Improving Faculty and Students Communication using Social Network System

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INTRODUCTION

- Context – Facebook in seven different courses covering Science, Engineering and Technology subjects, across two semesters

- Objective – to communicate with the students more effectively, as communication through learn management system had not been successful.

- Expectation – students would be more engaged with the course content, due to active communication between lecturers and students

PROBLEM STATEMENT

Not communicating effectively with students

- No two way communication with the students - out of classroom time

- Lack of engagement due to delay in dissemination of information to students

- Enhance engagement of students which will eventually reduce attrition rate

How to communicate with students effectively?

RELATED WORK

MOBILE LEARNING

Facebook usage, significantly negatively influence the student engagement in term of class preparation, but positively influence the time spent in co-curricular activities(Junco, 2012).

80% of tertiary students in Malaysia have a Facebook account (Abd Jalil ,2010)

Grading and participation in Facebook has adverse effect on students' preparation time (Judele et al, 2014)

With the development of smart phones and tablets, comes along a list of third party application that can be used for mobile learning (C. N. Quinn,2012, T. Y. Sim, 2014, etc)

Mobile Learning in its simplest form is sending short messages service (SMS) or text messages via hand phones to the students (Vosloo 2012, Motiwalla 2007, etc)

Methods implemented to encourage students to learn outside the classroom context includes blended learning (Maleko et al, 2012)

Students participating in the Facebook discussion group are more active than the Blackboard discussion group (Maleko et al, 2013)

Usage of Facebook has no impact on academic grades and should be further investigated for the communication aspects (Jamil et al, 2013)

RELATED WORK

- Mobile learning – Motiwalla, 2007; C. N. Quinn, 2012; Vosloo, 2012; T. Y. Sim, 2014; etc

- Social Network System for communication – Facebook as the selected option – Abd. Jalil, 2010; Maleko et al, 2013

- Facebook activities correlate negatively to academic performance – Judele et al, 2014; Junco, 2012

- Facebook activities has no impact to academic performance – Jamil et al, 2013

Will communication increase engagement?

APPLICATIONS CONSIDERATION

	SMS	Whatsapp	Twitter	Facebook
Privacy of Number	✖	✖	✔	✔
Familiarity of Application	✔	✔	✖	✔

Facebook was selected as the application for communication

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PROCEDURE

STEP 1

Create Official Facebook account

STEP 2

Add Students | Create Courses Group

STEP 3

Lecturer & Students post

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DATA COLLECTION

Student Survey	FB Postings	Lecturers' Feedback
• Engagement • Criteria of Tool	• Activities Category • Correlation to Grades	• Engagement • Ease of Use

DATA COLLECTION

Student Survey
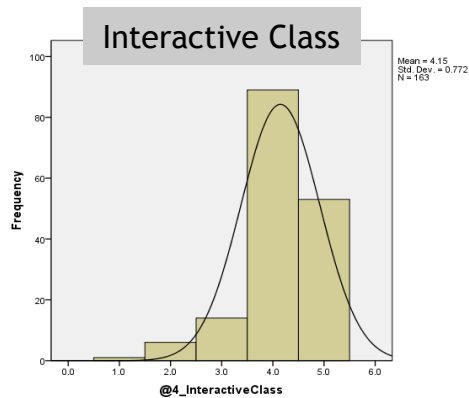
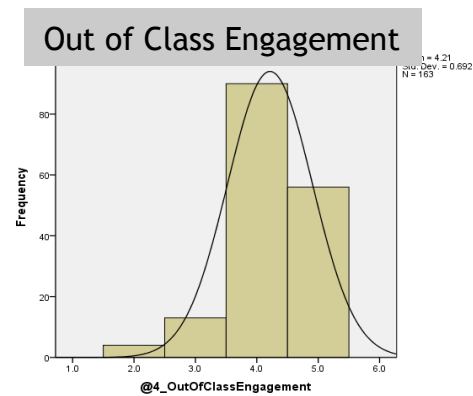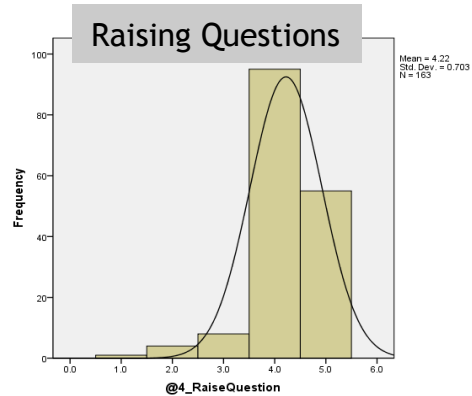**Posting on Facebook**

