



Multimedia technology in higher education: New era outreach learning

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Abstract

Multimedia technology is a definitely proving to be always a significant technological trend dawning an era of e-generation. It really is creating a significant ripple as dynamic content professional and interactive media indeed revolutionizing the world of communication. Obliterating the geographical barriers, new marketing is hooking up us to every corner of the world sprouting the online world. The present paper attempts to review the new media's ingress into the education sector redesigning the knowledge economy. The web media is allowing students a new avenue to explore their interest and inquisitiveness. As a realtor of immense changes it out is the opted tool for increased specialty area in curriculum through experiential learning. New Media, a discussion board for interaction, self expression, and an avenue for skill augmentation is permitting students to develop professionally. Having redefined the learning process infringing the traditional norm of education, it is crafting individuals for the commercial needs and the competitive world. With exclusive characteristics and undeniable risks, new advertising is appearing as the most well-liked medium for outreach learning in younger technology.

Keywords: multimedia technology, e-generation, higher education, knowledge economy, experimental learning, outreach, technological revolution, communication

Introduction

Technology is an important aspect in the era of globalization. It includes intruded into the sphere of our life to a greater extent taking the world closer to us. The concept of "Global Town" by Marshal McLuhan is transformed appropriate with the know-how. It has brought a drastic trend in reception of information. Every part of human's life is heralded with the technological breakthroughs. The eruption of technological developments has reformed one of the core areas of one's life i.e. education. Likewise a change in technology undeniably affects the education sector to a greater degree. The Technological improvement i.e. the introduction of new press in the latter part of 20th century has bombarded the education sector with expansive information and data. They have widened the restrictions of learning beyond the four walled classroom and is creating waves in education sector using its exclusive characteristics.

Multimedia technology, a significant innovation has improved far ahead of traditional marketing through its interactive characteristics. They have substantially transformed the complete world of mass media. It includes digitized the world and made it accessible. Multimedia technology has destroyed the barriers of traditional marketing which restricted to just providing content without allowing the viewers or visitors from participation. It offers revamped the educational world through content showing and constant upgrading and replacing of the info creating sweeping changes in the learning process. The brand Multimedia technology has provided open public domain of interaction with assorted types of information and knowledge writing. Today we can witness an extreme shift in learning which possessed restricted to

classrooms and catalogue to the world of technology. Social media sites, websites, wikis, smart mobile phones are supplementing the class room teaching as well as the literature. They have become the learning tools showing that Multimedia technology is an essential need in education sector.

Today, Multimedia technology has making education sector more competitive giving an answer to the globalization. It really is allowing students to explore their pursuits and inquisitiveness on a global scale. It has interwoven in to the fabric of academics life allowing students to create their own knowledge through online services. The digitization and online facilities have evolved a fresh learning style called outreach learning which equips students with professional content and skills that is more appropriate for employability. The Multimedia technology broadens the data sphere of students by facilitating relationships, community learning and exchange of ideas. Outreach learning beyond the classroom provides students an experiential learning of theoretical aspects helping in better understanding. Multimedia technology through its step in knowledge sector has provided education a multidimensional learning procedure and improving outreach learning giving climb to technology of innovative and competitive students.

The present paper has contemplated the centrality of Multimedia technology in instruction. New Media's part in learning process, its preferences and hazard is contemplated by embracing overview strategy among undergraduate college students in Gurgaon, Haryana. The paper likewise thinks about the effort learning perspective using Multimedia technology among understudies.

Education through Multimedia Technology

Instruction, a venture of lifetime incorporates taking in at various levels from school to the college. It empowers a person to develop with satisfactory information, basic reasoning and a situation favourable development. This information area certainly shapes the life of a person into a sure being to make a stamp in the opposition driven world. Being a vital section of one's life it advances and reshapes with the changing society requests. Training is considered as essential for the development of an individual and the financial improvement of a nation. Without a doubt it is an apparatus for change procedure of a country and a voyage for understudies to cut a specialty for themselves in the aggressive world. The training world is continually rebuilt and reproduced with innovative progressions. It is appropriately pointed that "Innovation related improvements are Change Drivers that have essentially reshaped the scene of advanced education"

Multimedia technology with its changed kinds - wiki, online journals, person to person communication destinations, for example, Facebook, twitter et cetera, video sharing destinations, for example, you tube; small scale websites are well-known among youngsters. Multimedia technology had surpassed from simply being the medium of amusement to part of information. The youngsters not simply utilize Multimedia technology for systems administration with companions and gaming yet have guzzled an associate inclining, open support and data looking for conduct. These kinds of Multimedia technology are broadly utilized by understudies for learning process as a supplement for books and have initiated capacity of talk and basic reasoning among understudies. With the Multimedia technology innovation at the fingertips undergrads are activated for commonsense learning of hypothetical angles and modern point of view on their syllabus subjects enlarging their learning skyline.

