



REVIEW ARTICLE

INTERACTIVE MEDIA AND ITS IMPACT ON EDUCATION

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ARTICLE INFO

Article History:

Received 20th September, 2016
Received in revised form
22nd October, 2016
Accepted 26th November, 2016
Published online 30th December, 2016

Key words:

Interactive media, Animations,
Communication channel.

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Citation: Arshi Gouhar and Mahapatra, B. C. 2016. "Interactive media and its impact on education", *International Journal of Current Research*, 8, (12), 43964-43966.

ABSTRACT

Interactive media is a collection of text, audio, video, animations, graphics, sound etc. used to create a proper communication channel in between the user and computer. In other words, it is the use of technology in the field of education to facilitate easy and proper learning and also to make the learning efficient and interesting. The use of interactive media has really revolutionised the field of education. Its use has really increased the area as well as utility of education. The basic reason of including interactive media in education was to facilitate effective and efficient learning and it has achieved its objective. Now a number of well known companies like TATA, HCL, and NIIT etc. are working in this area and are providing a variety of resources for the teachers as well as students.

INTRODUCTION

Interactive media normally refers to products and services on digital computer-based systems which respond to the user's actions by presenting content such as text, moving image, animation, video, audio, and video games. (*Wikipedia*) Interactive media is made up of 2 words-interactive and media. Interactive refers to a term where direct contact is maintained in between the user and the computer. Media is a plural of medium and it refers to the collection of text, audio, video, animations, graphics, sound etc. Interactive media can be easily understood by recalling the video games and websites. Now the scope is becoming wider day by day with the dynamic nature of education. Apart from education, it is used in number of other areas like business, governance, entertainment etc. The use of interactive media in the field of education has given fruitful results. If it is implemented and utilised in a proper and appropriate manner, it can do wonders in the teaching-learning process. Nowadays it has found its place in almost all the schools and educational institutions because of its utility and effectiveness.

Advantages

- It makes the education interactive.
- Facilitate easy understanding.

- Resources can be utilised effectively.
- Time constraint is not a limitation.
- Impact is more.
- Better grasping and recalling.

Disadvantages

- Individual differences cannot be taken into consideration.
- Quality of content is related to its utility.
- Technological limitations.
- Not appropriate for remote and rural areas.

Development

The pioneering technology for interactive media was the analogue videodisc developed by N.V.Philips. Apart from this a number of supporting elements that encouraged the development of Interactive media. Some of these innovations are as follows:

- Laser disc technology invented in 1958.
- Graphical User Interface (GUI) developed in 1970s and popularized by Apple Computer Inc.
- Increase in the speed and storage capacity of computers.
- Hardware devices becoming more economical so available to the common man.
- Release of Windows 3.0 in 1990 by Microsoft Corporation.

- Development of optical digital technologies built around the compact disk (CD) in 1979 by N.V.Philips.

All these innovations help in the hardware and software involved in the Interactive Media and thus utilising this concept for increasing the effectiveness and efficiency of teaching-learning process.

Meaning of Interactivity

When we deal with the usage of media for getting the information and using it effectively, it is called interactivity. Broadly this interaction is of 2 types:

Active: When the user is in direct contact of media, it is called Active Interactivity e.g. playing an online game or solving an online quiz

Passive: When user is simply using the fixed information and cannot perform any changes at his end, it is called Passive Interactivity. E.g. Searching the answer for any question from any search engine.

Types of Interactive Media

Smart Class: A concept utilised by a number of educational institutions where interactive boards can be used for the teaching learning processes.

Multimedia: It is a term used for the collection of multiple mediums like text, graphics, audio, video, animations etc. The utility of multimedia lies in bringing life to the static concepts. It provides live demonstrations of different concepts to make it easy to understand.

Games: Games are the wonderful examples of Interactive media as the players are in direct contact. They provide communication between the computer and users and also amongst the users. Games can be utilised to access the gained knowledge in any topic in an interesting way.

Social Media: It provides interactivity amongst a large number of users. The use of Social media has increased many times in the previous years and the usage as well as impact is increasing day by day. It can be used to express your views which can be liked, shared or criticised by the other users. In the same way you can also give your critical review on the views of others. People often hold conversations and take decisions using the Social media.

Websites: A number of websites are available on Internet which are truly interactive in nature. These websites can provide information to the users but the user has to take decision while searching and accessing the information on these websites to get the appropriate information and that too in less time. These websites, if used wisely can be utilized as an important interactive media in the field of teaching and learning.

Digital Technology: With the advent and progress of modern technology, all the digital devices or media can be used in an interactive way. Earlier only audio and video were used and provide passive Interactivity but now more and more technologies like animations and multimedia are replacing the audio and video. As a result it is providing a more interactive

interface in between the user and the technology and making it more utility based and easier.

Scope of Interactive Media: Initially it was started with using audios for explaining the difficult topics. Further videos have also found its place in it. These audio and videos were displayed on televisions offline so they provide a passive way of interaction. With the advent of new technologies multimedia which is a collection of text, graphics, audio, video, animations etc. found an important place in the teaching learning process. A number of companies are providing the e-learning websites and portals e.g. Sherkhan.com, Meritnation.com. In the same way companies like NIIT, HCL, TATA etc. are providing readymade contents in different subjects for the schools. These contents can be used as teacher resource for making the teaching learning process effective and efficient.

Conclusion and Suggestions: The basic purpose of education is to facilitate an all round development of an individual. As the competition is increasing day by day in the field of education and also the scope of education is increasing. Earlier, education was restricted only to reading, writing and memorising the concepts but now the education should be such that it facilitate an all round development of an individual and make him/her ready to face the competitive world which is full of challenges. Various technologies have found their place in order to achieve this challenging aim of education. Interactive Media is one such technology that gives wonderful and fruitful results if implemented in an appropriate way. We educators should be clear with the aim and implementation of this technology then only it can be used in an appropriate way and will definitely give efficient and effective results. The last decade has seen the revolutionary development in this field but still certain lacunas are there which can be taken care of if we deal with them seriously with proper planning and implementation.

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