



ЛЮДИНА І СВІТОВА ГЛОБАЛІЗАЦІЯ:
ПЕРСПЕКТИВИ ТА МЕЖІ РОЗВИТКУ

МІНІСТЕРСТВО ІНФРАСТРУКТУРИ УКРАЇНИ

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ЗАЛІЗНИЧНОГО ТРАНСПОРТУ ІМЕНІ АКАДЕМІКА В. ЛАЗАРЯНА

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У монографії розглядаються теоретичні та прикладні проблеми наукового аналізу сучасних глобалізаційних процесів і місця людини у світі, що трансформуються. Спектр обговорюваних проблем досить широкий: поряд із процесами глобалізації досліджуються тенденції зміни освітнього процесу, соціальні, культурні, релігійні, гендерні виклики ХХІ століття.

Монографія призначена філософам, політологам, філологам – усім, хто цікавиться новітніми тенденціями сучасної гуманітарної науки.

Тексти монографії друкуються мовою оригіналу.

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III

ОСВІТА В ІННОВАЦІЙНОМУ СУСПІЛЬСТВІ



3.11. ANALYSIS OF POTENTIALS OF USE OF FACEBOOK TECHNOLOGY SOLUTIONS IN EDUCATION

Formal learning means that students are sitting in the amphitheater or in a classroom and listening professors exposing. By contrast, today's students seek every opportunity to learn. They collect all parts of knowledge into mental logical sequences and spread personal experiences in learning outside the formal classroom. Modern teacher is becoming a mentor who suggests the direction, ideas, and creates a learning environment for each student. The adaptation of the environment to students, gives them the opportunity to adapt dynamics and intensity of learning to their habits. That way they can overcome the feeling of failure that occurs in situations when different students, with unequal capacities, have to learn the same contents for the same time. New technologies and new tools, such as social networks, blogs, Wiki etc., are changing environment for studying and allow everyone to customize all of their obligations as well as to realize them with success.

The key of the success is web. Web 2.0 has enabled connection of students and gave them a two-way communication, social connections, networking and referral of teachers to students. It has removed the geographical constraints and it enlarged the scope for learning to the global level.

E-learning as a way of acquiring basic and new knowledge, training, specialization, retraining, monitoring trends in the areas of interest or work, is particularly suited to people today. Today there are more than 130 million of on-line users of Distance Learning in the world. It is estimated that the annual growth of number of participants is around 20%. For DL, at the global level, more than \$ 23 billion a year is spent. The data that reveal the growth and use of e-learning, reflect the real needs of modern man and the era of knowledge in which he lives.

Through the concept of Web 2.0, social networks are experiencing their expansion. They represent a relatively new approach that can be applied in education, as a special form of DL. Research on this subject indicates that, from the all today available social networks, Facebook and Twitter are the most promising.

Facebook (FB) is a social network based on the web site. Although it was designed exclusively for students and, at the beginning, was available by invitation only, it is now a cultural phenomenon that extends around the world and it is without doubt the leader among social networks (about 545 million users in September, 2010).

Technology has begun to change the process of education owing to the potentials of social learning. One of examples is the attempt to use the power of the study group using FB. On FB it is possible to create a virtual classroom us-

ing the available tools and applications (groups, applications, forums, pages, wall posts, multimedia ...). In addition FB attracts millions of users.

Furthermore, FB is able to support lectures in the style of classical education, including the possibility of a small group of students who wish to work together to help overcome the tasks assigned to the class. Teachers can interact (chat, forum) or send messages to any student in the group, but also they can encourage them to join larger groups and create a mutual cooperation in dealing with problems and learning the teaching contents.

Classroom and traditional lectures, based on experience, are an important part of higher education, in the way to obtain an interaction of students, teachers and faculty. Facebook structure encourages users to see these relationships in the broader context of learning including all levels of studies as well as the work on the working place. Facebook has become a model for how communities can define the standards for interaction and realize co-operation with the environment that meets the needs of members. Enabling to users range of tools to communicate and to create groups, on-line courses, exchange of information and opinion, Facebook has become an important part of the development process.

