

## Emerging Trends: The Role of Digitalization and New Media in Higher Education

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### **Abstract**

*This study was conducted to identify emerging trends: the role of digitalization and new media in higher education. Significance of this research was that we want to know that what emerging trends, the role of digitalization and new media in higher education. The objectives of this study were: To identify the role of digitalization and new media in higher education Methodology: In order to investigate the emerging trends in the role of digitalization and new media in higher education, the first is emerging trends in higher education and the second is emerging trends in higher education communication and tested the usability of these emerging new media technologies using the "Questionnaire" approach. A survey is conducted where the 10 students from each university randomly participated in it. The questionnaire used in the survey consists of 10 questions; the students will answer those questions after visiting their university emerging new media thoroughly. There are following questions used for the evaluation of the emerging new media and the students will simply answer in "Yes" or "No" Don't know. The findings showed that none of the universities was entirely suitable for its pupils. We noticed that some students were unable to access certain features listed in the questionnaire, making it impossible for them to respond with a simple "yes" or "no," which also has an impact on the outcome. The developing trends in the use of new media and digitalization in higher education both have some potential, but there is still room for development in this area, therefore developers should concentrate on it.*

**Keywords:** Facebook, WhatsApp, social media, communication, and challenges.

### **Introduction**

#### **What is higher education?**

Beyond secondary education is higher education. After completing higher secondary education, it consists of the B. A., B. Sc., Master, M. Phil., and PhD to study. Graduate schools, postgraduate schools, universities, and professional degree programs are used to deliver its education. Higher education and developing technology work together to generate new information in fields such as commerce, ethics, agriculture, ethology, and other fields of knowledge. using new media communication technologies like Facebook,

WhatsApp, and other social media. The employment of these technologies' equipment will be advantageous to both students and instructors.

### **Review literature**

The ways and means of using social media have greatly affected our potential connections with family, friends, customers, and other colleagues in our professional and personal networks. This review article is a compilation of different new broadcasting technologies used in classroom teaching, media technology includes consumer technology, enabling technology, digital strategy, and learning technology. Social media such as Twitter, Facebook, and Instagram are not more obvious than in colleges and universities, social media still plays a secondary role of social media among potential students is very high. Most of the research reviewed was descriptive and was conducted in college and university settings. The application of the social media model as a teaching tool in the contemporary educational environment has aroused a wide range of academic and research interests. The main purpose of this research is to determine some significant trends, opportunities, and limitations of the application of social networks in higher education by studying how students use social networks during education.

### **Challenges**

#### **Framing challenges**

- Emerging trends in role of digitalization and new media in higher education
  - Social media in higher education classes
  - Emerging trends in development research
  - Use of three-dimensional (3-D)
- Emerging trends in higher education communication
  - Emerging media's role in online learning
  - Entertainment-education media strategies for social change
  - Social media as instruments of higher education study
- Emerging new media
  - Digital age new teaching paradigms and solutions
  - New learning models development
  - Emerging trends in media technology and communication for education policy and organizations

Social media has changed the way people, groups, companies, and organizations communicate with each other. The ways and means of using social media have greatly affected our potential connections with family, friends, customers, and other colleagues in our professional and personal networks. However, social media has pervaded the field of higher education at multiple levels. With the advancement of time and technology, the use of social media by people interested in higher education seems to increase exponentially. Social media is used for personal interaction and communication, also it has all the time more become part of the professional skills we expect graduates of higher education to have, as a basic skill to meet social and employment needs. It is also

increasingly used as a means by which higher education courses can and provided. Students, teachers, and administrators rely on social media more than ever to promote their teaching, research finding, learning, and scholarship and outreach programs. (Jacob, W. J. 2015).

Education has always been seeing an important part of everyone's life.

### **Teaching methodology in the classroom**

Teaching methodology in the classroom has leaped from the very beginning. However, in many parts of the effectiveness of classroom teaching through new technologies. This review article is a compilation of different new broadcasting technologies used in classroom teaching, media technology includes consumer technology, enabling technology, digital strategy, and learning technology. Different new media technologies are used in higher education classroom teaching. It solves the advantages and challenges of different new media technologies in classroom teaching. According to the review, the document identified basic new technologies for higher education. This document also highlights different classroom teaching methods and innovative teaching methods. This article concludes that the main common problems of new media technologies are bandwidth allocation and teacher-student awareness. This work mainly helps teachers to understand the different emerging technologies used in classroom teaching. (Jampala, M. C. B., & Shivnani, T. 2014).

