

**Training and Development**  
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**Module – 08: Technology Based Training Methods**  
**Lecture - 38**  
**Social Media**

Welcome back to the lectures on module 8, where we are discussing on the technology-based training methods. In the first session we have discussed about the different technology-based training methods and difference with the traditional training methods in the second session we have seen on the computer-based training.

In while discussing on the computer-based training, we have also discussed a bit about the social media and its role like how it can be used for delivering training and how it is an important medium for like developing the collective intelligence and creating the collective material creating a what you call creative comments through the collective knowledge or some concept through like sharing and interacting more.

And it happens more and the like the real time interaction like and very interactive format, which if what we can understand is a sort of replicating kind of situation whenever we are there in face to face and there is an interaction between the peers and the group members and similarly which is a replicating that whereas, a situation where we are replicating that scenario in unlike online platform.

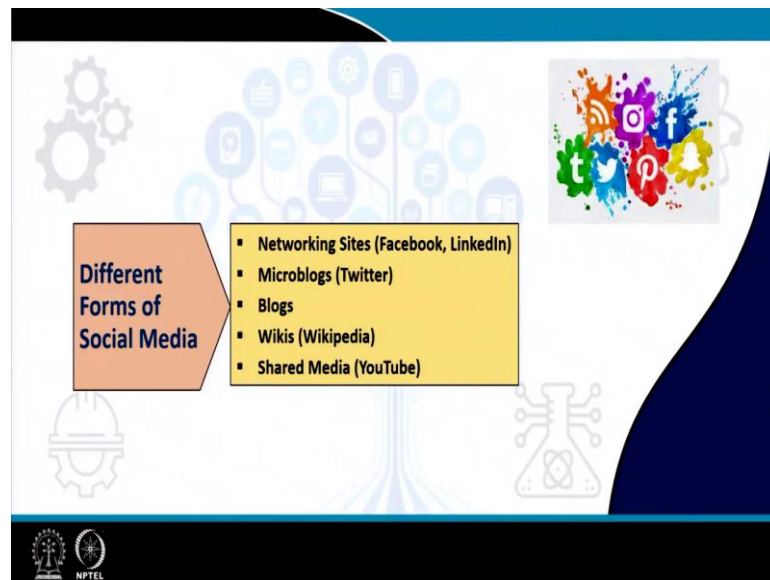
So, in this today's lecture we are going to discuss on the social media and its role in training. So, let us begin let us understand what are the social media, different types of social media and what are the divisions under it and how each of them can be used as a in the process of training and not only understanding how each can be used understanding of course, its limitations is very important. So, that we do not over expect from a particular method. So, let us begin our discussion now.

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So, this part of the lecture session will be held on social media and its various other aspects.

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Now, first we get to understand what are the different forms of social media. These are networking sites which are Facebook, LinkedIn, Microblogs, Twitter, Blogs, Wikis which you call Wikipedia and shared media which is YouTube.

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The slide features a central yellow box with the following text:

- **Blogs**  
It refers to a webpage where an author posts entries and readers often can comment.  
There are different types of blogs such as,
  - Personal blogs used by persons
  - Company blogs used for marketing and branding,
  - Topic blogs used for focusing a topic
  - Media blogs like Video blogs, Mobile device blog

The slide also includes a blue arrow-shaped box on the left with the text 'Different Forms of Social Media', a world map graphic with social media icons on the right, and a small video inset of a woman in the bottom right corner. The NPTEL logo is visible in the bottom left corner.

A more elaborate discussion in this blogs refers to a webpage where an author posts entries and readers of can often can comment on it. There are different types of blogs such as personal blogs used by person's, company blogs used for marketing and branding, topic blogs used for focusing on a topic media blogs like video blogs mobile device blog etcetera.

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The slide features a central yellow box with the following text:

- **Wikis (Wikipedia)**  
Refers to a website that allows many users to create, edit, update content and share knowledge.
- **A microblog**  
Refers to software tools such as twitter that enable communication in short bursts of text, links and multimedia

The slide also includes a blue arrow-shaped box on the left with the text 'Different Forms of Social Media', a graphic of social media interaction buttons (LIKE, COMMENT, SHARE) on the right, and a small video inset of a woman in the bottom right corner. The NPTEL logo is visible in the bottom left corner.

