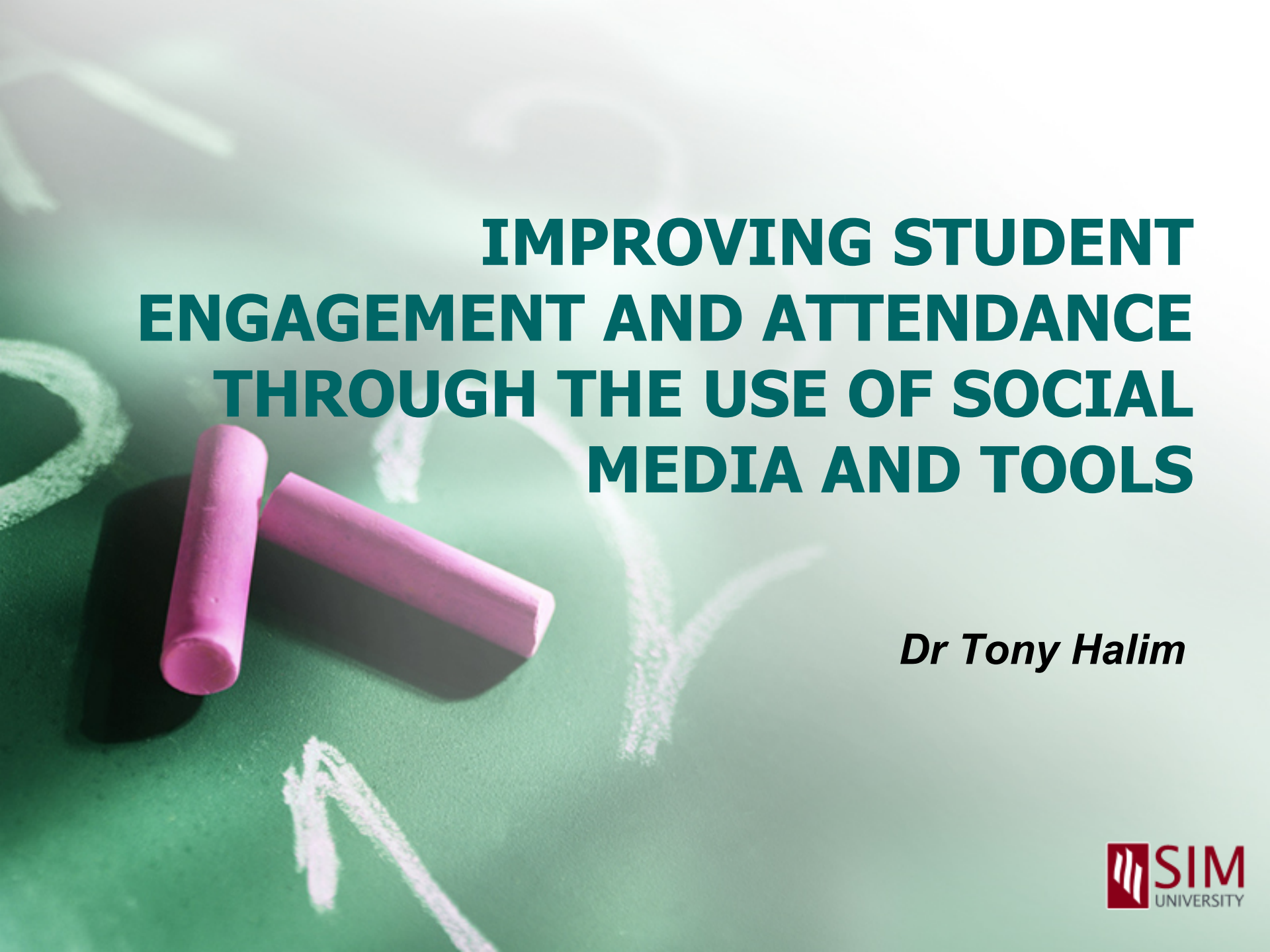

IMPROVING STUDENT ENGAGEMENT AND ATTENDANCE THROUGH THE USE OF SOCIAL MEDIA AND TOOLS

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ACTIVITY

Find the derivative of $\ln \dfrac{x}{3x-4}$.

ACTIVITY

- FAMOUS QUOTE FROM STARWARS?