Lecturer's Feedback

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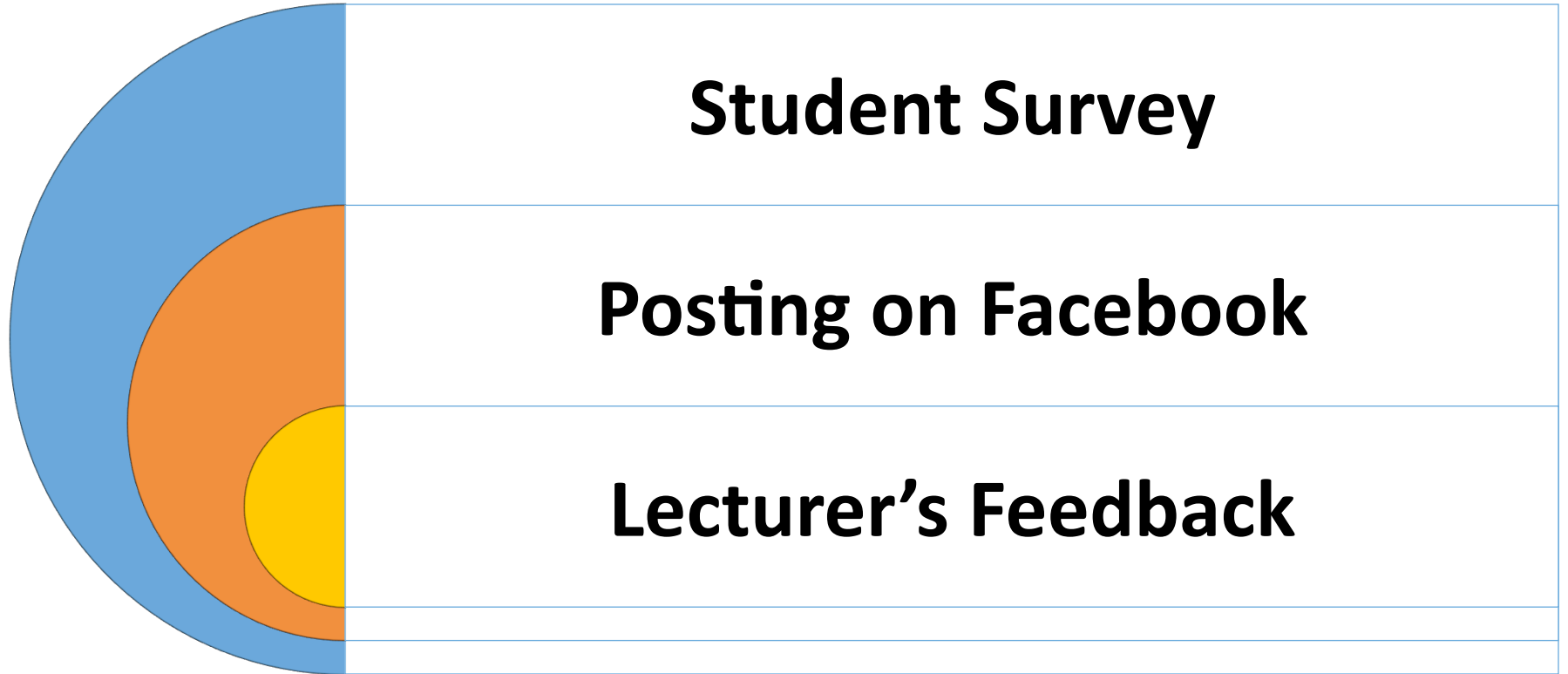
FINDINGS & DISCUSSION
Student Survey - Demographic
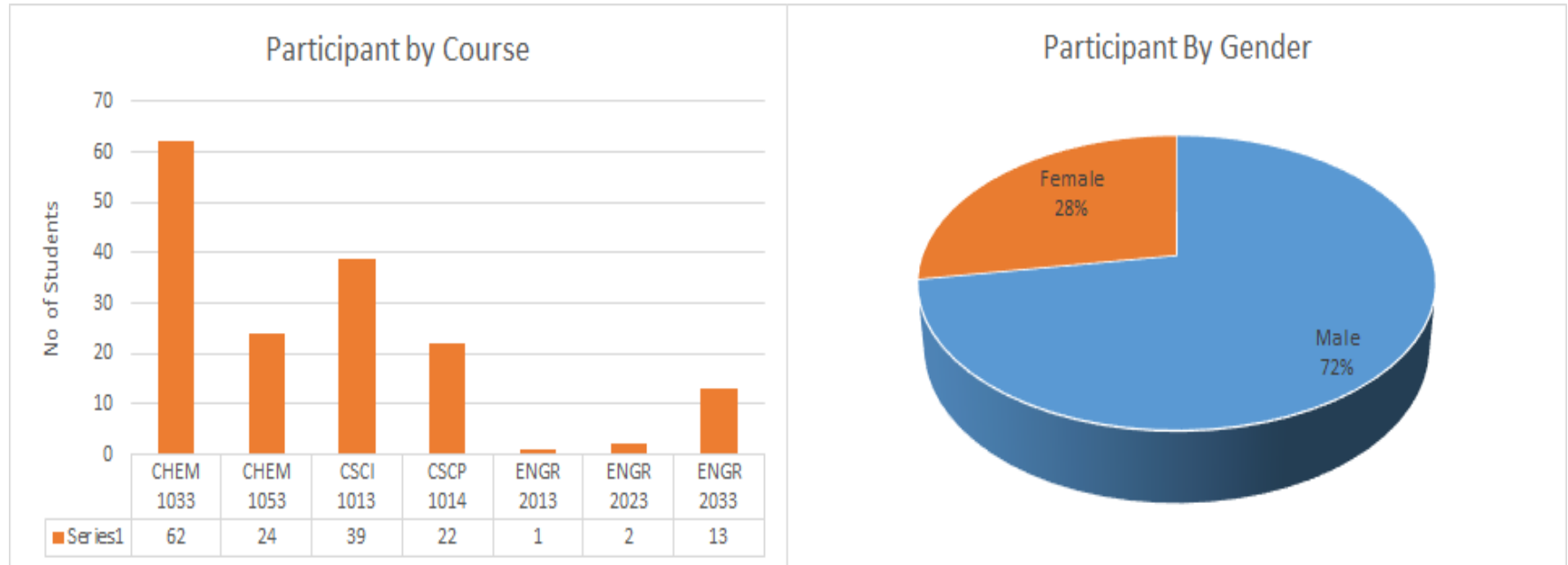
FINDINGS & DISCUSSION
Student Survey – Impact of Engagement