Wikis or Wikipedia refers to a website that allows many users to create edit update content and share knowledge. A microblog refers to a software tool such as twitter that

enable communication in short bursts of text, links and multimedia. So, it's like a first chatting that as we talk of in face-to-face situation discussing about a topic in a very like fast communication and getting to understand the views of people in a very short while. So, it is kind of a medium for that this.

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The slide features a central yellow box with a list of seven bullet points. To the left of the box is an orange arrow pointing right with the text 'Social Media Usefulness'. To the right of the box is a circular graphic with social media icons (Twitter, Facebook, LinkedIn, etc.) surrounding a globe. The background is white with faint icons of gears, a hard hat, and a network diagram. A small video inset of a woman is in the bottom right corner. The NPTEL logo is in the bottom left corner.

- Providing links to resources
- Determining training needs with tagging
- Reinforcing and sustaining learning
- Being used as Coaching and mentoring tool
- Linking learners before, during and after a formal training event
- Engaging younger employees
- Providing content before a face-to-face learning event.

What are the social media? After we have understood what are the different kinds of social media types what we need to understand the usefulness of the social media which is providing links to resources determining a training means with tagging reinforcing and sustaining learning being used as a coaching and monitoring tool, linking learners before during and after for formal training in event, it is very important that the as technology based training is a learner centric training the learners are getting connected to each other.

So, linking learners before during and after a formal training event. Engaging younger employees because they are more technology savvy they find it easy to connect through the social media. So, you can you can make them more engaged with the training programs. So, engaging young younger employees providing content before a face-to-face learning environment or an event takes place.

So, what you can do is, you can provide the content beforehand and then you come to like which they can learn, they can understand and then come for a face-to-face discussion online in a virtual platform.

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The slide features a central yellow box with a list of factors, an orange arrow-shaped box on the left, and a video feed of a presenter on the right. The background is white with faint icons of gears, a hard hat, and a network diagram. The NPTEL logo is in the bottom left corner.

**Factors in Deciding to Use Social Media for Training**

- Are there social media already in use in the company,
- Does social networking fit to the company's learning strategy,
- Are there employees geographically dispersed,
- Does the learning strategy support on-job learning,
- Is there a need to foster collaboration
- Are there a significant number of employees from millennial generation

Now, what are the factors which lead to deciding about the use of social media for training? So, at their and it in many cases the when we choose the factors it depends on the mindset on the openness of the organisation the trust level in the organisation like organisations trust on the employees and employees trust on the organisation also.

So, and because there will be a lot of information which will be shared and so, for that and there will be a lot of discussion which is the live discussion happening. So, organisations need to have a tolerance level to like allow for this social media-based training.

So, we need to check out like are their social media already in use in the company, the social networking fit to the company's learning strategy that is what like is the organisation like comfortable within and because in social media more of discussion between peer-to-peer learning happens and also with expert and definitely with the trainer, but more amongst a group of people.

So, it needs to fit into the culture of the company and the learning strategy. So, are there employees geographically dispersed we need to understand why we need to go for the social media training.

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**Factors in Deciding to Use Social Media for Training**

- Are employees comfortable to use social networking
- Is business required substantial teamwork
- Does knowledge need to be shared quickly
- Does the company value innovation
- Does the culture of the company support decentralized decision making

The slide features a central yellow box with a list of five factors. To the right of the box is a small image showing a laptop and various social media icons (Facebook, Twitter, YouTube, etc.) on a wooden surface. The background of the slide is white with faint icons of gears, a lightbulb, and a person. A small inset video of a woman is visible in the bottom right corner of the slide area. The NPTEL logo is in the bottom left corner.

So, does the learning strategy support on the job learning? Is there a need to foster collaboration because more you like speak with each other ideas develop for collaboration? Are there a significant number of employees from millennial generation because they would go like to go for this social media kind training and they can use social media as a platform for training.

