



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

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ACTIVITY

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

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




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)*

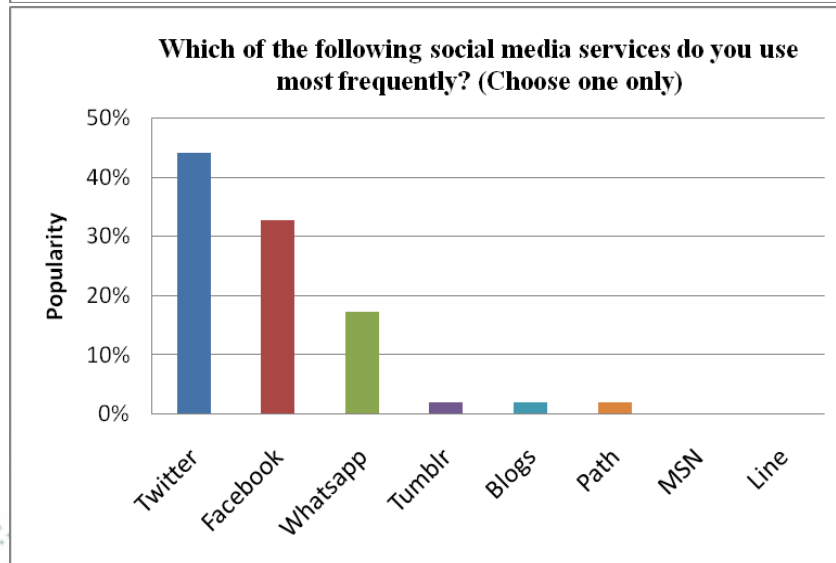
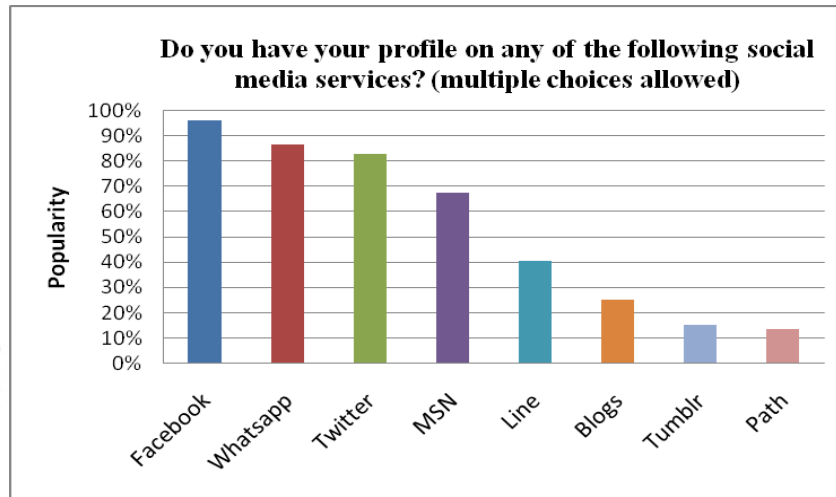
More on Student Engagement Models

- 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.*

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- 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

