



Social Media in Academic World: How Can Social Media Contribute to Higher Education

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Introduction



Introduction

- New developing Internet technologies come with different platforms for Internet users to *communicate, interact with others* and *to socialize over virtual environments*.
- *Social media/networks* are the most prevalent and important examples of these environments.
- Most of the people have at least one account at any social media environments like Facebook, Instagram, Twitter etc...



Social Media

SOCIAL MEDIA

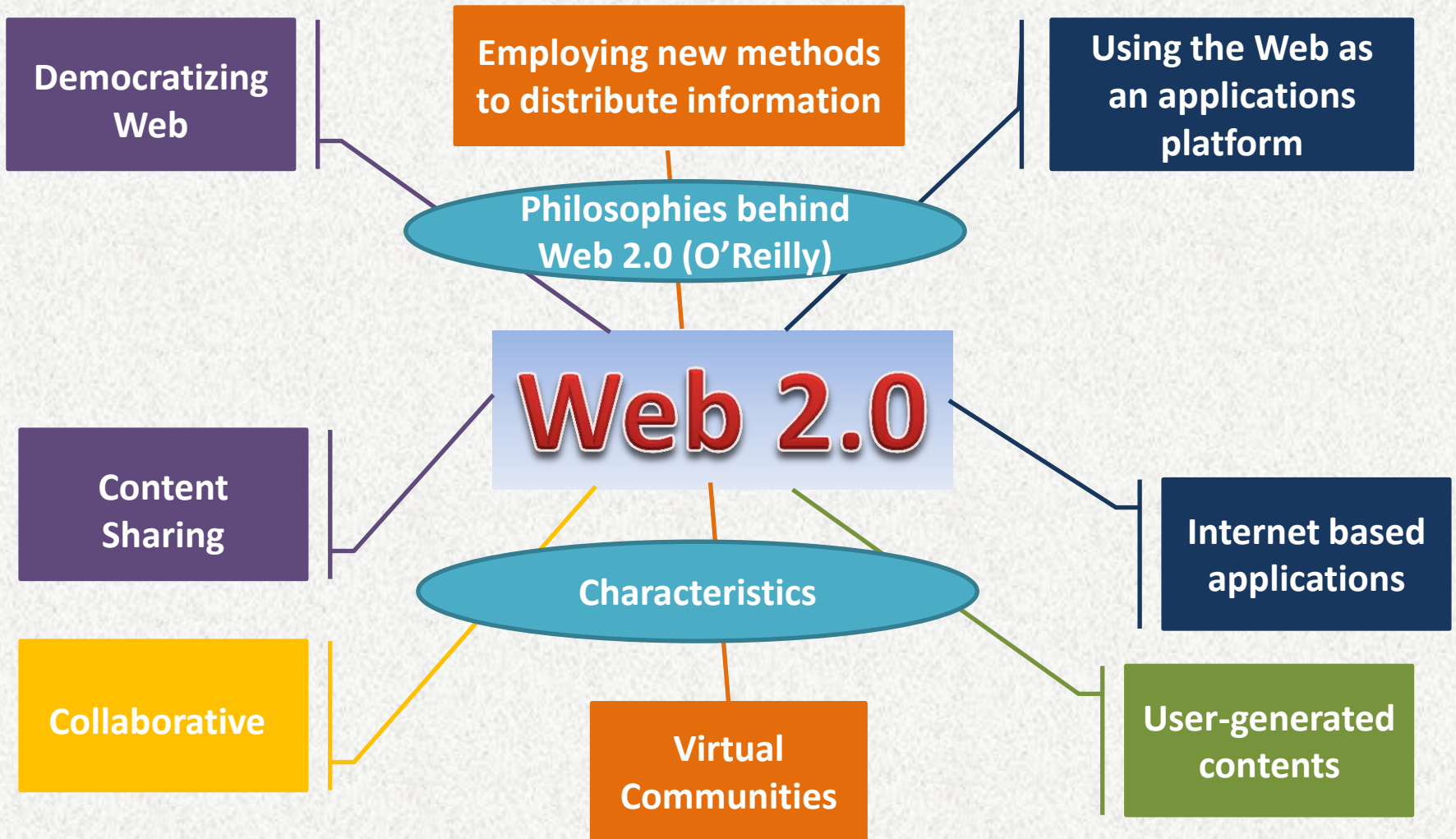
VS

**SOCIAL
NETWORKS**

Web 2.0



Social Media





Social Media

- Social media platforms are social interacting environments where people can participate in discussions, share information with others, creating different contents.
- Social networking sites are online services that provides social relations among people, such as sharing ideas, interests, opinions, events, activities, information and interests amongst the members of the community.



Social Media in Society

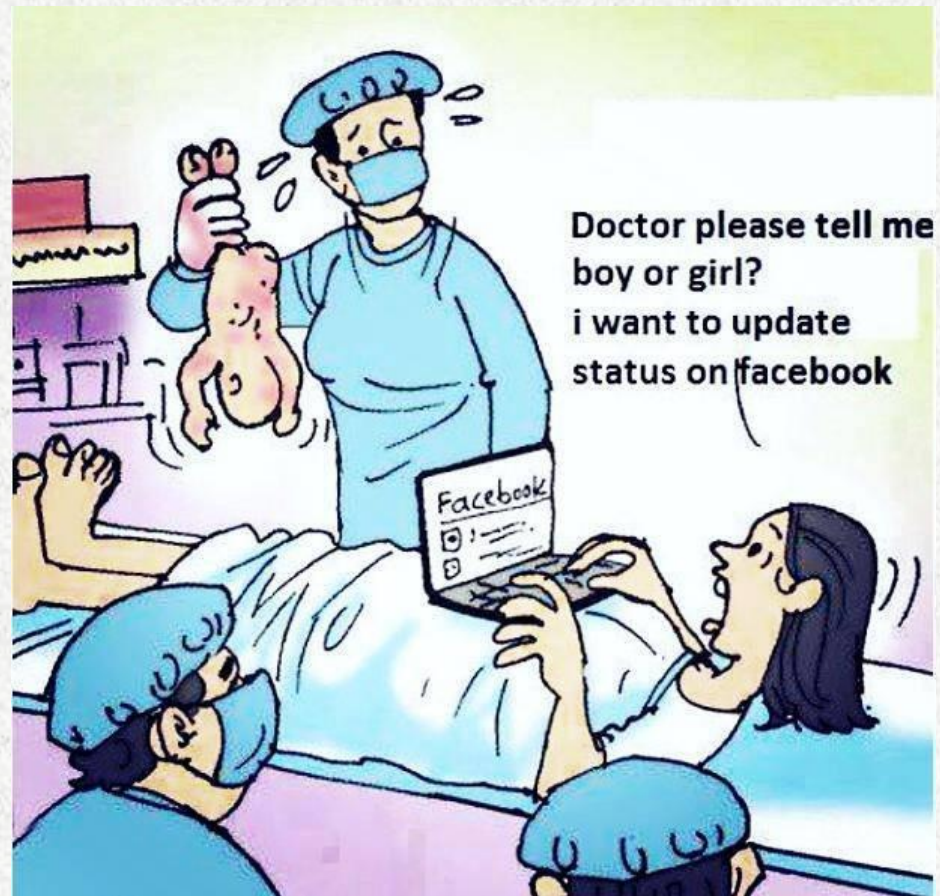
- Smart developments in mobile technologies that support people to reach Internet everywhere over their mobile phones or any mobile devices.
- People can reach social media or social networking sites *at any place at any time* by using their mobile devices so they *have the chance of socializing everywhere and every time.*





Social Media in Society

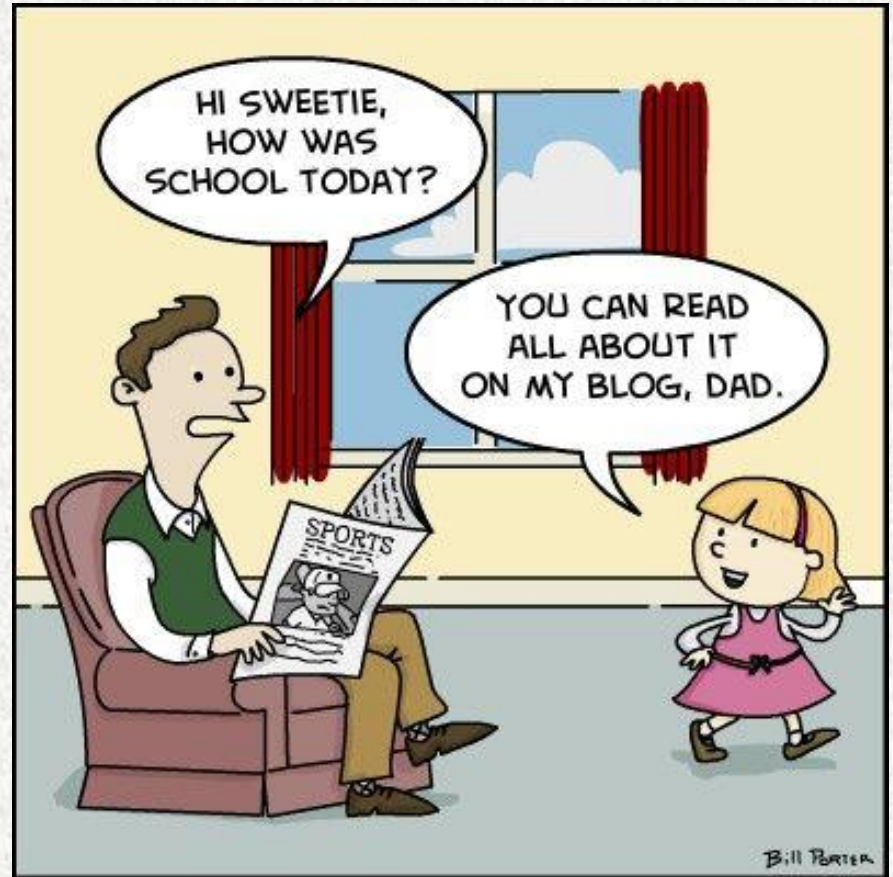
- Hundreds of millions of users are now contributing social media contents using Web 2.0 and social networking sites such as Facebook and Twitter.





Social Media in Society

- “More than ever before people-particularly the young-are influenced by the advent of information technologies.”
- Youngs are the most prevalent user group of social networks.





The Role of Social Media in Higher Education/Academic World

- Studies show that social networking environments support educational activities by providing interaction, collaboration, active participation and share of resources.
- “Using social environments in educational and instructional contexts can be considered as a powerful idea simply because students spend a lot of time on these networking activities.



So...

- Social media is becoming more widespread and mostly young people are the users of these environments.
- Young generation is the main focus of higher education.
- Higher education should take advantage of developing technologies to support education, their students' needs, and also their professional development needs.



Aim of the Study



Aim of the Study

- The aim of this study is to reveal the existing situation of social media usage in higher education and to examine how social media can contribute both academic life of students and professional life of academics.



Research Questions



Research Questions

- In accomplishing this aim the following research questions tried to be answered:
 - “What is the current usage of social media in higher education including academicians/instructors?”,
 - “What are the aims of social media usage in higher education including academicians/instructors?”,
 - “How can social media contribute to higher education?”, and
 - “How can social media contribute to academic life of academicians/instructors?”



Research



Methodology

- To examine the social media usage in academic world and to study on how social media contribute to academic world including especially academicians, descriptive research method was used.



Participants

- The study group of the study consisted of **65 participants** who are attending different **31 Turkish higher education institutions** including many different subject areas.

(Our study is continuing so number of participants will be increasing until we reach much more academicians from most of the universities in Turkey.)

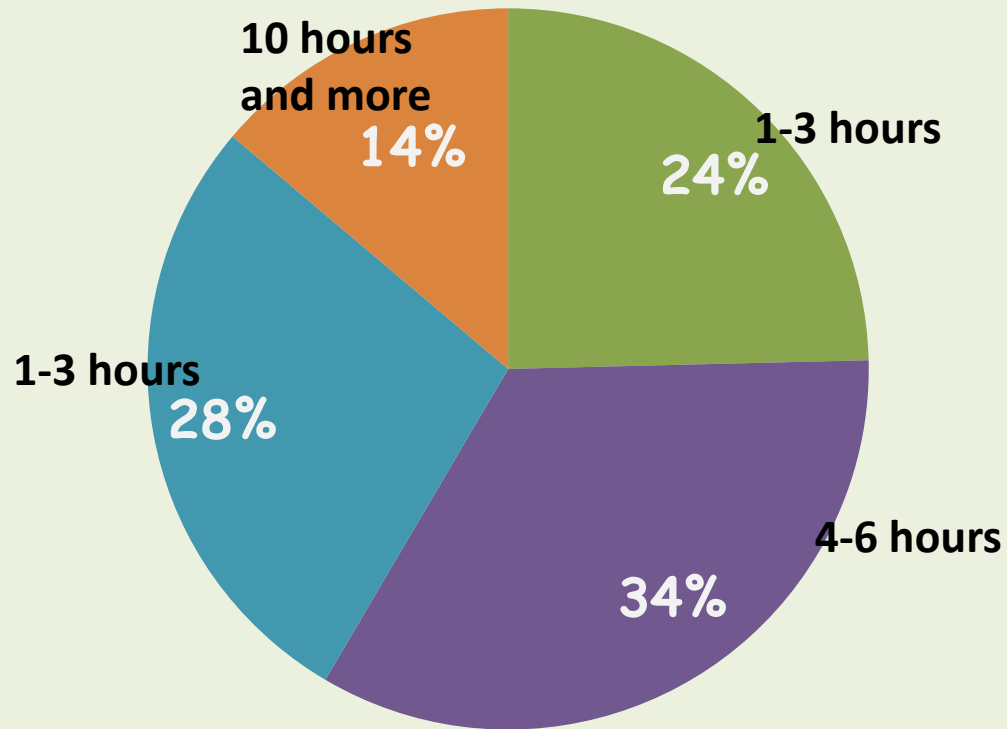
		n	%
Gender	Female	31	52.3
	Male	34	47.7
	Total	65	100.0
Age	21-25 years	1	1.5
	26-30 years	7	10.8
	31-35 years	19	29.2
	36-40 years	20	30.8
	41-45 years	10	15.4
	46-50 years	3	4.6
	51 years and above	5	7.7
	Toplam	65	100.0

		n	%
Professional Time	1-5 years	6	9.2
	6-10 years	19	29.2
	11-15 years	14	21.5
	16-20 years	15	23.1
	21-25 years	8	12.3
	26-30 years	1	1.5
	31 years and above	2	3.1
Graduation Degree	Bachelor's	7	10.8
	Master's	3	4.6
	Doctorate	55	84.6
	Toplam	65	100.0

