

Chapter 12

Conceptualizing Social Media Platform on Instructional Supervision in Teaching and Learning in Universities

Ile, Chinedu Victor PhD

Department of Business Education, Faculty of Education

Ignatius Ajuru University of Education, Rumuolumeni, Port Harcourt, Nigeria.

Abstract

This book is titled "Social Media Platform and Instructional Supervision on Teaching and Learning in Universities Nigeria". This book thus concluded that instructional delivery antecedent and irrefutable dynamic for enhancing teaching and learning of Lecturers in universities in Nigeria. The study recommended among others that Universities in Nigeria should provide adequate training to enhance lecturers' competence in the use of instructional delivery digitalization in order to enhance lecturers' teaching and learning in business education.

Keywords: Social Media Platform, Teaching and Learning, Instructional Supervision

Introduction

Digitization enables us to complete preservation of the basic image data and part of the secondary image data. From the physical data it is possible to preserve only information about brightness and colors of the original. However, this information is deformed by the attributes of all of the used techniques. Certain exactitude can be reached by digitizing the calibrated areas with defined colors along with the originals. The digital facsimile can be considered as a certain safety archival dimension of this original of its image. The further development, experience and measures, which will be available, will show how much and at what price the secondary image data should be preserved. However, Davi and Murthy (2005) emphasized that other advantages are:

1. Information and content may be delivered directly to end-users, and can be retrieved remotely, Flexibility, ability to provide a large number of users' access to unique or special collections' material, online resources serve local, national and international needs, increasing access by any means, specifically remotely, makes historical or literary research much easier, allowing for a wider audience to view digital surrogates of primary material, provides a great service and increased utility to the collection, providing access to primary material can help to "publicize" the material to other departments and peers, and to demonstrate the importance of the collections.
2. Digitization allows for extended data recovery, enabling scholarship that was previously not possible with analog material. Surrogate reduces handling of old or fragile material, hopefully extending the life of the original.

Technologies pose challenges as well as opportunities before us. It is for us to use these technologies for survival and to cope up with time. There is great hope that digital technology can help to preserve and make more accessible many rare and fragile items, because the quality of digital image is high and the use of electronic surrogates is easier than that of any form.

In 2016, internet access was declared a basic human right by United Nations. However, 4 billion people—more than 55% of the world's population—do not use it. Globally, this is referred to as the digital divide: the gap between those regions and demographics that have access to modern information and communications technology, and those that do not. Reasons include lack of

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infrastructure and inability to purchase smart devices. In some countries, governments also restrict internet access to their populations. Women make up a majority of those without access to the internet which means that they are already disadvantaged from fully participating in globalization (Howell & Darrel, 2016).

Internet penetration rates are higher for men than for women worldwide. According to the World Wide Web Foundation, the global digital gender gap grew from 11% in 2013 to 12% in 2016. Africa accounts for the largest gap at 23%, while the Americas constitute the smallest gap, at 2%. As the world embraces the Fourth Industrial Revolution (4IR) – which is characterized by new technologies merging the physical, digital and biological worlds – women risk being left behind. (South Africa Institute of International Affairs, 2021).

However, a 2015 report by the Web Foundation's Women's Rights Online shows that in poor urban areas in the global South, women are 50% less likely to be online than men. Once online, women are also less likely to use the web to access important information related to their rights. This is a result of the lack of education data shows women who have completed secondary school are six times more likely to be online than women with primary school or no school. Another reason is age: older women in developing and Liquid Cristal Display (LDC)s are less likely to be online than men, and even those with minimal digital skills are unlikely to use the internet to learn about becoming economically stable. (Global Report, 2015).

Social Media Platforms

Social media is the use of electronic and internet tools for the purpose of sharing and discussing information and experiences with other human beings in more efficient ways (Chen, 2014). Hayta (2013) defined social media as social platforms that enable users to share information, ideas or interests and interact, through the internet or mobile systems. Kaplan and Haelein, in Chen (2014) described social media as a group of internet-based application built on the ideology and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content. Kaplan and Haelein (2014) defined social media as the means of interacting amongst people that enables them to create, share and exchange information and ideas in virtual communities and networks. It enables individuals to network with others who have similar interest, goals and dreams (Kaplan & Haelein, 2014). Barhemmati and Ahmad (2015) defined social media as online tools where content, opinions, perspectives, insights, and media can be shared. Hayta (2013) conceptualized social media as "online platform that people use to share their ideas, experience, perspectives and communicate with other. These social media platforms include some applications such as chat rooms, discussion forms, location services, social networking, social guides, social bookmarking, social status networks, weblogs, blogs, podcasts, video casts, wikis, face book, whatsapp, MySpace and twitter (Hayta, 2013). Social media has been the most useful platform for sharing and disseminating information. It has become visible in almost every tiny part of the world and people from different nationalities with various backgrounds spend part of their daily time on social media (Barhemmati & Ahmad, 2015). Almost everyone using the internet participates in social media platforms. As social media grows at a faster rate than other communication programs, the importance of social media increases. Madni (2014) stated that social media has provided a different dimension of socialization of information so communication flow has been easier and much people are able to spread useful information with a number of online audience and conversation leads to worldwide effect. It has provided new opportunities to consumers to engage in social interaction on the internet. Today's consumers have access to many different sources of information (Saneed & Nantel, 2014).