The other factors to be continued like are employees comfortable to use social networking this is very important like it depends definitely to some extent on the like whether you are tech savvy what generation you are whether you have handled this kind of media before or not.

So, these are the common questions which will give rise to comfort of the people of using this social networking site. So, that needs to be taken care of. Is business like is does the business requires a substantial teamwork because it is one of the ways through which you develop a teamwork between the employees.

Does knowledge need to be shared quickly that is also very important if there is a knowledge that is developed like it get shared of very quickly through this like social media platform. So, does knowledge need to be shared quickly, does the company value innovation the that is important because while in the process of discussion some new ideas may come up.

So, the which may or may not be in line with the organisational suggested values and like defined cultures. So, that may be talking of something different something new. So, whether the organisation value innovation of like maybe the in terms of the products or the ways of deliverables whatever so, does the company value innovation because again at the base of that is of course, the trust of the employer or the employee and vice versa.

So, does the culture in continuation of that what we can tell does the culture of the company support decentralized decision making because many decisions will be taken on the spot and people may not feel the need to refer to and verify and validate whatever they are thinking with the higher authority because whenever you are talking of social media, social media discussion, social networking.

It is a more like a web-based structure and people are more connected with each other at the same like level of power platform. So, whether they need to get verification validation. So, these may not the people may not think of it also. So, it may come into contradiction if the organisation prefers a centralised decision making, but this social media and training through social media the discussions through social media will it is again guided towards decentralisation.

So, we have to understand either does the culture of the company support decentralized decision making also or not. So, then only if the culture supports then only you can use this training medium for social media for training. Otherwise what happens? You may receive a training on the importance of social media the usage of social media for training, but you may not be able to like properly implement it in your own organisation.

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The slide features a central yellow box with the title "Why Blended Learning" in a blue arrow-shaped box. To the right is a list of reasons, and to the right of that is a small video inset showing a person using a laptop. The background is white with various icons like gears, a hard hat, and a circuit board. At the bottom left is the NPTEL logo.

**Why Blended Learning**

- Because of Limitations of online learning related to technology such as -
  - Insufficient bandwidth
  - Lack of high speed web connections
- Preference of trainees for face-to-face contact with trainers, other learners and employees.
- Many companies are moving to a hybrid, or blended learning approach

Why blended learning? So, from the discussions till now what we have understood like there are certain good points of technology-based training and, but there are certain limitations also. Similarly, whenever we are going for face-to-face training again each has its own which is the traditional method of training each has its own advantage and disadvantage and both has the you know like good points which are complementary to the weak points of the other type of training.

So, what we can do is, we can think of a blended model a hybrid model. So, which is like that learning is related to technology these have certain of the limitations let us see over here what are the limitations such as like insufficient bandwidth lack of high-speed web connections. So, and sometimes maybe the preference of trainees may be for face-to-face contact with trainers and other learners and employees.

So, this could be another thing also. So, because of these limitations and preferences of the trainees may be to meet another person in person. So, what we can understand like we may be moving towards a hybrid model or a blended learning approach.



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**What is Blended Learning**

Blended learning is an approach to education that combines online educational materials and opportunities for interaction online with traditional place-based classroom methods. It requires the physical presence of both teacher and student, with some elements of student control over time, place, path, or pace.

The slide features a blue header and footer with the NPTEL logo. The background is white with faint icons of gears, a hard hat, and a network diagram. A woman in a yellow top is visible in the bottom right corner.

So, what is blended learning? It is an approach to education that combines online education materials and opportunities for interaction and online along with the traditional place-based classroom methods. It requires the physical presence of both teachers and students with some elements of student control over time place path or pace.