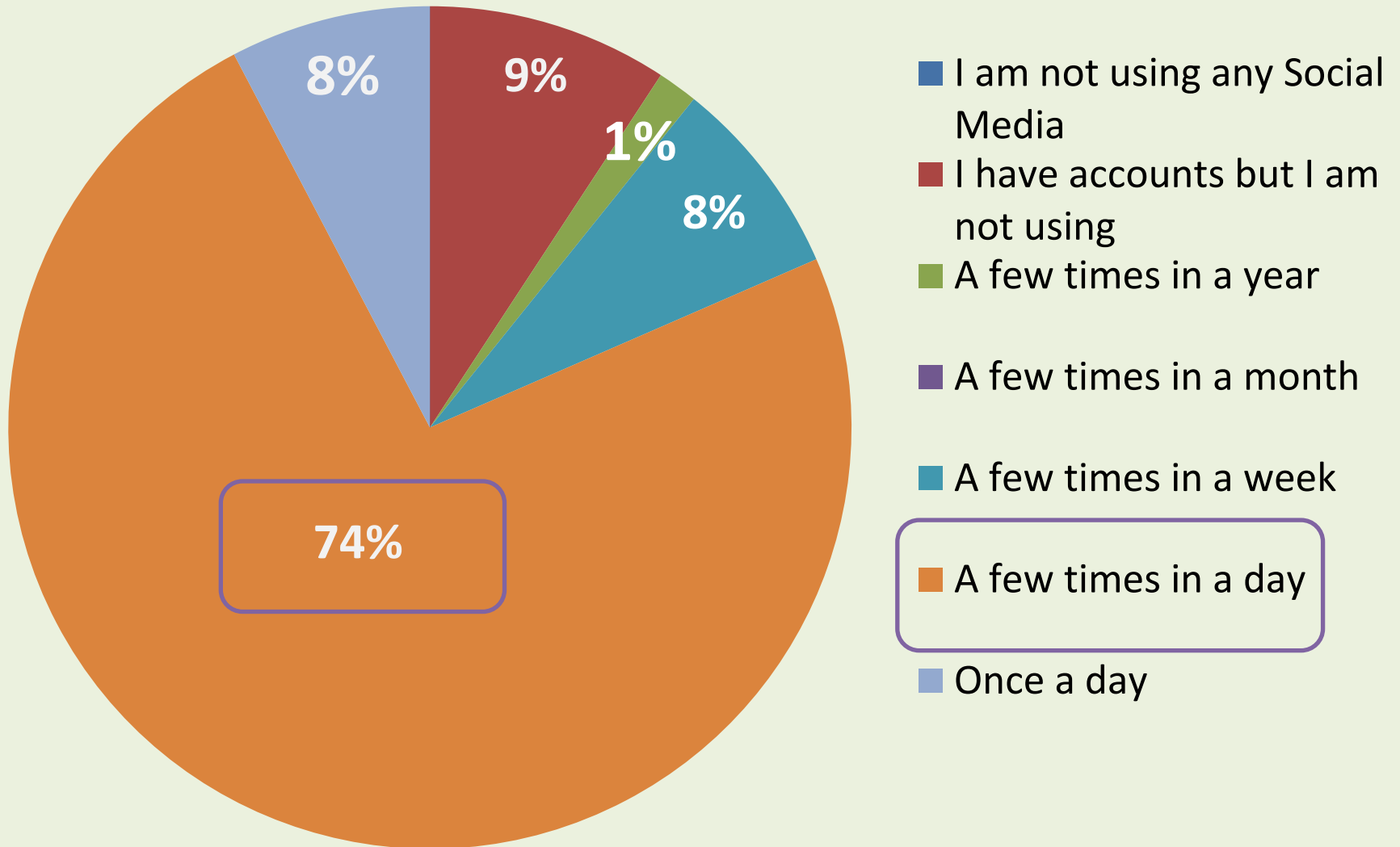
		n	%
Academic/Job Title	Prof. Dr.	9	14.1
	Assoc. Prof. Dr.	14	21.9
	Assist. Prof. Dr.	25	39.1
	Dr.	1	1.6
	Res. Assist. Dr.	6	9.4
	Res. Assist.	3	4.7
	Instructor Dr.	0	0
	Instructor	6	9.4

Daily Internet Usage Periods

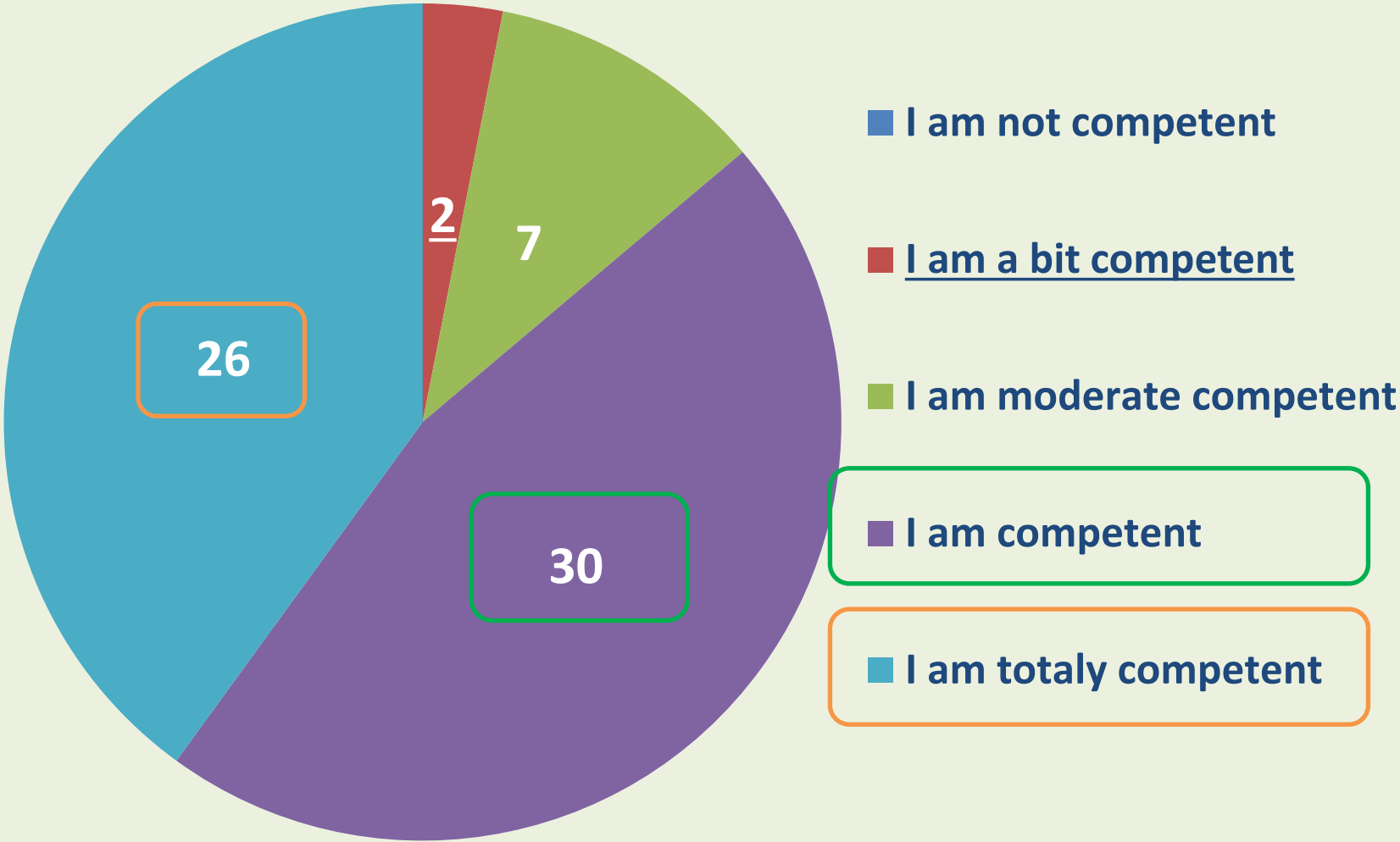
- Not Using
- 1-3 hours
- 7-9 hours
- Less than 1 hour
- 4-6 hours
- 10 hours and more



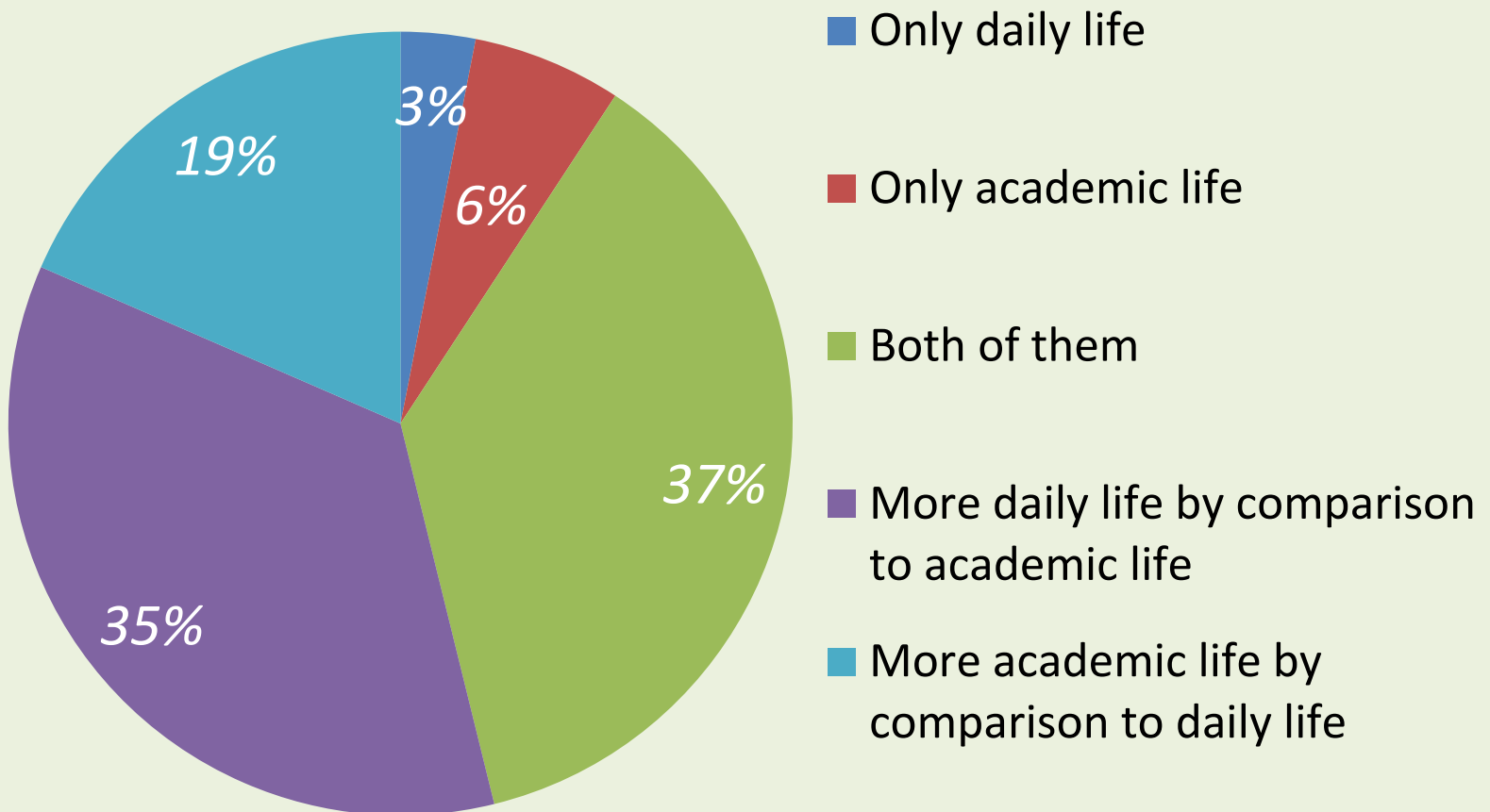
Frequency of Accessing Social Media



Competency Level of Social Media Usage



Aim of Social Media Usage





Data Collection Process

- Data is collected by an online survey which is developed by the researchers.
- While developing the survey, researchers focussed on similar questionnaires and scales from the literature.
- Expert reviews are used and questionnaire was finalized after expert reviews.



Data Collection Process

- Questionnaires were conducted to academicians in online environment.
- Online form of the questionnaire was transferred into Google Form application.
- The link address of the survey questionnaire was sent to each academician addressing their name and surname through email.



Data Analysis

- Survey questionnaire has both close and open-ended questions.
- Participants' answers to the close-ended questions were analyzed by calculating the **frequencies** and **percentages** as **descriptive statistics**.
- Participants' answers to open ended questions were analyzed through **content analysis** by the researchers



Results



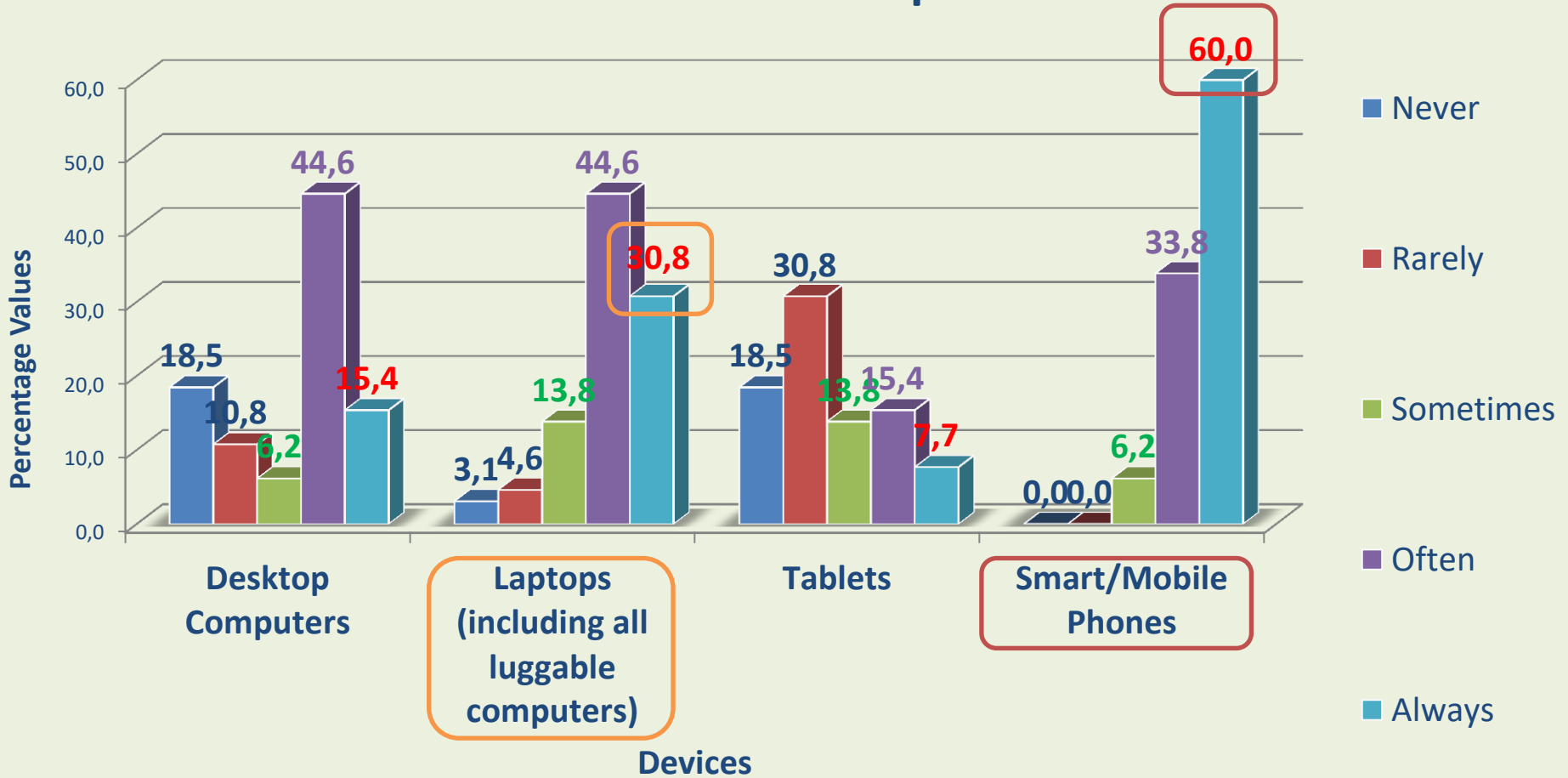
Results – First Research Question

What is the current usage of social media in higher education including academicians/instructors?