WhatsApp

WhatsApp Messenger, or simply WhatsApp, is an American freeware, cross-platform centralized messaging and voice-over-IP (VoIP) service owned by Facebook, Inc. It allows users to send text messages and voice messages, make voice and video calls, and share images, documents, user locations, and other content. WhatsApp is the name of a mobile messaging [application](#) for Android,

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iPhone, Windows Phone or for Mac or Windows PCs. WhatsApp lets users make free voice calls, face-to-face video calls or [text message](#). By using your wired Internet connection or connecting your device to [Wi-Fi](#), users avoid SMS and data usage mobile carrier fees that are typically associated with texting and voice or video messaging (Amad, 2015).

Other features of WhatsApp include photo sharing, document sharing (up to 10-MB) and group chats where you can share messages, photos, and videos with up to 256 people at once. Also, mobile communications will sync with a desktop computer or laptop, so you can chat on whatever device is most convenient for you and keep a record of calls in one location.

Google Meet

Google is making enterprise-grade video conferencing available to everyone. Now, anyone with a Google Account can create an online meeting with up to 100 participants and meet for up to 60 minutes per meeting. Businesses, schools, and other organizations can take advantage of [advanced features](#), including meetings with up to 250 internal or external participants and live streaming to up to 100,000 viewers within a domain. Individuals can host secure video meetings for free with Google Meet. Teams can use Google Workspace Essentials to get advanced Meet features plus Drive, Docs, Sheets, and Slides designed for business (Bayu et al., 2021).

Zoom Meeting

Zoom Video Communications, Inc. (stylized as zoom or simply Zoom) is an American communications technology company headquartered in San Jose, California. It provides [video telephony](#) and [online chat](#) services through a cloud-based [peer-to-peer](#) software platform and is used for [teleconferencing](#), [telecommuting](#), [distance education](#), and [social relations](#) (Adeosun, 2010). [Eric Yuan](#), a former [Cisco](#) engineer and executive, founded Zoom in 2011, and launched its software in 2013. Zoom's aggressive revenue growth, and perceived ease-of-use and reliability of its software, making it a "[unicorn](#)" company. Beginning in early 2020, Zoom's software usage saw a significant global increase following the introduction of [quarantine](#) measures adopted in response to the pandemic. Its software products have faced public and media scrutiny related to [security](#) and [privacy](#) issues due to unexpected usage. Zoom assist in instructional delivery in accounting education in tertiary.

zoom is a cloud-based video conferencing service you can use to virtually meet with others - either by video or audio-only or both, all while conducting live chats - and it lets you record those sessions to view later. Over half of Fortune 500 companies reportedly used Zoom in 2019 and during 2020 it hit even greater heights, racking up 227 per cent growth over the year.

When people are talking about Zoom, you'll usually hear the following phrases: Zoom Meeting and Zoom Room. A Zoom Meeting refers to a video conferencing meeting that's hosted using Zoom. You can join these meetings via a webcam or phone. Meanwhile, a Zoom Room is the physical hardware setup that lets companies schedule and launch Zoom Meetings from their conference rooms. Zoom Rooms require an additional subscription on top of a Zoom subscription and are an ideal solution for larger companies (Bayu et al., 2021).

Zoom's main features

1. **One-on-one meetings:** Host unlimited one-on-one meetings even with the free plan.
 2. **Group video conferences:** Host up to 500 participants (if you purchase the "large meeting" add-on). The free plan, however, allows you to host video conferences of up to 40 minutes and up to 100 participants.
 3. **Screen sharing:** Meet one-on-one or with large groups and share your screen with them so they can see what you see.
 4. **Recording:** You can record your meetings or events too.
- Zoom allows one-to-one chat sessions that can grow into group calls, training sessions and webinars for internal and external audiences, and global video meetings with up to 1,000 participants and as

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many as 49 on-screen videos. The free tier allows unlimited one-on-one meetings but limits group sessions to 40 minutes and 100 participants. Paid plans start at \$15 per month per host.

Instructional Supervision

Supervision is the ability to manage, lead and supervise students during the learning process. It has been shown to be an indispensable component of effective teaching and learning, more so in Sub-Saharan Africa where the challenge of overcrowded classrooms hinders effective teacher instruction in the classroom. For the classroom to serve its purpose, the teacher must be able to establish order. This requires him/her to have the knowledge, attitude and skills necessary. He/she must be able to establish rapport with the students and their parents, involve students in the processes of establishing ground rules for behavior and being accountable for their actions, manage transitions during instructions, motivate students to maximize time-on-task, supervise students in their learning activities, Seminar works, teaching practice, industrial training, project and lastly deal with students' misbehavior effectively (Best & Kahn, 2006).