Overview of Student Attendance

- Studies have shown:
  - *Poor attendance in many higher educational institutions.*
  - *Correlation between student attendance and their academic performance.*
- Is Compulsory Attendance the cure?

What Affects Student Attendance & Learning?

Motivation

Learning
Ctrl

Overview of Student Engagement Models

- There are four models that point towards a progressive path to success in education and they share common traits. They are:
  - *Chickering's 7 Vectors (Chickering, 1969)*
  - *Tinto's Model of Retention (Tinto, 1975)*
  - *Astin's Involvement Theory (Astin, 1984)*
  - *Barefoot's Relevant Models of Success (Barefoot, 1993)*

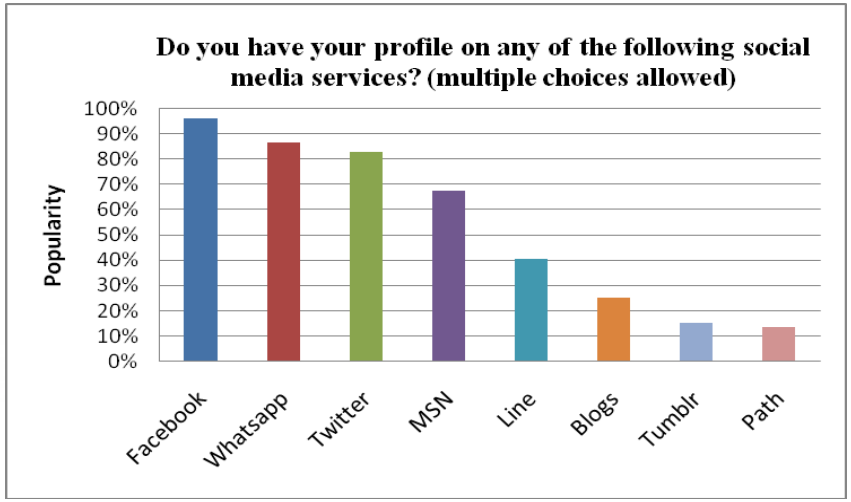
More on Student Engagement Models

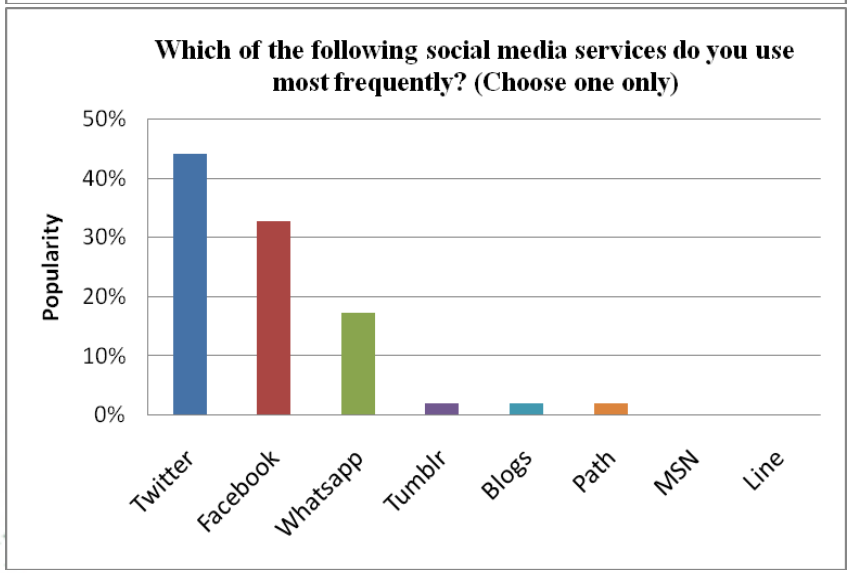
- Chickering's 7 Vectors (Chickering, 1969)
  - *students are assessed along a series of 7 vectors- managing emotions, establishing identity, developing purpose, etc.*
- Tinto's Model of Retention (Tinto, 1975)
  - *a student persists or drops out is quite strongly predicted by their degree of academic integration, and social integration.*

- Astin's Involvement Theory (Astin, 1984)
  - *suggest that through student development activities and meaningful experience, students will develop a deeper tie with the people and ideas of a school, hence are more likely to be engaged with the school.*
- Barefoot's Relevant Models of Success (Barefoot, 1993)
  - *propose that by nurturing student commitment and motivation when they are in their first year, the result of such engagement will mitigate other challenges.*

