



## THE USE OF SOCIAL MEDIA IN HIGHER EDUCATION

Tool for Today's Interactive Classroom

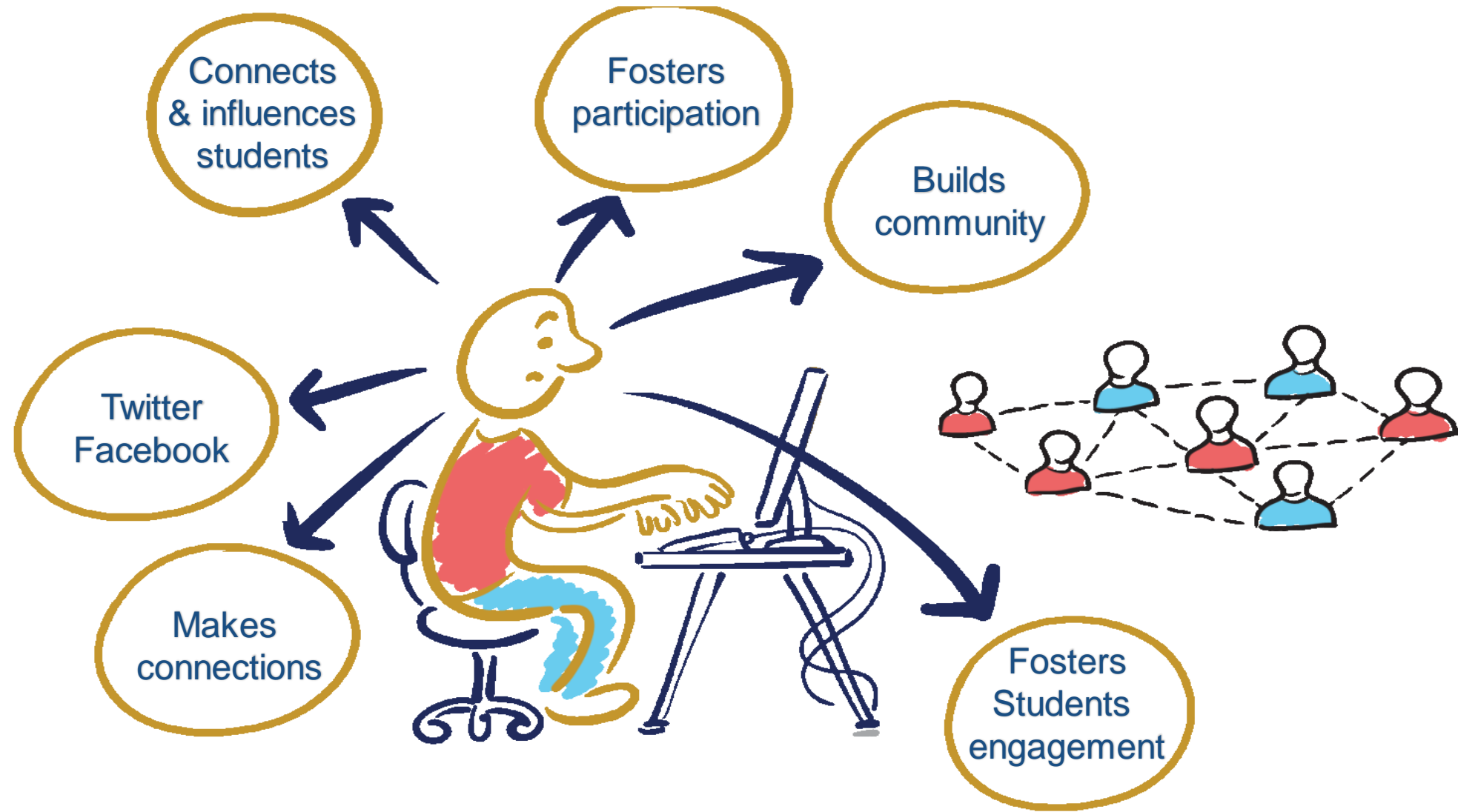
THE-ICE IPoE Forum Panel 5: Technology 2016

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Melbourne and Digital Campus Manager,

