

InstaLearn: a snapshot of academics' perception and use of social media

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Academics' perception and use

November 2015

n = 25

Context

Brown, 2012

Rambe & Nel, 2015





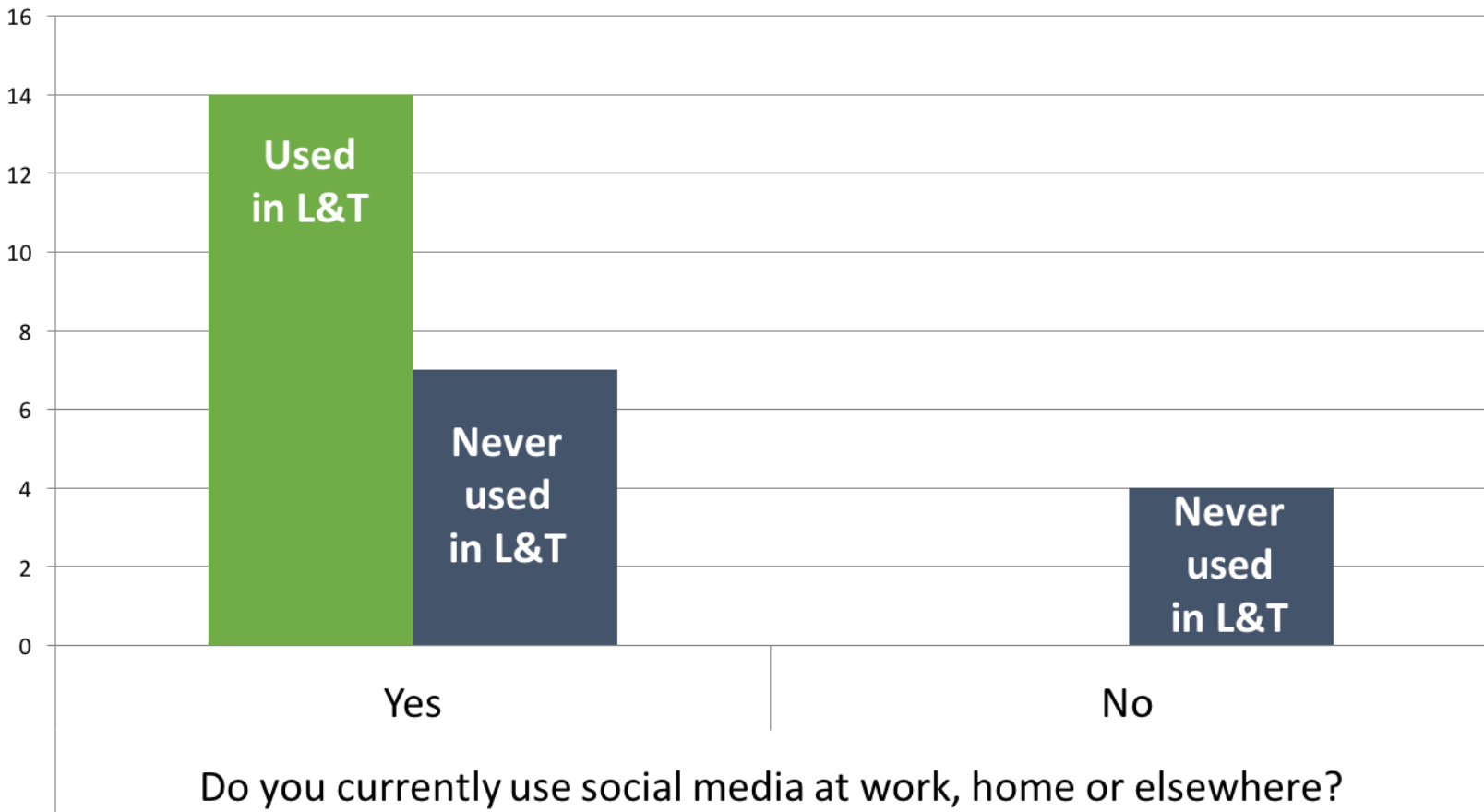
Survey

- Previous and current use of social media, inside and outside teaching
- Perception of social media as used in own in teaching
- Perception of social media as used in teaching in own field generally
- Demographics

