

Join them, if you cannot beat them-
Social media in Higher education:
A qualitative study on the benefits of using
social media in higher education.

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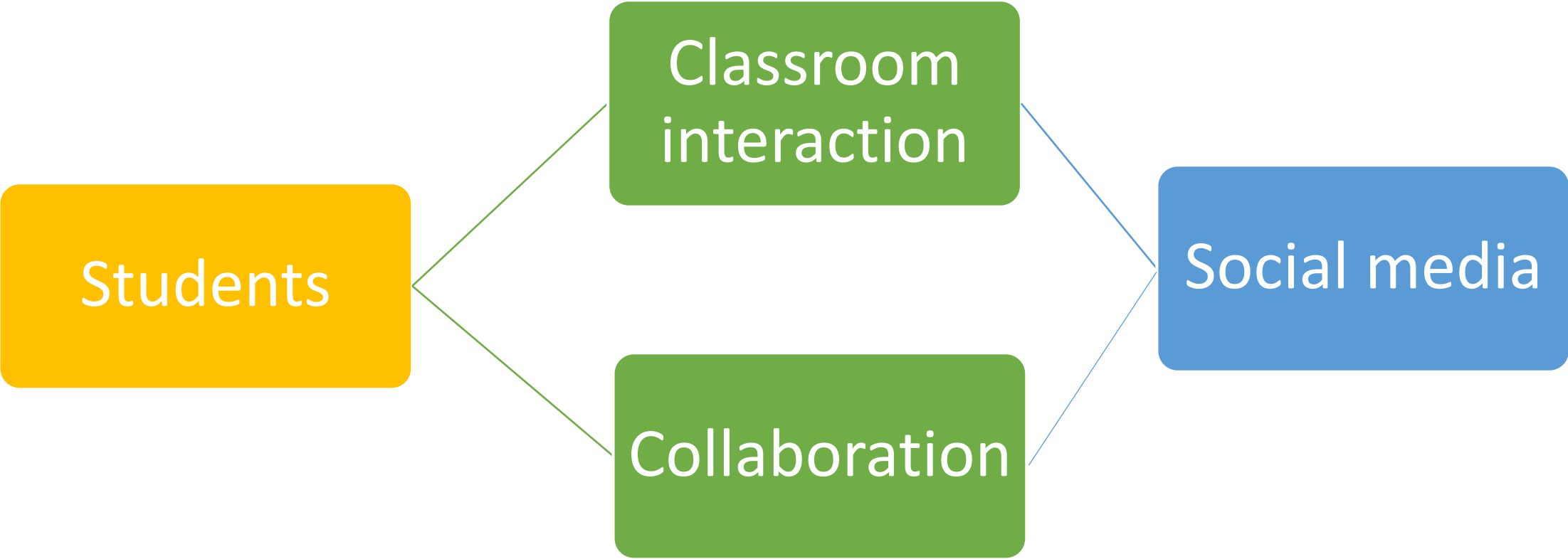
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Purpose