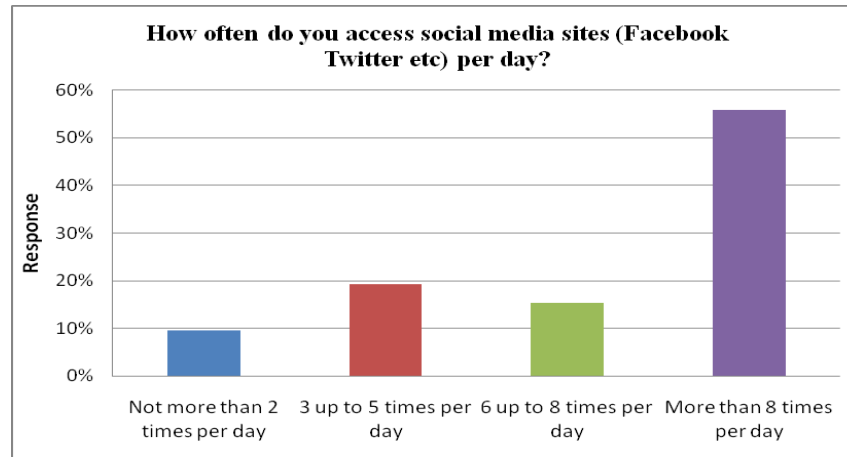
- **Social Media Survey (Popularity)**



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

Teaching and Learning

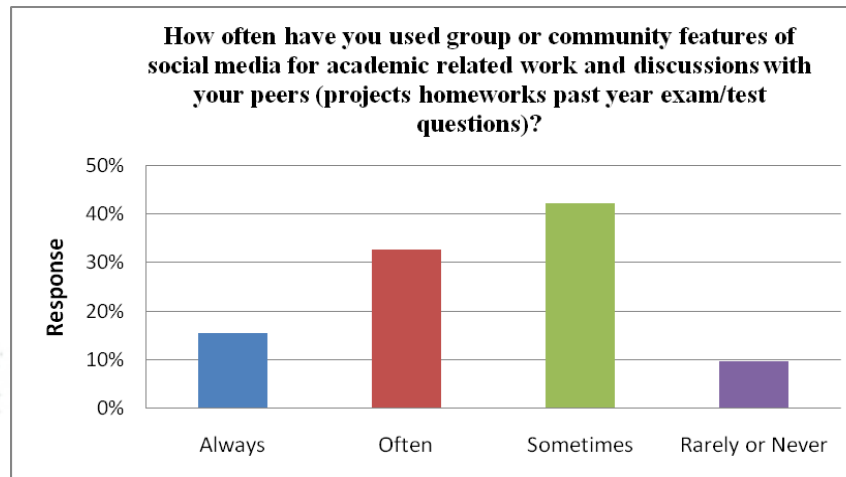
- **Social Media Survey (General Usage)**



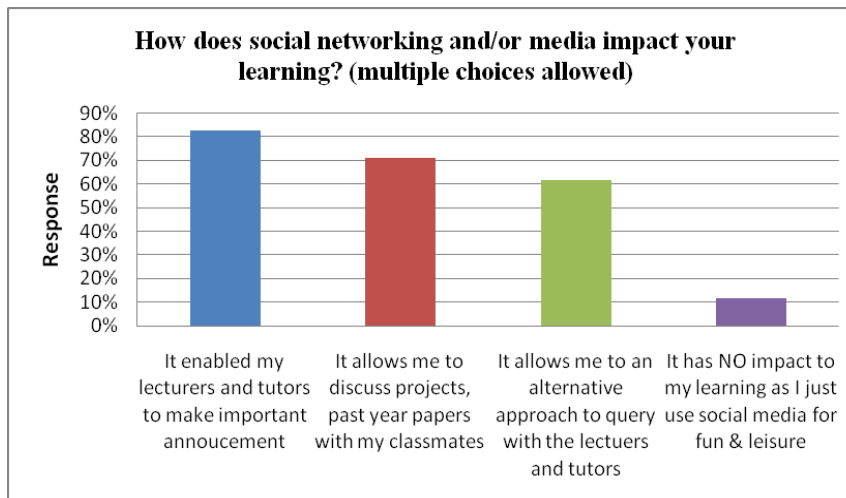
- ✓ High frequency of social media daily usage.

