAL SESSION

3.30 p.m.

Session Chairperson



Prof. Beena Kulangara

Lecturer in English
University of Technology and Applied Sciences - Nizwa
SULTANATE OF OMAN

PAPER PRESENTATION - BY PARTICIPANTS

Day : 2 (25.11.2022 Friday)

SESSION - 5

THE PLIGHT OF AN ENTREPRENEUR

10.30 a.m.



Dr. Venkat Ram Raj Thumiki

Assistant Professor & Program Head - Marketing

Modern College of Business and Science

MUSCAT, SULTANATE OF OMAN

SESSION - 6

IMPACT OF AI ON SOCIAL MEDIA

11.45 a.m.



Dr. M. Gurusamy

Principal

Ebenezer Degree College

Kothanur Post, Bangalore

KARNATAKA, INDIA

SESSION - 7

HRM 4.0 : THE DIGITAL TRANSFORMATION

2.30 p.m.



Dr. Kolachina Srinivas

Associate Professor

KL Business School, KL Deemed to be University

ANDHRA PRADESH, INDIA

SESSION - 8

VALEDICTORY FUNCTION

03.30 p.m.



Dr. P. B. Banudevi

Dean - Commerce

Dr.N.G.P. Arts and Science College, Coimbatore

TAMILNADU, INDIA

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IMPACT OF DIGITAL LEARNING FOR SMART FUTURE

Ms.B.Kousalyadevi

Assistant Professor

Department of Computer Application

Nallamuthu Gounder Mahalingam College, Pollachi

Dr.E.Ramadevi

Associate Professor

Department of Computer Science

Nallamuthu Gounder Mahalingam College, Pollachi

ABSTRACT

Today's education is expanding in every aspect and coming to a turning point in its history. Sophisticated technologies are seemly a part of our everyday life to make it completely different from Traditional teaching and learning, and it is changing drastically as well. There are many interesting trends in latest version of education including video-based learning, personalized Learning, gamification, micro learning, or mobile learning(m-learning), acceleration and contextualization of learning, crowd sourced learning, and much more. However, it can be expressed in a single word known as "*digitalization*." It the main trend that is going to transform the world of education once and for all. Indeed, the majority of impactful changes in the industry are in one way or another related to digital technologies. In this article, we are going to highlight the most interesting and influential trends in today's learning and teaching in digital age, digital technologies in classroom, resources, tools, and their future enhancement.

KEYWORDS: E-Learning, Teaching, Resources, Tools, Technology

INTRODUCTION

Digital learning has been referred as 'technology enhanced learning' or e-learning or electronic learning. Learning using technology is not same as learning through technology. Learning using technology intimate that the technology is being used as a method among many others. At the same time learning using technology recommend that the technology is the sole channel, through which the students receive instruction and it is communicated with the instructor. There are absolutely many medias and technologies available to support e-learning. For instance, the www is a communication medium that liberates the learner which simultaneously bond with others, and establish the communities of learning. It describes a set of technology mediated methods that supports student learning by providing instructions, tutoring and assessment etc.

DIGITAL LEARNING

Technology is a buzzword today. Without a doubt it has taken the world by storm. Every phase of our life, is under the influence of technology. Technology represents dynamism and adapting to this dynamism requires adequate skills. Education is the solitary way we can equip ourselves and adapt to technological advancements. Hence, education itself cannot lag behind when everything else is being transformed digitally. Technology has brought revolutionary changes in the field of education.

Digital e-learning is a product of technology. However, it is different from online learning or just digital learning. In digital learning, a student learns with the support of digital technologies. It may involve online classes, electronic study materials in the form of audio-video lectures, and textbooks and notebooks for referencing. On the other hand, Digital e-learning is a learning technique that is totally dependent and facilitated by electronic material. Teachers and students do not meet each other physically and communicate with the assistance of electronic devices only.

The use of the Internet and innovation of Artificial Intelligence has transformed the world of education and made digital e-learning a possibility. There are several types of digital learning techniques.