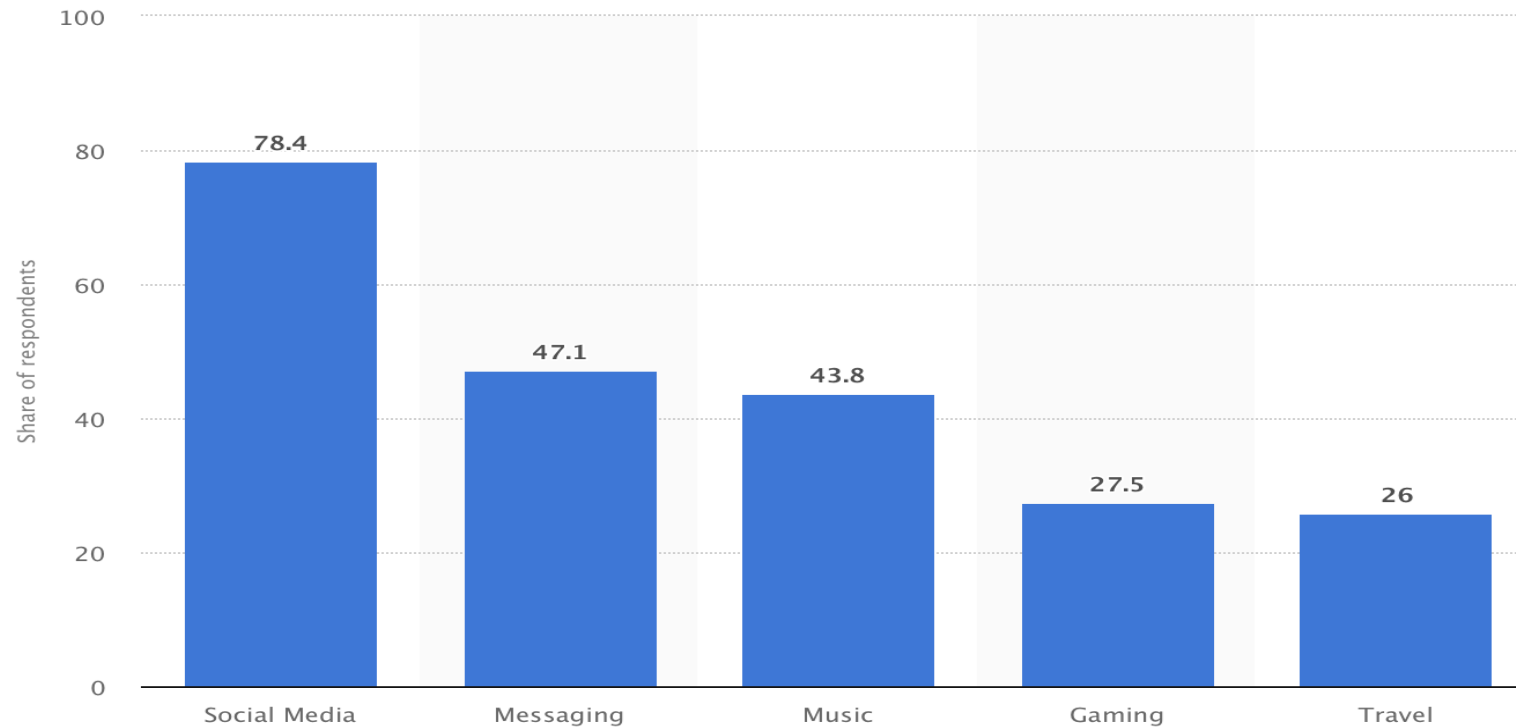
The purpose of this qualitative research is evaluate the benefits of using social media in higher education.

The research study focuses on the problem of millennial and generation Z students being extremely dependent on social media, taking time away from their holistic development.