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



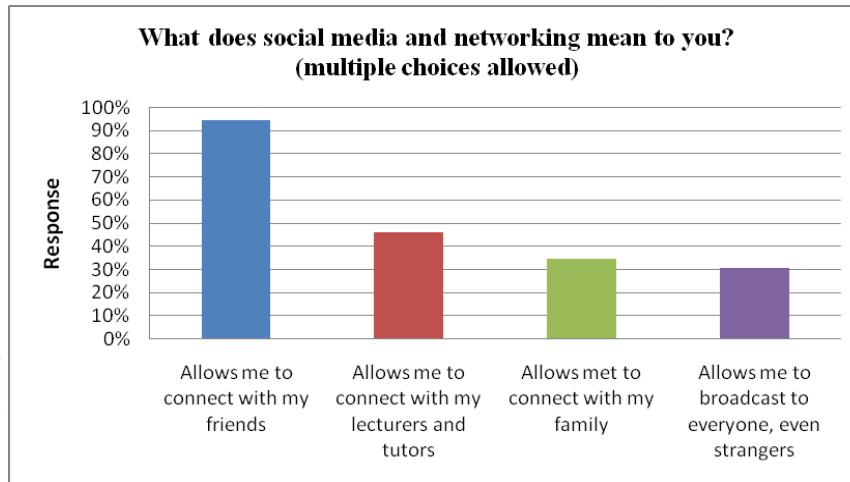
✓ > 90% of the students utilised the social media services for their academic learning purposes.



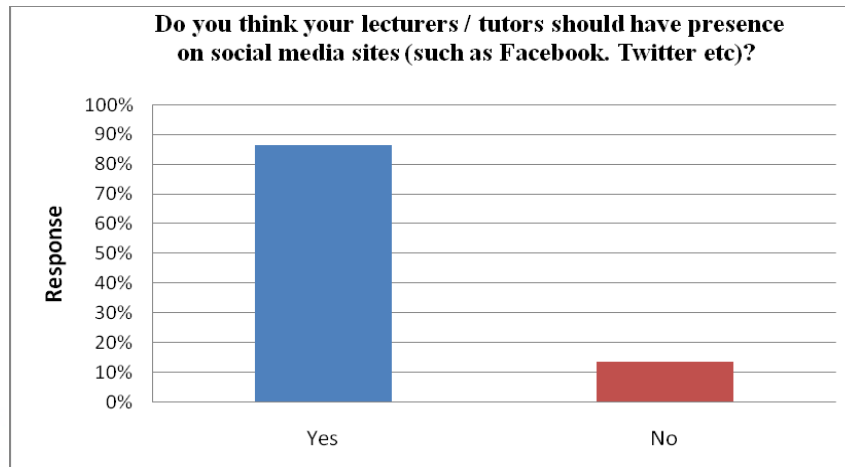
✓ ~ 90% of the respondents said that social media services have impact in their learning process.