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**Some Blended Learning Methods**

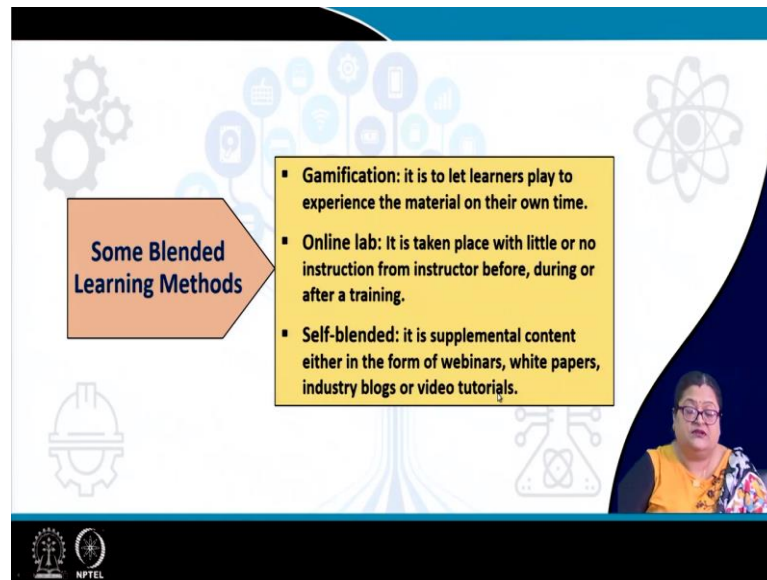
- **Face to face:** Traditional supplemented with technology
- **Rotation:** Learners can go from one to another activity as directed by instructor or online in a self-directed manner.
- **Flex:** The learners control their learning path choosing what they want to learn interchangeably

The slide features a blue header and footer with the NPTEL logo. The background is white with faint icons of gears, a hard hat, and a network diagram. A woman in a yellow top is visible in the bottom right corner.

Some blended learning methods face to face traditional supplemented with technology.

Rotation: Learners can go from one to another activity as directed by the instructor or online in a self-directed manner. Flex: It is the learners control their learning path choosing what they want to learn interchangeably. So, that is called like flexibility.

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The slide features a blue header and footer. The main content area is white with a blue background on the right side. On the left, there is a blue arrow pointing right with the text "Some Blended Learning Methods". To the right of the arrow is a yellow box containing a bulleted list of three items. The background of the slide is decorated with various icons: gears, a lightbulb, a smartphone, a Wi-Fi symbol, a bar chart, a person, a hard hat, and an atom symbol. In the bottom right corner, there is a small video inset showing a woman with glasses and a yellow top. The NPTEL logo is visible in the bottom left corner of the slide.

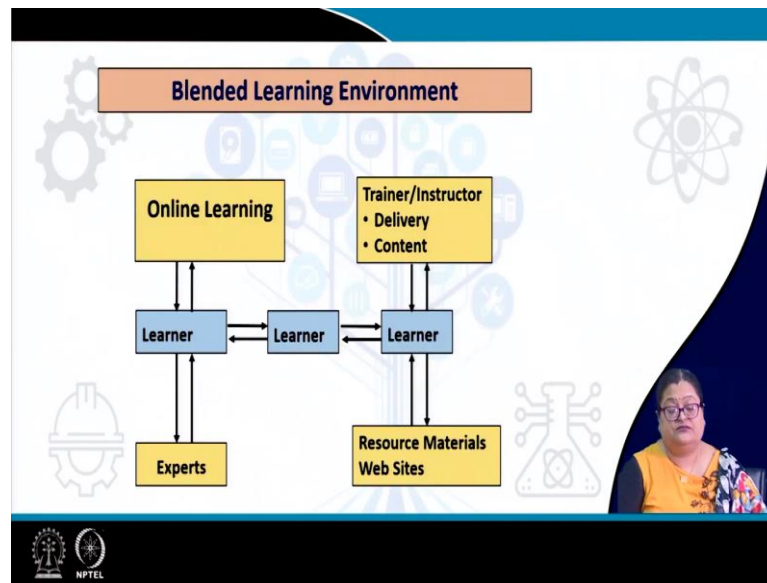
**Some Blended Learning Methods**

- **Gamification:** it is to let learners play to experience the material on their own time.
- **Online lab:** It is taken place with little or no instruction from instructor before, during or after a training.
- **Self-blended:** it is supplemental content either in the form of webinars, white papers, industry blogs or video tutorials.