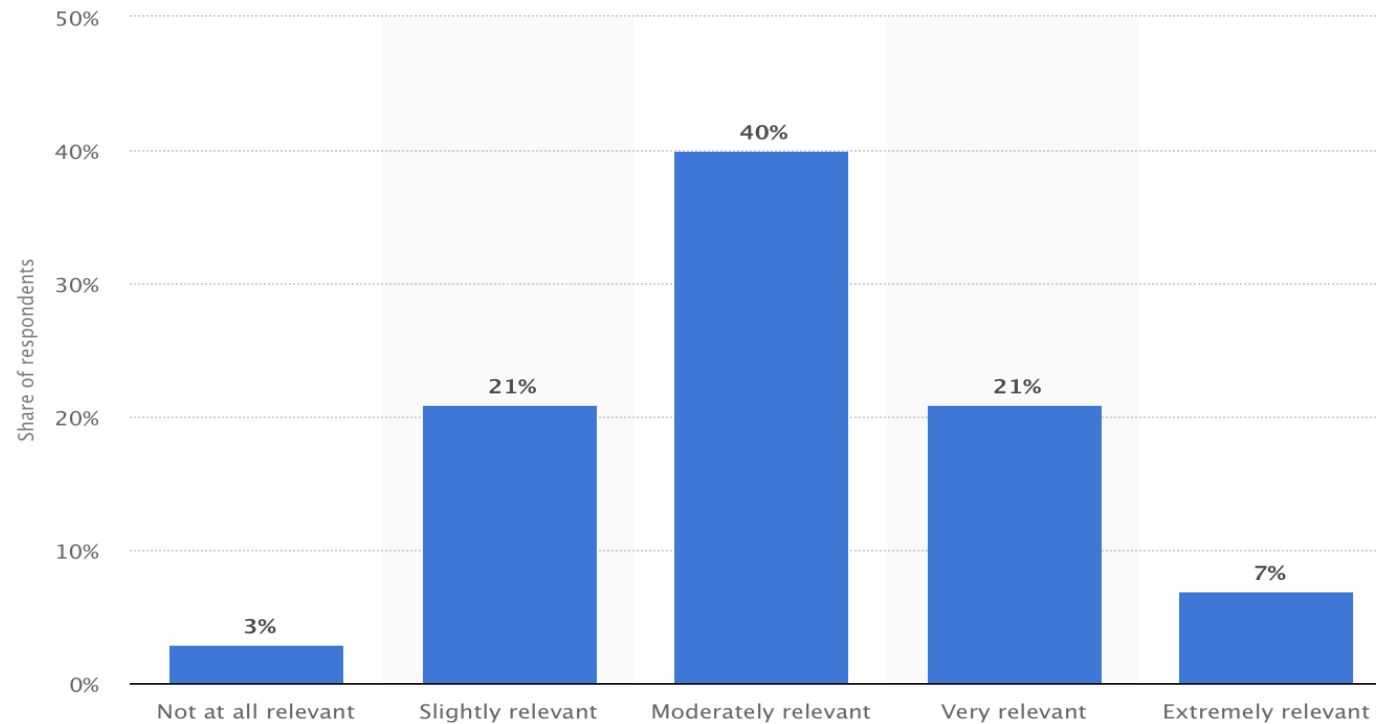
Problem Statement



Most popular types of most used apps by Generation Z in the United States in 2015



Distribution of college social media postings' relevance according to high school students researching colleges in the United States in 2016



Social Media Usage Trends Among Higher Education Faculty

- Facebook is the most popular social media site for the people who took this survey. Nearly 85 percent have a Facebook account, following by LinkedIn at approximately 67 percent and Twitter at around 50 percent.
- Thirty-two percent have “friended” an undergraduate student on Facebook; 55 percent said they wait until after the student graduates.
- Eighty-three percent allow students to use laptops in the classroom; 52 percent allow smart phones.
- Thirty percent said their institution doesn’t have a social media policy. About 40 percent weren’t sure.
- Sixty-eight percent have talked to their students about managing their online reputation.

THE NUMBER TWO CONCERN IS PRIVACY (63%). THE TOP THREE PRIVACY CONCERNS INCLUDE:



91%
Others outside of class should not be able to participate in class discussions



89%
Others outside of class should not be able to view class discussions

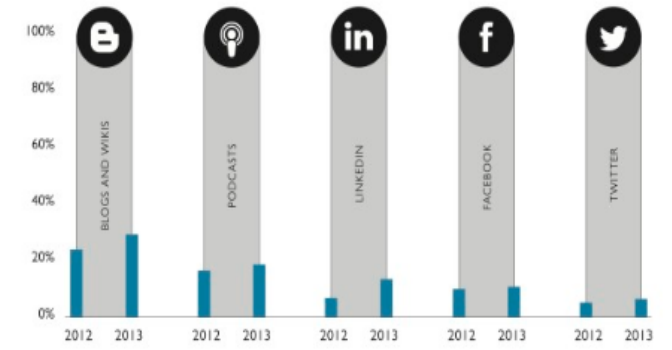
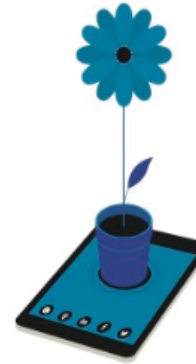