TYPES OF LEARNING TECHNIQUES

Online Education

In a classroom, the efficiency of learning depends on such things as the standardized course structure, learning abilities of one's classmates, media available in the classroom, and skills and knowledge of the only one tutor. All these factors can significantly restrict the student's opportunities to grasp the material and succeed in the learning process. Online education allows to break these limitations and restrict one's learning pace and efficiency only by one's own desire and natural gift – this is sometimes called the student-led model. Online learning platforms are becoming more and more individually oriented. Now they are able to immediately identify the reason for any problem you may have in the learning process and then offer you a string of lessons to help you get over it. We shouldn't rely on other participants of the learning process and are not restricted in time. As a result, we can comprehend each learning block at a pace comfortable for you, neither slowing down other students nor being slowed down by them. Online learning helps a learner advance their learning with the advantage of the Internet. In online learning, lessons are mostly pre-recorded, and a learner can attend on-demand lectures.

Video-based Learning

Video instructions are getting more and more popular because they suit learners with any learning style preferences and include audio material (listening), text (reading), images (watching), and even kinesthetic elements (practical exercises and video pause/repeat).

Every day people make new videos devoted to science, education, history, art, business, farming practices, exam preparations, cooking, learning foreign languages, and much more. Nowadays, video production is cheap and, in contrast to the past decades, requires neither a big professional team nor expensive technical equipment.

In addition to that, video material features a highly viral nature and spreads quickly among millions of Internet users across the globe. As a result, video-based learning is quite likely to dominate online as well as many types of offline education. **Pico mobile projectors**, wireless Bluetooth speakers, and solar panels make it possible to show educational videos even in remote places without Internet access and good electricity facilities.

Mobile Learning

Our world is turning faster and faster and, with this breakneck pace of life, virtually nobody feels they have enough time for sufficient self-improvement and proficiency enhancement. Time is priceless as never before. That is why mobile technologies have effortlessly made their way into all phase of our life.

Learners need quick access to information and mobile learning permits to shorten lessons and focus on the most notable points. Micro learning modules can include 5-to-10-minute videos, small documents, or even just a couple of phrases that introduce or remind some essential data without burdening the learner with too much reading.

Thanks to mobile devices and micro learning applications, training courses and classes become more accessible. Incorporating deeper training sessions with micro learning episodes aids to truly get beyond the subject and simultaneously emphasize certain aspects with commonness, making the learning process more efficacious and goal-oriented.

Personalized Teaching

An individual approach means more pleasure, engagement, and efficiency in the educational process. Each year, developers create and update a plethora of applications and platforms for students as well as teachers to make the learning process more customizable and, therefore, more

personal. With the help of such software, modern tutors and educators can easily share content with manually formed groups of learners or even individually and get feedback in the form of messages, images, and polls. On the other hand, students themselves can personalize the learning process by choosing topics, exercises, difficulty level, schedule, etc. in applications they use for their studies.

Gamification

Gamification is learning through play. This method is mainly used in preschool and elementary education allowing young students to learn something without even realizing it. It also helps to keep students motivated by making the learning content more attractive and giving immediate satisfaction during each lesson. In fact, gamification can be a highly efficient learning technique at any age and many adults learn effectively through play as well (only through different games). An experienced teacher can choose or create an educational gaming tool in accordance with the student's age and interests to make the learning process more smooth, rewarding, and efficacious. Badging in gamification is a reward that symbolizes the achievement and motivates the students by giving digital badges based on the academic performance.

Crowd sourced Learning

The Internet has given us a wonderful opportunity not only to access millions of educational videos in all imaginable fields of activity but also to become teachers ourselves. On one hand, anybody can create an educational YouTube channel to upload one's own video instructions or blog to write articles on a particular topic.

On the other hand, those who lack to hear real people's opinions can ask a question on a dedicated questions-and-answers portal, for example, Quora, Answerbag, Yahoo! Answers, Answers, etc. Now everyone can share their knowledge or opinions and information circulates at the speed of light.