Teaching and Learning

- **Social Media Survey (Popularity)**

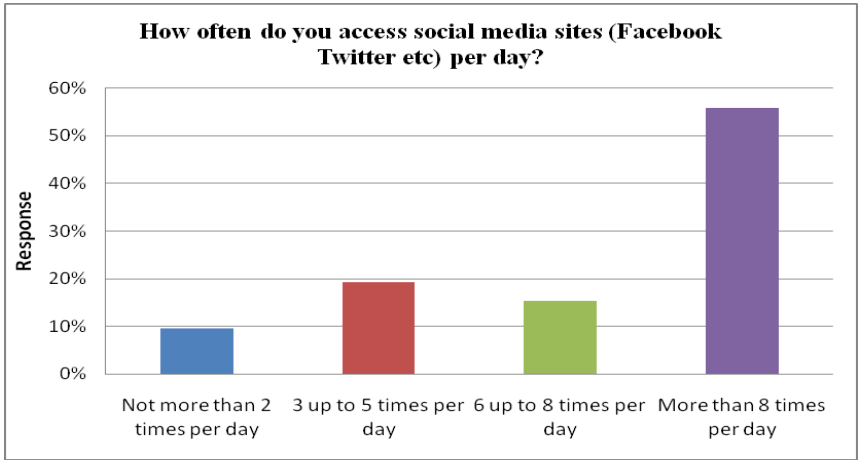




✓ Facebook, Whatsapp and Twitter rated has the Top 3 most popular social media platform..

Teaching and Learning

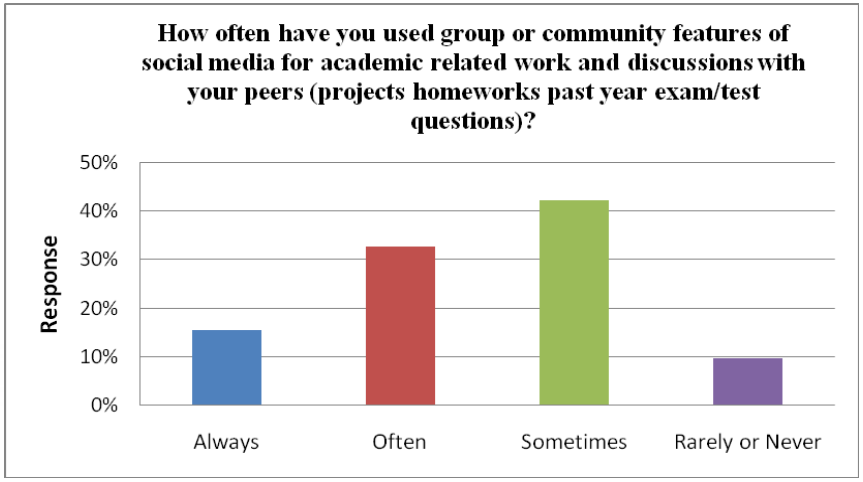
- **Social Media Survey** (General Usage)



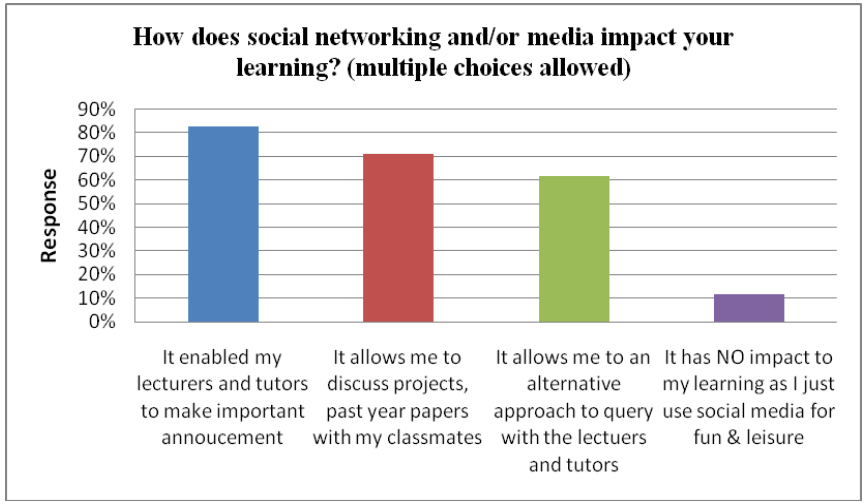
✓ High frequency of social media daily usage.