Teaching and Learning

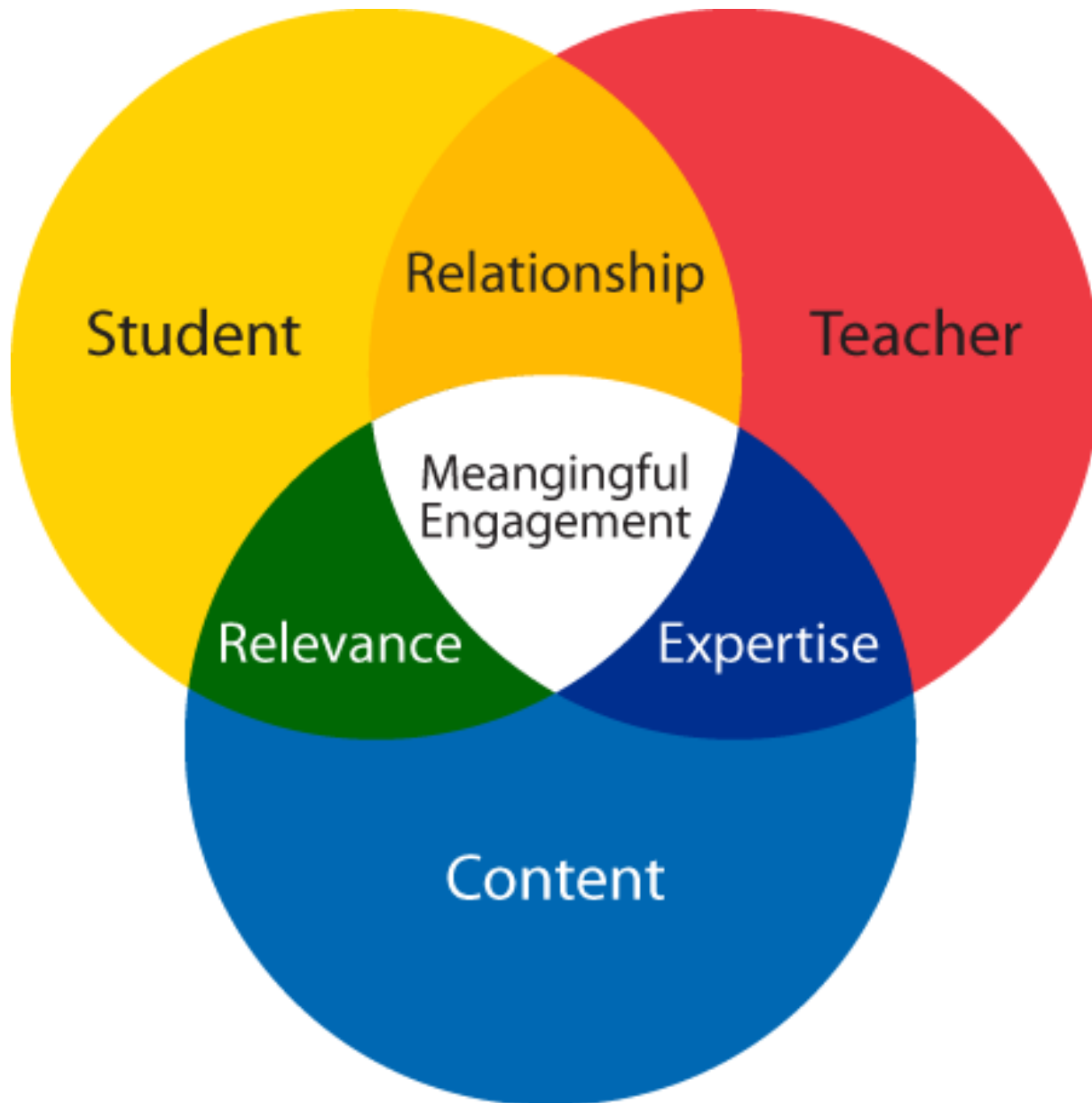
• Social Media Survey (Educator-Student Connection)



- ✓ ~ 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.

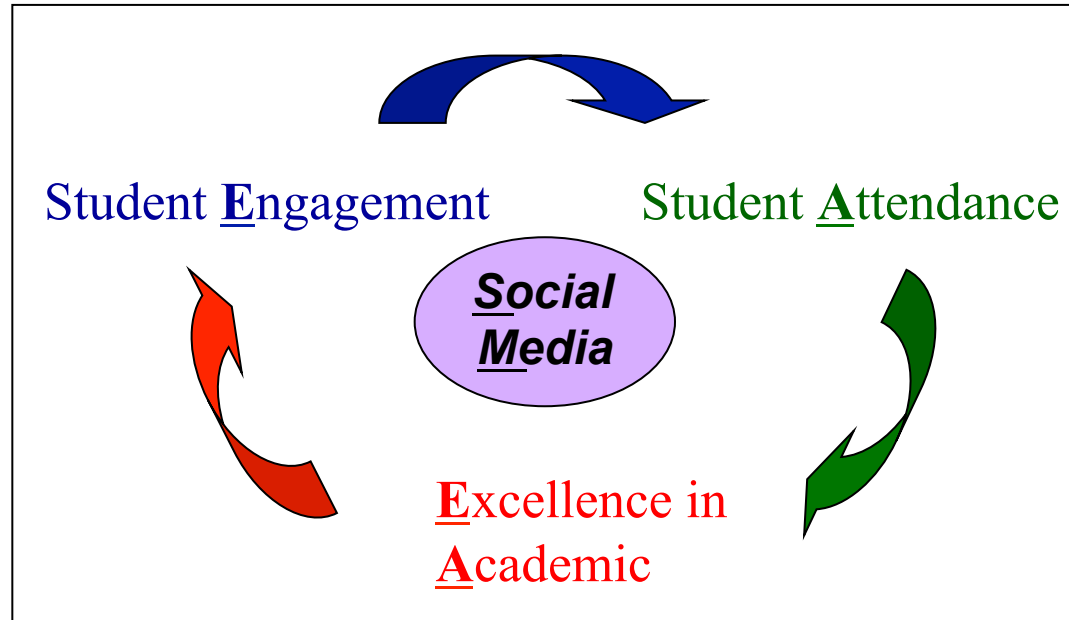


- ✓ > 80% think that educators should have presence on social media sites .