87%
Risks to the personal privacy of students

Social Media for Teaching and Learning 2013 by Jeff Seamean, Ph.D., and Hester Tirti-Kane
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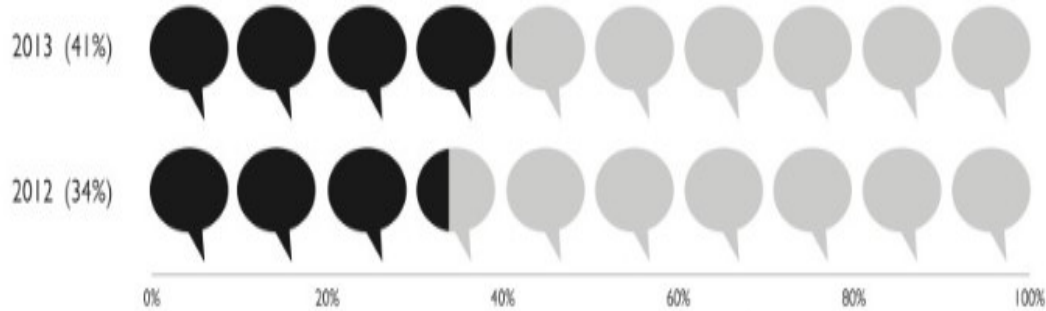
HOW FREQUENTLY ARE BLOGS AND WIKIS USED IN TEACHING?



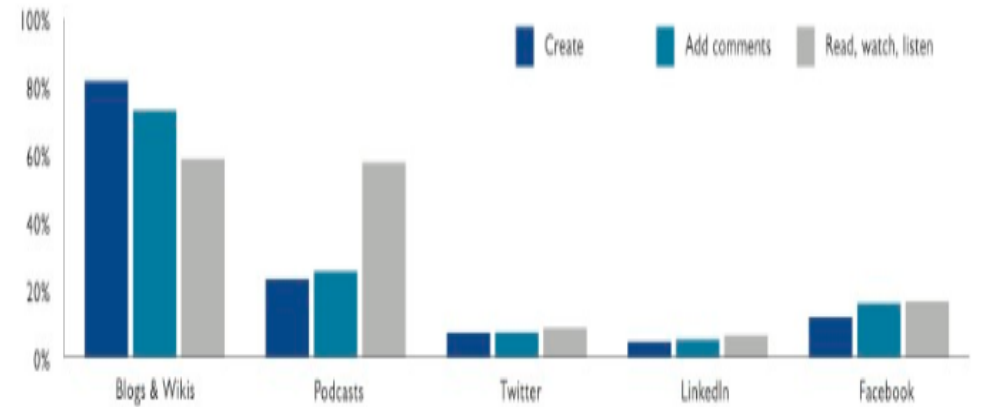
Frequency of Faculty Teaching Use of Social Media by Site - 2012 and 2013

The Use of Social Media in Teaching

THE USE OF SOCIAL MEDIA IN TEACHING HAS GROWN 21.3% FROM 2012 TO 2013



HOW ARE FACULTY ASKING STUDENTS TO ENGAGE WITH CONTENT?



Use of Social Media for Individual Assignments

Social media in class rooms

Challenges:

- Distraction
- Lack of
- Faculty interaction
- Writing styles
- Mentoring

Opportunities:

- Build global community
- Effective member/online contribution
- Improve retention
- Holistic development
- Improve attitude towards course

Hypothesis

- H1: There is a positive relationship between classroom engagement and faculty using social media
- H2: There is a positive relationship between administrators and social media use to collaborate with students