1. Learning and teaching methodologies

Changes resulting from the adoption of digital technologies have inevitable influence on learning and educational practice. New technology brings great possibilities, but they are followed with significant challenges. During the time and with advancement of technology, the emergence of public libraries, museums, and the Internet, knowledge has become more accessible and widely opened to a new conception of learning - research. Computers are very interactive and they provide to user various tools to efficiently fulfill the tasks. So, they are more consistent with "learning by doing", but the "absorption of cultural knowledge" - the view of education that permeates traditional schooling.

Today's people learn with new technologies. People of all ages play complex video games. Workers have to interact with computerized machines. Students attend online courses and have unrestricted access to knowledge resources, including people and information, so barriers to learning and research no longer exist. Adults are engaged in social networks and online learning environment in order to stay in step with the time, to follow new trends and to manage their professional lives.

New models of learning allow people of all ages to educate themselves by their own terms and to decide individually what they want to learn, when they want to learn and how they want to learn. New technologies promote an era of "lifelong learning", where the central challenge for our educational institutions

is: "Are they able to adapt and exploit the power of new technologies for the further conduct of the study and public education next-generation". The alternative is to remain in the world of traditional education which, on the basis of many indicators, dies off and is on the road to history.

To remain relevant, higher education institutions should learn to:

- Transfer their knowledge to students using new media (video, podcasting, blogs, portfolios);
- Manage technology to their benefit and make possible new forms of learning and assessment; and
- Deliver learning materials using various mobile and personal devices.

2. Tools and Social Learning

Web 2.0 is a trend in the World Wide Web technology based on a social note, which allows users to participate in creating Web contents, which, as opposed to Web 1.0 ("data warehouse" - a one-way flow of information), involves two-way interactive communication between users and computers, and between users themselves. That allows the passive participants to become active participants (creators) as shown on figure 1.

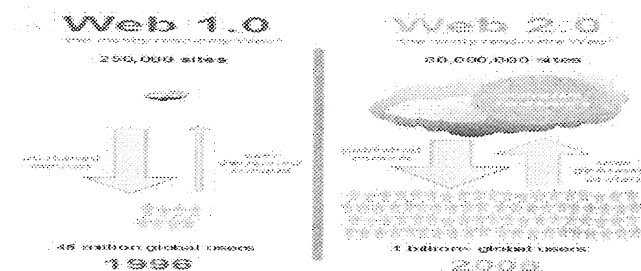


Fig. 1. Web 1.0 vs. Web 2.0 (Source: [1]).

Collective Intelligence is a concept that promotes collaboration, co-operation on the same job, when people unite their knowledge for the benefit of all. In addition to the active content creating, Web 2.0 promotes Web sites that are specialized in visitors connecting through social networking (social networking). Facebook belongs to such sites, and it has experienced an expansion on the Internet in recent years.

To help people to use a multitude of applications that exist, there is a form of a direct interconnection of Web 2.0 applications. There is a possibility of direct writing of activities from one Web location and application to another

application on another Web location. It is possible even from mobile devices connected to the Internet. For example, if the user/teacher put a lesson in the form of videos on Youtube, he can automatically, by clicking on the appropriate link, recommend it to his students on Facebook.

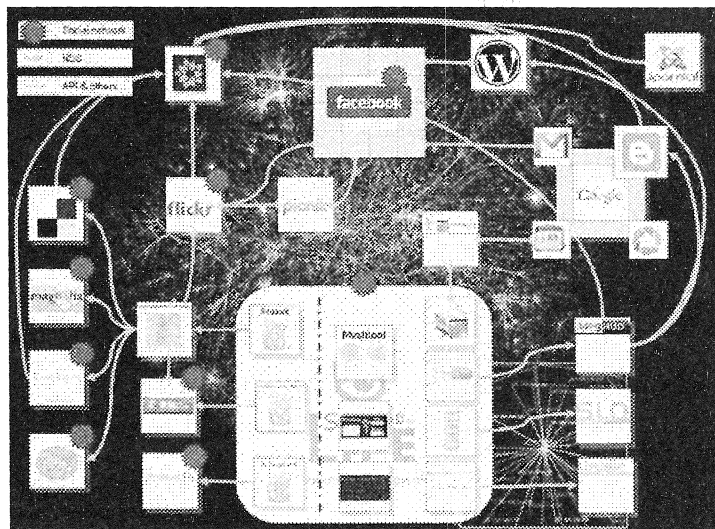


Fig. 2. Possibility of networking of applications by applying of principles of Web 2.0 (Source □□□).