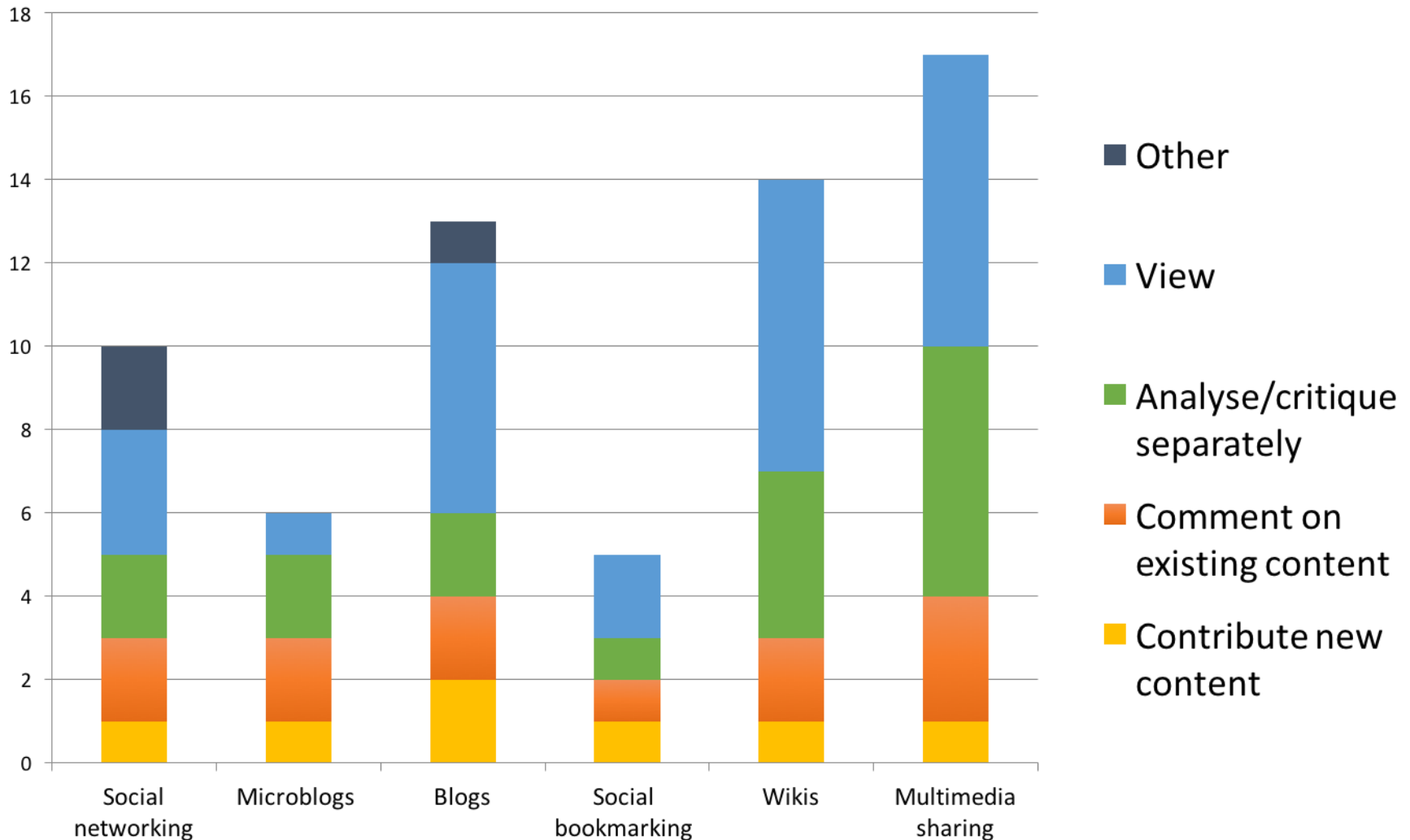
Interviews



Personal use and use in learning & teaching



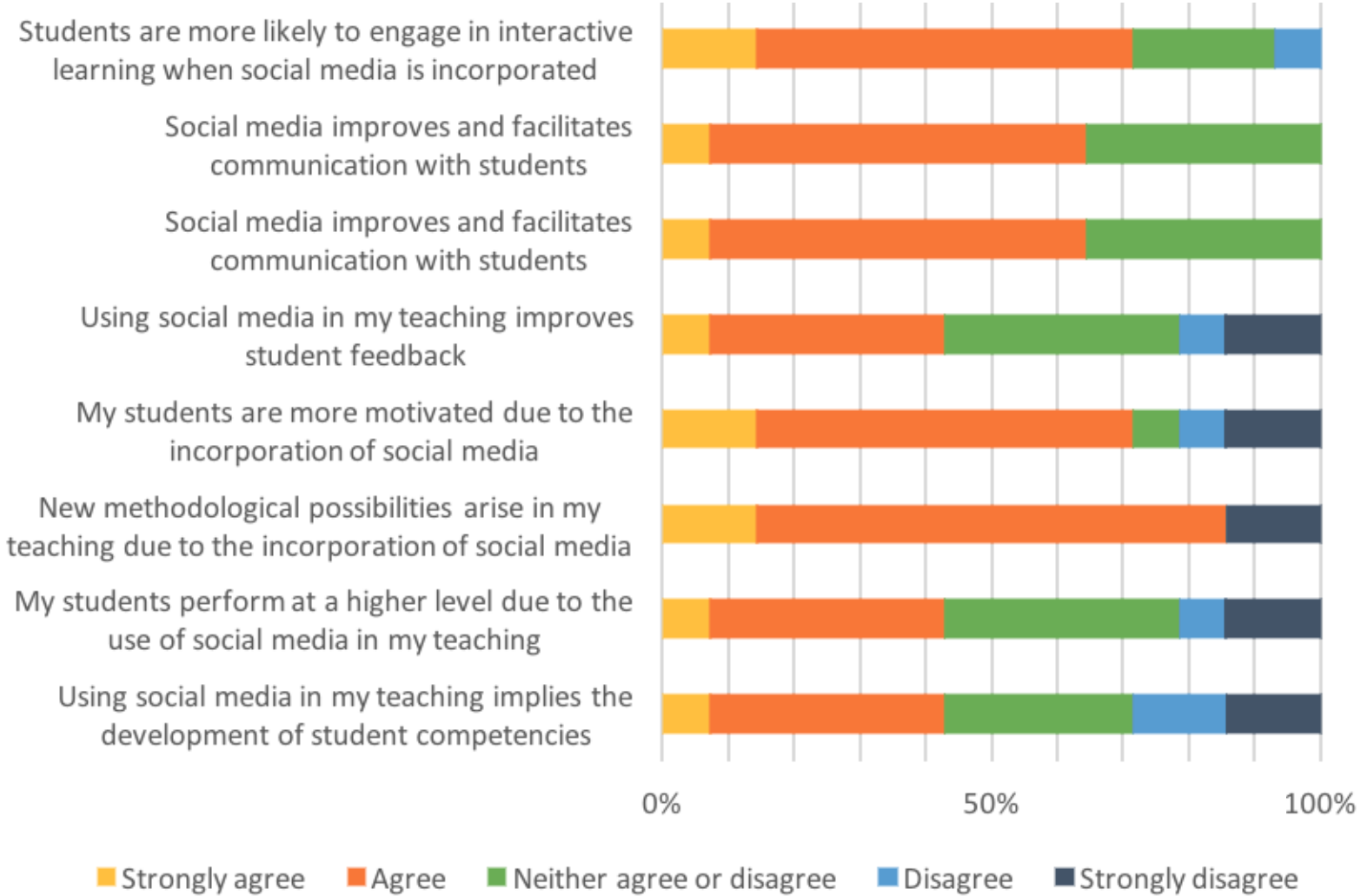
Use of social media in learning & teaching



I do it as a palliative to the way in which the discourse of management and work tends to be overly idealistic...and I want the students to realise and remember that they're in a privileged position compared to the majority of people across the world.

