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## THE ROLE OF SOCIAL MEDIA AND INFORMATION TECHNOLOGY IN RESEARCH

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Nitheesh SLV<sup>1</sup> Rajashekara M N<sup>2</sup>

<sup>1</sup>Department of E&C, Govt. SKSJ Technological Institute, K R Circle

<sup>2</sup>Assistant Professor, Department of English Govt. SKSJ Technological, K R Circle

**Corresponding Author- Nitheesh SLV**

Email- [nikilnikki45@gmail.com](mailto:nikilnikki45@gmail.com)

Email- [mn\\_rajashekara@yahoo.co.in](mailto:mn_rajashekara@yahoo.co.in)

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### **Abstract:**

*Adapting to new technologies has become a new normal in this modern technology driven world. It has become a part and parcel of our everyday life. The scope of social media has reached a peak in all sectors, especially after Covid-19 pandemic wherein everyone is connected to social media communication in one or the other way. Students, peers and colleagues have been working together virtually through social media with more efficiently than the conventional way of working in a 9 to 7 office hours. The main objective of this paper is to demonstrate the importance of social media and information technology in Research and the surplus benefits of doing so. Social media is a multi-dimensional virtual reality which provides a platform to communicate among anyone, which here is a very important factor which connects researchers with expertise in different fields among various parts of the world at one place. This paper also discusses the meaning and definition of Research, Social media and Information technology and the importance of Social media and information technology in research.*

**Keywords:** Research, Social media and Information technology

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### **Introduction**

Research is a creative and systematic work undertaken to increase the stock of knowledge. It involves the collection, organization and analysis of information to increase understanding of a topic. In research social media and IT play a vital role. Adapting to new technologies has become a new normal in this modern technology driven world. It has become a part and parcel of our everyday life. The scope of social media has reached a peak in all sectors, especially after Covid-19 pandemic wherein everyone is connected to social media communication in one or the other way. Students, peers and colleagues have been working together virtually through social media with efficiently than the conventional way of working in a 9 to 7 office hours.

### **Research**

Research is a process of steps used to collect and analyze information to increase our knowledge and understanding in a particular topic or subject. The main purposes of research are documentation, interpretation, discovery and Research and Development (R&D) of new methods and technology for the advancement of human knowledge. Research can be of different forms such as scientific, artistic, marketing, economic, humanities etc.

### **Social Media**

Social media refers to the channel of interactions among people in which they create, share, shuffle different types of information such as image, text, video, audio files, emoji's and stickers of information, culture and ideas in a diverse world of virtual communities and social networks. Social media focuses on building an online community of people who share vivid interests and activities and also brings people together who like to explore their interests and talents. Social media networking has encouraged new ways to communicate and share information by millions of people regularly.

### **Information Technology**

Information technology provides researchers many opportunities to approach and explore fully multi-disciplinary, multicultural and interdisciplinary fields with providing exposure to broad scope of application areas and explore complex knowledge society. Information technology has provided a breakthrough in most emerging fields like Engineering, Computer Science technology, Medicine, Knowledge management, Economics and Business management etc. Computers and telecommunications have revolutionized the process of scientific research.

### **The Role of Social Media in Research**

Social media has changed the way we interact with people. Social media and Information Technology makes a deadly combination in which millions of people around the world can share and express their thoughts, ideas, opinions, theories and hypothesis. Since Research involves many people with expertise in different fields, social media acts as a bridge connecting the needed ones at the right time virtually. Social media creates a platform for online conferences wherein researchers can present their thesis among a wider range of audience.

Research activities can also be advertised in social media platforms to receive funds from industries and companies for developing new projects and technologies. Social media provides a place for Researchers to share their versatile knowledge in their subjects and sell it in the form of online courses in an affordable range while playing a vital role in the upbringing of education system. Biographies and Success stories of researchers and their contribution can be published in social media to bring awareness about Research field among the curious ones. Social media and Information technology also enhances the work quality in exchanging, updating and networking information and reaches people fast and equally.

### **Negative Impact of Social Media on Research**

While social media is a boon it's also a bane. Since researchers put their years of efforts in publishing a paper it can be easily theft as social media is not highly secure and is imperfect and still has to be improved. Proper regulations by the government for proper use of social media for enhancing the countries young researchers to shine must be implemented, because without researchers a country cannot move ahead in a technology driven world.

### **The Role of Information Technology in Research**

Information Technology has done much to remove the researcher's burden such as constraints of speed, cost and distance. On the whole, IT has led to improvement in research.

New avenues for scientific exploration have been opened to collaborate more widely and efficiently. Information Technology makes some of the impossible experiments to be possible, in disciplines such as high energy Physics, Neurobiology, Chemistry or Materials science. These experiments generate millions of observation per second and these observations must be screened and recorded as they occur. Information Technology makes it possible using technologies like Artificial Intelligence, Data science and Machine learning. The observations are practically impossible to be performed by humans using classical methods. The everyday work of a researcher involves activities such as writing proposal and developing theoretical models, designing experiment and collecting data, analyzing data, communicating with colleagues, studying research literature and writing research articles. Information Technology has made these works effortlessly easy and has had important effects on these activities. Information Technology is highly flexible which makes it to be implemented in each and every sector thus creating a huge network in the world of Internet.

### **Conclusion**

From my point of view, Social media and Information Technology provide a huge support to the curious ones in becoming a part of the technologically aided Research community for better well being and enhancing work quality. It also allows researchers to come up with new ideas and strategies of unique ways in research activities as communication provides networking by connecting experts of various fields thus creating a powerful environment for development.

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