In accordance with the openness and networking, as the main principles of Web 2.0 applications, their developers publish a set of software features, application programming interface (API) to allow other applications to connect with their applications (Figure 2).

Through the social network people of all ages and backgrounds can enrich their lives by establishing of important social relationships, by sharing their interests with friends, through membership in various groups and forums, through participation in simulations of socializing through a variety of applications, but also through establishment of business contacts.

2.1. Social Learning

The most profound impact of the Internet, the impact that has yet to be fully realized, is its ability to use new technology to support and expand various aspects of social learning. What means the term "social learning"? Perhaps the simplest way to explain this concept is that social learning is based on the as-

sumption that our understanding of the content is socially constructed through conversations about that content and through the establishment of interaction with others, about the problem or action. The focus is less on what is taught, but on how to learn.

Evidence of the importance of social interaction for learning is derived from the study of Richard J. Light, from the Harvard Graduate School of Education, and his university experience. Light discovers that one of the most powerful determinants of students' achievements in higher education is their ability to form small groups or participate in learning in small groups. Students who are taught in groups, even only once a week, were more involved in the studies, better prepared for class and have learned much more than students who worked independently.

This perspective shifts the focus of attention from the underlying content to the learning activities and human interactions that the contents dictate. It also helps to explain the effectiveness of the study group. Students in these groups can ask questions to clarify areas of uncertainty and confusion. Also they can improve their understanding of the materials by getting answers from fellow students.

Sometimes, most can take on the role of teacher and help other group members to understand (one of the best ways to learn is to teach others).

Social learning through the process of joining the community negates the traditional pattern and allows new students to engage in "learning to" master the content of the selected field/subject. It encourages the practice of "productive inquiry" that is, a process that requires knowledge when it is necessary to carry out a specific task.

2.2. Facebook as a Platform for Learning

Educational institutions by using trends and innovation, can use advantages of the social network Facebook characteristics and co-operate with the students, by using available tools and applications, in the environment which is acceptable for them, for the sake of mutual goals.

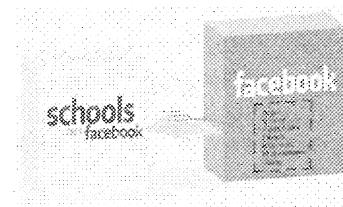


Figure 3. Facebook as a platform for learning (Source: □3□.)

Characteristics of the social network Facebook are:

- **Profile** - "A heart and soul" of the social site is user interface. It's like Internet refuge, a place where users can express their thoughts and feelings, set personal multimedia contents and show their friend's network. Social sites focuses give accent on the user profiles. Facebook's design is simple, has a bit of graphic but its creators have succeeded in creating a unique utilitarian interface that most people like. It is very important, the interface is user friendly, and it is oriented towards users. A user can share photos, notes, news, videos, applications with his friends on the network. Friends can leave comments and multimedia content on the profile's wall.

- **Security** - As the Internet alone, social sites can be a dangerous place to post personal information. So, like most sites do, Facebook has the ability to customize security profiles to the desired level for each user.

- **Searching** - The aim of social networks is to find friends and expand relations. This option exists on Facebook too, and includes user search function by name or by the city, town, and e-mail, on the level of the education institution which the user entered or the organization where he works.

- **Network functions** - One of the hallmarks of Facebook is the ability to create groups. As in real life people are gathered and form different associations based on their interests and concerns, so the FB convey this possibility to the Internet and allow to its users to make available creating of virtual communities of interest ie. group. There are various types of groups that users can join, in order to: achieve contact with other group members, exchange of views (forums), multimedia content, and some of them are a groups: of various music bands, historical figures, writers, poets, political parties and candidates, various brands, local organizations and others.