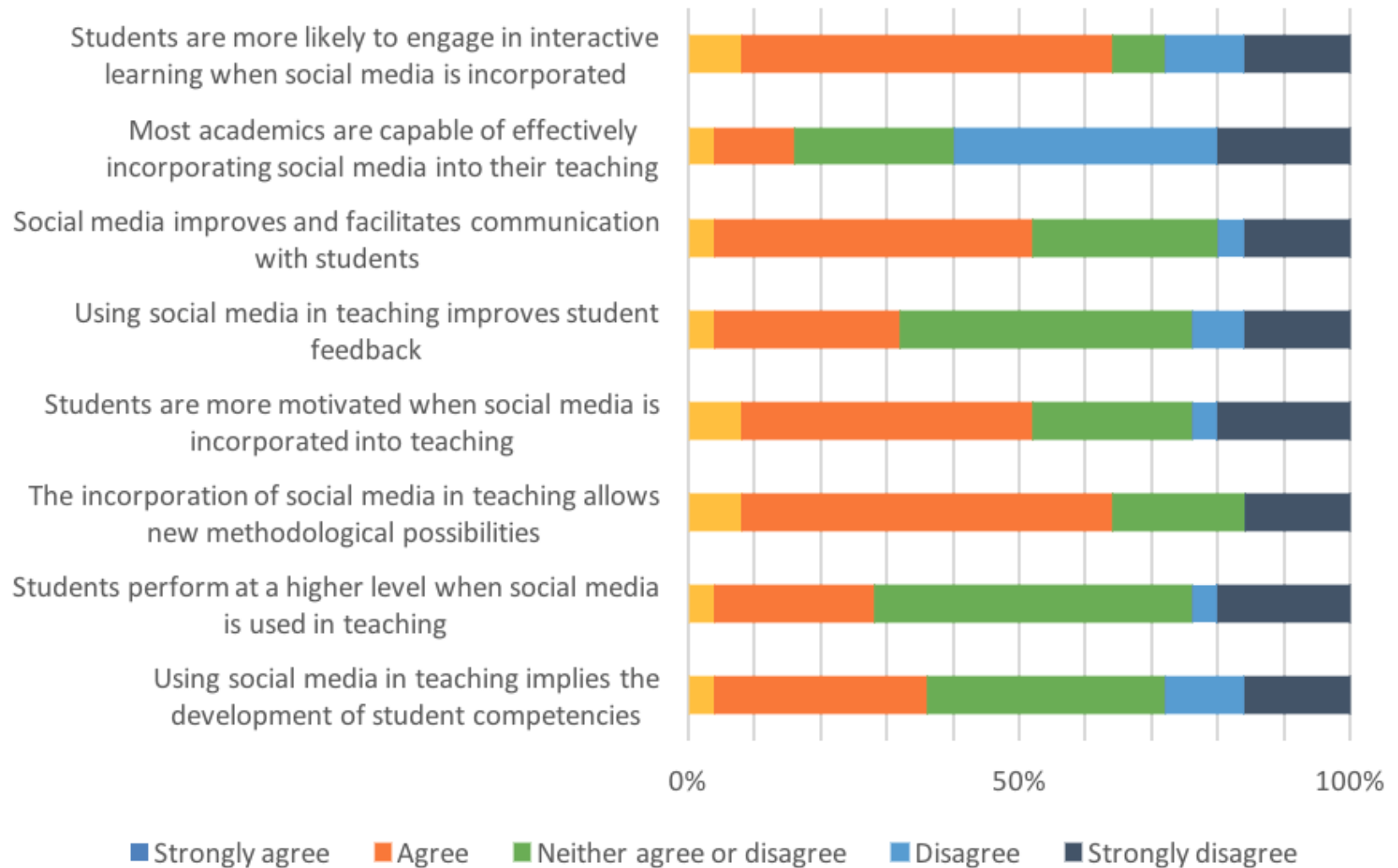


Users of social media: positively worded perception questions

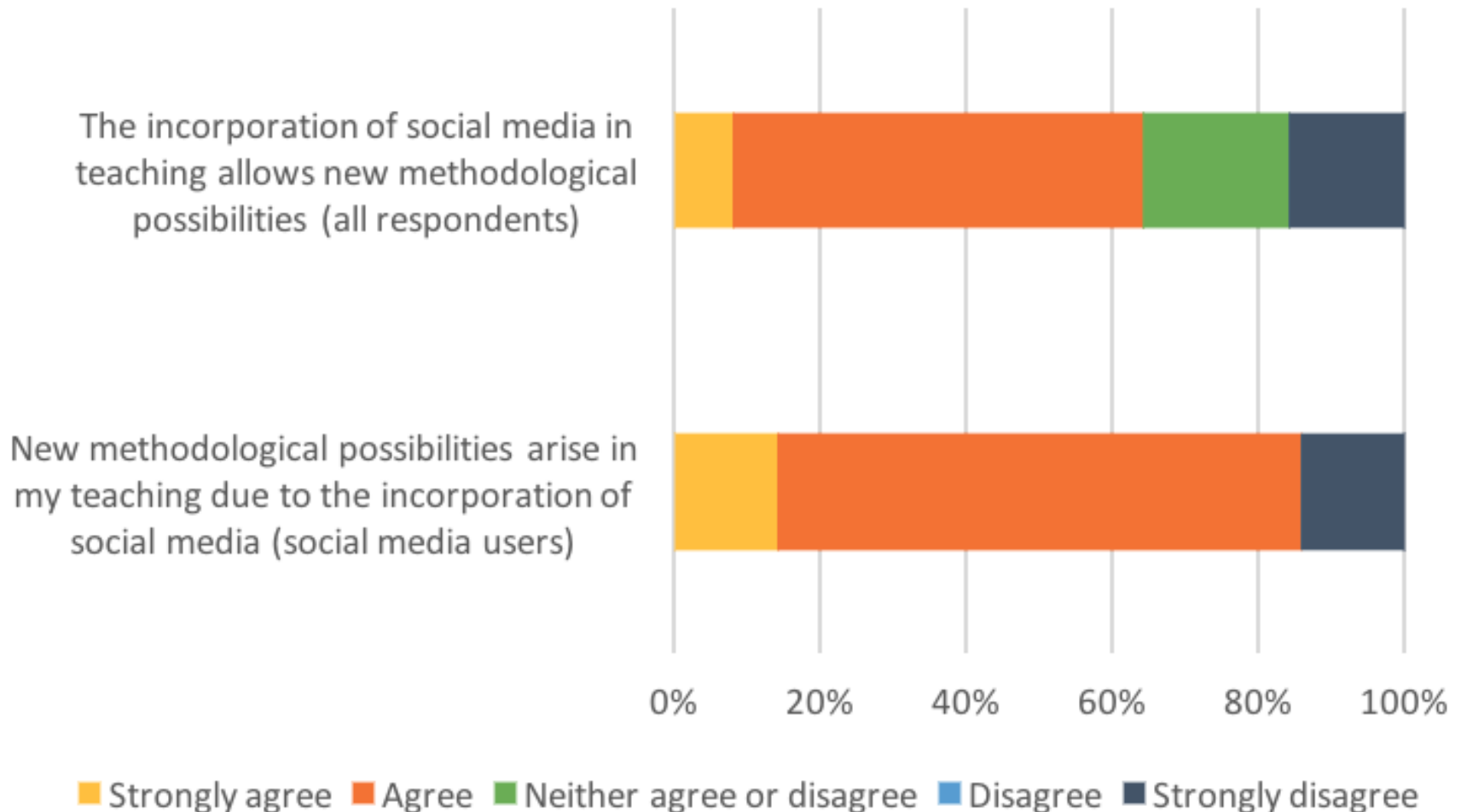


So if you want to get them engaged, get them something where they're using Instagram or Twitter or looking at websites and looking at Facebook