Gamification: It is to let learners play to experience the material on their own time. Online lab: It is taken place with little or no instruction from instructor before during and after a training. Self-blend: self-blended it is supplemental content either in the form of webinars white papers industry blogs or video tutorials.

So, this is what like this is where you need to learn on yourself. So, in some reading material additional reading material these things are given from where like you get to understand more things and you can see the video you can refer to the tutorials. So, which is again you can do at your own pace. So, that you can like blend it with the learnings given in the original sessions along with these extra materials to gain your knowledge.

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What is the blended learning environment? In which there is an online learning where which is designed according to the learners, learners centric learning, learners' preference, learners' styles of learning, learner's objective of learning and the expected outcome. So, these will be a like having a feedback loop with the online learning which develops itself the processes based on the feedback given by the learner.

The learner also on the one side is this the online learning which is given by the trainer and on the other side is the expert knowledge who are like experts in this particular domain and the learner can get back to this expert to know something and the like the experts will help to the extent possible to the to help the learner with it.

The learner can contribute back to the online learning if it is of course, a computer-based training. So, whatever the learner has experienced in this can again pen like write it down in terms of like the common material pool that is developing as a to be used as a content. So, that is where the feedback arrow. What you can see over here that the learner has also communicated can also communicate with other learners about their and get to know their views on a particular topic of discussion.

And the learner also and as the result they can develop something which are the resource materials and to write about it the company and all in the websites, which will again give a feedback which is will come to the learner and the learner is going to share it with the

trainer or instructor for the smooth deliverable of the course and the developing the content further.

So, what is the learner expecting from the content and the method of delivery based on like the other resource materials maybe that they have referred to and the websites that they have referred to. So, how the training material which has been prepared originally gets modified over time with the proper feedback and handholding support of the learner which talks of like the learner which takes an initiative to develop a particular areas of interest for the employees' point of view and also from the organisations point of view.

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The slide features a blue header and footer. The main content area is white with a light blue background of various technology icons (gears, Wi-Fi, smartphone, atom, hard hat, circuit board). On the left, an orange arrow points to the right with the text "What is Mobile Technology". In the center, a yellow box contains the text "Mobile technology consists of the following:" followed by a bulleted list: "Wireless transmission system such as Wi-Fi and Bluetooth that allow transmission of data without need of physical connection between devices or between device and internet connection." Below the list is the text "(continued)". In the bottom right corner, there is a small video feed of a woman with glasses wearing a yellow top. The NPTEL logo is visible in the bottom left corner.

Now, what is mobile technology? So, if you remember like when we were discussing about the computer-based training, they we also discussed about the mobile technology because which is where you can move easily with the devices and if internet connection is there you can write from your devices also to and participate in the training program.

So, you can do it from anywhere if you are known how to access it through your internet. So, fourth is what you need is particular training on is how to use your mobiles for the training purposes. So, now before we embark into that what we will get to understand is what is mobile technology.

So, mobile technology consists of the three of the following consists of the following things. First is the wireless transmission system such as Wi-Fi and Bluetooth that allow

transmission of data without the need of physical connection between the devices or between the device and internet connection. So, this is a wireless transmission.

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The slide features a blue header and footer. The main content area is white with a light blue background of various technology icons (gears, a smartphone, a Wi-Fi symbol, a location pin, a bar chart, and an atom). On the left, an orange arrow-shaped box contains the text 'What is Mobile Technology'. To its right, a yellow box lists the components of mobile technology. In the bottom right corner, there is a small video feed of a woman with glasses and a yellow top. The NPTEL logo is visible in the bottom left corner of the slide.

**What is Mobile Technology**

Mobile technology consists of the following:

- Mobile devices such as smartphones, tablet computers, iPods, iPads, GPS (Global positioning system) devices, and RFID (radio frequency identification) chips.
- Software applications related to processing audio files, word processing, spreadsheets, Internet, e-mail and instant messaging.

