



## IMPACT OF FREE LAPTOP SCHEME ON HIGHER EDUCATION USING CLASSIFICATION TECHNIQUE

<sup>1</sup> R. Justin Kennedy, <sup>2</sup> L. Jayasimman

<sup>1</sup>Assistant Professor & Head Department of Computer Science,

Arul Anandar College, Karumathur, Madurai.

<sup>2</sup>Assistant Professor, Srimad Andavan Arts & Science College, Trichy

**ABSTRACT:** The aim of the research paper focus on impact of the scheme of free laptop distribution to the students of academic institutions. The major objective of this study is to study the collected data from in and around Usilampatti Taluk. It also learn about the effectiveness identified with learning, play, well-being, test performance. Many students are used the free laptops for communication via social media. This research paper discusses the issues related to social media and its usage. Self employment and entrepreneurship are the most important aspects of the scheme. This paper analyzes the changes needed in the governments' objectives to reach better among the students.

Information mining strategies are utilized within this paper to figure out the associations between those plan and its affects around those learners. Data mining classifications are applied in this research paper to classify the potential users and their performance.

**Keywords:** Free laptop scheme, Education, Social Media, Impacts, Exam performance, Data Mining,

### INTRODUCTION

Providing free laptops to students of government arts and science colleges, engineering colleges, and polytechnic college is one of the best schemes of Tamil Nadu government. The plan is outlined to expand the digital competence between the learners with the target to increase the enrolment proportion.[9] Distribution of free laptops started sternly and well planned by the government. It

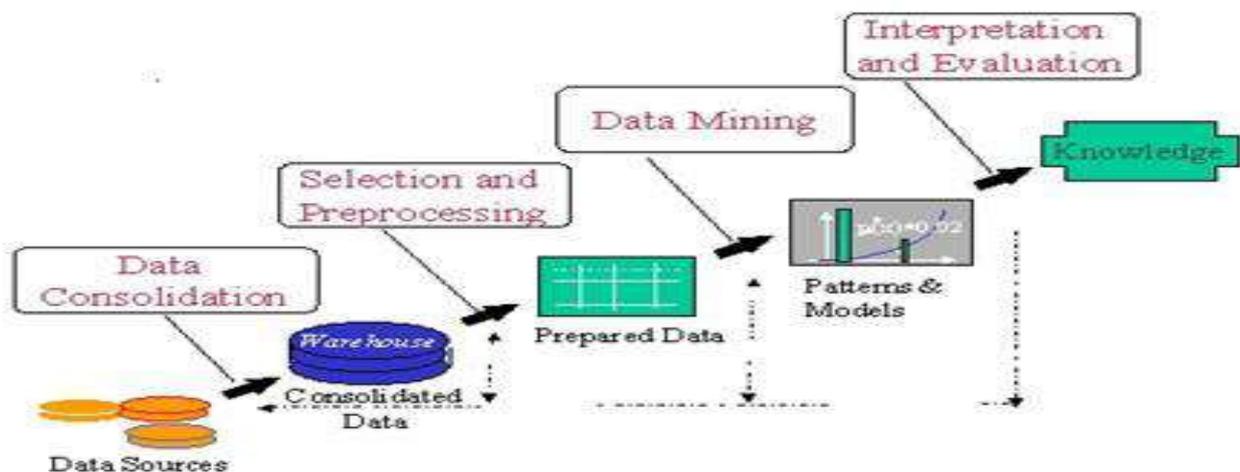
expects to enhance the norms of higher education in the state to draw the attention of young men also young ladies starting with poor people also poor groups towards higher education. [10]

It aims to improve the standards of higher education in the state and also aims to attract the boys and girls from the poor and needy families towards the higher education. The whole project has planned by the government with the budget worth of Rupees 10,200 Crores. So for Rupees 912 Crores has been spent by the government for the distribution of the 9.12 Lakhs laptops within one year. The objective of the government's initiative is to facilitate the information flow which is the base for improvement in overall learning and performance.

This scheme gives an opportunity to the learners to access the Internet which develops the doors to self-learning. It also helps to utilize the e-resources such as e-journals, e-books, video tutorials available in the web. The frequent use of social media provides more opportunities for the younger generation in various computer platforms to develop their abilities. In addition to social media usage, accessing the worldwide libraries has the potential to improve the standards, flexibility and efficiency.

## Data Mining

Data mining is the science, art and technology of exploring large and complex bodies of data in order to discover useful patterns. Theoreticians and practitioners are continually seeking improved techniques to make the process more efficient, cost-effective and accurate. In today's computer-driven world, these databases contain massive quantities of information. The accessibility of this information makes data mining a matter of considerable importance and necessity.