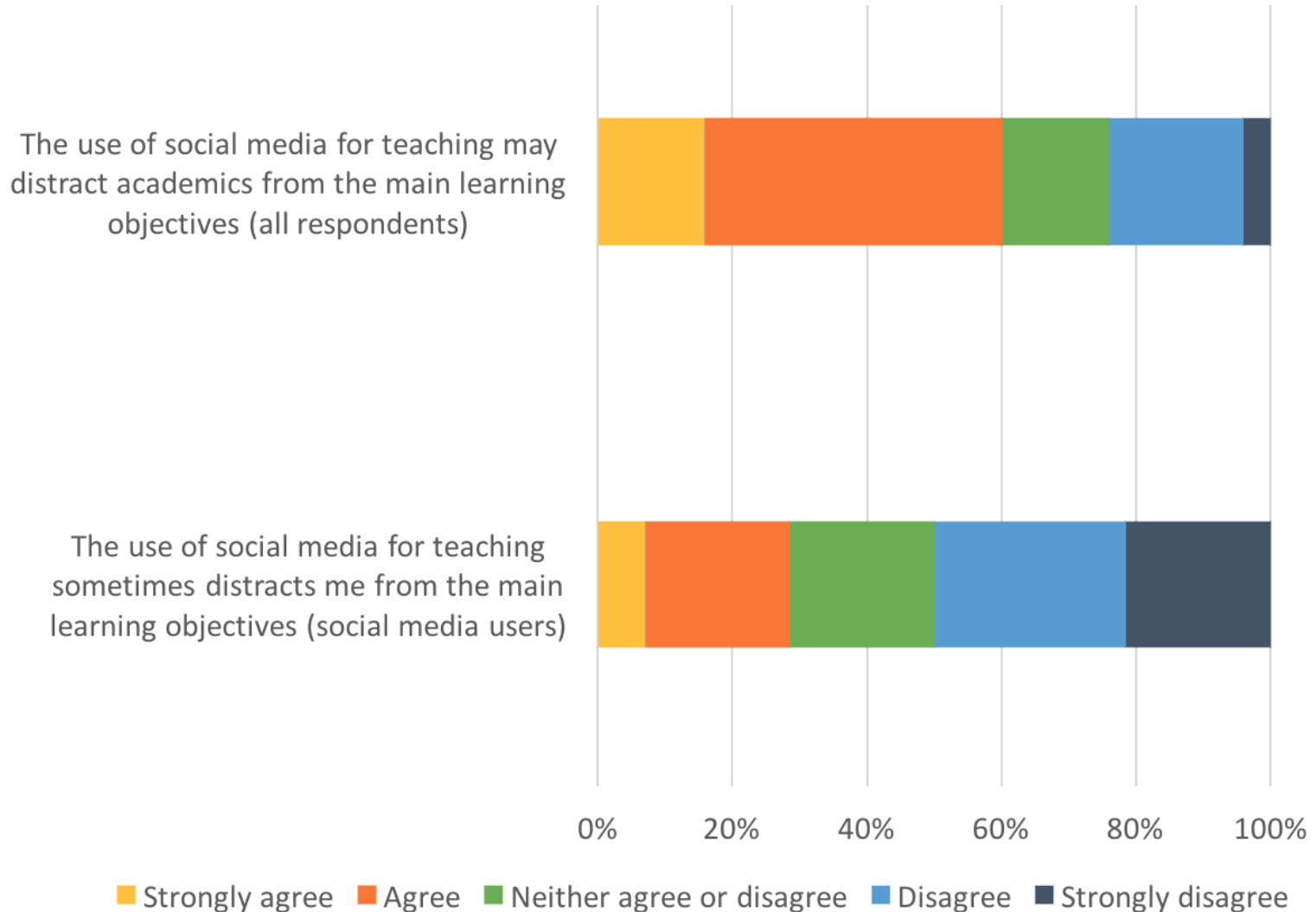
All respondents: positively worded perception questions



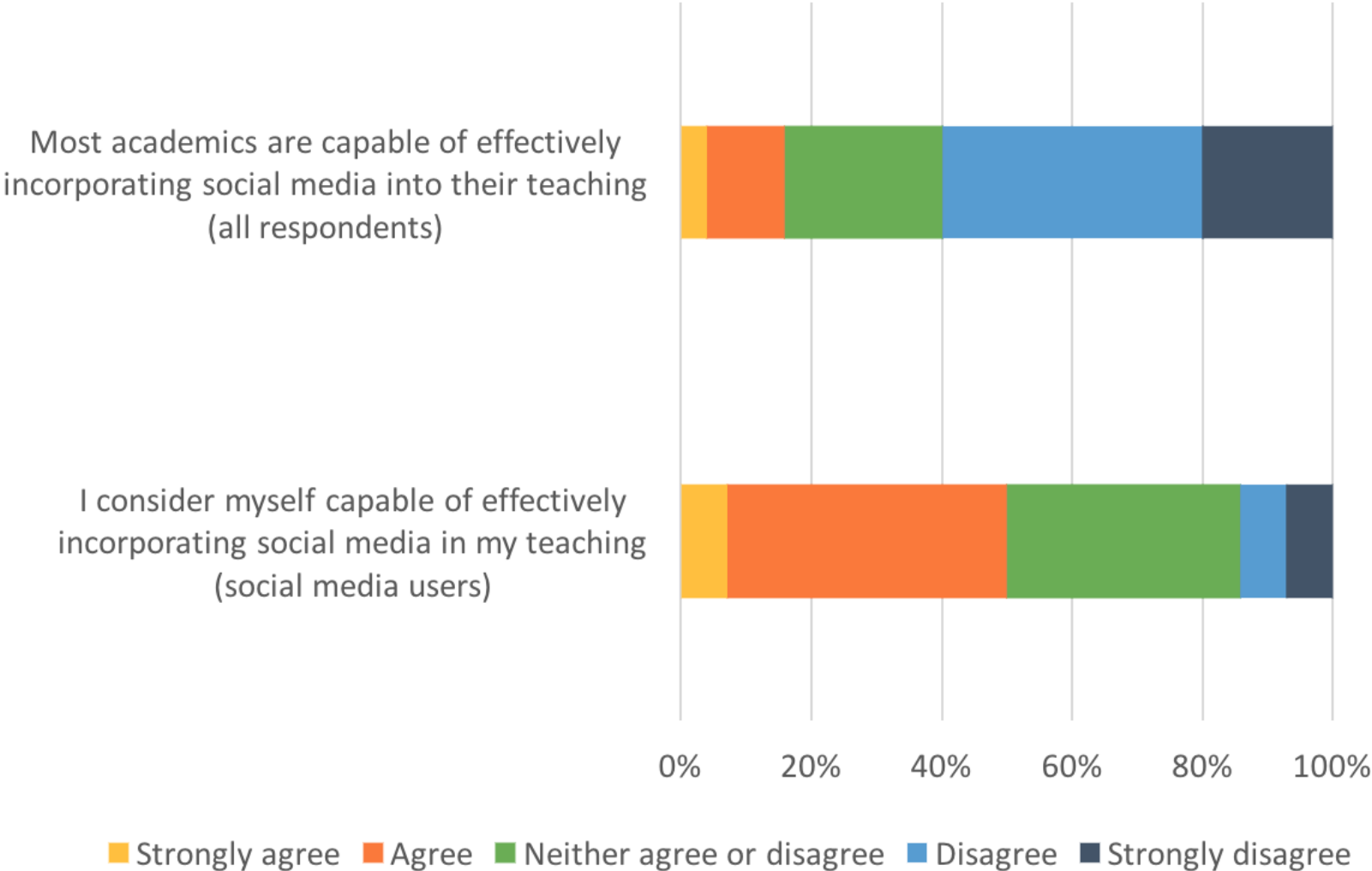
Most positive responses: new methodological possibilities



