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Class/Group:

Module Title:

Assessment Title: Rationale and Literature Review

**Assignment Title: An Investigation into People's Attitudes to Use of Social Media in
Education**

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Introduction

Every day, there is a mass data usage over Twitter, Facebook, Instagram, and YouTube. As mentioned in the study of Paulussen and Harder (2014), 175 million messages, 250 million photos, and 2 billion videos are watched and shared among individuals. However, due to the immense importance of social media usage in people's daily life, it is important to study the attitude of people towards social media usage for educational purpose (Perrin 2015). Moreover, the following study examines the attitude of people with respect to social media in the context of education. There are numerous researchers that have studied the attitude of students and lecturers about using social media for online learning and classes. However, the attitude of students towards e-learning is limited research wise.

Rationale of the Study

Contextual Background

Every day, there is a mass data usage over Twitter, Facebook, Instagram and YouTube. As mentioned in the study of Trottier and Fuchs (2014), 175 million messages, 250 million photos and 2 billion videos are watched and shared among individuals. As mentioned in the study of Duggan and Smith (2013), social media is a platform that is used by the users to create and share User Generated Content. Moreover, positive attitude of students is experienced towards social media in classrooms to learn and explore. However, the perception of teachers and students vary on the topic of social media and education. As mentioned in the study of Veletsianos and Kimmons (2013), students are more open to learning on social media as compared to their teachers. Moreover, students and teachers shall not share a group on social media as it creates issues of privacy and other issues.

Significance of the Topic

This topic is of great importance as mentioned in the social cognitive theory that influences from social media can positively affect the learning environment. As mentioned in the study of Saw et al., (2013) social learning have greatly affected the community aspect of the individuals as the individuals in society are social beings the development of their knowledge is based on the engagement with other individuals. Since day one, individuals are in the process of learning while interacting with other individuals. Moreover, social media has helped individuals

to interact with different people from different part of the world. Hence, use of social media is a necessity for individuals in the context of education. As mentioned in the study of Siemens (2014), knowledge is not just the interaction between students and teachers rather its scope is much wider than this and this helps them develop creative ideas.

Reasons for Researching the Topic

Author has chosen this topic as technology is changing rapidly and students are actively engaging themselves over the social media. As mentioned in the study of Cheston, Flickinger and Chisolm (2013), social media helps discuss, develop, defend, question and comprehend from others.

Who could benefit from the Research?

Social media is also important for lecturers and professors as social media enable them to learn the environment and understanding the problems of students and this also enables them to share a common platform to learn new things and educate them.

Methodology

The research will follow primary research and will conduct interviews with students and lecturers from different universities in the UK and this research will follow induction approach to establishing a hypothesis about the topic.

Literature Review

The following is the literature review of the research. This is an important chapter as it provides the author with a holistic picture of the topic. The criterion for a study to be a part of the literature review is the relevance to the topic. Hence, the following literature review is based on those studies that are relevant to the people's attitude towards social media in the context of education learning.

Usage of Social Media Sites

Social media sites have been used by the users since 1997. The first social media site was Sixdegrees.com that allows individuals to create their own profiles and share content with

whoever they want. However, this site did not get the enough hype and Facebook and Myspace was created (Leonardi, Huysman and Steinfield, 2013). Moreover, social media has a wide variety of uses that are helpful for all the individuals of the society as there are numerous benefits that it provides. Social media is used by various individuals to communicate with each other, collaboration, reviews, and opinions, brand monitoring, entertainment, media sharing, crowdfunding, etc.

Social media sites have been used to communicate with different individuals from different parts of the world. Social media has made communication very easy for the people. As it provides individuals with different tools that helped enhance communication among individuals of the society (Schivinski and Dabrowski 2016). Moreover, these sites are also used for the purpose of collaboration. The most famous collaboration is the Wikipedia where individuals enter the data themselves to guide other individuals.

Furthermore, it is also used to drop reviews and opinions about a brand. Websites like Amazon allows individuals to purchase a product and then give reviews about the product that can help the other individuals to select the right product (Boyd 2014). Brand monitoring is also done with the help social media sites. Tools like a Brand watch and Radian 6 are used for measuring the performance of the brand over social media (Goh, Heng and Lin 2013). It is also used for the purpose of entertainment as a number of videos and games is shared on the social media sites. YouTube and Zynga are the most famous example where individuals share their video and games to be played by other users (Whiting and Williams 2013).