Accelerated Learning

Digital technology has made access to information quick and easy and now online learners are able to obtain the same skills and knowledge many times faster than earlier. Most of the information, research, and expert advice are instantly available on the Internet, allowing students to acquire new knowledge and professional skills as rapidly as just in a couple of hours. Sometimes it is a matter of several months or even weeks to acquire a new profession.

Adaptive Learning

Adaptive learning is a way of learning in this learning method it uses computer Algorithms and AI to interact with learners and provides customized resources or content that is easy for the students to understand.

E-Textbook

E-textbook is an updated and modern version of traditional textbooks. Numerous research studies by colleges and other educational institutions found that e-textbooks will soon surpass traditional textbooks. e-textbooks are better because they are cost-effective, easy to use and handle, non-perishable, and very easy to update to keep pace with changing scenarios.

Blended Learning

Blended learning is a fusion of the best processes of online and traditional classroom methods of learning. Here, teachers teach a student through online classes and by meeting them in in-person classrooms.

Contextualized Learning

Present educational plans are often general in nature and they start to contribute way to highly contextualized learning. That means new learning models will be custom-designed with consideration for the student's level (beginner, intermediate, advanced), location (climate, culture, existing laws), professional status (staff, supervisor, senior management), company type (corporate, SME, startup, government, non-profit), and industry (energy, materials, transportation, consumer services, retailing, food and beverage, banks, real estate, software, health care, media, and entertainment, etc. – most likely in accordance with the existing industry classifications). Such customization will help to focus on those aspects in an educational program that are more relevant for this specialist in his/her particular field of expertise.

DIGITAL TECHNOLOGIES IN THE CLASSROOM

Classrooms are becoming modernized with the support of technologies like virtual reality, augmented reality, 3D printing, cloud computing, and social networking. These technologies help keep students engaged in education and save them from any distractions. Teachers have observed that with the assistance of digital technology, students are able to understand their lessons clearly. It also helps in quick understanding and retention of the topics learned by a student.

Interactive Whiteboards – Interactive whiteboards allow images from a computer to be displayed through a digital projector onto a large wall-mounted board. While using it, one can interact with the content on the board using their fingers or a stylus.

Software Applications – There are multiple applications available to assist students in their learning process. These applications are designed to operate on mobile, tablets, or computers.

The Internet also offers all those services available on the Internet which were not previously available e.g., podcasts, blogs, wikis, etc.

TEACHING IN A DIGITAL AGE

Today, teaching has gone online. The demand for online education has also led to a surge in a platform to equip teachers with skills necessary for teaching online. While teaching in digital age, a teacher needs to keep in mind a few things. What are they?

Think from a student's perspective – While taking an online class, it is particularly important for a teacher to think from a student's perspective. This helps a teacher understand better the needs of the student and what will help the students comprehend a lesson easily.

Extensive use of technology – In an online class, it is important that a teacher makes effective use of technology that aids online education such as video lectures, animation even movies for subjects like humanities.

LEARNING IN A DIGITAL AGE

Learning is as important a skill as teaching. Willingness to learn is the first prerequisite for learning. A learner must be conscious about a few things while learning through a digital medium.

Remove Distractions – Digital world, like our universe, is limitless. It happens with the learner that they open the Internet for learning but end up wasting a lot of time on irrelevant channels and platforms like social media. However, students need to be determined to stay away from distractions.

Keep your Sources Limited – There is no dearth of study material online, and that is why it is hard to select valuable resources for targeted learning. However, one must be careful not to overload themselves and keep their learning resources limited.

Digital learning, online learning, or digital e-learning – all these forms of learning provide endless opportunities to learn and grow in life. With the benefit of digital learning, anyone can learn anything and become an expert in their area of interest. Online learning offers old and young, men and women, an equal opportunity to learn.

DIGITAL LEARNING RESOURCES

Used appropriately, digital learning resources can add considerable value to the quality of your teaching and to the learner's experience. There are many existing resources available, some of which can be accessed for free. This implementation offers us to discover a selection of these resources and to reflect on their potential value in your subject.