**REVIEW OF LITERATURE**

Educationists around the world may have their own views on the effectiveness of the use of ICT in educational sector, but this scheme provides an excellent opportunity for the youngsters of Tamil Nadu. It has a long-term impact on the higher education of the state. It would be worthwhile to embed researchers in a few schools to observe how students use the laptops by themselves, whether the laptops become tools in the classroom environment and/or outside the classroom.[4]

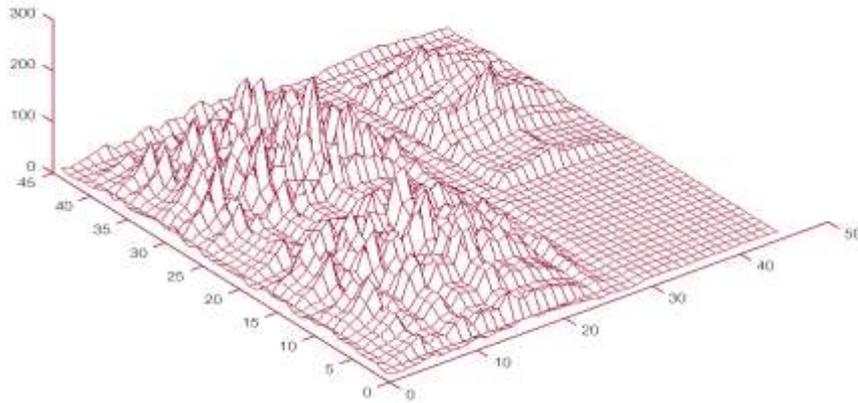
Since, the advent of globalized internet lots and lots of work has been done on evaluating its impacts. Different scholars and experts studied impact of IT in different dimensions like (Chen & Persson, 2010) studied the usage of internet on the basis of age[2]. And, classified the people in two age group one called “young adults” who are of 17-30 years age and others are “older adults” with the age above 50 years. He found that young adults are more passionate to learn and use internet, as compare to older adults. He also found that those who are interested to learn about internet are more passionate for a purpose full life and personal growth. The most interesting result that they found in their study was that older adults (above 50 years) were showing more positive impact of use of IT[5]. This may be interpreted as they use internet in a more meaningful way or we can call them sensible users of internet. And young adults (from 17-30 years) were showing slight negative impacts. These young adults, studying in universities, are mainly focused in this study[6].

Shekhar Shah, the moderator of the panel 'Action Plan 2025: Rethinking Policy' at the recently held 2013 School Choice National Conference in Delhi asked the three panelists what they thought were the three most important things India should do to improve learning outcomes by 2025[1]. Here's what each of them had to say. Define the national vision for education for the next 20 years. That is something that is seriously lacking at this point of time.

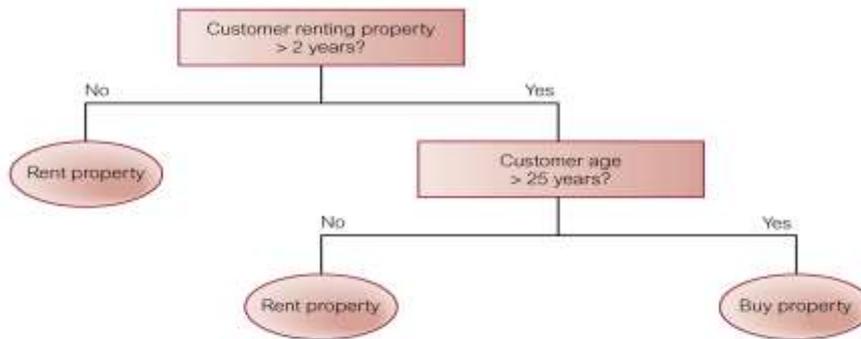
Operations	Data mining techniques
Predictive modeling	Classification
Database segmentation	Value prediction
Link analysis	Demographic clustering
Deviation detection	Neural clustering
	Association discovery
	Sequential pattern discovery
	Similar time sequence discovery
	Statistics
	Visualization