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




Proposed Integrated Model





Teaching and Learning – Social Media in Student Learning







Search posts, groups, users, apps and more







**UniSIM BUS107** 
July 2014 - One Big Group!
Group

Group Code Join URL


 **LOCKED** 


 **Posts** 






 **Folders** 

 **Members** **62 joined** 


This group is intent for ALL BUS107 Students enrolled in the July 2014 Semester. Here, you will see ALL tutors and students from other classes! The idea is Collaborative Learning! Tutors, fellow unisim school mates are here to help you with your queries!



Small Groups 



 **Note**  **Alert**  **Assignment**  **Quiz**  **Poll**

Type your note here...

Group Posts **Filter posts by** 

 **Mr. Sim** to **UniSIM BUS107 July 2014 - One Big Group!** 

Hi, i;m curious, for the topic on decision analysis....

optimistic, and conservative.

for profit, its best of best and best of worst (Highest number)

for cost, its lowest of lowest, and lowest of highest (smallest of the largest numbers)

but i;m confused for minimax regret.


for profit, its minimise the maximum regret.

for cost, is it the same? or do we do everything upside down ?

[Show Less](#)

Like • Reply • Share

Nov 19, 2014

 **matthew I.** to **UniSIM BUS107 July 2014 - One Big Group!**

try all the practice question a few times. Hope it is enough to handle the exam

Like • Reply • Share

Nov 18, 2014

Teaching and Learning – Social Media in Student Engagement

The image shows a Facebook interface for a group named "UniSIM BLSCM Logistics and Sup...". The top navigation bar includes the Facebook logo, a search bar, and the user's name "Tony". The left sidebar lists various features: "Tony Unisim", "Edit Profile", "FAVORITES" (News Feed, Messages, Events), "APPS" (Games, On This Day, Pokes, etc.), "GROUPS" (UniSIM BLSCM L..., Work, New Groups, Create Group), and "FRIENDS" (Close Friends, Family, Singapore Area, etc.). The main content area features a large group photo of graduates in caps and gowns, with the text "CONVOCATION CLASS OF 2014" and "FULFILLING ASPIRATIONS" visible in the background. Below the photo is the group name "UniSIM BLSCM Logistics and Sup..." and a "Public Group" label. There are buttons for "Joined", "Share", "Notifications", and a menu icon. Below this are tabs for "Discussion", "Members", "Events", "Photos", and "Files", along with a search bar "Search this group". The right sidebar shows "MEMBERS" (334 members, 21 new), an "Add People to Group" button, a row of member profile pictures, an "Invite by Email" button, a "DESCRIPTION" (Welcome all graduates and soon-to-be-graduates from UniSIM School of Business' BSc Logistics and Supply Chain Management (BLSCM), Logistics with Military Studies (LSMS), and Logistics with Security Studies (LSSS) programmes!!), and a "CREATE NEW GROUPS" section with a "Create Group" button. The main content area also includes a "Write Post" section with options to "Add Photo / Video", "Ask Question", and "Add File", and a "PINNED POST" by "Yan Weng Tan" dated May 31 at 4:38pm, which contains the same welcome message as the description.

UniSIM BLSCM Logistics and Sup...
Public Group

Joined Share Notifications

Discussion Members Events Photos Files

Search this group

Write Post Add Photo / Video Ask Question Add File

Write something...

Add information about your group.