Devices that are used to surf on the Internet

Device Preferences of Participants to access Internet





Aims to use Internet with frequencies (A few times in a day)

- Following personal e-mail messages 88%
- Searching for any information on the net 83%
- Following institutional e-mail messages 78%
- Following social networks 70%



Aims to use Internet with frequencies (A few times in a day)

- Communicating with my friends informally
(Messaging programs, video conferencing programs etc...) 70%
- Reading news 66%
- Making academic search 63%
- Listening to music 33%



Daily average time that you spend in social media environments


Daily Social Media Usage of Participants





Most used social environments

(a few times in a day)

- LinkedIn  2%
- Academia  2%
- ResearchGate  5%
- Google+  6%
- Twitter  25%



Most used social environments

(a few times in a day)

- Youtube  31%
- Instagram  38%
- Facebook  51%
- WhatsApp  85%



What is the current usage of social networks in higher education including academicians/instructors?

- Most of the academicians sign in social media accounts a few times in a day.
- Most of the academicians think that they are competent in social media environments.
- Many academicians use social media both for their academic and daily lives.
- Most of the academicians use mobile phones and portable computers to access the Internet.
- Youtube, Instagram, Facebook and WhatsApp are the most popular social media environments among the academicians.



What is the current usage of social networks in higher education including academicians/instructors?

- Most of the academicians use social media environments (results from open-ended questions)
 - to make course announcements to students,
 - to share course documents and activities with students,
 - to provide interaction among students by creating activities on social media,
 - to follow new developments and innovations about their subject area,
 - to follow professional groups related with their subject area,



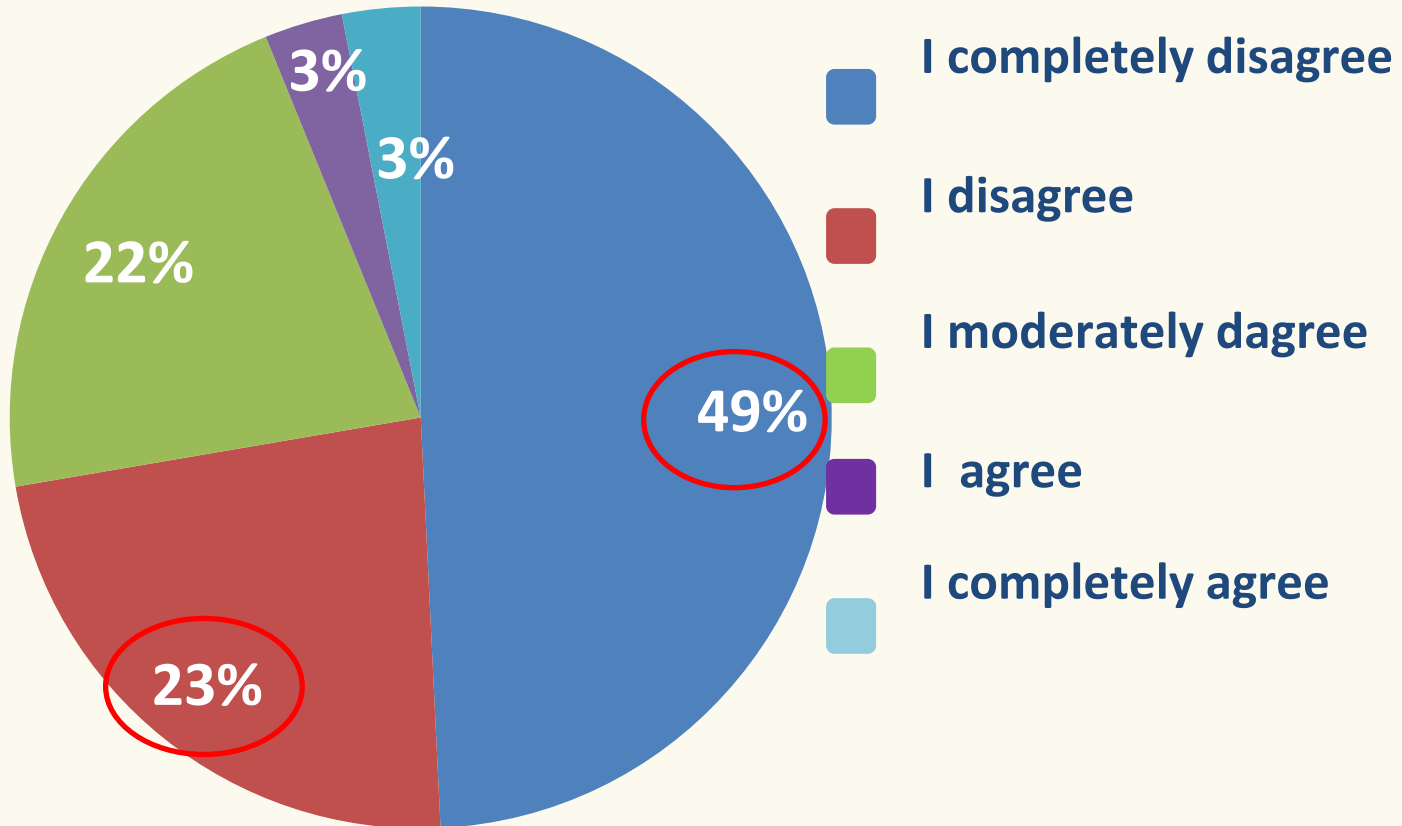
Results – Second Research Question

What are the aims of social media usage in higher education including academicians/instructors?



Aims for social media usage with frequencies

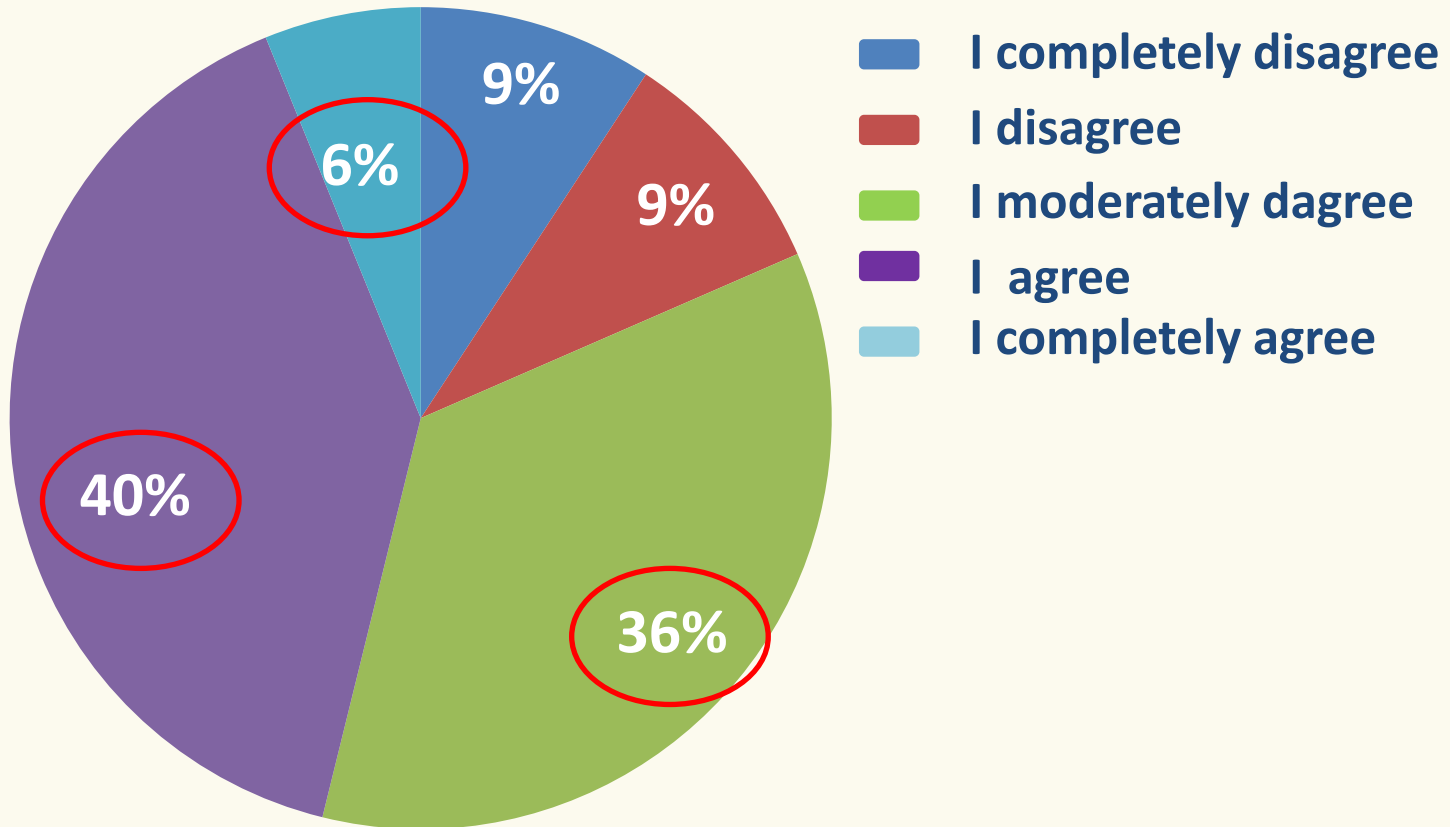
To know new people and to build new friendships





Aims for social media usage with frequencies

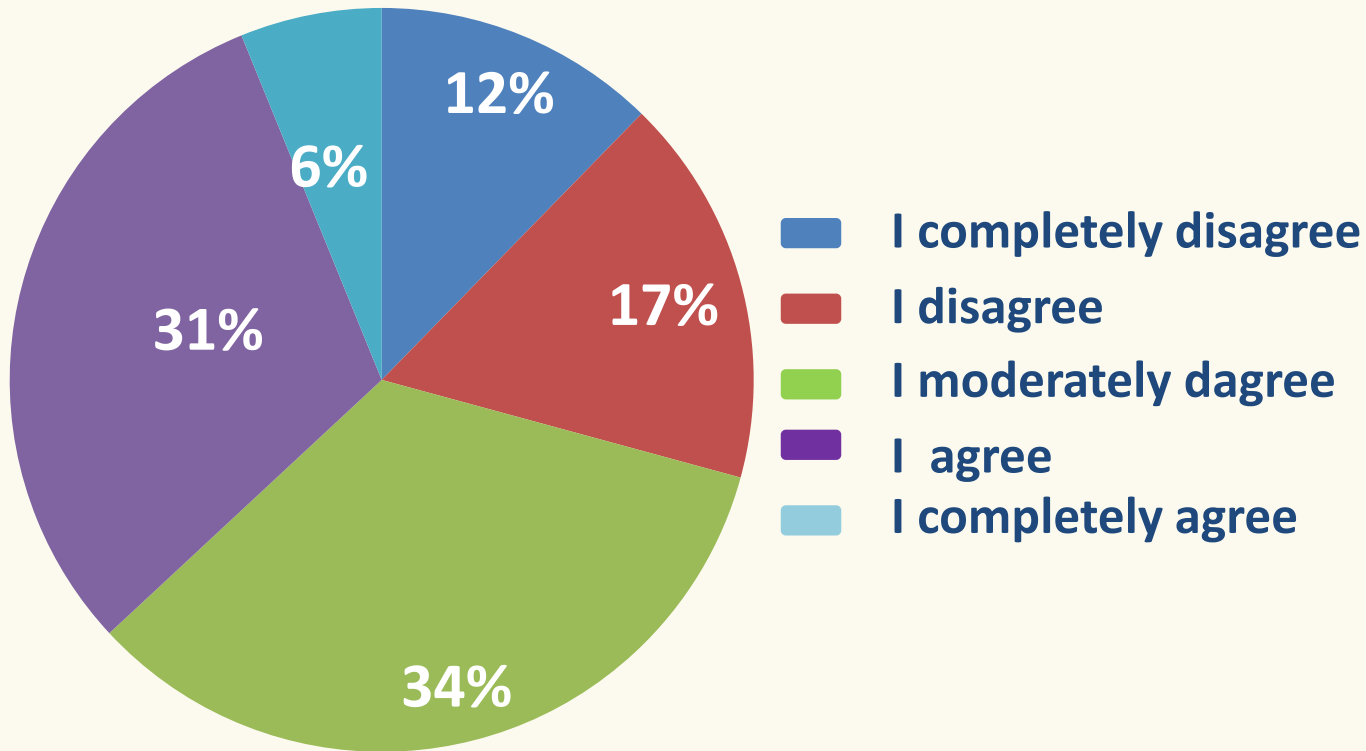
To follow what my friends are doing





Aims for social media usage with frequencies

To reach my old friends and to communicate with them

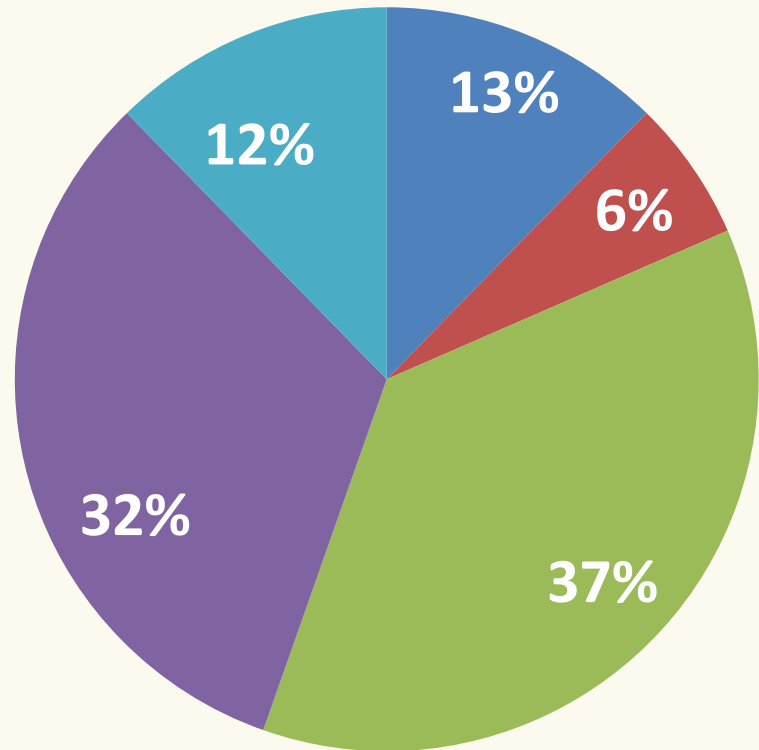




Aims for social media usage with frequencies

To share what I like (information, photo, video, article, news etc...) with others.

