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Social Media and e-Learning in Pharmaceutical Sciences - A Symbiotic Role

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Abstract

The last decade has seen a wave of technologies that have revolutionized the pedagogy of e-learning. With faster processing computers, tablets, smartphones, and high-speed internet connections, the world seems to be getting flattered with modes of communication becoming transparent and seamless. In pharmaceutical sciences, the e-platform can be used to enhance collaborative and self-directed learning. Social Media Sites (SMS) like Facebook, LinkedIn, Twitter, and YouTube provide students an exciting new and easy-to-use space for dialogue on professional skills and knowledge where they can share ideas, thoughts, and methods. The immediate benefit gained by such exposure to multiple perspectives is greater dexterity in thought processes and recourse to a wider pool of ideas. A secondary benefit is an improvement in communication and information literacy and technology skills. Students may use the e-platform for a wide range of learning and teaching activities as well as for project management. Social media and e-learning are the most ideal tools for training and equipping students born and raised in the information age. Pharmacy schools and universities should take this opportunity to establish their eLearning platform to deliver and manage teaching and learning activities. Portals such as SMS and e-learning can help to reinforce and enhance pharmacy education and research. This manuscript will focus on various aspects of SMS and the e-Learning platform.

Key words: Collaborative learning, E-learning, M-learning, Pharmaceutical sciences, Social media

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