The mobile technology then what is mobile technology? Mobile technology consists of the following which is mobile devices such as smartphones, tablets, computers, iPads, GPS devices and RFID identification like radio frequency identification chips. So, these are certain mobile devices which are there and then there are software applications related to processing audio files, word processing, spreadsheets, internet, email and instant messaging.

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The slide features a title box on the left that reads "Use of Mobile Technology and Learning". To the right is a yellow box containing a list of five bullet points. The background is light blue with various icons like gears, a smartphone, and a network diagram. In the bottom right corner, there is a small video inset showing a woman with glasses and a yellow top. The NPTEL logo is visible in the bottom left corner.

- Mobile learning refers to use of electronic devices to learn across contexts.
- Mobile learning connects individuals with media, educators, peers, and experts.
- Helps to accessing information quickly
- It has communication and content collaboration
- A variety of ways to learn, and
- Situated learning including contextual and informal learning

Now, how to use the mobile technology and learning? Mobile learning refers to use of electronic devices to learn across contexts. Mobile learning connects individuals with medias, educators, peers and experts it helps to access information quickly it has communication and content collaboration.

So, we need to understand the level of collaboration and how we develop it how you communicate with the other friends who may be there in a particular circle who or learners or to the trainers or to the expert. So, it is a communication and expert collaboration and content collaboration also. A variety of ways to learn and situational learning including contextual and informal learning.

So, whenever we are talking of situated or situational learning. So, the [FL] a variety of ways to learn and a situated learning including contextual and informal learning.

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The slide features a title box on the left and a list of issues in a yellow box on the right. The background is white with blue and grey icons representing technology and learning. A small video inset of a woman is in the bottom right corner. The NPTEL logo is at the bottom left.

**Common Issues in Mobile Technology and Learning**

- Physical attributes of mobile devices, such as small screen size, heavy weight, inadequate memory, and short battery life.
- Content and software application limitations, including a lack of built-in functions, the difficulty of adding applications, challenges in learning how to work with a mobile device, and differences between applications and circumstances of use

Common issues in mobile technology and learning. The physical attributes of mobile devices such as small screen size heavy weight inadequate memory and short battery life may affect your eyes and maybe postures or like you're the hands when you are just finger tips while you are just moving through the screen very often.

So, this may have some a certain aspects of affect on your physical like features also specially with your eyes and like neck and fingertips because you are always moving the screen so, that this finger movements on the screen may affect the sensitivity of the receptors which are present over here.

So, this we need to take care of because what will be with this the mobile devices why we are discussing this physical attributes of course, is like then what should be like if you are talking about the small screen size, what should be the letter of the font so, that people can see it properly if you are talking of inadequate memory and short battery life, then what should be the length of the or duration of the content which is given how what should be the size so, that it becomes downloadable.

So, these kind of considerations you have to think of whenever you are trying to design a mobile technology-based learning and want to deliver it because these are certain the certain of the practical issues that we need to be careful about. Content and software application limitations including a lack of built-in functions the difficulty of adding



applications, challenges in learning how to work with a mobile device and differences between applications and the circumstances of use.

So, these are the certain procedural challenges while developing technology based while developing technology-based content specifically feature to be like given on the mobile platform and that is where we need to be before we go on developing the content the content developers need to educate themselves more on this.

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**Common Issues in Mobile Technology and Learning**

- Network speed and reliability and
- Physical environment issues such as problems with using the device outdoors, excessive screen brightness, concerns about personal security, possible radiation exposure from devices

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Network speed and reliability and physical environment issues such as problems with using the device outdoors, excessive screen brightness, concerns about personal security, possible radiation exposure from devices etcetera these are the then the when does when the screen becomes black and you just cannot see anything. So, these kind of things needs to be taken care of while like you are thinking of developing the contents and delivery through mobile devices or hand-held devices like even tablets also.



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The slide features a central yellow box with a list of three bullet points. To the left of this box is a blue arrow pointing right with the text 'Adaptive Training'. The background is white with faint icons of gears, a hard hat, and a molecular structure. In the bottom right corner, there is a small video feed of a woman with glasses and a yellow top. The NPTEL logo is visible in the bottom left corner of the slide.

