

## Penetration of Social Media in Primary Education to Nurture Learning Habits in Toddlers during Covid-19

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**Abstract :** : Social media are becoming the most important tools for interaction among learners, pedagogues and parents where everybody can share, exchange, comment, discuss and create information and knowledge in a collaborative way. The present case study attempts to highlight the role of social media (WhatsApp) in nurturing learning habits in toddlers with the help of parents in primary education. The Case study is based on primary data collected from a primary school situated in a small town in the northern state of Uttar Pradesh, India. In research methodology, survey and structured interviews have been used as a tool collected from parents and pedagogues. The findings Suggest: - To nurture learning habits in toddlers, parents and pedagogues use social media site (WhatsApp) in real-time and that too is convenient and handy; - Skill enhancement on the part of Pedagogues as a result of employing innovative teaching-learning techniques; - Social media sites serve as a social connectivity tool to ward off negativity and monotony on the part of parents and pedagogues in the wake of COVID- 19

**Keywords :** innovative teaching-learning techniques, pedagogues, social media, nurture, toddlers

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