Teaching and Learning

- **Social Media Survey (Academic Usage)**



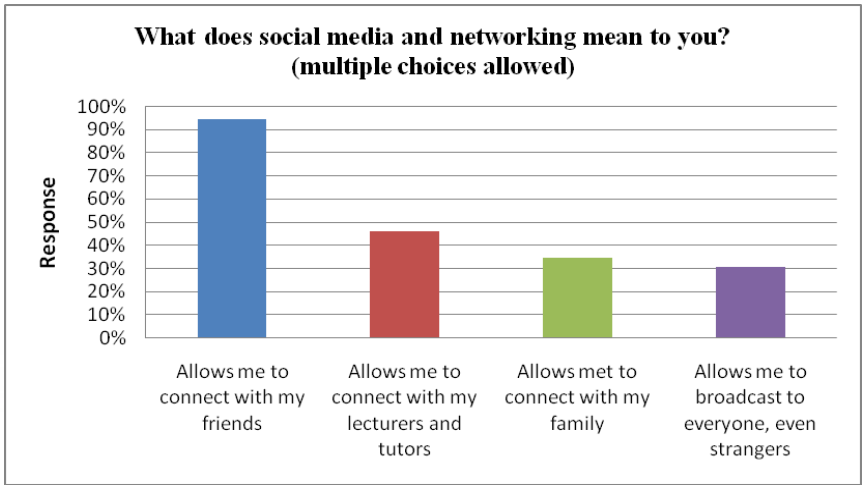
✓ > 90% of the students utlised the social media services for their academic learning purposes.



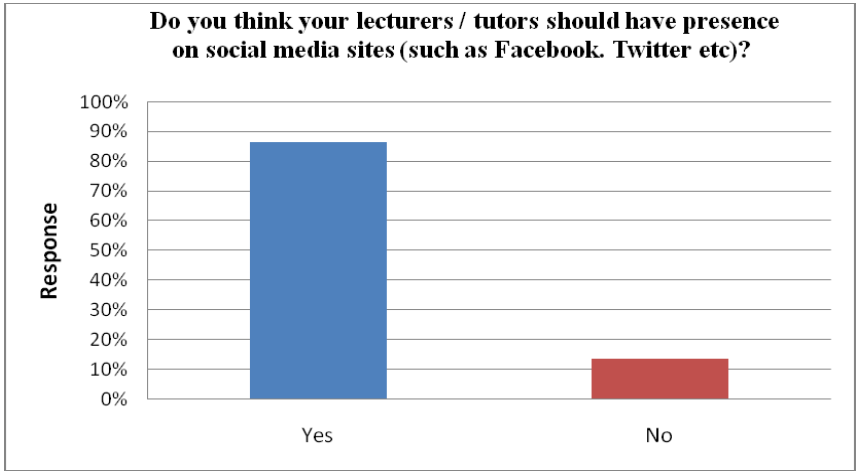
✓ ~ 90% of the respondents said that social media services have impact in their learning process.

