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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The purpose of this qualitative research is to 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

Students

Classroom interaction

Collaboration

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

- Social Media: 78.4%
- Messaging: 47.1%
- Music: 43.8%
- Gaming: 27.5%
- Travel: 26%
Distribution of college social media postings' relevance according to high school students researching colleges in the United States in 2016

- Not at all relevant: 3%
- Slightly relevant: 21%
- Moderately relevant: 40%
- Very relevant: 21%
- Extremely relevant: 7%
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

The Use of Social Media in Teaching

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

2013 (41%)
2012 (34%)
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

- In-depth Interviews
- Focus Groups
- Observation
- Projective Techniques
- Ethnography
- Case Studies
- Action Research
- Grounded Theory
Thank You!

Any Questions?