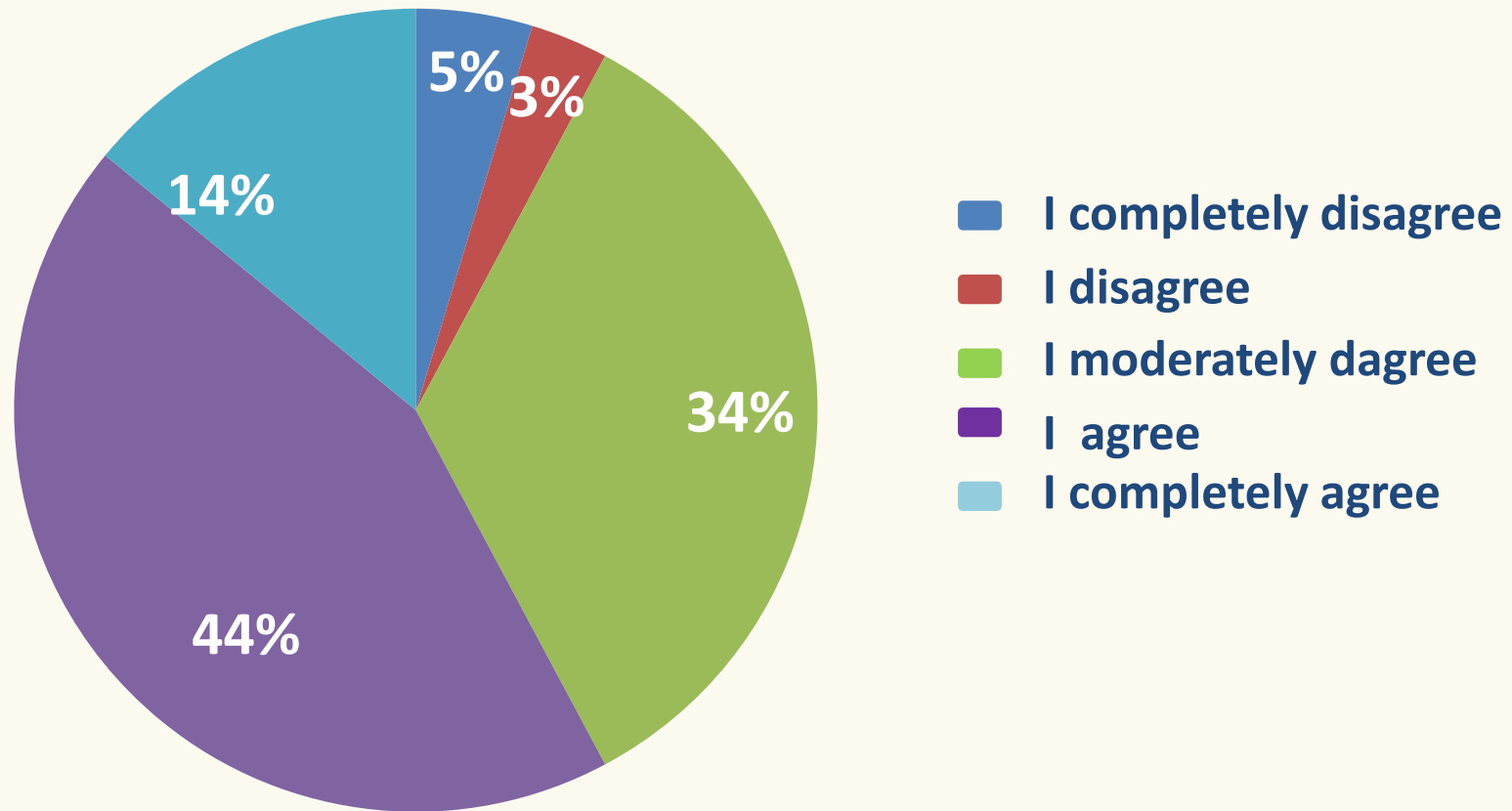
- I completely disagree
- I disagree
- I moderately dagree
- I agree
- I completely agree





Aims for social media usage with frequencies

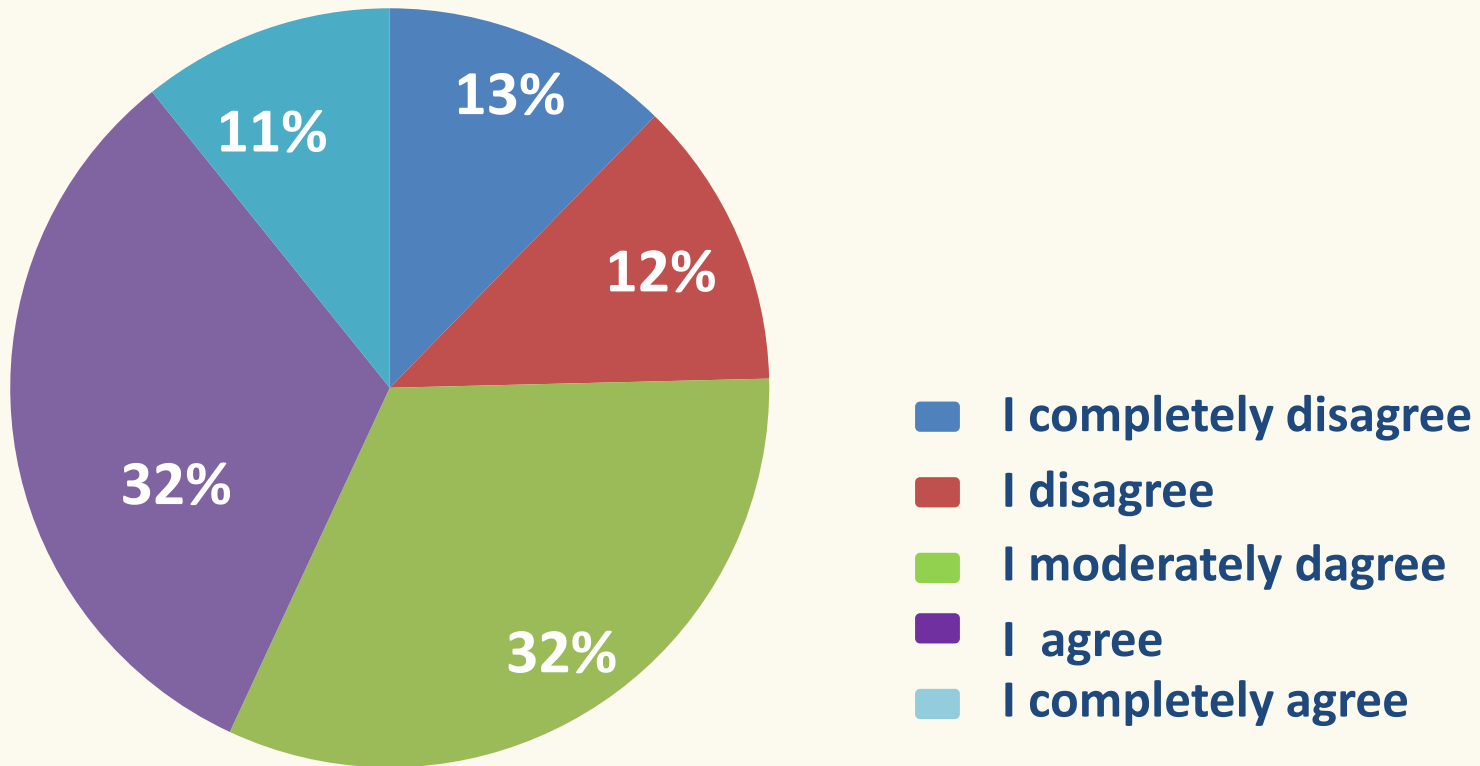
To take advantage of what other people know.





Aims for social media usage with frequencies

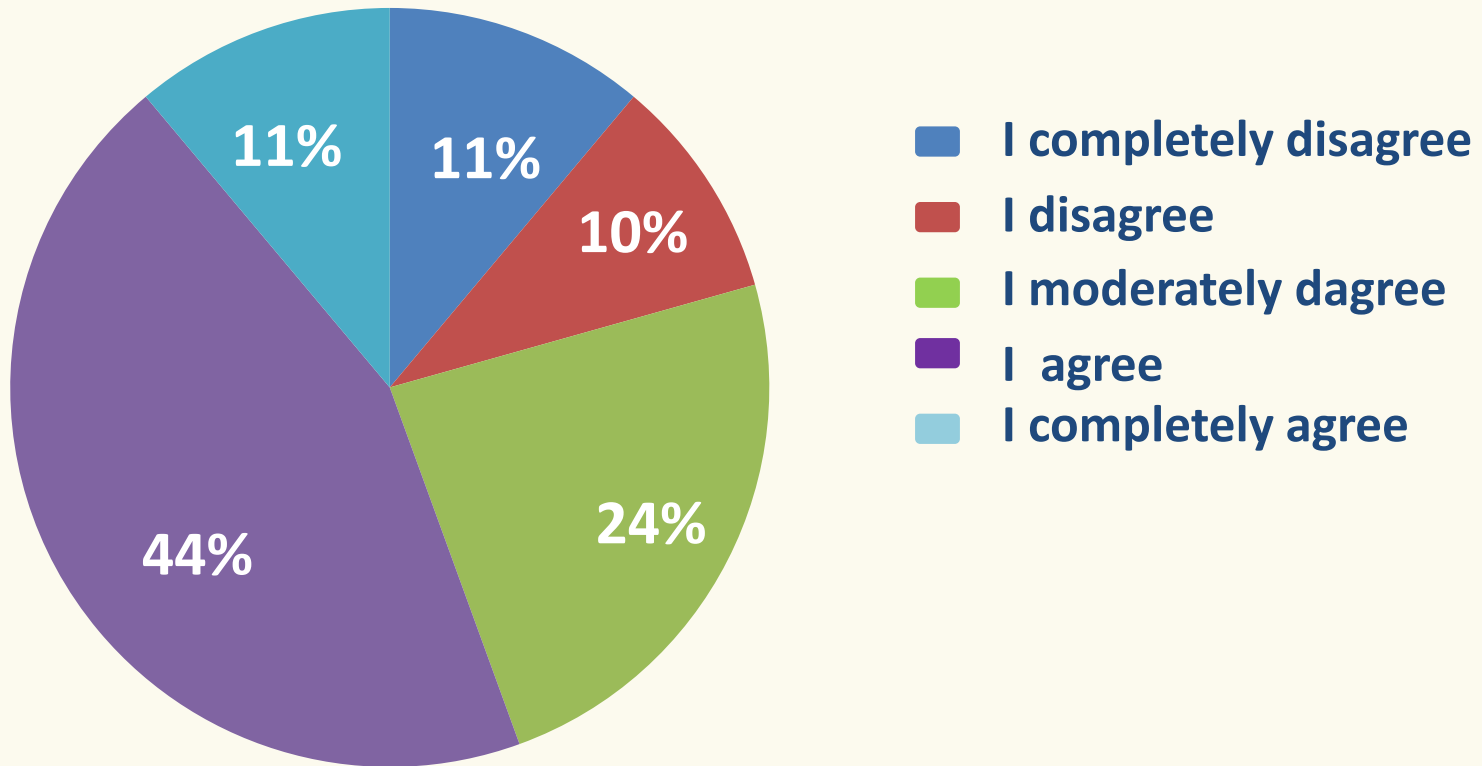
To provide other people taking advantage of my knowledge