Teaching and Learning

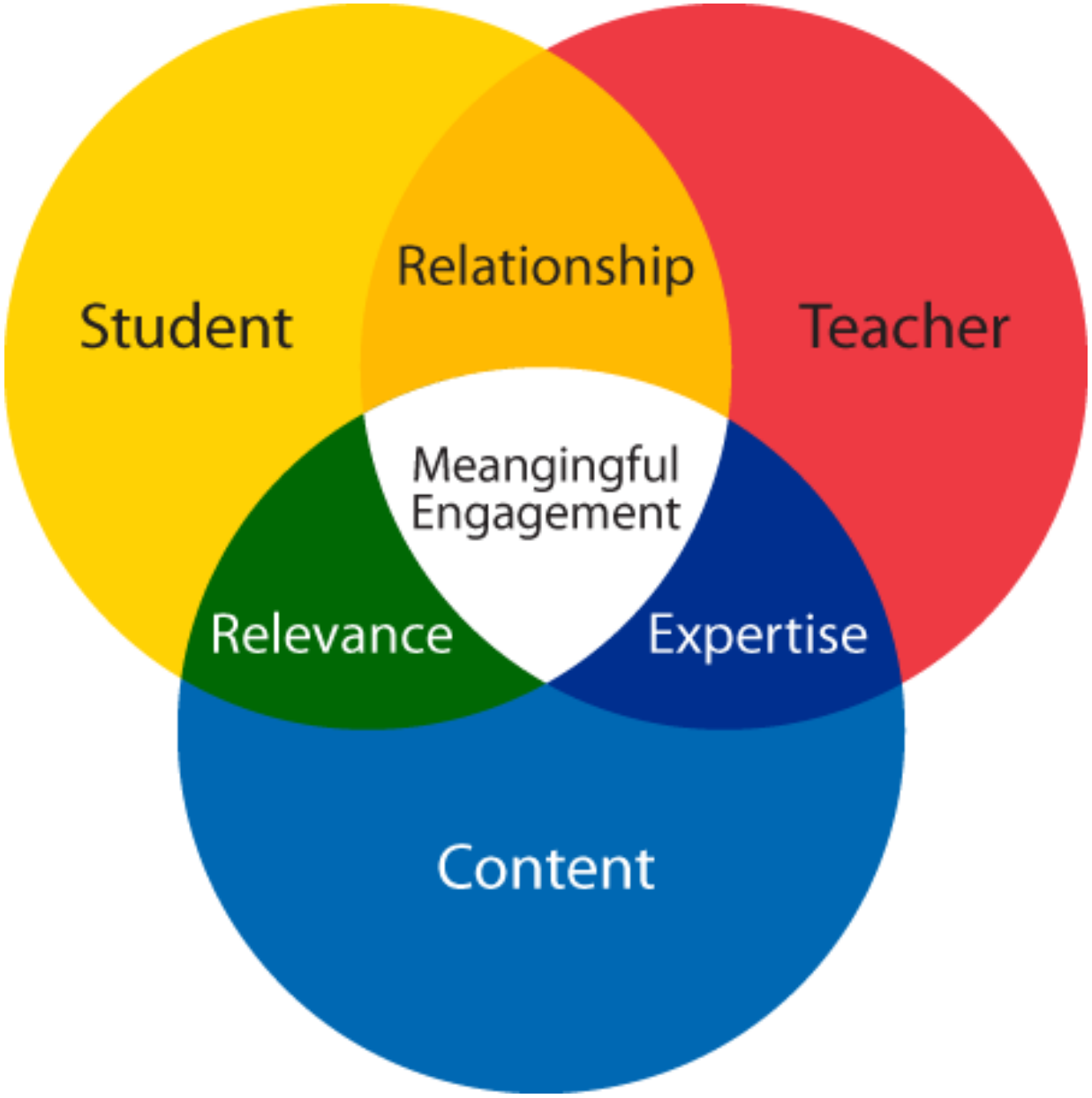
- **Social Media Survey (Educator-Student Connection)**



- ✓ ~ 50% view that social media allows them to connect with their lecturers and tutors.
- ✓ >90% use it to connect with their friends; potential for peer learning/support.