Social Media Usage in Education

Attitude and usage of social media sites for the platform of academia is an important topic of research. At first, the topic of social media was used to study the relationship between students and lecturers. However, there are other usages of social media that are identified in the literature. As per the study of Gikas and Grant (2013), the majority of the teenagers are involved with the use of social media sites as this helps develop good relation with their friends and it helps them to be social by helping in creating new friends.

However, the usage of social media sites is not limited to social uses only. It is also used for educational purposes. As mentioned in the study of Tess (2013), more than 50% of the students use social media sites to communicate about school related information. Furthermore, as

mentioned in the study of Perrin (2015), social media site is used for a wide range of uses. Moreover, it is also used by the lecturers to share valuable information in terms of posts with the students. Furthermore, it is also associated with efficient communication within the departments. As mentioned in the study of Grajales III et al., (2014) the use of social media has made the work for different departments relatively easier as they can share their files, information, and news to all the departments as a whole.

Moreover, there are some studies that mention that exposing students to social media sites can add value to their writing and blogging skills. As mentioned in the study of Bargiela-Chiappini and Nickerson (2014), teachers can utilise social media sites to enhance students writing and critical thinking as correcting them while reading their posts on the internet. Then the teacher can make them write these blogs again while correcting them. This exercise is great for students as writing is very beneficial for them.

Furthermore, as it is examined by many different authors that students use social media sites for educational purpose that mainly comprise of the motivation of the student, atmosphere of the class, posts related to education, grading of the lecturers (Cochrane et al. 2014). Moreover, there are numerous studies that mentioned that social media sites can improve higher education as it helps the students to share their experiences openly on social media sites.

Attitude of Students and Teachers in using Social Media Sites for Educational Purpose

As mentioned in the study of Sánchez, Cortijo and Javed (2014), people have a positive attitude towards using social media sites for educational purpose. They mentioned that they examined the use of Facebook class groups and attitude of students towards using the page for academic purpose and they conclude that students had a positive attitude towards the use of Facebook group page.

Moreover, as mentioned by Venkatesh, Croteau, and Rabah (2014), there are three factors that aid the usage of social media sites for educational purpose namely as; attitude towards blending learning, perceived usefulness and perceived ease of use. Furthermore, as mentioned in the study of De-Marcos et al., (2014) social media sites are found to be very helpful as an educational tools and students' attitude towards the educational use of social media is mostly positive. They further added that students have a positive attitude towards spending time on these social media sites, play videos and share information with other students as compared to other

traditional methods of teaching as they are not interactive in nature. As far as language course are concerned, this is a much better method of teaching as compared to a computer course as it does not help the student to interact with other students.

However, not only students have a positive attitude towards using social media sites for educational purposes. Teachers prefer to use social media sites for sharing valuable information with their students as this allows the teachers to share videos or information that can be beneficial for the students. It helps the teacher to better communicate with the students. As mentioned in the study of Ngai et al., (2015) in current times, the faculty has integrated web 2.0 to do most of their work including course content delivery, grade delivery and communication with the students. This has also enabled the teachers to create a special bond between the students that helps the teachers to share valuable information for the students that are beneficial for them. Moreover, they mentioned the use of wikis and blogs to classrooms assignments can help develop and nurture the skills of the students and can enhance the learning within classrooms. Eventually, positively impacting the motivation levels of the students and changing their roles as a passive learner to active learners.

Conclusion

Lastly, the study revolves around the concept of social media usage for educational purpose and people attitude towards it. The first part of the literature review focusses on the usage of social media sites in the everyday life of individuals where communication, collaboration, entertainment and other uses were identified with the help of different researchers. The second part of the literature focuses on the use of social media for education purpose is focused that identifies a number of usage of social media and lastly, the attitude of students and lecturers were identified and positive attitude was identified with the help of literature.

Research Questions

The following are the research questions that will be used to meet the aims and objectives of the study:

- What is the usage of social media sites by teachers as compared to students?
- What communications tools are preferred by students for example email, Facebook, etc.?

- What is the perspective of students and faculty members on the usage of social media for educational purposes?

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