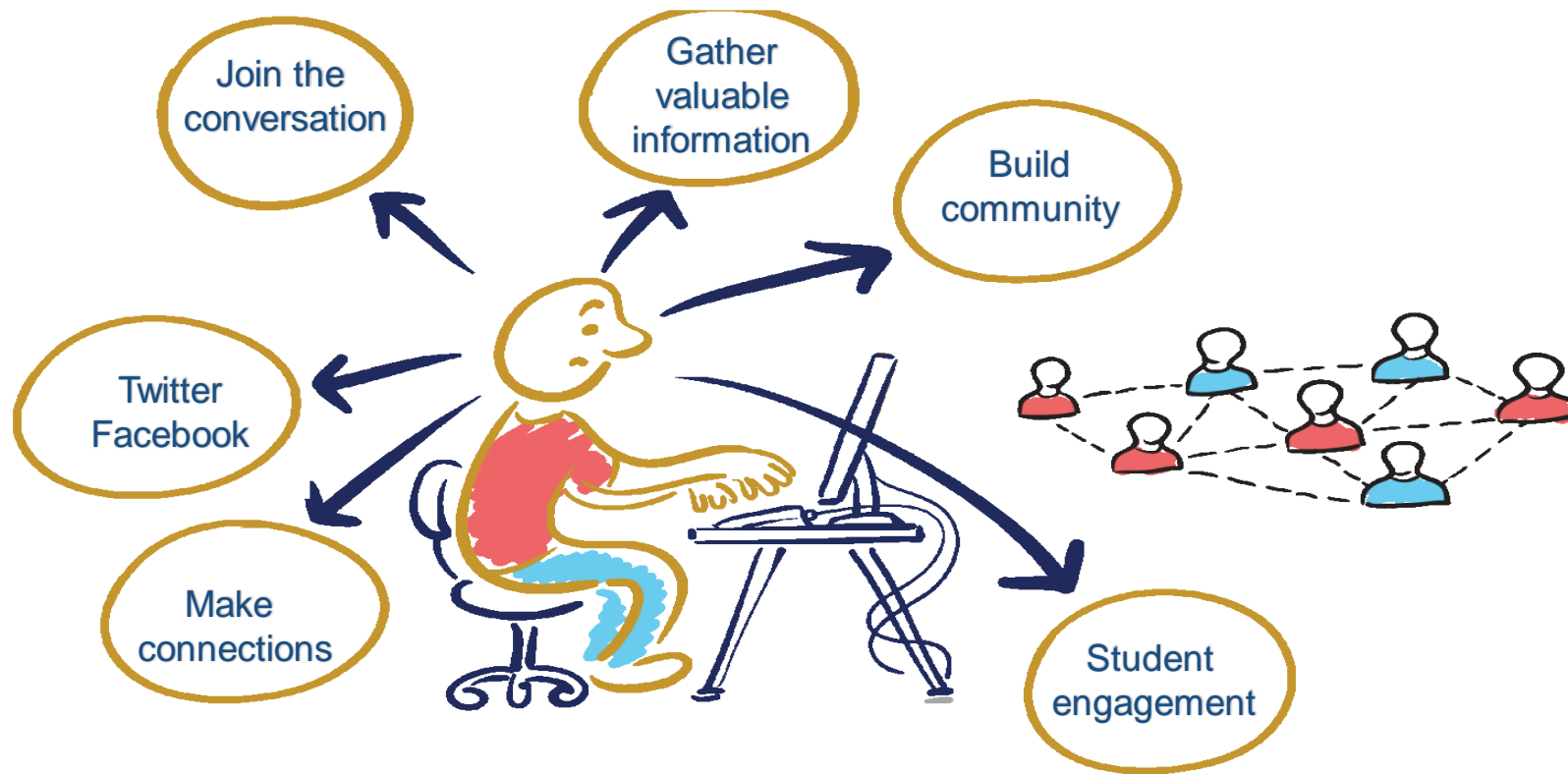
Australian School of Management

# Why Social Media Matters



# Why Social Media Matters In Education?

- Connects students to professional communities of practice through use of Social Media.
- Using media platforms such as Twitter, Facebook, Linked-In and Pool Everywhere.