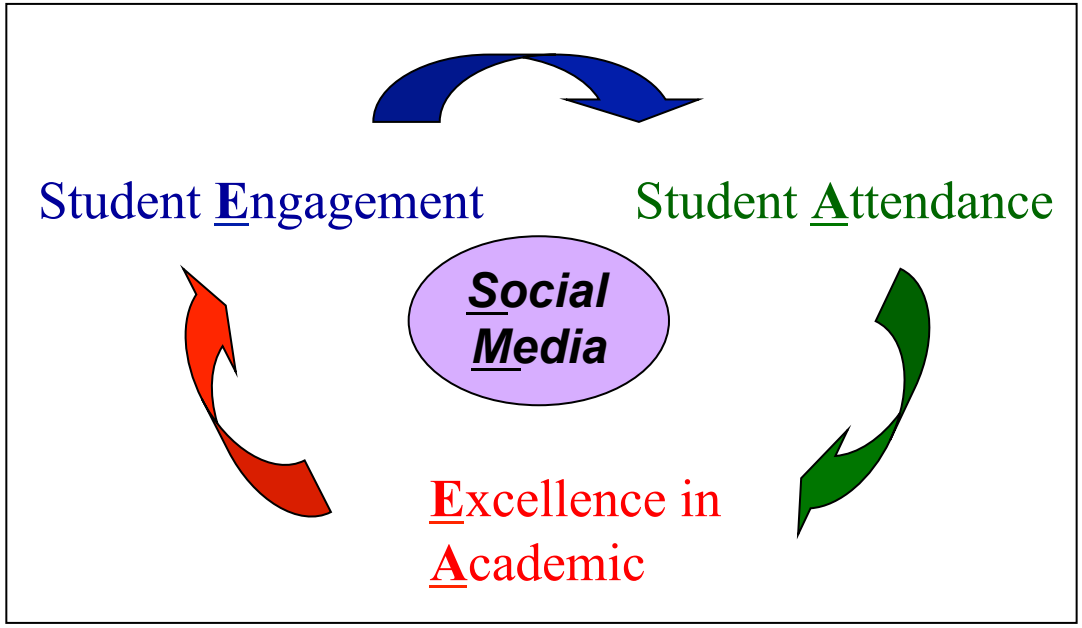


- ✓ > 80% think that educators should have presence on social media sites .



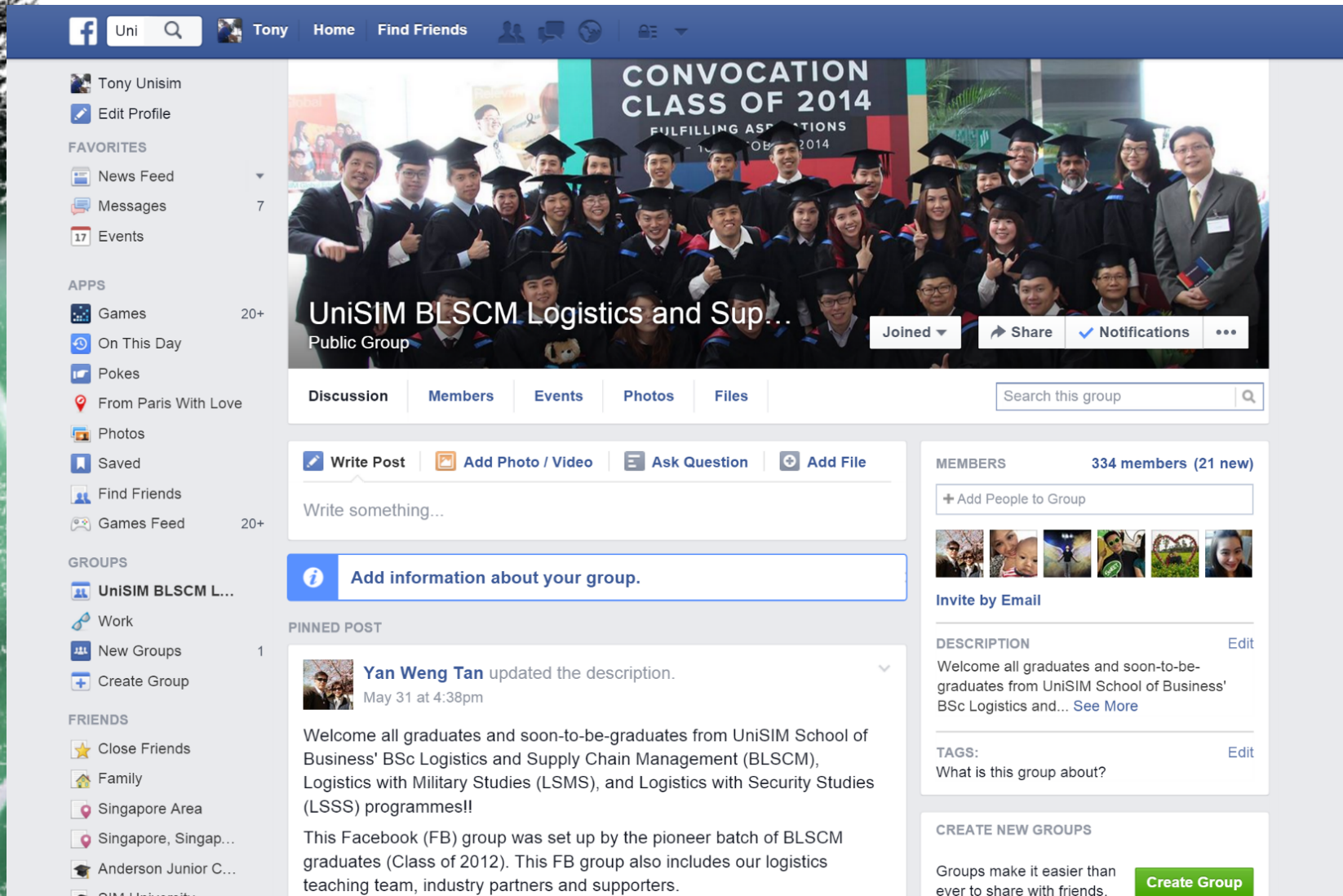
Source: http://www.studentengagementtrust.org/engagementModel