There are a growing number of collections (sometimes referred to as digital repositories Digital Repository Digital content of all kinds is stored here. A repository aids devices to import, export, identify, store and retrieve digital assets.) Where we can locate useful resources. In this exercise we can discover resources which has been identified in the MERLOT collection (see Resource bank for more information). Here are five different categories of resources with our suggested benefits for both the teacher and learner of incorporating such a resource into a course.

- 1. Simulation:** This resource aids teacher's explanation, and allows learners to test out their ideas and experiment.
- 2. Animation:** This can demonstrate processes which are difficult to describe or show in two dimensions.
- 3. Quiz:** This allows learners to test their own understanding and gain feedback promptly.
- 4. Electronic Text books:** This allows all the learners to make the copy of the relevant resources
- 5. Learning object:** This resource has been designed to meet specified learning outcomes and can be incorporated into and reused in a range of learning materials. Digital resources are frequently made up of separate digital media including text, video, images and sound. These are the building blocks which are often used to make composite learning objects such as those displayed above. we may want to use the individual elements to make the own learning resources.

MOST POPULAR TOOLS FOR DIGITAL EDUCATION

Hundreds of digital education tools have been created with the purpose of giving autonomy to the student, improving the administration of academic processes, encouraging collaboration, and facilitating communication between teachers and learners. Here we present 11 of the most popular tools of digital education.

1. Edmodo

Edmodo is an educational tool that unite the learners and teacher by integrating into a social network. Here, teachers create online mutual groups, control and issue learning materials, calculate student performance, and passing the information's with parents. In Edmodo users who connect to create a learning process that is more enriching, personalized, and aligned with the opportunities brought by technology and the digital environment.

2. Socrative

Socrative is developed by entrepreneurs and engineers. This system allows mentors to create exercises and educational quizzes, students can attend their assessment using their smartphones and laptops. Teachers can view the results of the assessment and, based on that modification of the lessons are made.

3. Projeqt

Projeqt is also a tool that permits to make multimedia presentations, using effective slides in which we can insert links, online quizzes, videos, and other options. While handling class session, teachers can share the academic presentations which are visibly connected to different devices.

4. Thinglink

Thinglink allows educators to create interactive images with music, sounds, texts, and photographs. These can be shared on other websites or on social networks, such as Twitter and Facebook. Thinglink offers the possibility for teachers to create learning methodologies that awaken the curiosity of students through interactive content that can expand their knowledge.

5. TED-Ed

TED-Ed is a platform for learners to create lessons with the joint effort of teachers, students, and animators. This website let the normalized access to information for both teachers and students. Learners can give their active participation by gaining information and good ideas about learning process.

6. CK-12

CK-12 is a website that created for the purpose of reducing the cost of academic books. This platform is an open-source interface that allows creating and distributing educational material through the internet, which can be modified and contain videos, audios, and interactive exercises. It can also be printed and comply with the necessary editorial standards in each region. The books that are created in cK-12 can be adapted to the needs of any teacher or student.

7. ClassDojo

ClassDojo is a tool to improve student behavior. Teachers provide their students with instant feedback so that good disposition in class is 'rewarded' with points and students have a more receptive attitude towards the learning process. Class Dojo delivers appreciation notifications to

students, like 'Well done!' and '+1', for working interactively. It collects the overall behavior of students and it is shared to their parents and administrators.

8. edu Clipper

This platform permits to search references and share educational materials. In edu Clipper, we can collect information from internet and able to share the contents to existing groups. It possibly manages the academic content found in online, that improves research methods, and maintains a digital record of student's achievement during the course. As well as, it gives the chances for teachers to organize a virtual class with students and creating portfolio's which contains the works done.

9. Storybird

Story bird is used to develop writing and reading skills of students through storytelling. This tool is helpful for teachers to create interactive and creative books in connected through a simple and user-friendly interface. The created stories can be inserted in web blogs, sent through email, and printed, among other options. The Story bird tool also allows teachers to create interactive projects with students, provides constant feedback, and helps to arrange classes and grades.