Multimedia technology tools for learning

You Tube: An online video sharing webpage where recordings are transferred by clients and be seen unreservedly. Clients can leave remarks on the recordings. Long range informal communication Sites: Social systems are the place clients set up a profile of themselves, make formal associations with individuals they know, impart and share inclinations and interests. It permits the people to exhibit assortment of arrangements including recordings and writings. Facebook, MySpace, LinkedIn et cetera are the outstanding person to person communication locales among undergrads.

Web journals: Blogs are major intuitive device. An individual can make and refresh content and can likewise keep up standard sections of editorial, occasions or news. Blog destinations might be kept up by a solitary individual, a gathering of people, corporate body et cetera. In the majority of the blog locales, clients (normally eluded as bloggers) share a considerable measure of basic data scattered through sound, vivified illustrations and video documents.

Wikis: Wiki is an instrument that guarantees a superior type of open area communication and group association. Wiki is accumulation of website pages and is created in order to oblige a wide cluster of substance and gets to. Anyone can

contribute or change content in a wiki. Wikipedia, a web reference book is one of the best known wikis.

Google: Google is the biggest web index on the web it handles a few inquiries through its different administrations. This web search tools give us a chance to discover different destinations on the online on catchphrase seeks.

Outreach Learning

Instruction world is changing enormously with the rise of Multimedia technology innovation. It is no more a learning school in the midst of four dividers restricting just to the static syllabus characterized and outlined. Today the extent of effort learning is obvious with the multidimensional approach for instruction. Effort learning is characterized as learning process past the standard classroom and research centre exercises. It gives an instructive affair to youthful understudies by fusing exercises like connections, group learning, peer learning, modern talks and introduction supporting the expert improvement of understudies. Effort learning accentuation and empowers in building certainty and capacities in branch of knowledge assaulting with distinctive data and points of view on scholarly related themes and general points. It unquestionably is an instrument to create logical temper and freedom of psyche. Effort adapting constantly develops understudies as talented and focused people by amplifying their exertion through experiential learning. The development of Multimedia technology innovation is a creative change on the planet of instruction by enhancing understudies with new measurement of learning for the focused world.

Requirement of study

The evolution of Multimedia technology has instigated changes in aspects of human life. It has absolutely heralded the knowledge economy. Multimedia technology has interwoven itself into fabric of academics. The education is revamping itself as students are ardently using Multimedia technology for the learning purpose. The conventional idea of enhancing knowledge in a classroom and libraries is seeing changes as students depend on Multimedia technology for better understanding, extra information, industrial knowledge, current affair and experiential learning. They are involved more in interaction, sharing information, acquiring skills and exemplary understanding. Multimedia technology is undoubtedly is causing a significant ripple in higher education by allowing students for greater specialization in curriculum. Students in college extensively use Multimedia technology tools for varied academic purposes. From assignments to making notes, from alternate information to industrial content, their preference is new media. Bygone are days when students referred books in libraries for enriching themselves. In this era of e-generation with Multimedia technology tools and the phenomenal spread of mobile phones, going online has turned easy to clarify their doubts instantly and satisfy their learning instincts. It is encouraging an outreach learning concept and producing a skill set students as the confident individuals and better future workforce. The new media's role in outreach learning without confining to prescribed information of syllabus topics among college students is studied in the current research paper.

Objectives of the Study

1. To study the relevance of Multimedia technology for Outreach learning among college students.
2. To study the Multimedia technology tools used extensively for learning purpose.
3. To study the benefits and risks of Multimedia technology among college students.

Methodology

Quantitative research method is used to examine the relevance and use of new marketing for outreach learning among college students in Gurgaon, Haryana. Non Purposive sampling was used and 300 students were randomly decided on for the study. A questionnaire was made with open-ended and close ended question for data collection. Ratio analysis is followed for the info collected resulting in the findings below.

Findings

New media's entrant in to the education sector altered the circumstance of learning from four walled classroom to the entire world. The principal data accumulated substantiated this with most students, 91% resorting to new advertising for learning. It really is erasing the procedure of learning through literature, library, and classroom coaching presenting the style of using online tools for augmenting the academic performance.

Online research materials, discussion message boards on academic issues are lacing in more information to the predesigned syllabus. Online's intensive information on academics content bounded with place notes is diluting the classroom notes making behaviour among the existing students. 82% of the students to a great also to some extent lay down back on online language resources for their academic excellence.

A range of options in new multimedia tools are providing a choice for students to choose the info tailored completely according with their interest, understanding potential and wealthy content. The respondent's opinion clearly suggests that the most opted tool is wiki accompanied by public networking sites and sites for alternate information. The respondents opine that new multimedia has not merely limited to providing syllabus content but the practical visibility through professional lectures, conversations and debates, connections etc. inducing the experiential learning that happen to be refused to a great magnitude in universities. Experiential learning has unleashed a new stage in education or learning that is beyond transferring examination. It really is thought as better understanding of ideas and fundamentals resulting in a potential learning and professional development. 34% of respondent's correlate new mass media and experiential understanding how to a great amount, while 61% says it is providing an improved understanding of basics for some level. For students to be a secured asset for the United States the skill are as essential as diploma recognition. An industrialist opines that "Only small parts of our educated young ones are easily employable. The majority is impaired by some kind of skill deprivation. The spaces are most in the regions of soft skills, efficient skills and commercial skills." Along with education it's important for students to tailor in line with the industrial needs. In relationship Multimedia technology is

unquestionably a website for enriching the abilities, whether it is creative, complex or employability by its tremendous content, improved video tutorial and demonstration tools adding to quality of education. 49% of respondents cited that new press tools are boosting their skills at a larger rate and 43 % are suffering from certain skills through digital press.