Aims for social media usage with frequencies

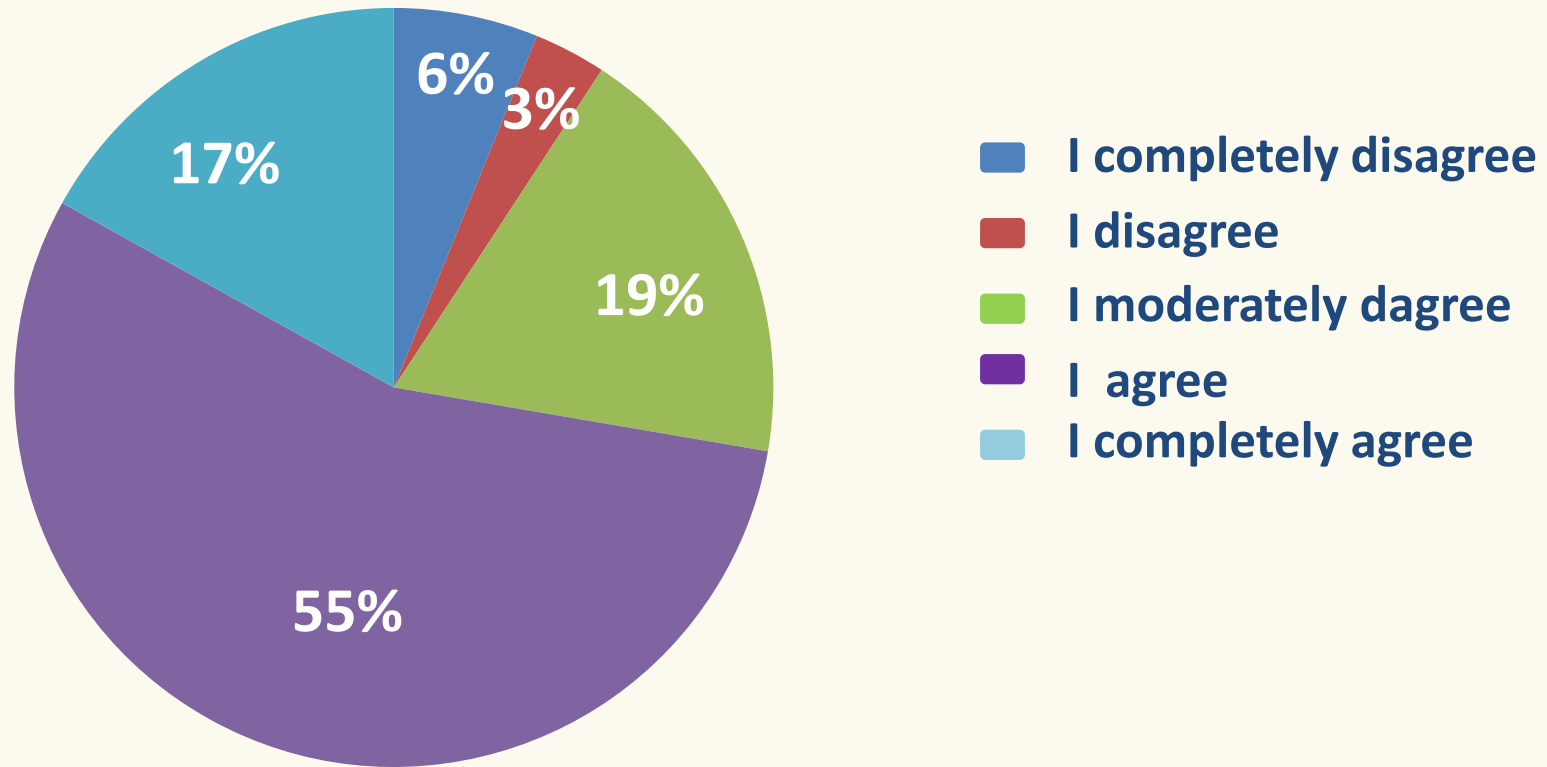
To communicate with my colleagues from different universities.





Aims for social media usage with frequencies

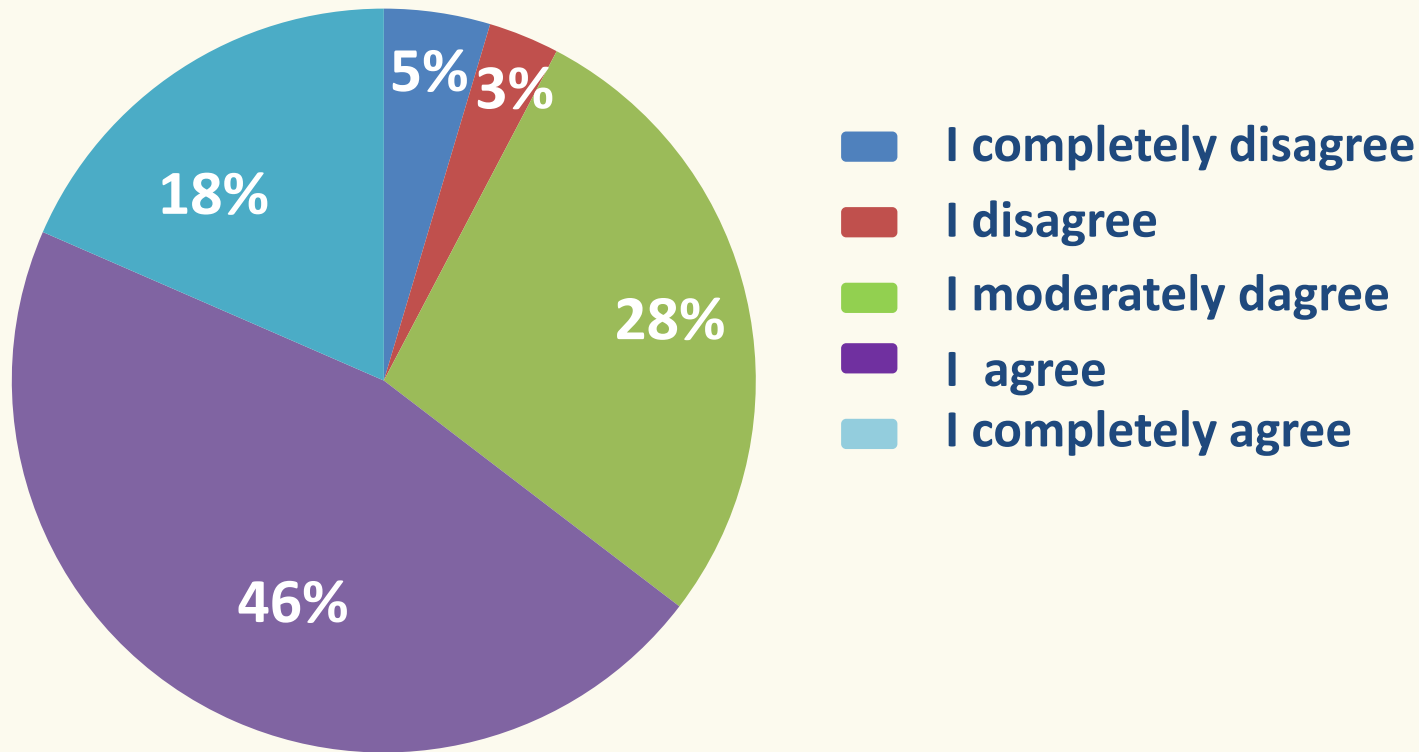
To follow the news and announcements that my colleagues share.





Aims for social media usage with frequencies

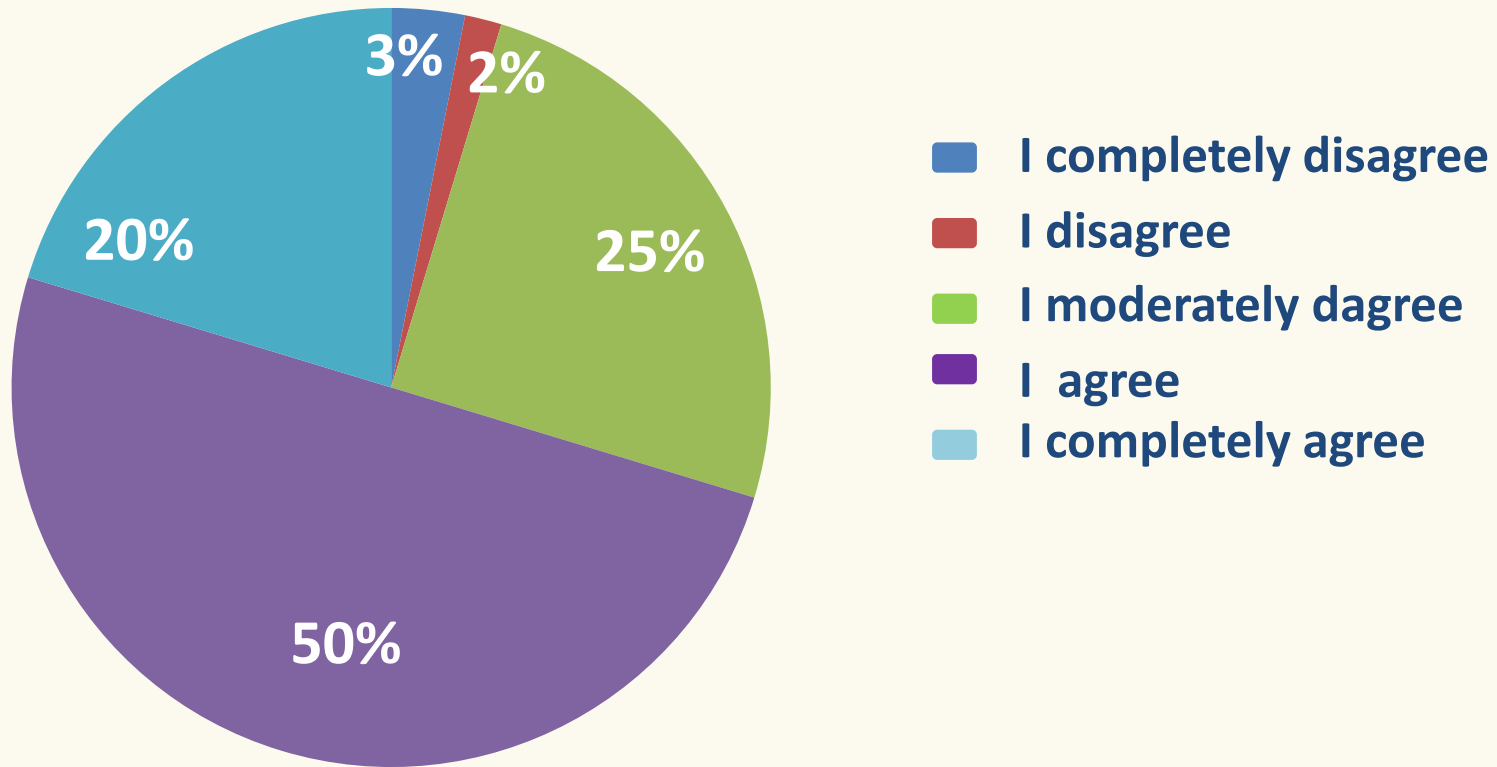
To be a member of groups which are related with my working area.





Aims for social media usage with frequencies

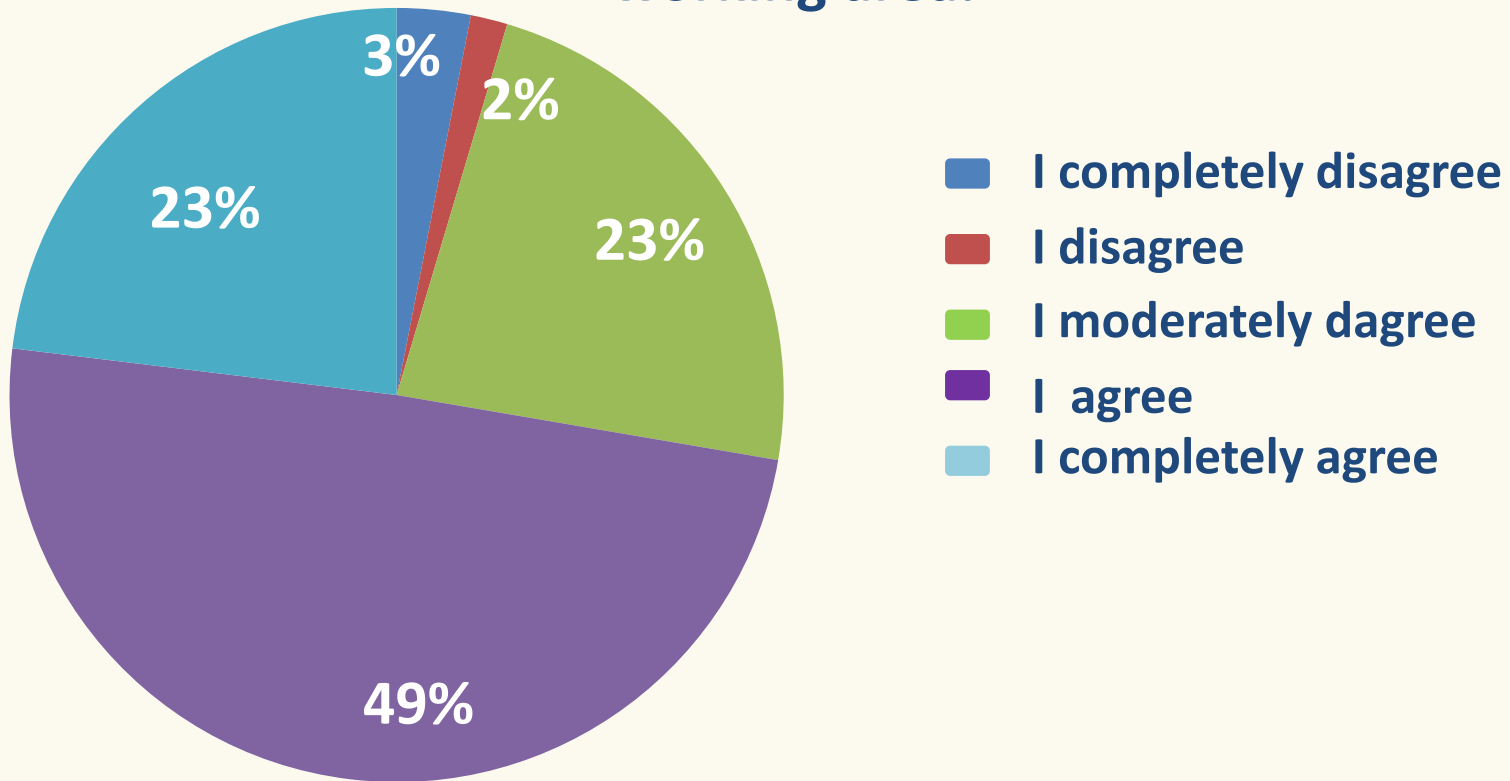
To follow the pages that are related with my working area.





Aims for social media usage with frequencies

To reach new up-to-date information about my working area.





What are the aims of social network usage in higher education including academicians/instructors?

- To follow friends.
- To reach old friends and to communicate with them.
- To share what they like photos, videos, article, news, information...
- To take advantage of other people's knowledge.
- To provide other people taking advantage of what they know.
- To communicate with colleagues from different universities.
- To follow the news and announcements that colleagues share.
- To be a member of groups that are related with their working area.
- To follow the pages that are related with their working area.
- To reach new up-to-date information about their working area.