### **The new media consortium**

The new media consortium (NMC) Horizon report 2014 made certain predictions about the emerging technologies and trends in higher education worldwide. The article reviews academic the library's position concerning the predictions made by the report. It concludes that despite their efforts, there is still scope for the academic libraries to improve their role in the changing higher education scenario and to prove their value. (Kumbhar, R. M. 2014). This summarizes academic writing and reviews the results of empirical research. Although, some limitations are also discussed, and future research areas are anticipated. (Tess, P. A. 2013). The importance of social networks as a platform for social communication, interaction, and marketing is rising these days. More and more companies from all walks of life have or plan to integrate social media applications interested in their marketing plans. So that, higher educational institutions have shown greater interest in the latent of social media as a marketing tool of particular importance. However, the potential of these is in reaching and attracting several students. (Constantinides, E., & Zinck Stagno, M. C. 2011). We reviewed previous empirical studies on the use of 3D immersive virtual worlds in educational environments such as K-12 and higher education.

Three main questions led our review:

- How do students and teachers use virtual worlds
- What types of research methodologies are used?
- What kind of research topic save been shown in the virtual world in learning, teaching, and related research results?

In general, we found that the virtual world can be used for the following purposes communication space based.

- Space simulation
- Experience space

Most of the research reviewed was descriptive and was conducted in college and university settings. Previous research on the viral world was conducted more frequently in disciplines such as media health care and the environment. Three main research themes were discovered. Participants, emotional fields, learning outcomes, and social interaction. It also provides some suggestions for future research associated with the virtual world in the educational environment. (Hew, K. F., & Cheung, W. S. 2010).

### **Challenges of emerging's media trends**

Reflections and reactions to the questions raised by Craig McInnis in his foundational speech at the University of Melbourne Higher Education Research Centre, which discussed issues related to “what he called Italy disconnected pattern among college students in the early 21<sup>st</sup> century”. Given the lack of participation of these students, this article will discuss whether this phenomenon can or should be attributed to a contemporary culture environment that views students as end consumers who need to be entertained every ten minutes. By discussing the focus of research and the literacy level of many contemporary students, this article will demonstrate the possibility that this is the result of adapting to the electronic visual culture rather than the reading and writing culture, as well as the growing trend. Many people insist on a mobile privatization culture.

#### *changing attitudes toward learning*

By considering changing attitudes toward learning, this review article explores how to update the teaching process using the technology responsible for transforming the learning process. Since 1995, a large number of academic works have been published on the impact of digital technology on education and learning outcomes, but on how digital technology has created backyard blitz syndrome that is a cultural structure resulting from widespread immersion in a social environment that may last six years (during World War II from 1939 to 1945), but more like a 6- week blitzkrieg that you can see gradual reports on home TV screen around the world. While tutoring communication theory courses and studying for a multimedia degree before starting postgraduate studies. (Flew, T. 2007).

#### *Contemporary educational environment*

The application of the social media model as a teaching tool in the contemporary educational environment has aroused a wide range of academic and research interests.

#### *Social media research academic integration*

Few research reviews are based on the results of social media education-related data. Number research is done to solve these problems. First of all, to measure the scope of research field on social media education typology through content analysis of the research in this field. A keyword search for the term returned 662 studies in the Pro-Quest paper and paper database. Based on the references with descriptive words that best represent the current main research focus. In the social media field, the subject area that has attracted the most research attention is given to classification.

#### *Social movement, political issues, business performance*

Social movement, political issues, business performance, and university-level educational issues. In general, social media education applications accounted for 12% of the sample of this paper. The author summarizes the main results of 29 papers focusing on social media education issues. Among them, only two studies reported negative views of students or teachers on the implementation of the social media platform for academic

purposes. The lack of effectiveness of Web 2.0 technology teachers, privacy issues, and data overload is the main concerns because these results are based on the research interests of young researchers, the current finding provides a barometer of emerging trends in key topics in social media education research. (Constantinides, E., & Zinck Stagno, M. C. 2011).

*Mobile computing devices are useful for student learning.*

They enable students to use social media and web 2.0 tools for content creation and communication with the help of continuous connections. (Gikas, J., & Grant, M. M. 2013).

The incorporation of ICT in mass communication has completely transformed and defined the communication system and society. Therefore, this article investigates these new trends in ICT media communication relations to highlight their impact on education policy.