Most negative responses: distracts from learning objectives



Perceptions of academics' social media capabilities



I would counsel somebody towards being cautious and dipping their foot in carefully.

Don't be afraid of social media. It's coming—it's here whether you like it or not.

No correlation

Age
Years teaching experience

Learning & teaching use
Perception

Personal use
Use as a learner

Learning & teaching use
Perception

Correlations

Past use of social media
in learning & teaching



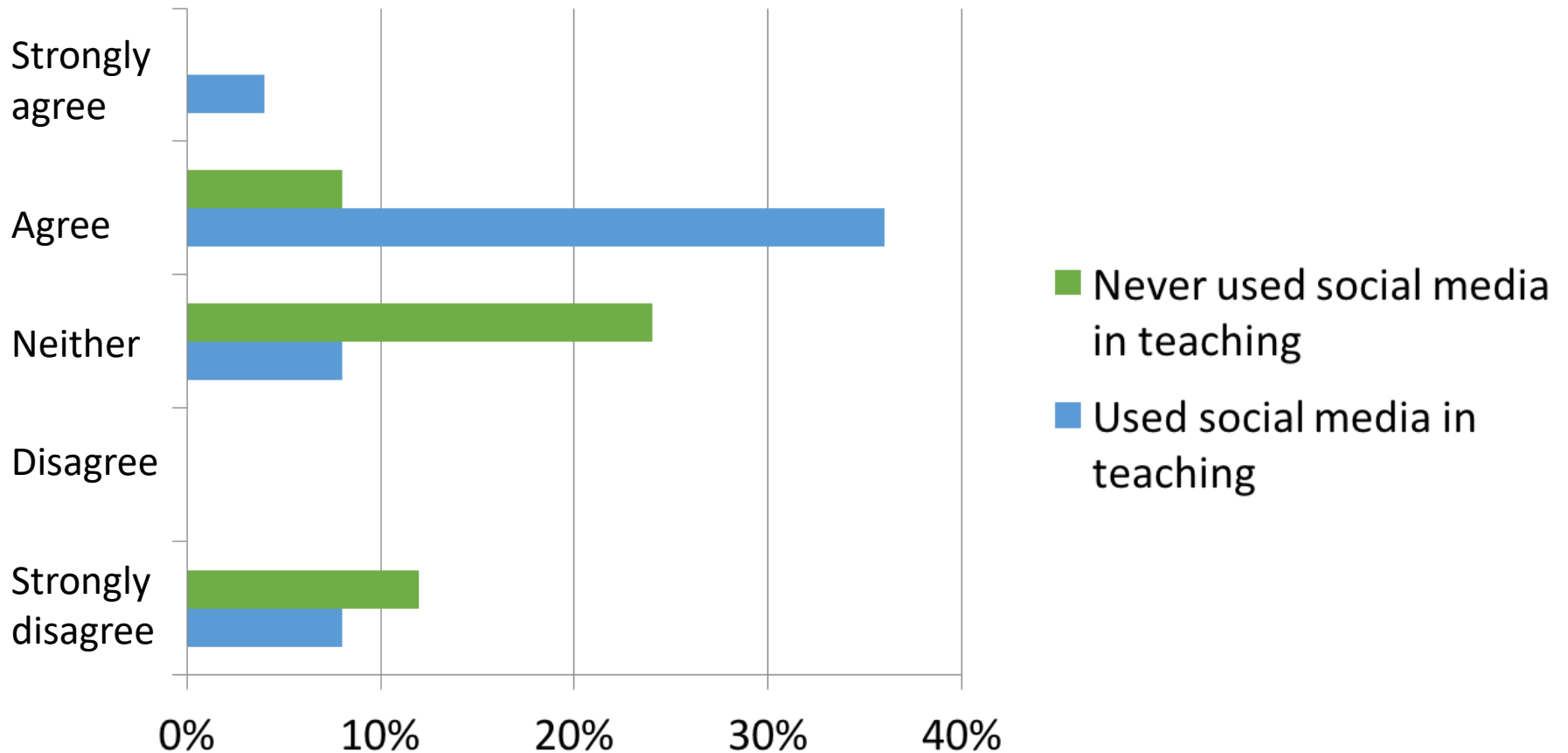
Current learning & teaching use
Perception