Proposed Integrated Model



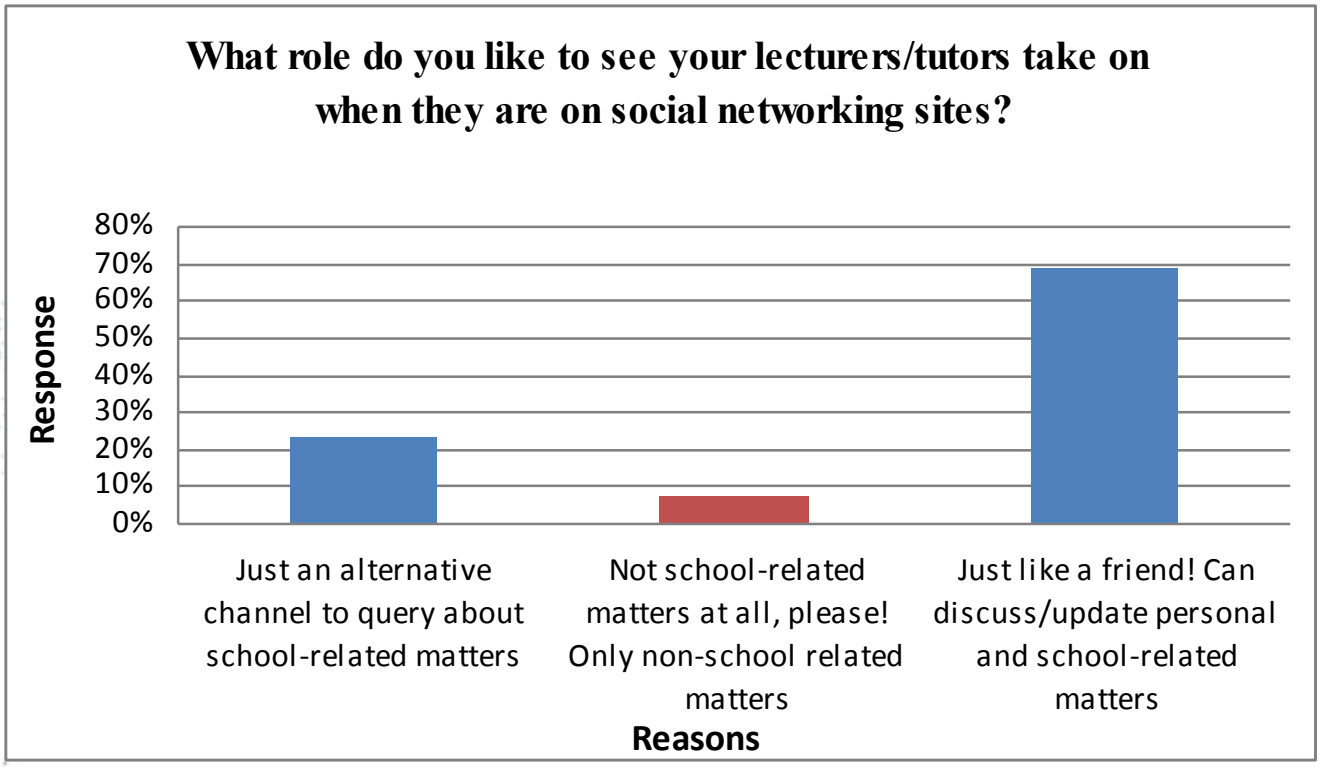
Teaching and Learning – Social Media in Student Learning

Teaching and Learning – Social Media in Student Engagement



Teaching and Learning

- **Social Media Survey** **(Educator-Student Connection)**



✓ Close to 70% would like view tutor as friends. .