1,100,000,000 - Estimated Unique Monthly Visitors



120,000,000 - Estimated Unique Monthly Visitors



310,000,000 - Estimated Unique Monthly Visitors



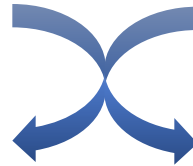
255,000,000 - Estimated Unique Monthly Visitors



1,000,000,000 - Estimated Unique Monthly Visitors



A quick polling of Colleagues and students for desired platforms they use has determined the bellows results:



- YouTube or other video sharing tools
- Personal networking, such as Facebook
- Don't use social media at all
- Use social media daily



## Students

- Personal networking, such as Facebook
- YouTube or other video sharing tools
- Pinterest or other content sharing tools
- Wordpress
- Twitter
- Don't use social media at all
- Use social media daily

# Learning Partnerships in Adult Education: My Approach

- Teaching and learning involves more than the preparation and delivery of course materials to foster engagement – one must aim for collaboration.
- Attempt to move beyond the preparation and delivery of the course material towards fostering a spirit of collaboration (negotiate learning partnerships).
- Each student is steered towards achieving an identified outcome (personal contact and encouragement).
- Engagement involves building trust, inclusive negotiation, and collaboration (value added component).
- The learning partnership is based on achieving synergy



- Synergy reflects the extent to which a partnership results in identified outcomes (1+1 ➡ 3).
- Complementarity is sought with skills, intellectual resources, and accessibility

## Adopting Strategies which :

- Enhance student satisfaction
- Increase retention rate and
- decrease attrition





## KEY QUESTIONS TO BE RESOLVED:

- What appeals to students?
- What helps foster understanding?
- What makes for an enjoyable course?
- What validates the learning experience?



- **USE OF MOBILE DEVICES**
  - The majority students are 'computer and visual savvy', but demonstrate limited tolerance for disciplined focus and most need to be stimulated to revise.
  - Accessibility to content (anywhere at any time) is key
  - Attractiveness of visual content (packaging) is important



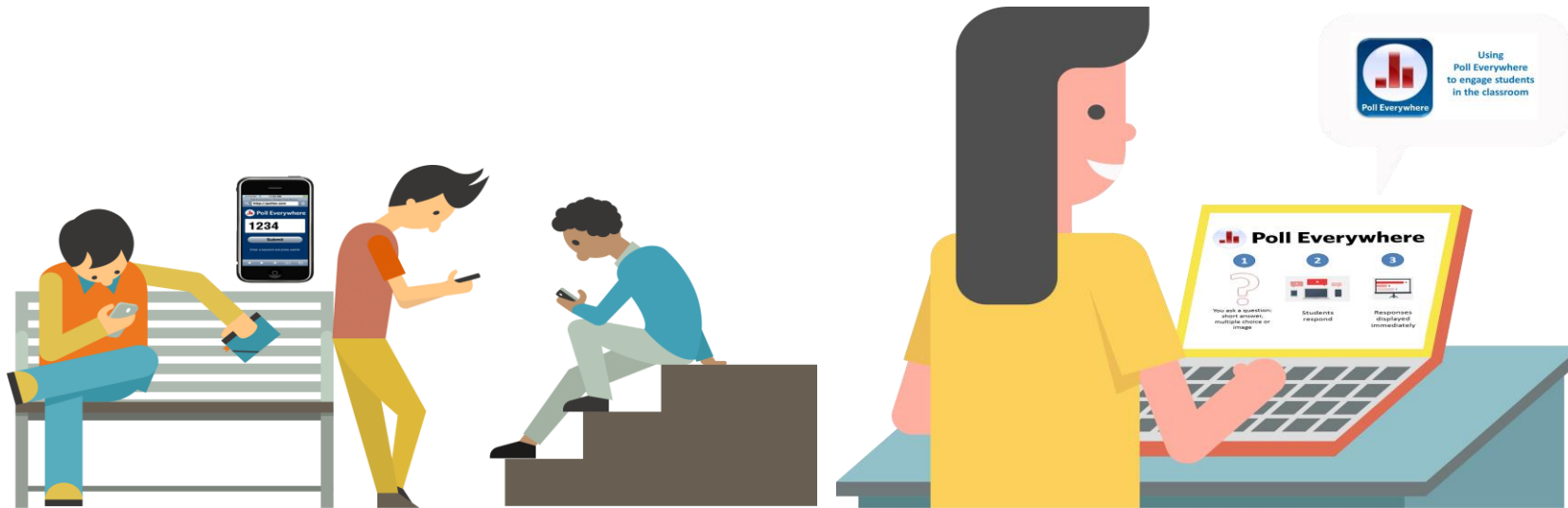
## MOBILE DEVICES AS A TOOLS TO CONNECT TO CONTENT