Data Mining Operations and Associated Technique

### Example of Database Segmentation using Visualization

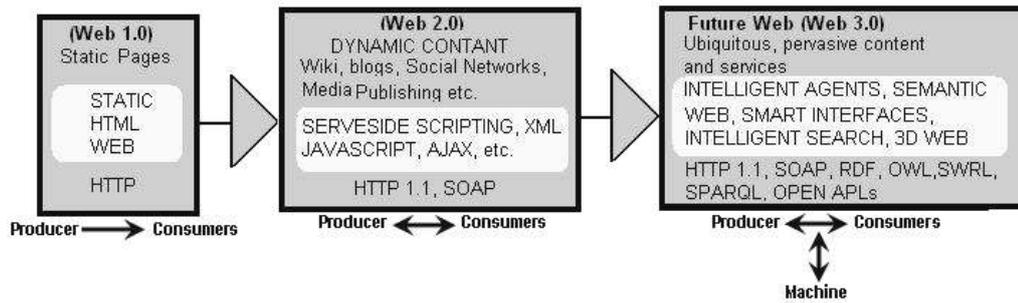


### Example of Classification using Tree Induction



### Web 3.0 Technologies

The thresholds to the Second-Generation Web have crossed in 2007. At this juncture the focus of innovation will start shift back from front-end improvements towards back-end infrastructure level upgrades to the Web[8]. This cycle will continue for five to ten years, and will result in making the Web more connected, more open, and more intelligent. It will transform the Web from a network of separately soloed applications and content repositories to a more seamless and interoperable whole. Because the focus of the Third-Generation Web is quite different from that of Web 2.0, this new generation of the Web probably does deserve its own name. In keeping with the naming convention established by labeling the second generation of the Web as Web 2.0, we should agree with John Markoff that this Third-Generation of the Web could be called Web 3.0.



## The Positive Effects of Social Media in Library Science

Research has shown that social media play a vital role in the field of higher education. For instance, frequent users of social networking websites participated more often and spent more time in campus organizations than less frequent users. More of the frequent users interacted face-to-face daily with close friends and felt strong connections to them. Using Twitter in educationally relevant ways increased student engagement and improved grades. Social media can also help students in their transitions and adjustment to college. In a fourth study, Facebook use was related to engagement with students' supportive social ties and to subjective measures of psychological well-being.

### Impacts of Social Networking in Higher Education

Social networks are becoming increasingly important in higher education as the format of course delivery changes to include hybrid and online models, and as the social network offers students a way to stay in touch, creating face-to-face like conversations and other interactions away from the physical classroom.[5] From this perspective, social networks are particularly important for adult learners who often have complex, busy schedules that may not enable them to participate in face-to-face events at their institutions of choice, or may prohibit them from participating during “regular” classroom hours. Online social media participation can happen anytime, anywhere, and fills the need of adult or distance (or both) students to feel connected to their classmates, their instructors, and their institutions.[3] Social networks most closely resemble what happens in face-to-face discussions, and therefore resulted in the students feeling more committed, engaged, and known to each other and the course, as well as (potentially) to the institution.

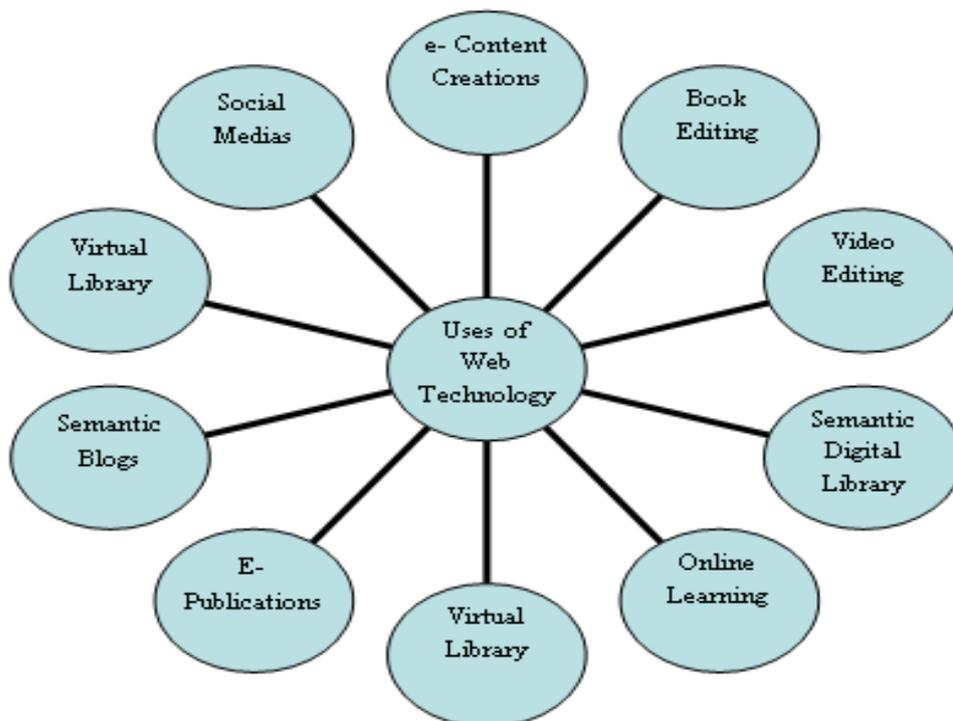
### Do We Need Student Social Media Policies?