10. Animoto

It is a digital tool that lets users to produce high-quality videos within in a short period from any mobile device like smartphones and laptops etc., It also inspires students and helps to progress academic lessons. The Animoto interface is user-friendly and feasible, that allows teachers to generate audio-visual data that adjusts to educational needs.

11. Kahoot!

Kahoot is also an educational platform built on games and questions. Thru this application, mentors can generate questionnaires, discussions, or surveys that accompany academic lessons. The Quiz is projected in the classroom and questions are answered by students while playing and learning at the same time. Kahoot! Encourages students by game-based learning, which rapidly increases student involvement and creates a fun educational environment.

FUTURE ENHANCEMENT

While millions of students across the globe are ready to spend their best years to get a bachelor's or master's degree this does not mean they will actually become sought-after competent specialists in the labor market. Diplomas and certificates can be proof of your education but they do not prove

you have specific skills that are useful for a particular job. Quite often certified specialists must continue their education in the form of online courses to acquire up-to-date information and master the skills required. Fortunately, online learning is getting easier and cheaper each year. Google has previously started to offer professional certification to online learners in several fields of skilled and employers have progressively accepted such “nano degrees” as sufficient proof of employees’ professional competence, Reading more about Google Ad Words or Google Cloud Certification. However, lately educators and trainers have increasingly collaborated using various digital tools. Thanks to modern technology, they can effortlessly come together for double efficiency of their learning sessions. They can also acquire from each other in the process. Sharing skills and knowledge has become easier than ever before, which is true for tutors to the same degree as for students. In addition to that, an opportunity to use collaborative efforts of the “best on planet” tutors will drastically increase the overall quality of education in different corners of the world. Digital learning has several impacts on the students academic performance and the digital learning can support the students to progress their performance in the classroom. Digital learning actually makes the students work stress-free. Because of this, the students may have an advanced knowledge by effortlessly pointed their lesson via this technology. With this digital technology, it contributes more material to the students to acquire more knowledge around their academic works. There are numerous of technology that were combined into the classroom that support the students learn with ease, and that allows the student to improve and recollect more info. With the use of digital learning, it will assist the students to be more active engaged in their lesson. Also, it may imply the ability to consider factors that can affect how a student learns. Now we have more knowledge about ADHD and Autism Spectrum Disorder. Digital learning makes it possible for students with these conditions to learn.

CONCLUSION

This paper identifies the types of learning main digital learning methodologies, context tools and their future scopes. Our contribution is to filling up the lack of understanding around digital learning methodologies and our focus was on higher education. In summary, the results of the present study show that the use by teachers of digital learning methodology is increasing in education, as we can see in all the study’s made in the last 3 years. These technologies can enhance the engagement of the students and innovations such as mobile technologies, tablet and smart phone applications become more and more popular among the higher education students. As the main methodologies, tools, systems and contexts in digital learning our finding point out for an increasing mix of those in education with the goal to prepare students to think critically and solve complex problems, work collaboratively, communicate effectively and have more autonomy an independence in the learning process. Digital learning practises technology to strengthen the student’s learning experience with a

mix of tools and practices, including, among others, online and formative assessment; an increase in the focus and quality of teaching resources and time; online content and courses; and applications of technology in the course curricula. Finally, digital learning encourages deeper learning allowing personalized competencies development of the students with deeper learning possibilities and extended access to information and knowledge. Digital learning is collaborative and this motivates the scenes essential to develop good habits. This route of learning comforts young students to experience problem-solving, storytelling, concept maps, role-playing, gamification, peer education, and a higher frequency than those exposed to the traditional form of learning. Higher education students who are engaged and interested in gaining a conceptual understanding of concepts are expected to have better knowledge retention. All of this leads to the enrich student experience by letting students to adjust to new learning environs and be much more artistic .Digital Learning mainly focus on the student progression by providing more flexibility in delivering the lessons.

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