- Mobile devices exhibit high acceptance rates among adult learners.
- Mobile devices are being used as substitute for printed materials as they enable download and content navigation capabilities.
- Text-based polling (Poll Everywhere) is comparable to text messaging.
- Real-time communication and feedback are key to establishing a learning partnership.
- Students enter higher education expecting the use of mobile devices in their learning
- Higher education institutions expect utilisation of mobile devices in instruction and communication





- Engage your students by asking them a question with the Poll Everywhere app.
- Students use mobile phones, Twitter, or the web to answer in real time.
- See the student's response live on the web or embedded in a PowerPoint presentation.

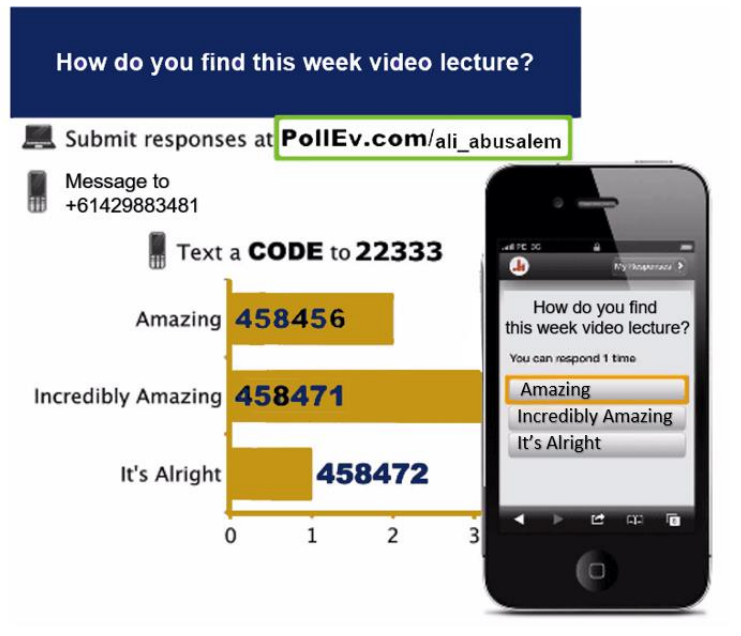
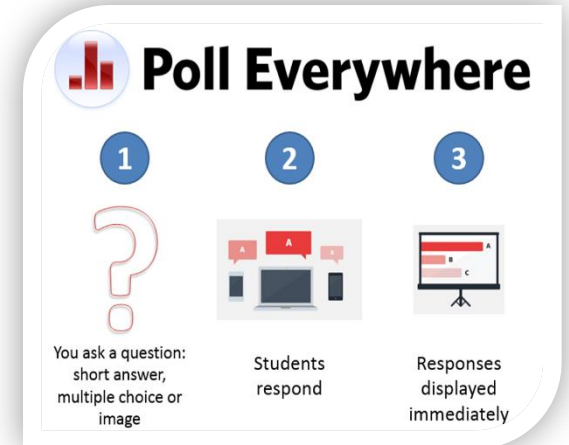




# Poll Everywhere - Live Students Polling

Using Poll Everywhere to engage students in the classroom

- Ask your students a question
- They answer using SMS text messages or the web
- Results update live in your web browser or PowerPoint



- The adaptation of socially oriented tools, necessitate the incorporating more interactive activities in the courses the Social media platform providing.
- When working Social Media tools, you need to reconsider your pedagogical Approaches.
- Attempting to get students to work more collaboratively using online tools.
- Enables students to use Google Docs, Facebook and Poll Everywhere to collaborate and communicate, especially for group projects.”





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**Thank  
you!**