- It refers to a training that customizes or adapts the content presented to the trainees based on their learning style, ability, personality or performance.
- Adaptations include the variety, difficulty and sequencing of content as well as practice problems.
- In this training instructions are changed depending upon the score on tests or quizzes completed either before or at various times as they experience the training.

Adaptive training. It refers to a training that customizes or adapts the contents presented to the trainees based on their learning style, ability, personality or performance. Adaptations include the variety difficulty and sequencing of content as well as practice problems.

In this training instructions are changed depending upon the score on tests or quizzes completed either before or at various times as they experience the training. So, this is as we were discussing it is more becoming more learner centric based on their learning style ability, personality and how you are performing.

It is making something very customised for the specific learner. For that the backend programming needs to be developed in such a way like it through a series of questions that you ask the learner before you enter into the click on the begin for the learning experience you capture certain data about the particular employee, the interest level, the age maybe the moods the interests and the things known things not known things that I want to know.

If these kind of things are and how do I want to learn. So, what I can do. So, if these kind of questions are captured and may be analyzed then you get to understand a profile pattern of the learner, which you can map with the with your content you can map with the profile pattern and set the difficulty level accordingly incentivize the learning with the proper tokens encourage the learner to like again go through the learning process take

the assessment quiz etcetera so, that they like think of they also get a feeling of improvement from inside.

So, as we told like in this training instructions are changed depending on the score on the tests or quizzes completed either before or various times as they experience the training. So, this giving a feedback through the incentives tokens or gifts received. So, these kind of virtual gifts also it is like a sort of self-competing with oneself and achieving it gives a sense of achievement and competition and maybe competition competing with some other players who are there and also they are learning and they are putting their quizzes answers etcetera.

So, this sense helps creates a learning environment which helps the learner to learn and makes learning more interesting.

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The slide features a blue header and footer. The main content area is white with a blue border. On the left, there is a blue arrow pointing right with the text 'Distance Learning' inside. To the right of the arrow is a yellow box containing two bullet points. The background of the slide is decorated with various icons: gears, a lightbulb, a smartphone, a network diagram, and a chemical structure. In the bottom right corner, there is a small video inset showing a woman with glasses and a yellow top. The NPTEL logo is visible in the bottom left corner of the slide.

**Distance Learning**

- Distance learning is used for geographically dispersed companies to provide information about new products, policies, procedures as well as deliver skills training and expert lectures to field locations.
- It includes virtual classroom having projection of still, animated and video images, instructor-learners audio discussion, sharing of computer software applications, interactions using instant polling technology and whiteboard marking tools

Distance learning. So, distance learning is used for geographically dispersed companies to provide information about new products policies procedures as well as deliver skills training and expert lectures to field locations. It includes virtual classrooms having projection of still animated and video images, instructor learner's audio discussions, sharing of computer software applications, interactions using instant polling technology and whiteboard marking tools.

So, these are some of the ways where you can make distance learning more like lively, more interactive and where you can communicate with the people the your learners the even if it is a virtual you will feel you will try to establish a connect with your learners and through these images, audio video discussions and sharing of applications and polling techniques and other things which makes the sessions more lively interactive and this virtual classrooms becomes like it is where real classroom like situations get replicated where the lecturer tries to or the instructor tries to establish a connect with the learners who are there.

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The slide features a blue header and footer. The main content area is white with a blue border. On the left, an orange arrow points to the right, containing the text 'Important Features of Distance Learning'. To the right of the arrow is a yellow box with a black border containing a bulleted list. The background of the slide is decorated with various icons: gears, a lightbulb, a smartphone, a network diagram, and a person's head. In the bottom right corner, there is a small video inset showing a woman with glasses and a yellow top. The NPTEL logo is visible in the bottom left corner.