This digital world of learning is allowing young ones to explore their passions and discover information that goes beyond what they gain access to in classroom. They actually turn to specialised knowledge with the established networks from throughout the world. It really is a stage to demonstrate their work and show their take on issues. It offers aimed to peer learning and motivating them to boost their personality. For 19% of respondents Multimedia technology is community forum for exchange if ideas and show their views while 24 % highly opine new press is a window to learn and understand the nationwide and international affairs. It includes indeed helping those to improvise their communication skills and talents through continuous connection and conversations as explained by 27 % students. 22% of the members are excelling in academics by its comprehensive analysis materials while 12% are suffering from the analytical brain with the debates and conversations online. It offers triggering their critical thinking on various current issues and motivating these to be productive public participants.

Since its advancement new marketing has altered the dynamics of learning. It really is so permeated into the life of young generation a "new world "of communication, self-expression, and autonomy sometimes appears. It has encroached their each day activities from companionship, understanding how to a open public participant. Using the mobile technology they can gain access to online facilities without a time frame. Since it is visible that a sizable number of schools are in way of thinking for presenting new mass media or online facilities in universities 87% students demand that new marketing is be unveiled in college or university or colleges for the good thing about students and faculties while a tiny portion of 7% say a solid no because of its entry into schools.

Applauding the benefits associated with new advertising and desiring its accessibility into schools, students unduly that it can accompany with certain dangers which have to be monitored. As a useful medium with enormous content that may be reached easily, new press is persuading students to blind falsely accept the articles and enjoy plagiarism as explained by 39%. They concur that it is totally changing the campus and class learning through fragment sense of learning. The affiliation to new advertising and online learning keeps growing stringer among students as the articles are available and it is chosen corresponding to individuals learning potential. The overall views regarding Multimedia technology in education evidently suggested that new advertising and education are intertwining with student's comprehensive dependency on the new multimedia for possible learning. 60% of the respondents assert that new advertising provides them with easily custom-made contents with their leaning capacity. This indeed has encouraged for better understanding. Corresponding to 46% it includes triggered the capability to question, review and opinionated by raging the tendency of interaction, discourse and debates on every concern. The

digital marketing has progressed the culture of sociability by creating organizations enabling exchange of ideas and posting resources among friends as said by 38% of the members. Multimedia technology being truly a tool for networking, acquiring buddies, creating groups has taken in peer and community learning idea regarding to 39% of respondents as the other 31% feel this is a product to the formal school room which has establish predefined goal. By giving an exposure to progressive learning methods and wealthy content, new mass media has drawn the students unperturbedly. 28% of the respondents say that new multimedia is obviously an avenue for acquiring skills that make sure they are employable. Giving a contact with commercial skill pieces new multimedia is adding to the better labour force.

Implications

The research plainly indicates new advertising has created a substantial ripple in the training sector. They have introduced to the idea of energetic learning methods beyond the formal school room. New marketing is proving that it's not simply a medium of fun but package of knowledge for the interested. That is evident with students resorting to the various tools of new advertising for learning and understanding the ideas of academics. College or university students' online learning is not restricted to academics but is making them socially dynamic by providing a system to make their speech heard or even to express them. Definitely, it is widening their knowledge horizon through experiential learning. New press is the type medium to obtain the required skills for professional development. A realtor of tremendous change, new advertising technology is enabling greater expertise of the curriculum. It really is enriching the students' knowledge sector with significant information on assorted aspects. New advertising tools are adding interest influenced community and peer learning. The digital mass media has enthralled the college or university students to great level using its spontaneity and interactive aspect. Though Multimedia technology is making a trend with positive strategy, its negative aspects are undeniable. The brand Multimedia technology is well accepted as this content, strategy, presentations are made corresponding to individual's needs. It will be is tool to create self-confident and competitive students.

Conclusion

A great transformation sometimes appears from, libraries to mobiles, computer systems, and digital press in the age. The age is well a synonym to the e-era, which is technology motivated. Its ingress into the knowledge current economic climate has significantly evolved the training sphere. They have broadened the educational world from pre set goals like syllabus, exam to skills, world affairs, community learning and of most an experiential learning. It really is treading its way to make students carve a distinct segment for themselves in the competitive world. New mass media technology has bombarded the college student fraternity with variety of abundant content, strategies for learning, social contribution and medium for manifestation. It has damaged the obstacles of learning amidst four walls by giving a contact with home elevators academics as well as theme of interest. It really is

allowing the students to create their own knowledge and improve their skills for the professional development. Indeed new multimedia technology is interwoven into academics supplying a multidimensional method of educational sector and the data economy. The Multimedia technology in education is setting up a genre of outreach learning and adding for future years global leaders.

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