In addition to the groups, there are also options such as applications, instant messages (chat), forums, photo tagging (Tag), setting personal video clips (Video), creating event notifications (Events). The ability to access Facebook via mobile device, ie applications (Facebook Mobile), mobile version of Facebook has been activated recently.

- **Help / Support** - Facebook includes a comprehensive help section with the "novice" ("Getting Started"), then, setting up your account, privacy and security, applications, advertising, social ads, the use of FB-and through mobile devices and more. There is also a section for users if they want to send suggestions, as well as a section dedicated to parents for child safety.

Among to existing elements, there are also available various kinds of tools and applications designed for educational purposes, such as:

- **Zoho** - *Online office* applications package that gives simultaneous collaborative work of various students on a document that represents their joint re-

sponse to professor's demand. It includes tools for working with text documents, spreadsheets, databases, presentations, notes creating, planner and others;

- **Books iRead**: sharing books;

- **Divshare**: sending and sharing files on Facebook;

- **Mathematical Formulas**: mathematical formulas and solutions;

- **SlideShare**: creating and sharing presentations on Facebook;

- **College Planner**: Research colleges gives what users are saying about number of schools;

- **Course Profiles**: available courses at the Open University;

- **Rate My Professors**: Evaluation of teachers and discussions about professors

- **Translations**: translations;

- **Wikiseek Search**: searching Wikipedia articles over the FB;

- **Teach the People**: provides users with specific knowledge or skills to share them with the community of that application and make them available to the users who want to learn. The application also provides a space for learning such as "teacher / student" with all standard Learning Management tools from existing platforms (Blackboard, Moodle) as well as video communications;

- **Dojo Learning**: allows companies, trainers and all other users to participate in online training. Anyone can create, deliver, perform and "sale" trainings without high level technical knowledge. It is possible to create own public or private network learning, and they could be created by physical persons, as well as by companies and institutions;

- **Supercool School**: allows users to build a school by one click. It is a platform that is used on the bases of demand in real time. It uses technology to create and empower the next generation of schools;

- **Podclass**: is an application that allows users to set or attend online courses. Users can set them to charge or offer them for free. Podclass community members can share information, collaborate and learn from other experts. Online learning platform is designed on the way that anyone who has knowledge may create online course easily;

- **NutshellMail**: a free service that allows users to connect, manage and interact with all social networks via email. NutshellMail allows users to receive messages from periodic surveys of all users' online activities. Through e-mail status, reply to friends, post messages on the wall and share the message from an e-mail inbox can be upgraded;

- **Flashcards**: create flashcards for studying;

- **Udutu Learn & Udutu Teach**: offer the possibility of converting existing social networks such as FB, for example, into a powerful Learning Man-

agement System - LMS, while they retain the characteristics of social networks (e.g. communication) with making available the tools that offer the application. The basic characteristics of the application UduTu Teach is to create courses and is designed for teachers, while the application UduTu Learn intended to view these courses, and is used by students.



Figure 4. UduTu Teach and UduTu Learn on Facebook.

3. Conclusions

Since we are in the midst of technological revolution, it is difficult to estimate the effects that Facebook will have onto learning and education. It is certain that the revolution in education is going to feel throughout modern society. Optimists foresee a golden age of learning, where people will be able to use technology to find new solutions to educational problems in society. Pessimists predict that people will increasingly be subordinated by technologies and that they will during the time even lose control and that technology will dominate their lives. The authors do not envisage a future that is bleak or idyllic, but the fact is that both elements are present.

Some of the recommendations for educational institutions that want to "stay in the game" and follow the new changes would be:

- creating a curriculum for the "networked learning";
- work to create, open, flexible and networked relationships of various educational institutions, both formal and informal;
- working to develop a mentoring and networking of labor;
- working on creating public forums for debate on socio-technical changes and education.

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