Class Discussion — Mean = 4.22, Std. Dev. = 0.729, N = 163

Raising Questions — Mean = 4.22, Std. Dev. = 0.703, N = 163

Out of Class Engagement — Mean = 4.21, Std. Dev. = 0.692, N = 163

Interactive Class — Mean = 4.15, Std. Dev. = 0.772, N = 163

Course Content — Mean = 4.18, Std. Dev. = 0.721, N = 162
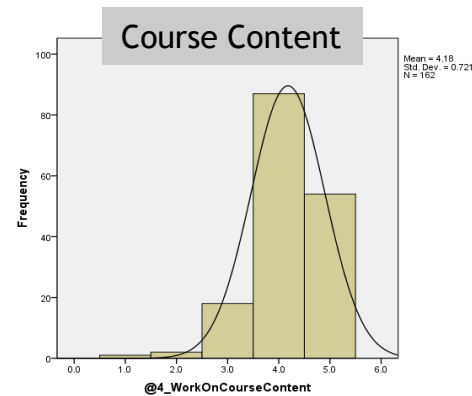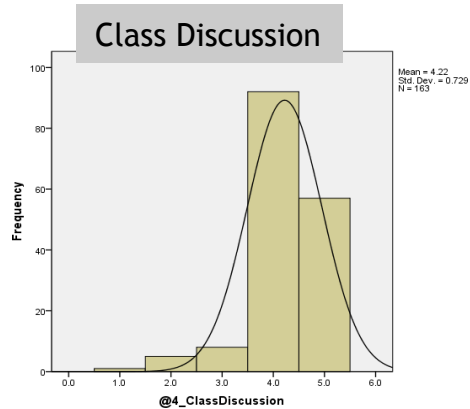
FINDINGS & DISCUSSION
Student Survey - Features Influencing Engagement

Factors ranked according to its importance:

- push notifications when there are new updates
- the ease of posting comments, documents or photos
- push notification while using the application
- my "friends" can see my postings
- login cached – do not have to re-key in user name and password

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FINDINGS & DISCUSSION
Student Survey - Features Influencing Engagement

Facebook	eLearn
	Login to eLearn
Click on the group	Click on Discussion
	Select the suitable forum
	Select the suitable thread
Write the post content	Write the content
Post the message	Submit the content

Fewer steps to post on Facebook group

FINDINGS & DISCUSSION
Postings on Facebook

	Start	Reply	Like	Grades
Start	1	.737[**]	.453[**]	0.148
Reply	.737[**]	1	.571[**]	0.082
Like	.453[**]	.571[**]	1	0.01
Marks	0.148	0.082	0.01	1

No Correlation between activities and grades

FINDINGS & DISCUSSION
Lecturer's Feedback

Introductory Experience	Effectiveness of Communication	Impact on Students' Engagement

Experience was positive

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CONCLUSION

Not communicating effectively with students

- *Implementation of Facebook encourages the class engagement*

- *Facebook helps disseminate information faster and students are more engaged*

- *Facebook engagement does not influence the grades*

Facebook group is a suitable tool for engagement but not grades improvement

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CONCLUSION

- *Conclusion 1. Implementation of Facebook encourages the class engagement*

- *Conclusion 2. The "automatic notifications of updates" and "ease of posting comments, documents or photos" are the most important features that positively influenced the students' engagement in Facebook*

- *Conclusion 3. There is no correlation between the activities with*

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THANK YOU

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