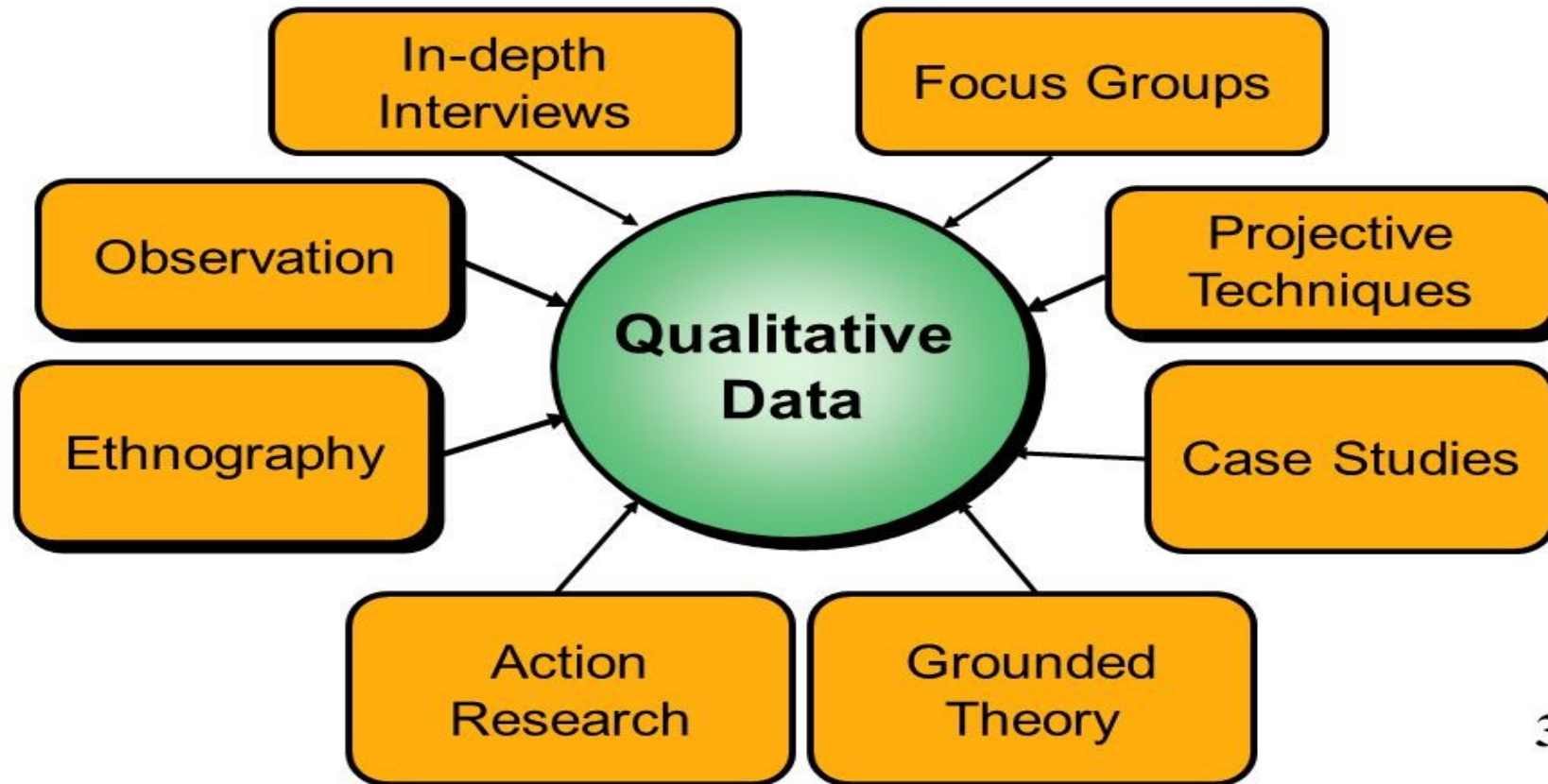
H1: There is a positive relationship between classroom engagement and faculty using social media

- RQ1: Have you friended a student/faculty on social media?
- RQ2: Would you be more interested if social media was embedded in the course work?
- RQ3: How do you think social media would influence your participation in the classroom?

H2: There is a positive relationship between administrators and social media use to collaborate with students

- RQ4: How many students actively participate on social media feeds/posts?
- RQ5: Do you respond to queries by students?
- RQ6: How do you engage in incoming and retaining students?

Qualitative Research Designs



Thank You!

Any Questions?

