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USING SOCIAL MEDIA FOR TEACHING AND LEARNING: UNDERSTANDING STUDENTS' PERCEPTIONS OF FACEBOOK USE IN THE CLASSROOM

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ABSTRACT

According to GlobalWebIndex, Facebook topped the list as the most used social media site, followed by Google+, YouTube, and Twitter. Despite the mounting popularity of Facebook among college students, little is known about students' perception and willingness to adopt Facebook for educational purposes. Drawing on the Theory of Planned Behavior (TPB), the objective of this study is to develop and empirically validate a model that predicts students' intention to use Facebook in the classroom. In addition, this study aims to extend the model of TPB by incorporating peer communication factors. To this end, an online survey with a sample of 300 undergraduate students will be carried out. This study contributes to our understanding of the educational uses of Facebook among college students in the classroom.

Keywords: Social media, Facebook, theory of planned behavior, education.