Given the double-edged potential of online communication technologies, higher education professionals need to familiarize themselves with how such technologies can influence students.

With this knowledge, professionals can (1) support usage that leads to positive outcomes, and (2) intervene to help students who are at the receiving end of negative social media behavior. Because of the high-profile incidents involving social media, there has been a renewed interest in creating rational and effective student social media policies. Such policies would give the campus community guidance in behaviors that are expected online in the same way that campuses have honored codes to delineate expectations about academic honesty. These kinds of initiatives are usually accompanied by tracking programmes to determine the effects. Surveys are designed and sampling done to see if the pupils are attaining stated goals and, just as importantly, if any unintended consequences are being manifested. Yet however business approaches offer exactly direction for creating all policies, no best exercise exist will assist academic institutions making guideline for students.[9]

### Make Self-employment and Entrepreneurship

In order to strengthen the Higher Education and employment for all graduates in Tamil Nadu, the Government has given a wonderful scheme of free laptop, but the students are not using the free scheme laptop properly, instead of learning simply watching movies and chatting.[7] If the students determined to use the laptop properly, they will be 100 percent self employable. The Figure: 1 Shows that varies ways of getting self-employable.



### Significant Changes Needed in Government Culture

Although laptops are being provided free to the students, Internet access is not being provided free. Students will need to figure out ways of accessing information from Internet themselves. But with the spread of Internet browsing centre's across Tamil Nadu, Internet services are being provided even in rural areas by BSNL and other ISPs. Internet users also provides a huge opportunity for the ISPs to make a huge Internet push across Tamil Nadu, since the availability of devices is no more a constraint.

The laptops should be loaded with programs from the latest software and recent browser to access online library access from internet. This helps the students to showcase their talents by learning through online library in the skill based packages like Photoshop, Corel draw in the social media, so that they could get an opportunity for their career.

## **CONCLUSION**

Web Technologies/Social Media have rapidly become a part of many people's everyday lives especially for those younger generations who have grown up with so much technology at their fingertips. There are lots of possible reasons for student's social media usage to stay in touch with International libraries, friends, keep up with news, build professional contacts, and just generally feel 'in the loop'. With the change in government culture, students' community is able to access information from online library, this vibrant environment from anywhere and at any time with the aid of prize less scheme laptop. Many colleges have set up online access of library information system to facilitate information dissemination, collaboration and communication. The aim of paper is to reveal possibilities of accessing information from world known libraries, self employment and entrepreneurship are the most important aspects in higher education using social medias, other observations include the lack of a tangible goal for self employment, the significant changes needed in government culture, philosophy of control, and the maximum utilization of resource for the sustainable success are made. As social networks is continue to flourish, students are using them as professional communities of practice, as learning communities, and as a platform to share interesting topics will lead them to a more successful and beneficial future.

## **REFERENCES**

[1] The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly By David Meerman Scott (Jul 1, 2013).

- [2] KPK to Give Away 25,000 Dell Laptops to Students. (2013, february 08). Retrieved april 2013, 2013, from propakista
- [3] The Social Media Advantage: An Essential Handbook for Small Business (101 of Small Business) By Holly Berkley and Amanda Walter (Mar 16, 2013).
- [4] Collis B. (1998). New didactics for university instruction: why and how? *Computers and Education*, Vol. 31 (4), pp373-379 Franklin, T.; M. Van Harmelen (2007). Web 2.0 for content for learning and teaching in higher education.
- [5] Grenhow, C., & Robelia, B. (2009). Old communication, new literacies: Social network sites as social learning resources. *Journal of Computer-Mediated Communication*, 14, 1130–1161.
- [6] Dunleavy M & Heinecke W 2007, The impact of 1:1 laptop use on middle school math and science standardised test scores, *Computers in Schools*, Vol. 24(3/4).
- [7] Government Source: <http://www.tn.gov.in>.
- [8] Tight, M. (2008). Higher education research as tribe, territory and/or community: A co-citation analysis. *Higher Education*, 55(5), 593-605.
- [9] Reynol Junco “The Need for student social Media Policies” (<http://creativecommons.org/licenses/by-sa/3.0/>), 2011
- [10][https://en.wikipedia.org/wiki/Education\\_in\\_Egypt](https://en.wikipedia.org/wiki/Education_in_Egypt)