*Frustration of using mobile computing devices to learn.*

It is used in the practice of photography, hacking, data manipulation, online fraud, identify theft, and access to social media by non-professional media influencers. In addition, it also reveals the dependence of people on online information, the prevalence of unethical behavior, and the inadequate ICT skills of media professionals to deal with these challenges. The new trend of media communication is also reflected in the school sector. Therefore, appropriate policies should promote mandatory ICT education and competence in schools in the fields of administration, employment, promotion, curriculum, teaching, learning, and research to ensure the ethical principles of the department. (Wogu, J. O., et al. 2018).

*Students enrolled in different bachelor's and master's programs.*

The target group of that research is students enrolled in different bachelor's and master's programs at Varna University of Economics. Implement association analysis to identify the most common patterns of social networking applications in the education process. Research results show that Facebook groups are the preferred social media tool for communicating, sharing content with colleagues, while wikis and university learning management systems (LMS) are used more for content creation and additional learning. Compared with scientific databases and e-books, some social media channels are more suitable for content creation and further learning.

*Role of academic staff in this process*

Although, based on the results of the research, it can be concluded that, compared with the relatively secondary role of academic staff in this process, students start to use the main part of social networks. It is found that there is a medium to the mall relationship between the content exchange forum and the application of the community in the process of students' major and knowledge. Compared with economics students, computer science students are more likely to use such kinds of social networks. (Aleksandrova, Y., & Parusheva, S. 2019).

*Future development direction of emerging social media technology*

This paper considers the future development direction of emerging social media technology and its potential in higher education teaching practice. This chapter recognizes the evolving nature of the technologies available in today's teaching environment and those technologies that are believed to have an impact on the learning



and teaching of higher education in the future, including the description of virtual reality. Reinforcement and gamification and gamification of learning. (Khalid, M. Z., & Ahmed, A. 2014).

#### *Development issues, possibilities and appropriate innovations*

Since the 1970s, it has been emphasized that the media can play a greater role in development by providing technical information about development issues and possibilities and appropriate innovations. Other groups can benefit from the experience of other groups and may face challenges to achieve similar performance. Recently, there has been a great movement combining media and social change. To solve these major problems, some countries use various means to teach the public different ways of behavior to achieve the changes needed to improve society. This article explores the basic principles of entertainment-education communication strategies, including its historical origins and recent applications in developing countries such as South Africa, Tanzania, and India, and analyzes some case studies carried out around the world. (Kusumawati, A. 2018).

According to the triČević, I. 2018, and February. As youth use technology increases, future students will search the web and interact with social media to obtain information and conduct business with higher education institutions. Students are increasingly using social media to enable universities to communicate with millennials in a voice they know. In terms of college admissions, some studies thoroughly investigated the importance of using the internet as a strategic choice. To compete for qualified students, universities must understand the selection process of students and the sources of information used.

#### **Exploration and evaluation of the experience**

This research article represents the exploration and evaluation of the experience of the power of social media among Indonesian students when choosing a university. However, five public universities in Indonesia use the same group of first first-graduates, using semi-structured and focus group interviews. The survey results show that the use of social networks among students is becoming more and more important, especially in searching and choosing a university. The study also found that the common social media platform used by students, the information that is available to them, the influencers in the process of finding universities through social media, the reasons for using social media before deciding to choose a particular university. Overall, this review helps to understand the college decisions of students who use social networks. It also provides ideas for universities to develop social media engagement and student recruitment strategies.

#### **The literacy and academic library issues in the digital age**

The literacy and academic library issues in the digital age mean the in-depth development of the information landscape and changes in academic library services. This kind of service is part of the field of information science on the one hand and part of the field of pedagogy. Although, with the change in the information environment, literacy in the digital age is changing. (Liu, Z. J., et al 2020).

#### *Digital literacy is not improved.*

If digital literacy is not improved, it is impossible to effectively organize the education situation of rapid acceleration of social digitalization. If digital literacy is truly estimated and new digital learning and teaching models are developed separately. The

purpose of this research is to examine the level of teacher, digital literacy, as well as the promising opportunities and trends in the information of abilities in digital pedagogy. The information of a digital knowledge society. Two main methods are used such as abstract and logical modeling and investigation. The study used the results of a survey conducted by the NAFI Analysis Center in 2018 related to the measurement of the digital literacy level of Russian teachers and lecturers. (Asmi, N. A. 2018, February).

Social networks have become an important communication tool, which has greatly changed the way research is conducted. For researchers, social media is a platform where they can communicate informally, perceive and share ideas, review, collaborate, and find useful comments for their work, thereby improving the quality of research and standard setting. Considering the trend of social media and its wider acceptance in the academic environment, this article aims to explore the use of selected academic social media sites by researchers. They participate in various social media activities including formal and informal interactions and organize research-related work online to make their research more compelling. (Goretti Nassanga, L. 2008).

