Using Facebook in Journalism education

Closed, secret, but useful?

Potential benefits of Facebook

- Improved communication between class members (students and tutors)
- Greater engagement with class materials
- Exposure to additional learning materials through staff and student input

Source: Zoe Staines and Mark Lauchs: The Use of Facebook in tertiary education in Interactive Technology and Smart Education Vol.10 No.4, 2013 pp285-296
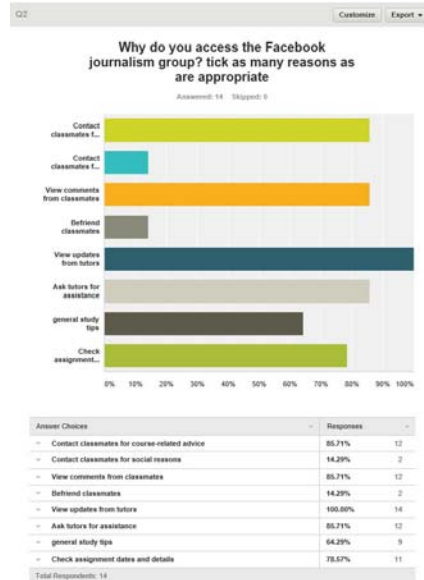
Survey Monkey

- https://www.surveymonkey.com/analyze/y7td2xrxbTuhRCLghO748_2Fvj4k1U_2FjSEdBi67SvkVyE_3D
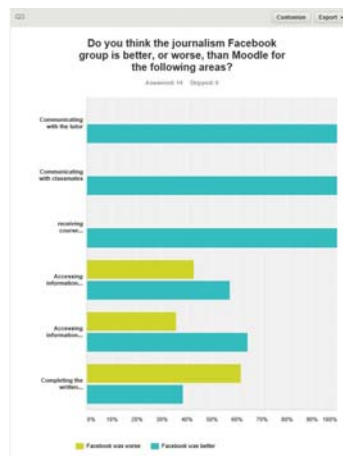
Weekly access to Journalism Facebook
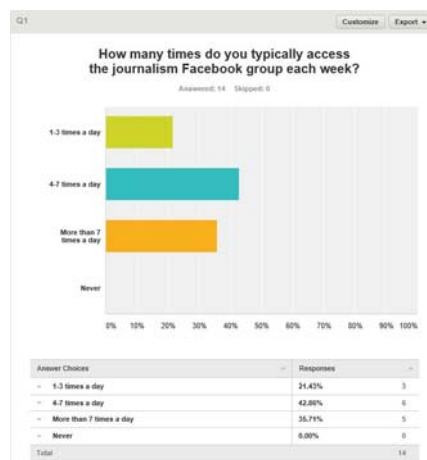
Reasons for accessing J-Facebook

Facebook vs Moodle

Facebook vs Moodle breakdown

	Facebook was worse	Facebook was better	Total
Communicating with the tutor	0.00% 0	100.00% 14	14
Communicating with classmates	0.00% 0	100.00% 14	14
receiving course announcements and updates	0.00% 0	100.00% 14	14
Accessing information about assessments	42.86% 6	57.14% 8	14
Accessing information about topics covered in the course	35.71% 5	64.29% 9	14
Completing the written assessment items for the course	61.54% 8	38.46% 5	13

Comments (4)