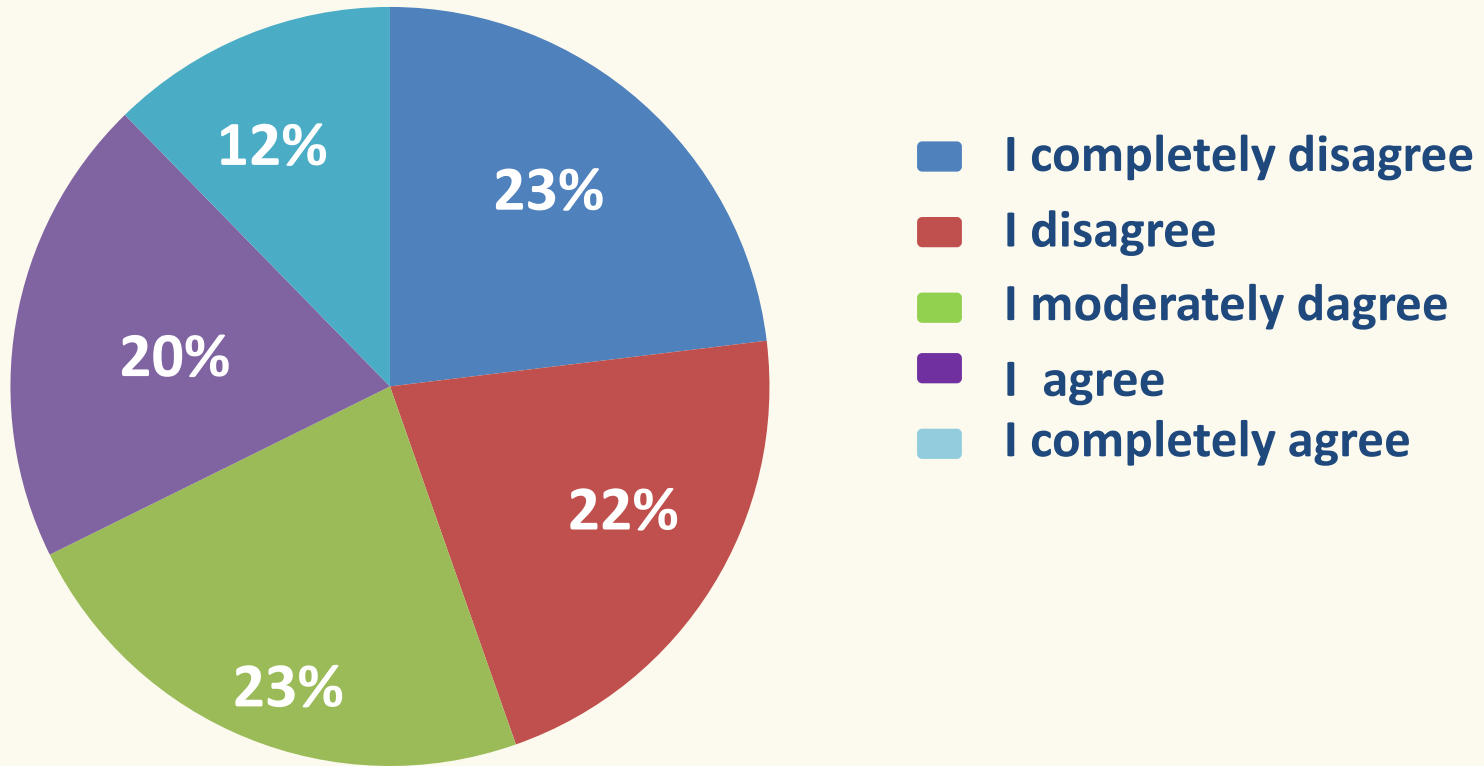
Results – Third Research Question

How can social media can contribute to higher education? (views of academicians/instructors)

- Views and attitude towards social media usage in higher education/educational context
- Views about using social media in educational context (Based on open-ended questions)
 - Point of view
 - Negative results
 - Obstacles

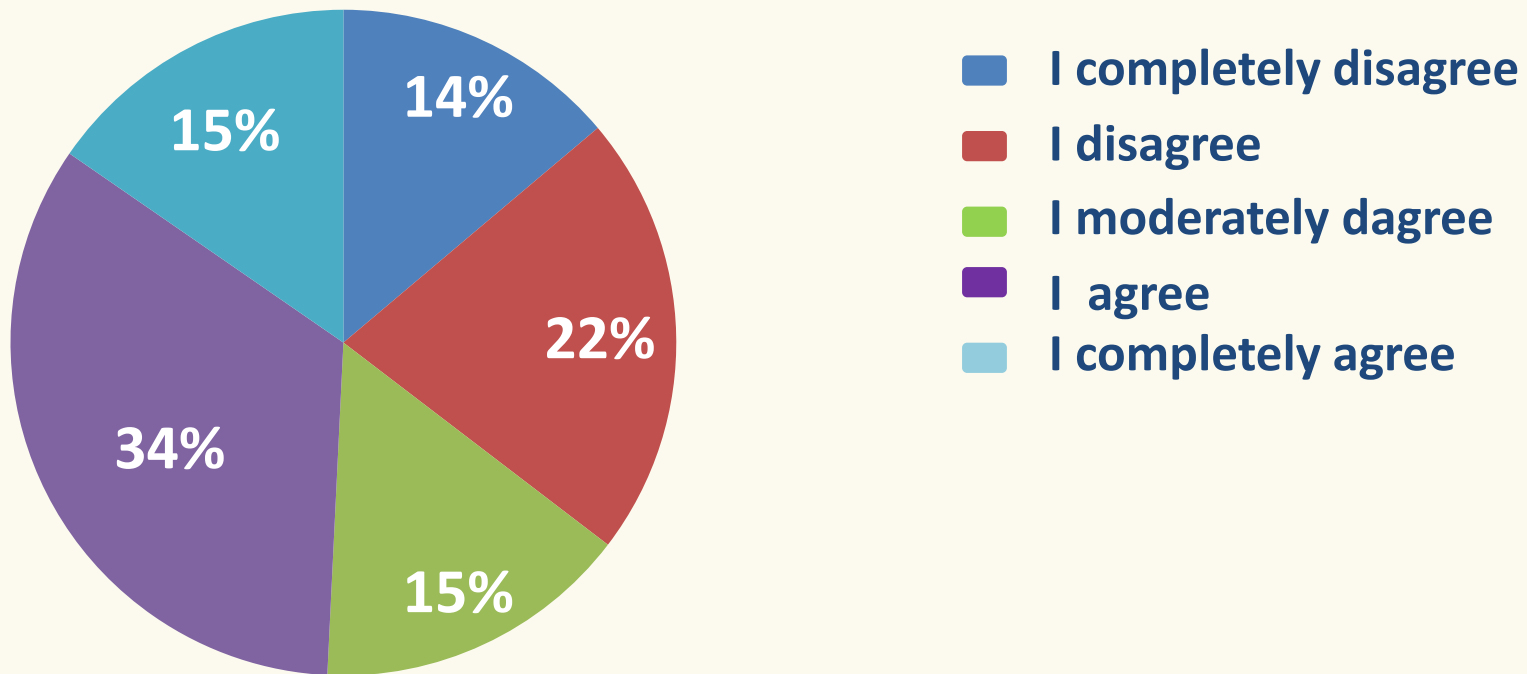


I allow my students to follow my social media accounts without any restriction.



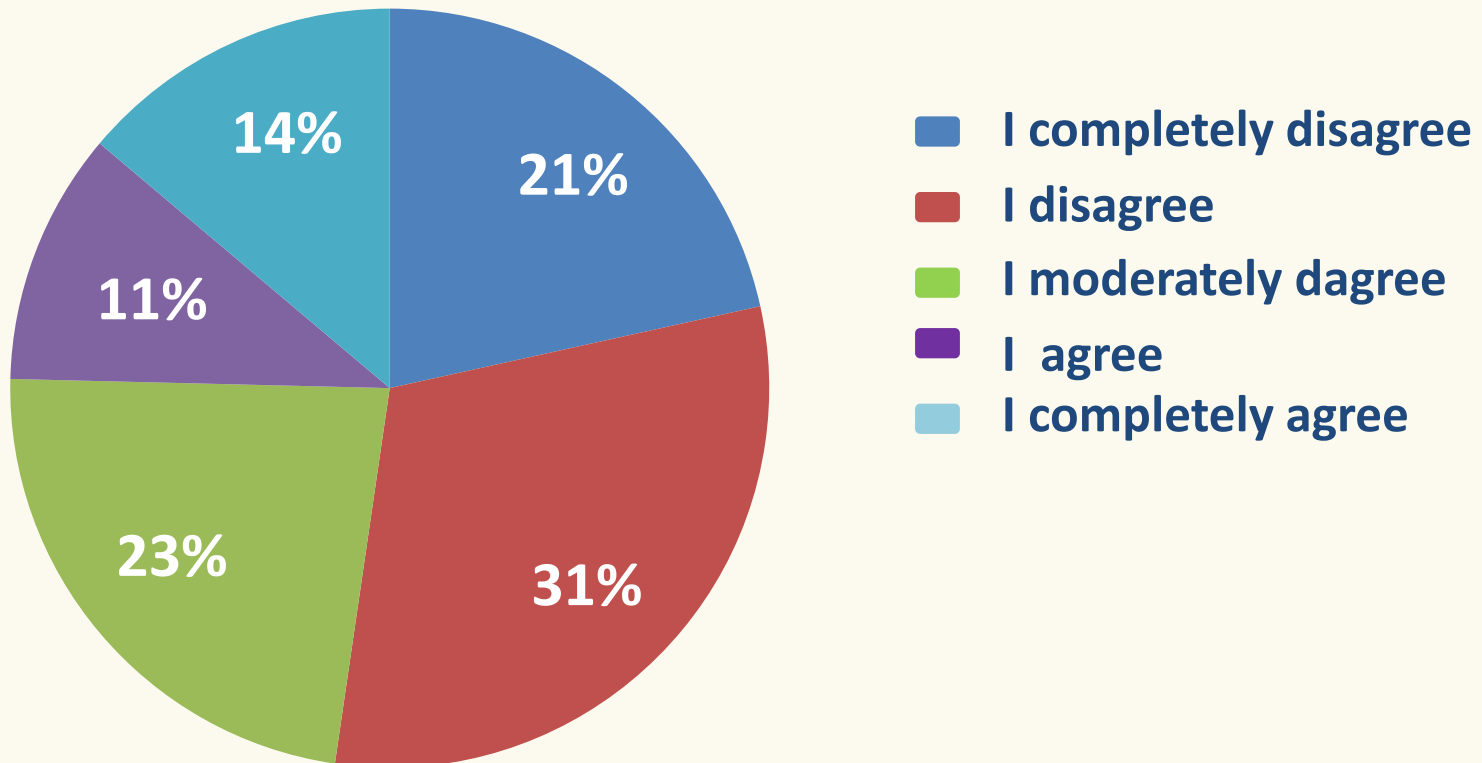


I allow my students to follow my social media accounts based my restrictions (excepting personal and family-related sharing).



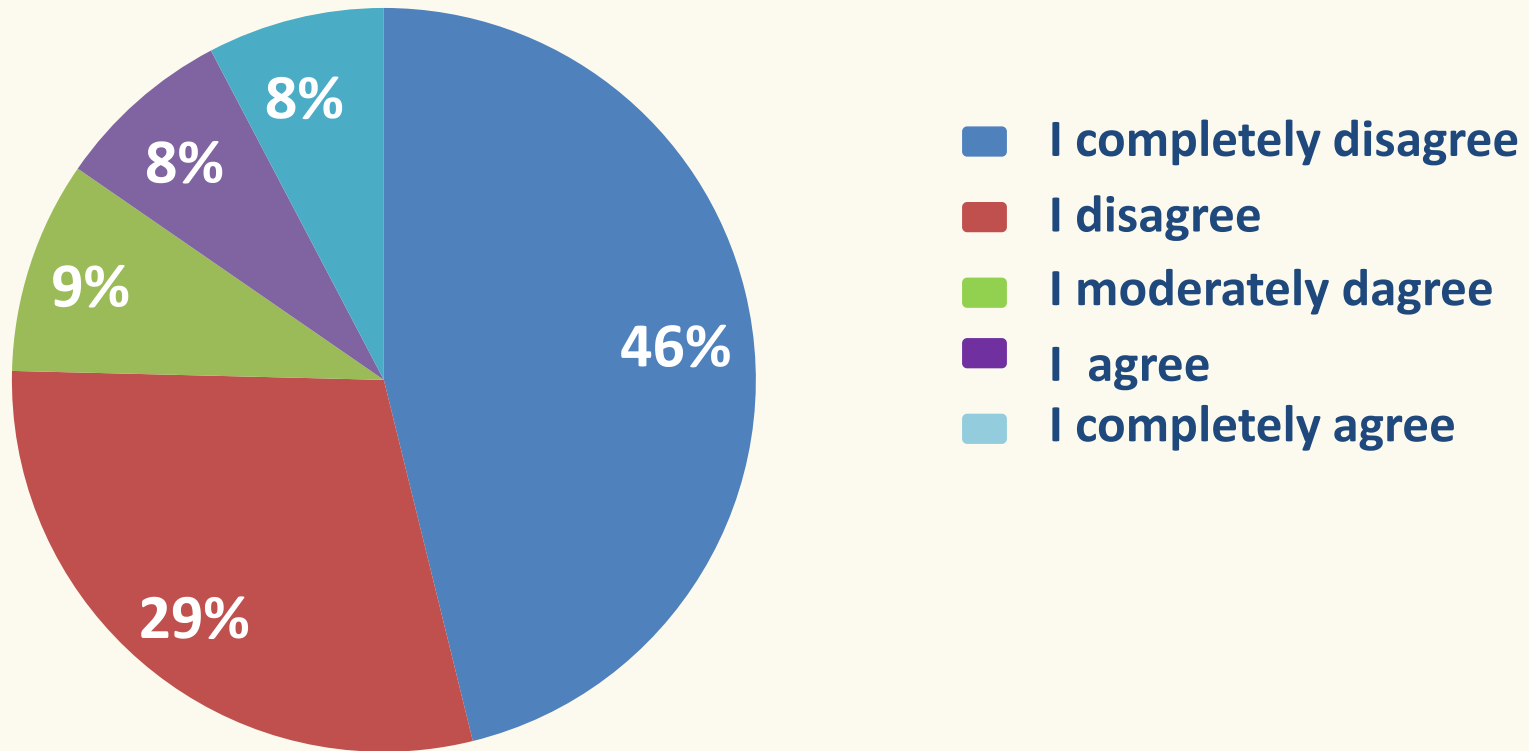


I prefer not to add my students into my social media accounts..