Most perception questions



Most perception questions

Overall perception as related to use



Jisc Student digital experience tracker

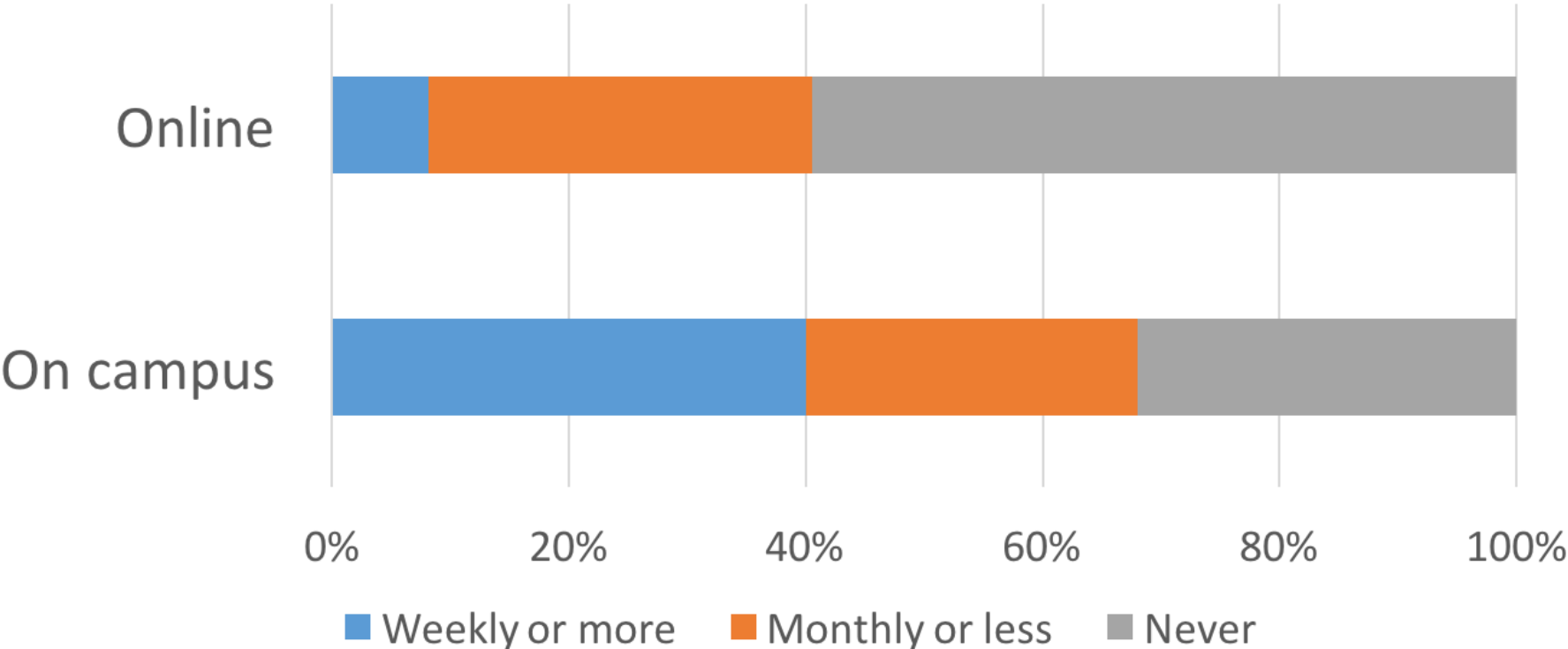
Spring 2017

On campus: $n=958$

Online: $n=37$

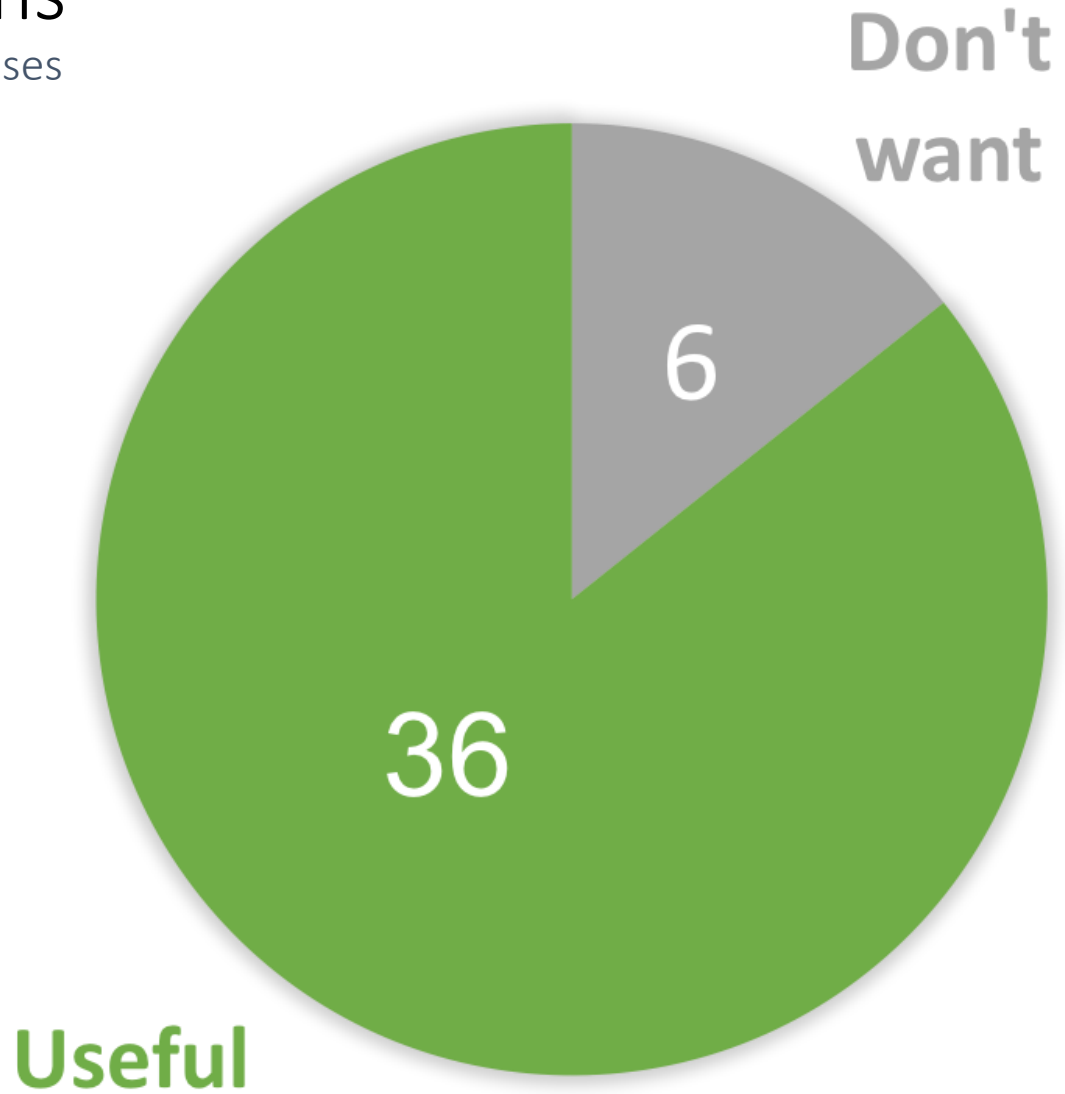
Scale question

[In your own learning time,] how often do you use digital tools or apps to...Discuss your learning informally on social media