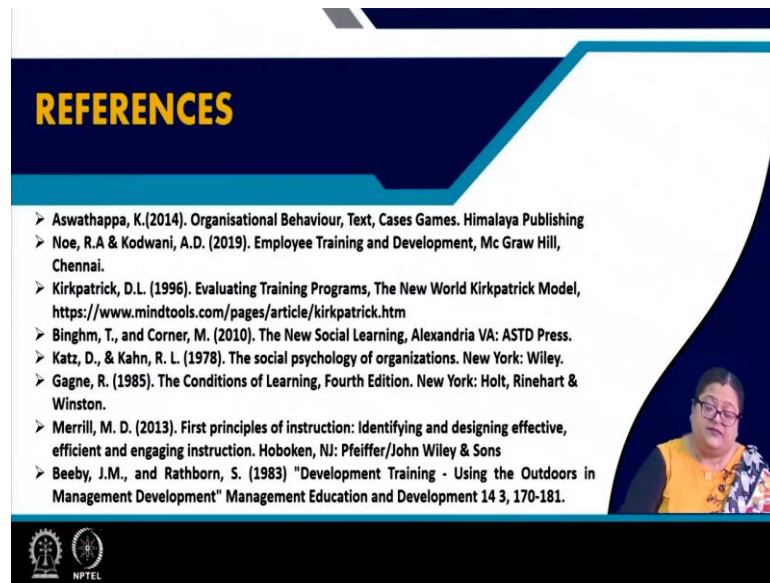
**Important Features of Distance Learning**

- Distance learning features two way communications between people and it currently involves two types of technology:
  - Teleconferencing refers to synchronous exchange of audio, video and or text between two or more individuals or groups at two more locations.
  - Individualized , personal computer based training involves, multimedia training methods, such a web-based training.

The distance learning features two way of communications between people and currently involves two types of technology. Teleconferencing which refers to synchronous exchange of audio, video and or text between two or more individuals or groups at two or more locations and individualized personal computer-based training which involves multimedia training methods such as a web-based training.


So, these are the important features of distance learning where teleconferencing where synchronous exchange of audio video between two or more individuals who can participate in a group discussion and or individualize your personal computer-based training where you are like attending a seminar or seeing a particular video and attending a webinar and you get to like enrich yourself which you can do from your personal computers.

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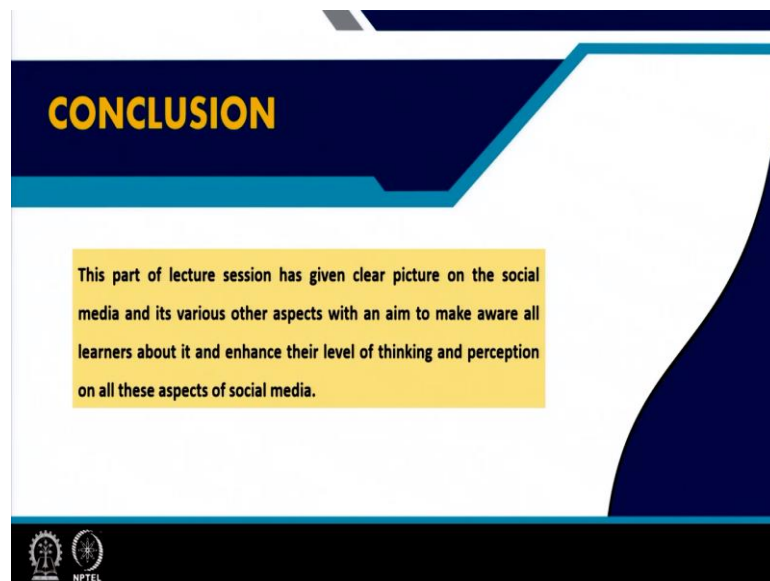
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So, these are the references that we have used for developing the slides.

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## CONCLUSION

This part of lecture session has given clear picture on the social media and its various other aspects with an aim to make aware all learners about it and enhance their level of thinking and perception on all these aspects of social media.



So, what we hope like this part of lecture session has given some clear idea on the social media and its various other aspects with an aim to make all the learners aware about it and enhance their level of thinking and perception on all these aspects of social media.

Thank you meeting you in the next session with some of the more discussions on technology-based training.

Thank you happy learning till then bye.