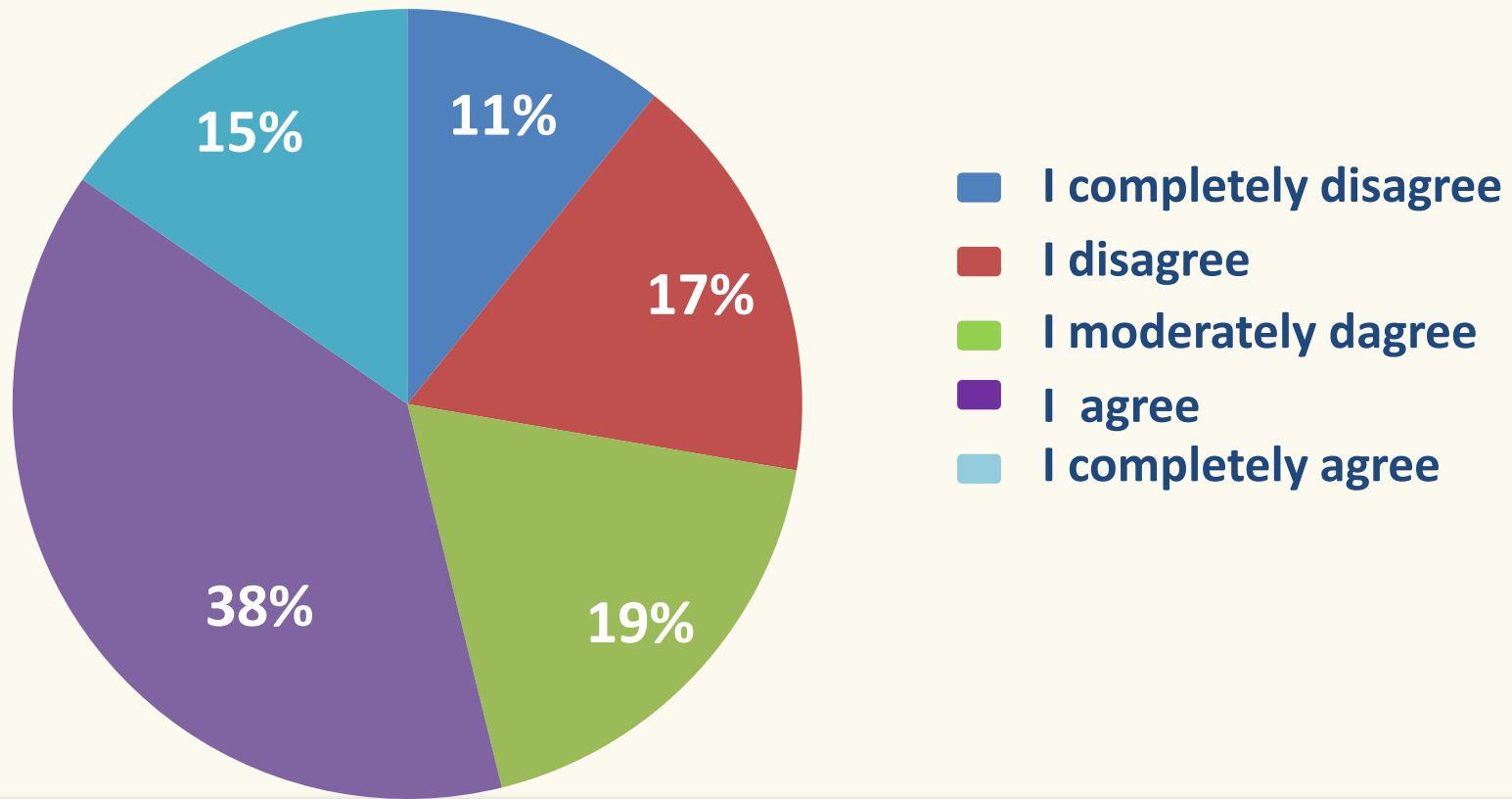


I have different accounts except my personal accounts in order to share with my students.



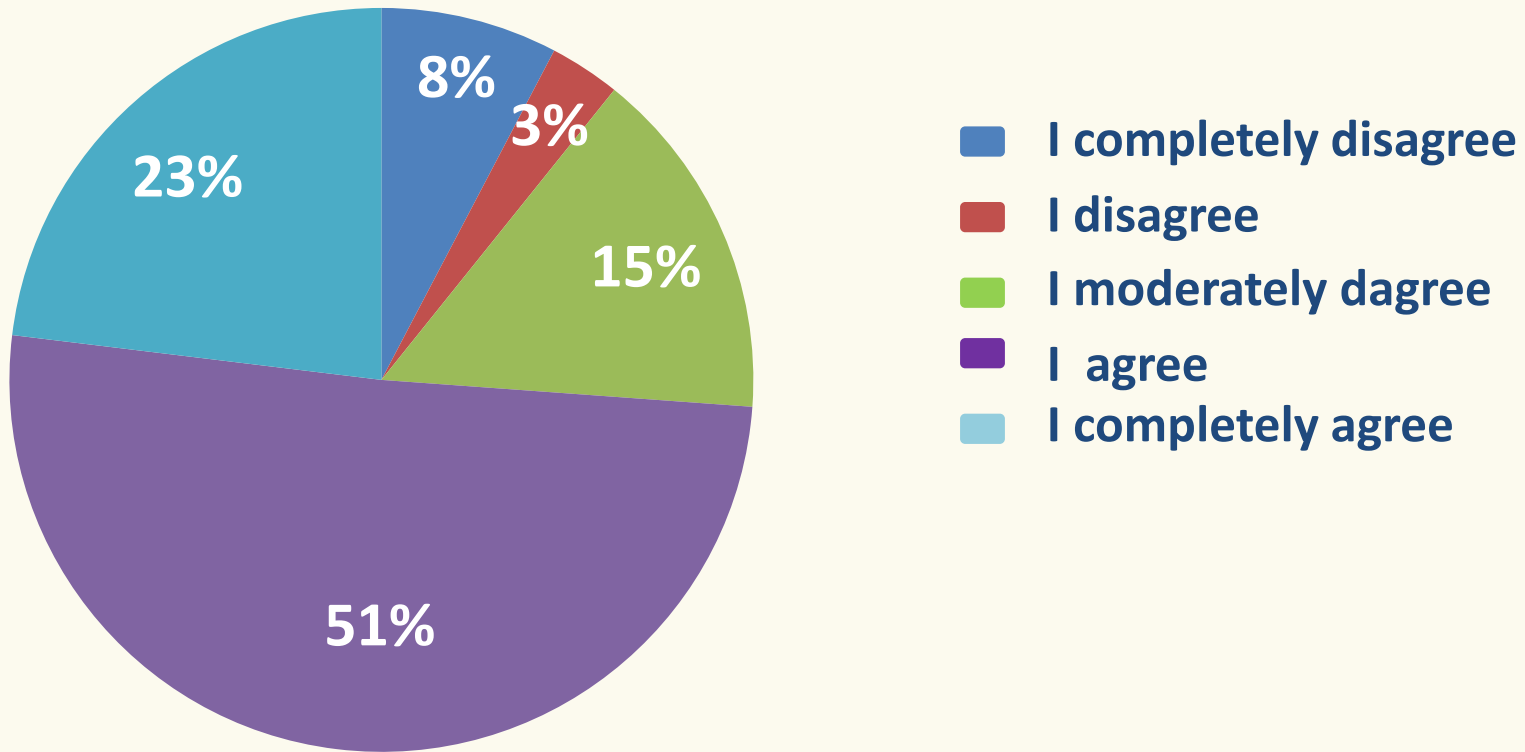


I integrate social media into my courses.



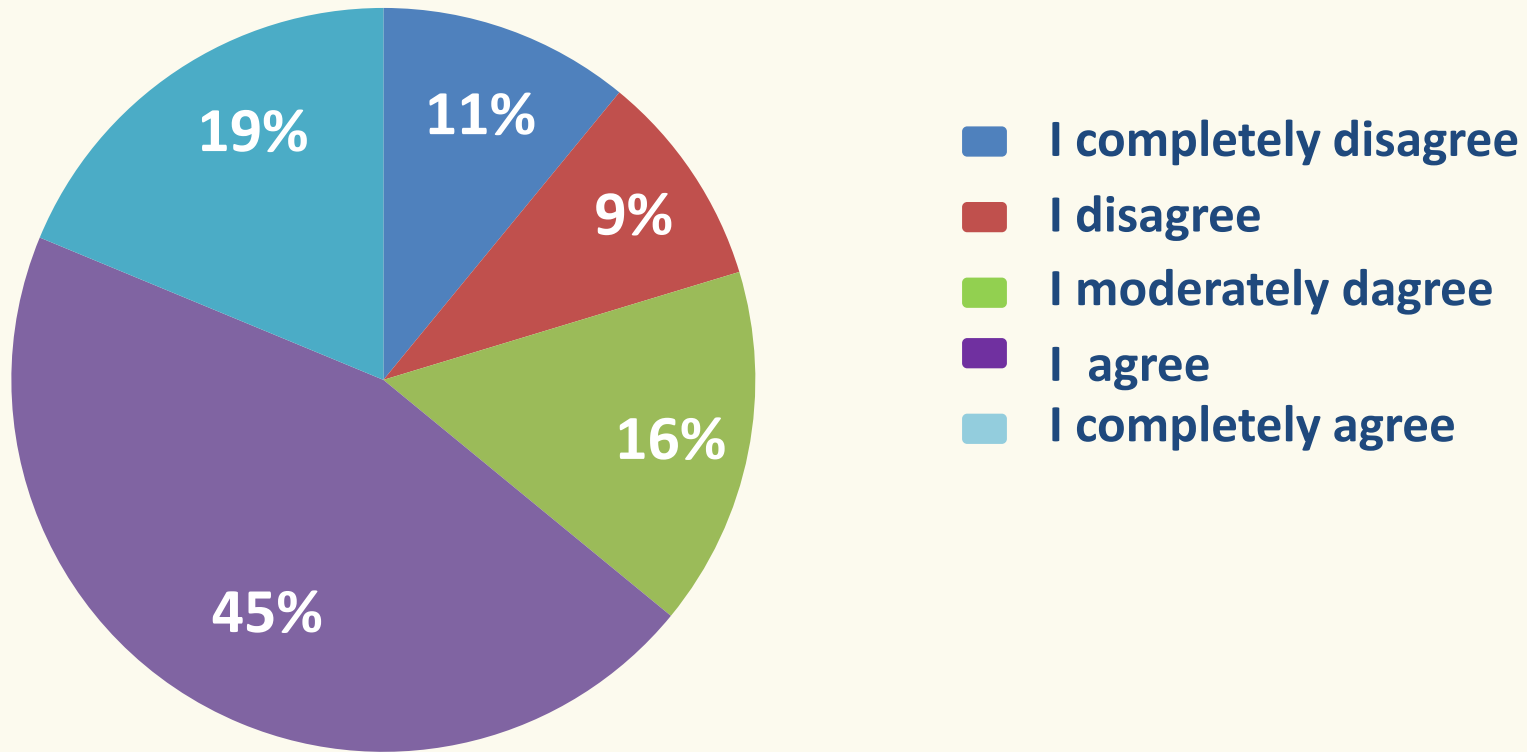


I think that using social in courses might be beneficial.



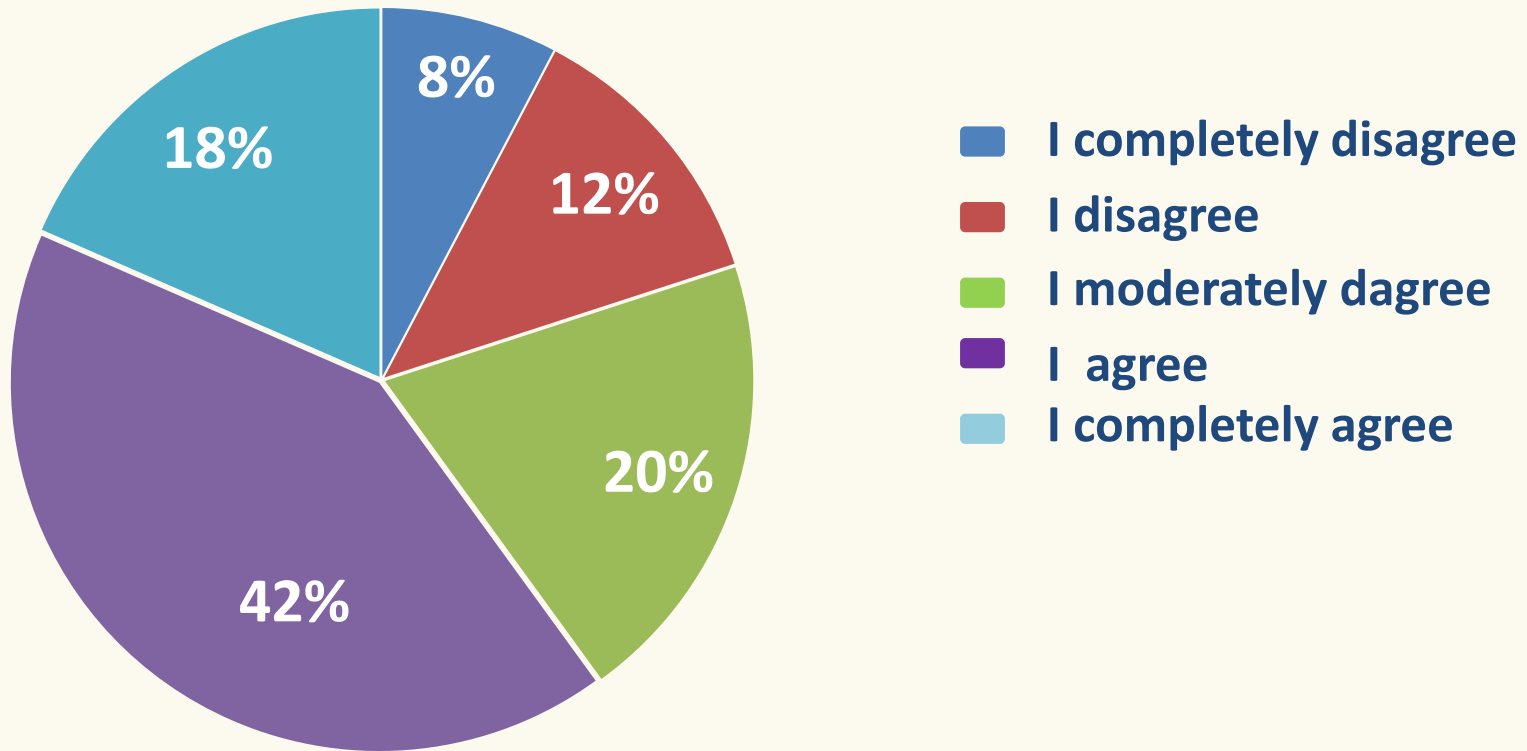


I think that using social media in the course context increases students' participation level.



