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

Dr Tony Halim
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?
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 platforms.
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.
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• **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.
A Venn diagram illustrating the relationship between student, teacher, and content. The diagram shows:

- **Student**
- **Teacher**
- **Content**

The overlapping areas are:

- **Relationship**
- **Relevance**
- **Expertise**
- **Meaningful Engagement**

Source: http://www.studentengagementtrust.org/engagementModel
Proposed Integrated Model

Student Engagement

Social Media

Student Attendance

Excellence in Academic
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?

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Matthew L. 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 19, 2014

Nov 18, 2014
Teaching and Learning – Social Media in Student Engagement

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.

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

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

![Bar chart showing responses to the question: What role do you like to see your lecturers/tutors take on when they are on social networking sites?]

- Just an alternative channel to query about school-related matters
- Not school-related matters at all, please!
- Only non-school related matters
- Just like a friend! Can discuss/update personal and school-related matters

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