Facebook and Learning Outcomes
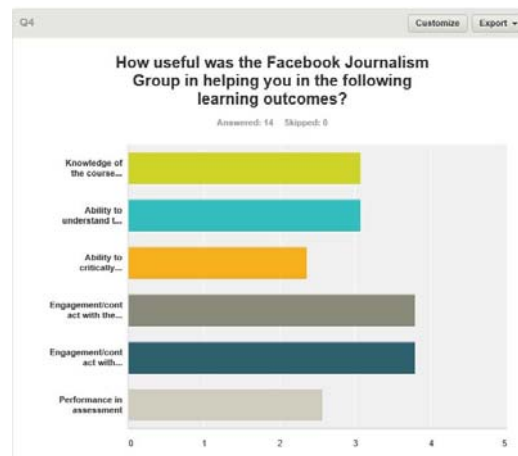
Learning Outcomes: Breakdown

	not useful	somewhat useful	useful	extremely useful	Total	Average Rating
Knowledge of the course content	7.14% 1	7.14% 1	57.14% 8	28.57% 4	14	3.07
Ability to understand the course content	0.00% 0	14.29% 2	64.29% 9	21.43% 3	14	3.07
Ability to critically analyse the course content	35.71% 5	14.29% 2	28.57% 4	21.43% 3	14	2.36
Engagement/contact with the course tutors	0.00% 0	0.00% 0	21.43% 3	78.57% 11	14	3.79
Engagement/contact with classmates	0.00% 0	0.00% 0	21.43% 3	78.57% 11	14	3.79
Performance in assessment	28.57% 4	14.29% 2	28.57% 4	28.57% 4	14	2.57

Categorize as... ▼   Filter by Category ▼   Search responses

Showing 4 responses

The last two were pretty equal, so that would be a good option to have.
10/2/2014 2:50 PM   View respondent's answers

A great communication tool but not very helpful in actually accessing or completing work.
10/2/2014 8:50 AM   View respondent's answers

Moodle is awful. Anything is better. But Facebook is good.
10/1/2014 7:11 PM   View respondent's answers

Some of those things weren't available on facebook. Documents should stay on "the moodle", but facebook is great for notifications of updates or changes or discussions.
10/1/2014 4:02 PM   View respondent's answers

Examples of student use of the Newsroom

- Communicating with Tutors
- Professional "Skiting"
- News Leads
- Sharing/asking for Resources
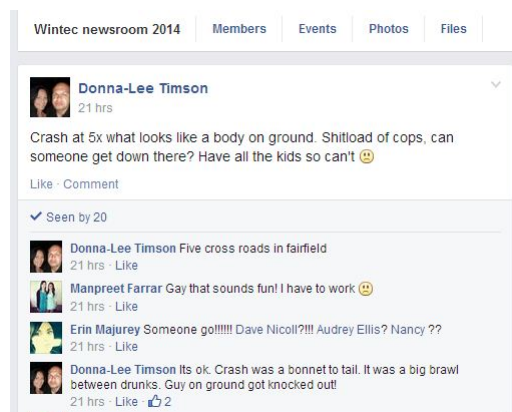- Classroom announcements
- Job alerts
- Workplace feedback

Checking in about study progress
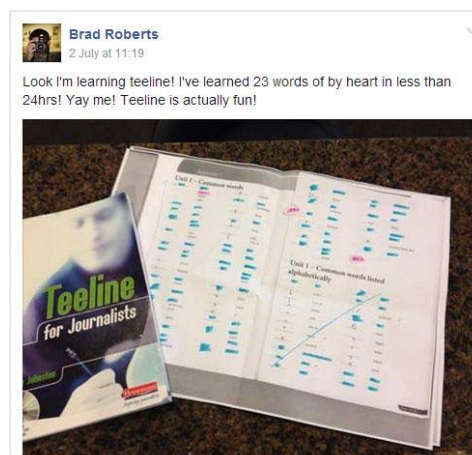
Tutors acknowledging student work

Students offering news leads

Students offering topics for debate

Students offering workplace feedback

Students indicated

- Newsroom Facebook was accessed more often by students than they did Moodle
- Newsroom Facebook was helpful in achieving learning outcomes
- Newsroom Facebook was not used for social reasons
- Newsroom Facebook was better than Moodle in contacting tutors, colleagues, and getting course-related advice
- Moodle was better for completing assignments
- Newsroom Facebook is a strong complement to learning management systems such as Moodle and Blackboard