### **Methodology**

To investigate the emerging trends in the role of digitalization and new media in higher education, the first is emerging trends in higher education and the second is emerging trends in higher education communication and tested the usability of these emerging new media technologies using the “Questionnaire” approach. A survey is conducted where the 10 students from each university randomly participated in it. The questionnaire used in the survey consists of 10 questions; the students will answer those questions after visiting their university emerging new media thoroughly. There are following questions used for the evaluation of the emerging new media and the students will simply answer in “Yes” or “No”.

1. Do you aware emerging trends in the role of digitalization and new media in higher education?
2. Does you aware emerging new media technologies?
3. Does it provide you the information about the new social media in higher education classes by the university?
4. Does your aware use of three-dimensional (3-D)?
5. Does your aware new media technologies facility for online admissions?
6. Does you aware emerging research on social media use in education offered in each program?
7. Does you aware the emerging trends in media technology and communication?
8. Does you aware the information about entertainment-education media strategies for social change in the university?
9. Does you aware the information about digital age new teaching paradigms and solutions?
10. Does you aware a new way to innovative research?

### **Results**

The results taken from the students of emerging trends in the role of digitalization and new media in higher education are as follows in table 1. The result is given in percentage for each question?

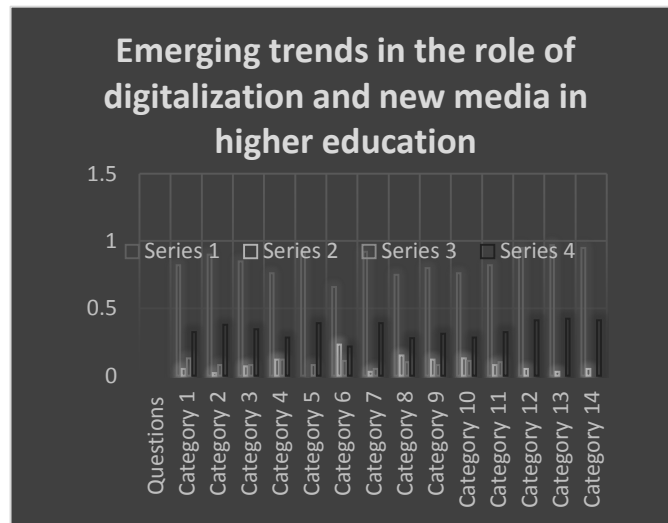
Table 1. Usability result of emerging trends in the role of digitalization and new media in higher education

**Questionnaire**

**Emerging trends in the role of digitalization and new media in higher education**

Sr.no	Emerging trends in higher education	Yes	No	Don't know
1	Do you aware emerging trends in the role of digitalization and new media in higher education?	82%	5%	13%
2	Does you aware emerging new media technologies?	90%	2%	8%
3	Does it provide you the information about the new social media in higher education classes by the university?	85%	7%	8%
2	<b>Emerging Trends in Higher Education Communication</b>			
1	Does your aware use of three-dimensional (3-D)?	76%	12%	12%
2	Does your aware new media technologies facility for online admissions?	92%	0%	8%
3	Do you aware emerging research on social media use in education offered in each program?	66%	23%	11%
4	Does you aware the emerging trends in media technology and communication?	92%	3%	5%
5	Does you aware the information about entertainment-education media strategies for social change in the university?	75%	15%	10%
6	Do you aware the information about digital age new teaching paradigms and solutions?	80%	12%	8%
7	Does your higher education and emergent social media technologies	76%	13%	11%
3	<b>Emerging New Media Technologies</b>			
1	Do you aware the information about digital age new teaching paradigms and solutions?	82%	8%	10%
2	Does you aware a new way to innovative research?	95%	5%	0%
3	Does your new learning models development?	97%	3%	0%
4	Does a new way to innovative research?	95%	5%	0%





## Conclusion

The findings showed that none of the universities was entirely suitable for its pupils. We noticed that some students were unable to access certain features listed in the questionnaire, making it impossible for them to respond with a simple "yes" or "no," which also has an impact on the outcome. However, new trends regarding the use of new media and digitization in higher education ought to be simple to explore, allowing students to easily access the information they need. The role of digitization and new media in higher education has a high usability level when we compare the usability level of developing trends to the emerging media, according to the second point. It offers the ability to access results online, updated faculty profiles, the most recent news, event updates, etc. The developing trends in the use of new media and digitalization in higher education both have some potential, but there is still room for development in this area, therefore developers should concentrate on it.

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