Seminar Supervision

A seminar as a type of supervision may be defined as a gathering of people for the purpose of discussing a stated topic. Such gatherings are usually interactive sessions where the participants engage in discussions about the delineated topic. A seminar is, generally, a form of academic instruction, either at an academic institution or offered by a commercial or professional organization. It has the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, in which everyone present is requested to actively participate. This is often accomplished through an ongoing Socratic dialogue with a seminar leader or instructor, or through a more formal presentation of research. Normally, participants must not be beginners in the field under discussion. The idea behind the seminar system is to familiarize students more extensively with the methodology of their chosen subject and also to allow them to interact with examples of the practical problems that always occur during research work. It is essentially a place where assigned readings are discussed, questions can be raised and debates can be conducted. It is relatively informal, at least compared to the lecture system of academic instruction. A seminar may have several purposes or just one purpose. For instance, a seminar may be for the purpose of education, such as a lecture, where the participants engage in the discussion of an academic subject for the aim of gaining a better insight into the subject. Other forms of educational seminars might be held to impart some skills or knowledge to the participants. Examples of such seminars include personal finance, web marketing, real estate, investing or other types of seminars where the participants gain knowledge or tips about the topic of discussion. Of course, a seminar can be motivational, in which case the purpose is usually to inspire the attendees to become better people, or to work towards implementing the skills they might have learned from the seminar. For instance, a business seminar with a financial theme could be for the purpose of teaching small business owners how to pitch to investors or to write a solid business plan, and to motivate them to get started right away (Hawkins, 1998). Sometimes, seminars are simply a way for businessmen and women, or other like-minded people, to network and meet other attendees with similar interests. Such seminars provide opportunities for the attendees to make some potentially valuable contacts that can help them move to the next level in their careers or endeavors (Victor, 2021).

Concept of Subject Delivery

Content competency

Lecturing encompasses the impartation of knowledge, skills and attitudes. The mastery of subject matter is an essential skill that a lecturer requires to be endowed with; in the teaching and learning process as it has a direct impact on teaching and learning process in schools. lecturers are required to know what they are delivering because understanding of subject matter by a lecturer implies that the lecturer is able to grasp the main points and teach them to the learners, and to correct any misconceptions of knowledge, and all this revolves around the lecturer's understanding of the subject matter. The overall effectiveness of the system of education in any university is determined

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by the quality of its lecturers and the extent of their education and training. The lecturer, as an educator requires necessary abilities and skills in order to attain confidence and self drive for educational development, and these are acquired in teacher education.

According to William (2020) The foundations of any discipline are its definition, knowledge base, terminology, structure, methodology, and epistemology. As we move from basic knowledge to the complex organization and hierarchies of information in the disciplines, we parallel the levels of Bloom's cognitive taxonomy knowledge, comprehension, application, analysis, synthesis, and evaluation.

Traditional teaching methods, especially lecture and readings, are quite efficient at "delivering" this kind of information, the question is whether "delivery" is enough. Simply having the information at hand does not guarantee that students will understand it or know how to learn it. Are there ways to help students learn the material more effectively and also be able to use the information as they move into more complex cognitive tasks?

Technology has changed education and will continue to do so. Many educators understandably had reservations and fears about how, or even whether, to incorporate it into their teaching. However, failure to integrate technology into students educational experience may leave them ill-served when they join the [job market](#)

Technology is already a large part of their lives outside of the classroom so incorporating into their education makes sense, and doing so doesn't have to be limited to lecturing while using a PowerPoint presentation!

With planning and creativity, digital [technology](#) can be used to create meaningful learning experiences which will serve both students and instructors well. Technology has a role to play as a powerful teaching tool. Apart from subject competency, it is important that lecturers should be competent in Information and Communication Technology.

Students should be encouraged to have digital skills and devices for the purpose of supervision, subject learning and evaluation of their works either in the class room or outside the class room. There are a number of applications available to education providers which allow large groups of students to answer multiple-choice quizzes at once in real-time. This can give instructors instant feedback on whether students have understood concepts explained in class (where there is only one correct answer) or to generate debate on more nuanced philosophical topics. In classroom "clickers" have been in use since the 1990s, but moving to mobile devices makes sense for students and staff. They allow students to generate more open responses than the more limited pre-assigned responses available through the clicker devices. While there may be concerns about student distraction and affordability of devices these concerns do not seem to play out in reality. Interacting with students as regards to this seminar, project, and others will be relevant here (Deursen, et al., (2014).

Conclusion

This book is on 'Social Media Platform and Instructional Supervision' of teaching and learning in universities Nigeria. This book thus concluded that social media platform is a strong antecedent and irrefutable dynamic tool for enhancing Job performance of lecturers in universities in South-South Region of Nigeria.

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