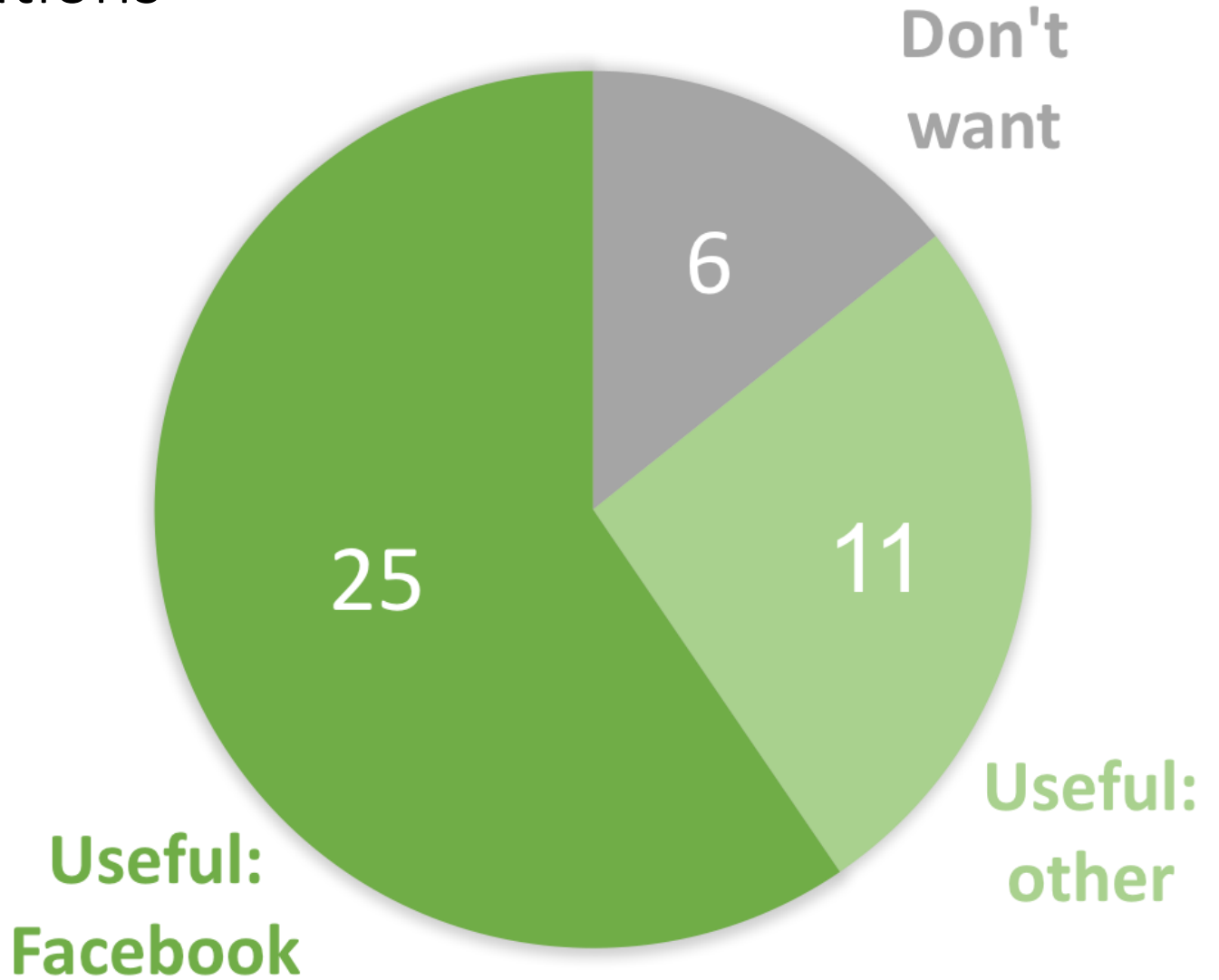


Free response: social media mentions

2% of 2000 coded responses



Free response: social media mentions



‘a digital tool or app you find really useful for learning’

Facebook...

...group chats to talk about group projects with the group members

...organising group work is far easier with this app

...to chat to friends about work

...having a facebook page with all the students on my course

...for discussing problems with peers

...group chats for discussing group presentations

...I can discuss things with people on my course

Total of 14 mentions across all faculties

'a digital tool or app you find really useful for learning'

WhatsApp, Lync, Skype

Online learner

Facebook Messenger...

...for group discussions

...group across class

...for communicating with course friends regarding the work.

...for discussing the subject with friends

...really useful in comparing notes from lectures and organising work for tutorials

...to discuss learning with others on course

Social media. Being able to ask class mates for help whenever I'm struggling with a topic is very useful.

First-year in the Science Faculty

Total of 11 mentions across all faculties

'a course digital activity that you have found really useful'

discussion via Twitter

Master's student in the Arts & Humanities Faculty

social media to share files and discuss work with course-mates

Second-year in the Science Faculty

Group discussions via social media

Second-year in the Arts & Humanities Faculty

Tweeting of course-relevant articles and speeches by the lecturer

Master's student in the Arts & Humanities Faculty

Using social media to complete work together

Second-year in the Science Faculty

‘what one thing should
we DO?’

'what one thing should we **NOT** do?'

Involve more social media

Second-year in the Arts & Humanities Faculty

make social media more
relied upon

*Master's student in the Arts &
Humanities Faculty*

Integrate with social media as it
would increase distractions

First-year in the Science Faculty

Rely on social media some
students choose not to be a
part of this.

*Second-year in the Social Sciences &
Health Faculty*

Do not make it compulsory to interact
with social media...I'm 24 yet I don't
have a facebook account.