PINNED POST

Yan Weng Tan updated the description.
May 31 at 4:38pm

Welcome all graduates and soon-to-be-graduates from UniSIM School of Business' BSc Logistics and Supply Chain Management (BLSCM), Logistics with Military Studies (LSMS), and Logistics with Security Studies (LSSS) programmes!!

This Facebook (FB) group was set up by the pioneer batch of BLSCM graduates (Class of 2012). This FB group also includes our logistics teaching team, industry partners and supporters.

MEMBERS 334 members (21 new)

+ Add People to Group

Invite by Email

DESCRIPTION Edit

Welcome all graduates and soon-to-be-graduates from UniSIM School of Business' BSc Logistics and... See More

TAGS: Edit

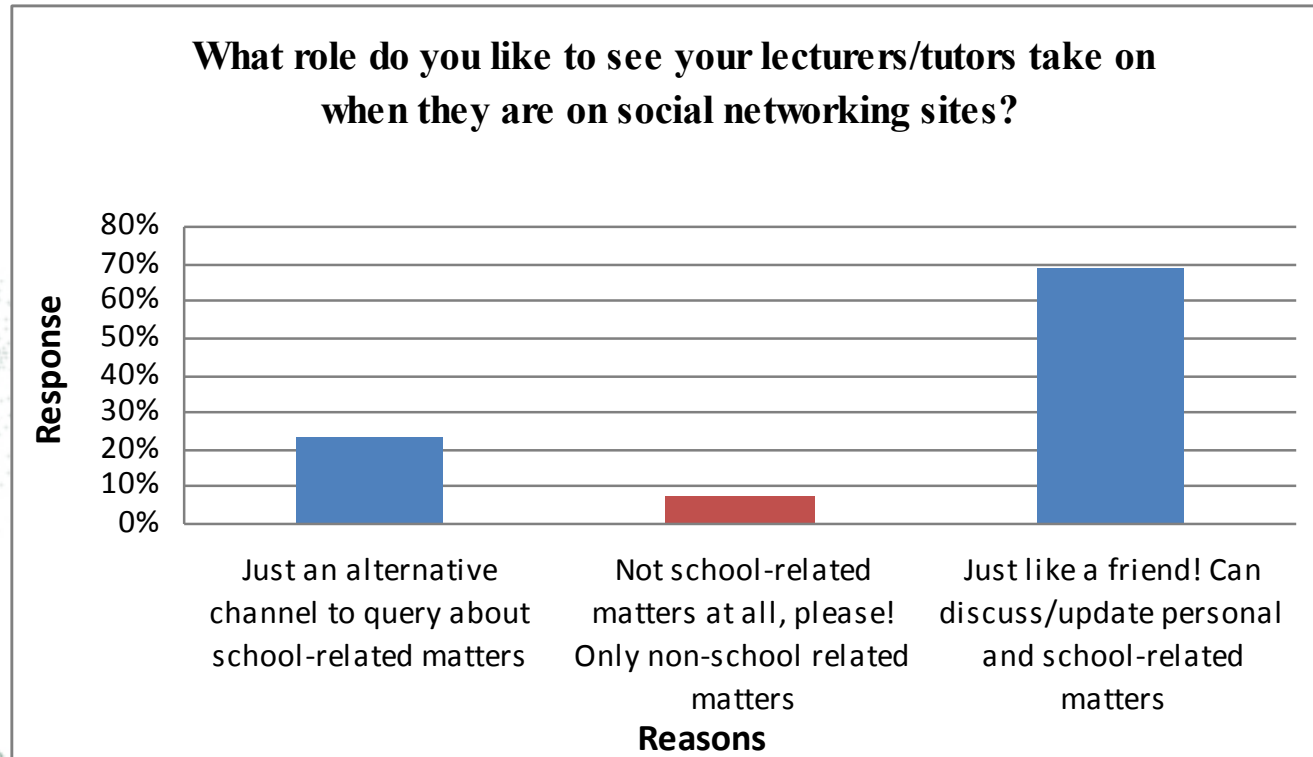
What is this group about?

CREATE NEW GROUPS

Groups make it easier than ever to share with friends. Create Group

Teaching and Learning

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



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