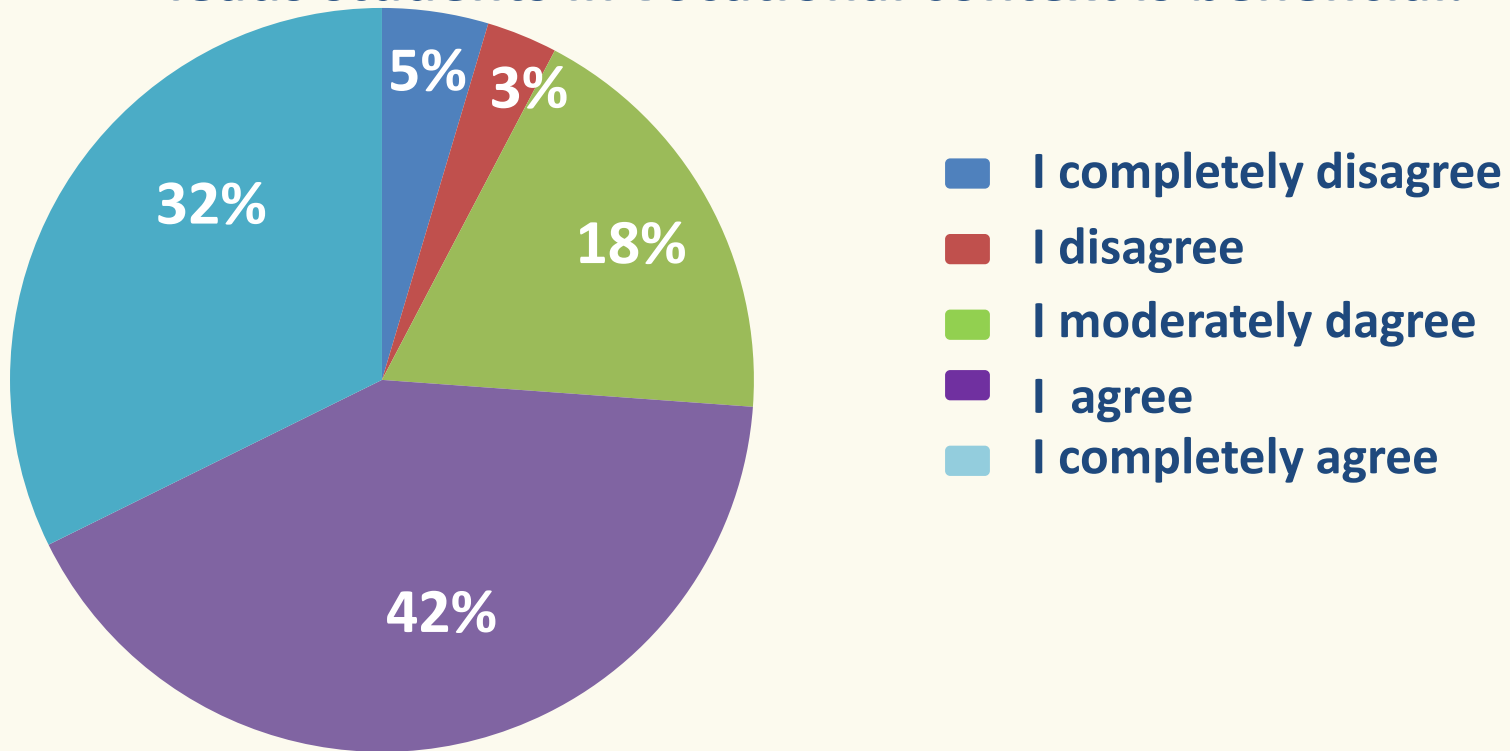


I think that using social media in the course context increases students' motivation.



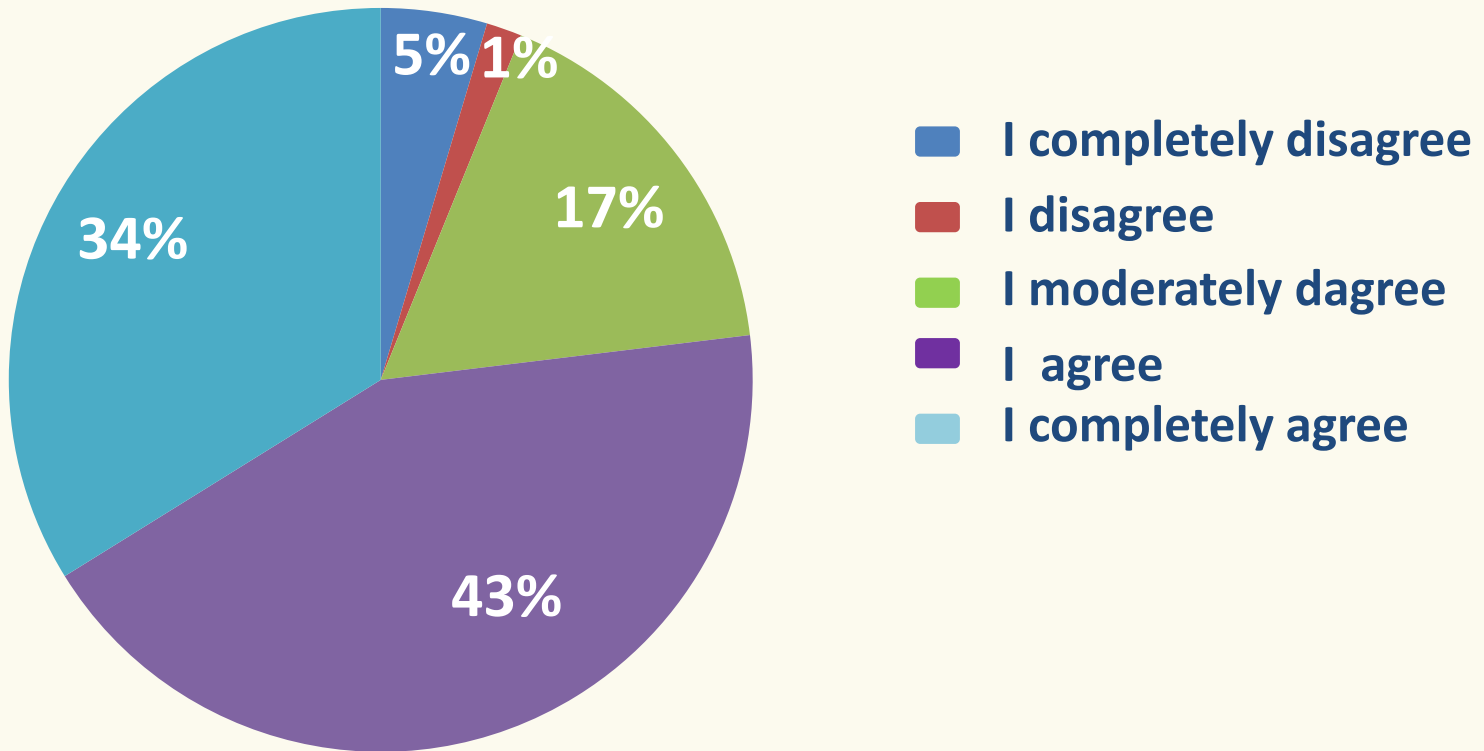


In my view, in social media making shares that leads students in vocational context is beneficial.



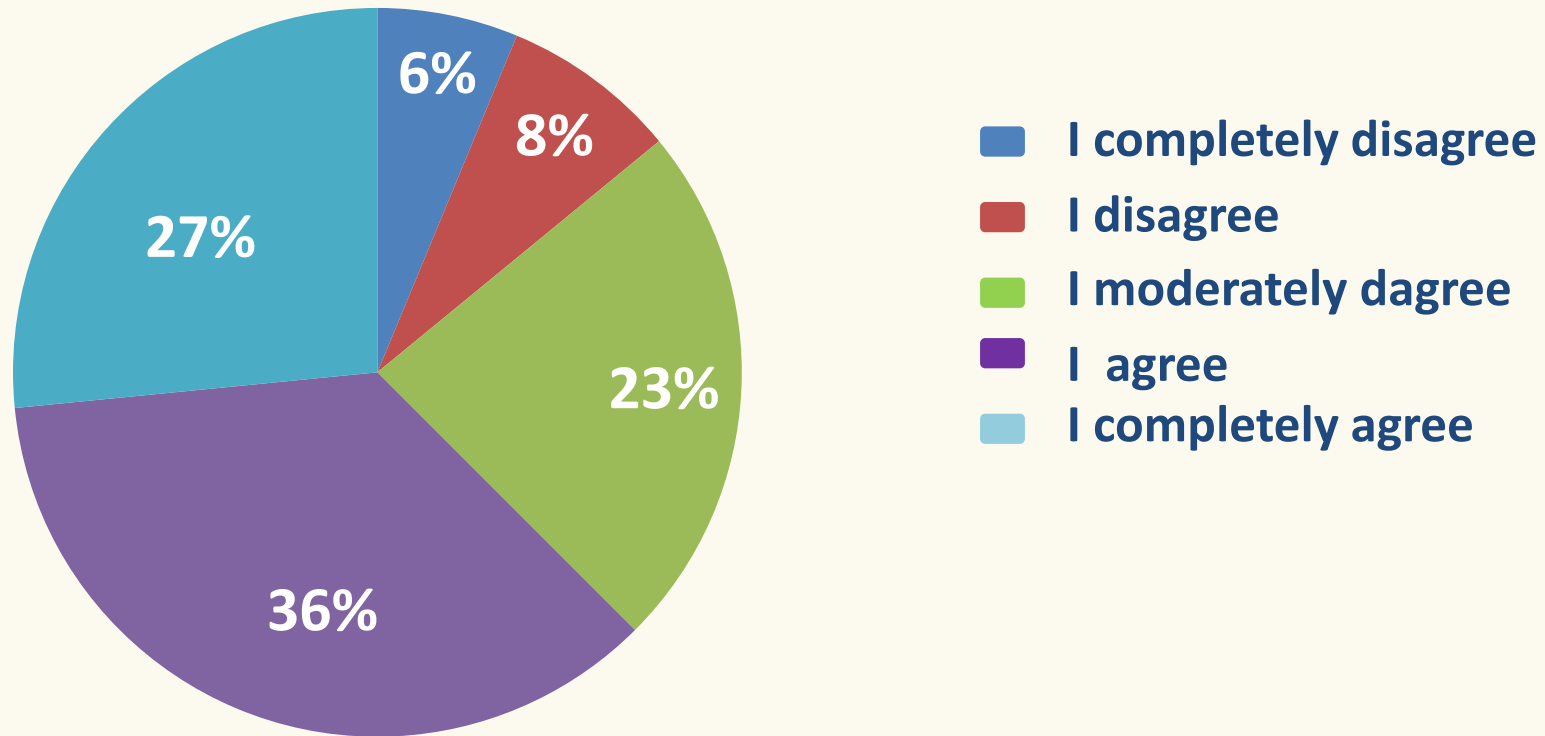


In my view, sharing to support and lead students personal development in social media is beneficial.





I think that social media contributes to my vocational/professional development.





Point of View about **contributions** to use social media in educational context

- *“In my view, it is beneficial to share course announcements and documents.”*
- *“It is beneficial by providing students to follow course announcements faster.”*
- *“In my view, since students are mostly online in social media environments, using social media provides faster communication with students.”*
- *“It is beneficial to provide option of sharing visual up-to-date documents with students.”*



Point of View about **contributions** to use social media in educational context

- *“Since students can see your academic posts that you share in social media like conferences or new articles, it provides a chance for students to change their point of view for their vocation.”*
- *“I asked instant questions to my students and giving answers to them is motivating for them. Also, this excites them. They learn each other's ideas and get a chance to criticize them. They are commenting to shared videos. I think that it works very well in terms of both professional and personal development.”*



Point of View about **negative results** to use social media in educational context

- *“Students might go over instructor-student boundaries in social media environment.”*
- *“Social networks created within the scope of the course may also cause with share outside the scope. That's why we need to constantly monitor these groups. It is necessary to constantly warn those who share outside the scope of course content.”*
- *“Social media can lead to distraction. The activity that starts with the course content might turn to other concepts out of course related content.”*



Point of View about **negative results** to use social media in educational context

- *“Time consuming.”*
- *“We cannot force any student to use any social media environment. Thus, it is better to use moodle or similar environments instead of social media.”*



Point of View about **obstacles** to use social media in educational context

- *“All students cannot have similar opportunities like having internet connection all the time.”*
- *“University policies.”*
- *“The environment that students grow, their experience and their attitude are important. Most importantly, they have to master the rules of Internet Correspondence.”*
- *“All users cannot be active.”*



Point of View about **obstacles** to use social media in educational context

- *“There might be students who do not follow social networking environments. The structure of social networks does not seem to be very suitable for education because it supports communication and sharing among people.*
- *For example, an important piece of information you can might be lost behind those shares after a number of other shares, and if the student does not follow the social network often, he/she might fail to notice.*
- *To prevent this, you need an environment that you can share by dividing the archive or lesson into weeks, but there is no such feature in social networking sites. For this reason, I think that social networks can be used in terms of communication and motivation in education.”*



Results – Fourth Research Question

How can social media contribute to academic life of academicians/instructors?



How can social networks contribute to academic life?

Social media environments provide advantage of

- accessing new articles, innovations, reports and new study areas instantly,
- following other academicians and their studies,
- being aware of new congress and other academic events,
- following groups that are related with our professional area.
- communicating with other academicians.
- following new calls of journals and congress.
- accesing new academicians that we do not know before.
- collaborating with other professionals that are related with our subject area.

(results from open-ended questions)



Conclusion



Conclusion

- Many academicians use social media both in their academic and in their daily lives.
- In higher education, most of the academicians use social media environments
 - to make course announcements to students,
 - to share course documents and activities with students,
 - to provide interaction among students by creating activities on social media,
 - to follow new developments and innovations about their subject area,
 - to follow professional groups related with their subject area.



Conclusion

In higher education, social media environments provide opportunity

- to access students in a faster way,
- to share new ideas and studies with students to motivate and encourage them,
- to follow new developments.



Conclusion

For academicians/ instructors, social media environments provide advantage of

- accessing new articles, innovations, reports and new study areas instantly,
- following other academicians and their studies,
- being aware of new congress and other academic events,
- following groups that are related with our professional area.
- communicating with other academicians.
- following new calls of journals and congress.
- accessing new academicians that we do not know before.
- collaborating with other professionals that are related with our subject area.



Implications

- Instructors might be guided to use social media in educational context with prompting examples.
- In higher education institutions, there might be social media accounts that lead faculty and students to follow effective academic social media accounts including both national and international.
- Students should be encouraged to use social media environments for academic life in a good manner.
- Instructors should be a role model to students in order to use social media environments effectively.
- Students view of using social media in educational context should be researched.



Thank you for Listening
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