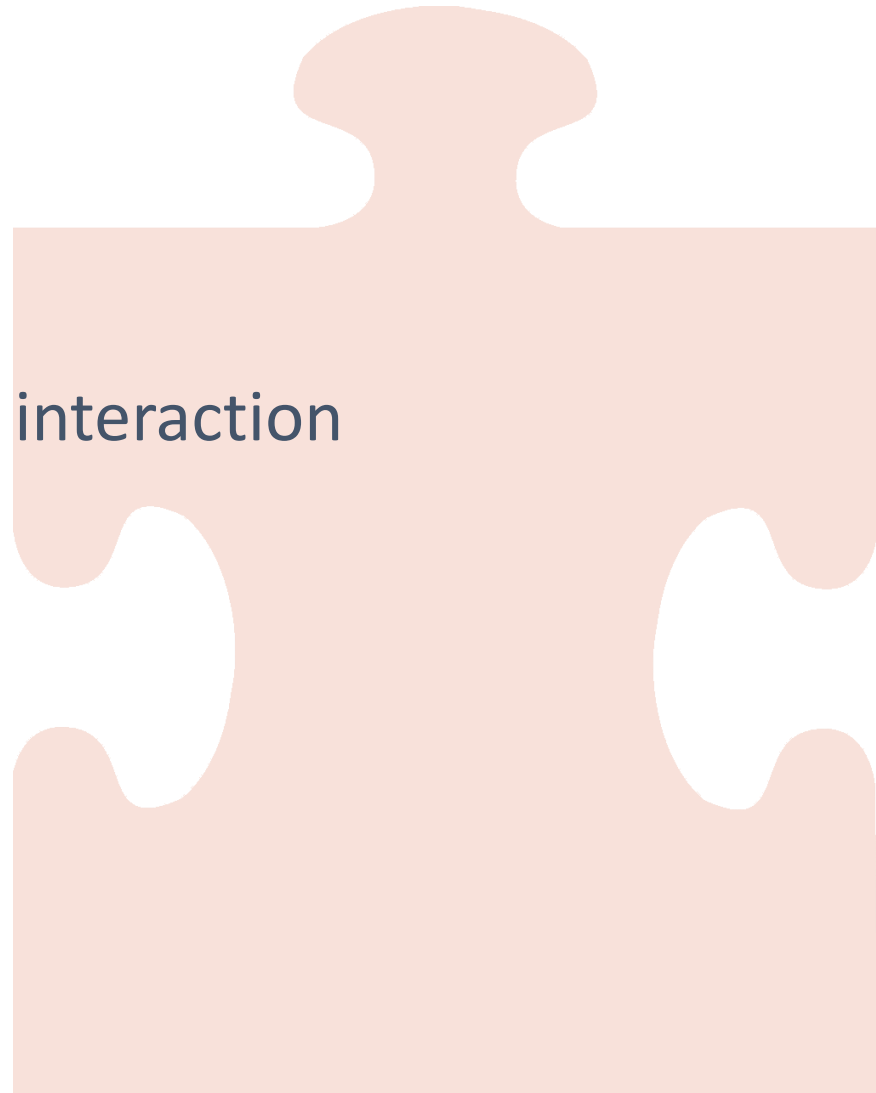
Master's student in the Arts & Humanities Faculty

Summary

Staff use of social media

Online transmission and offline interaction

Concern for student privacy

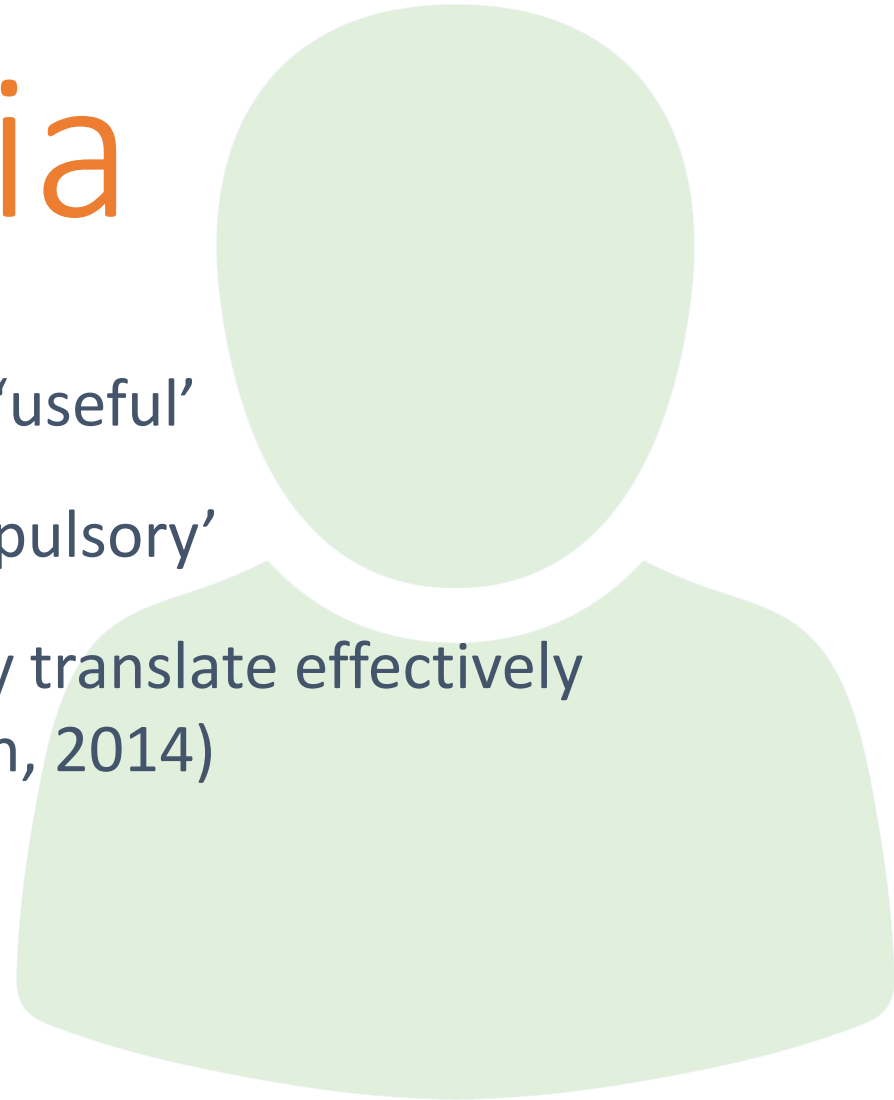


Student use of social media

Self-initiated activity considered 'useful'

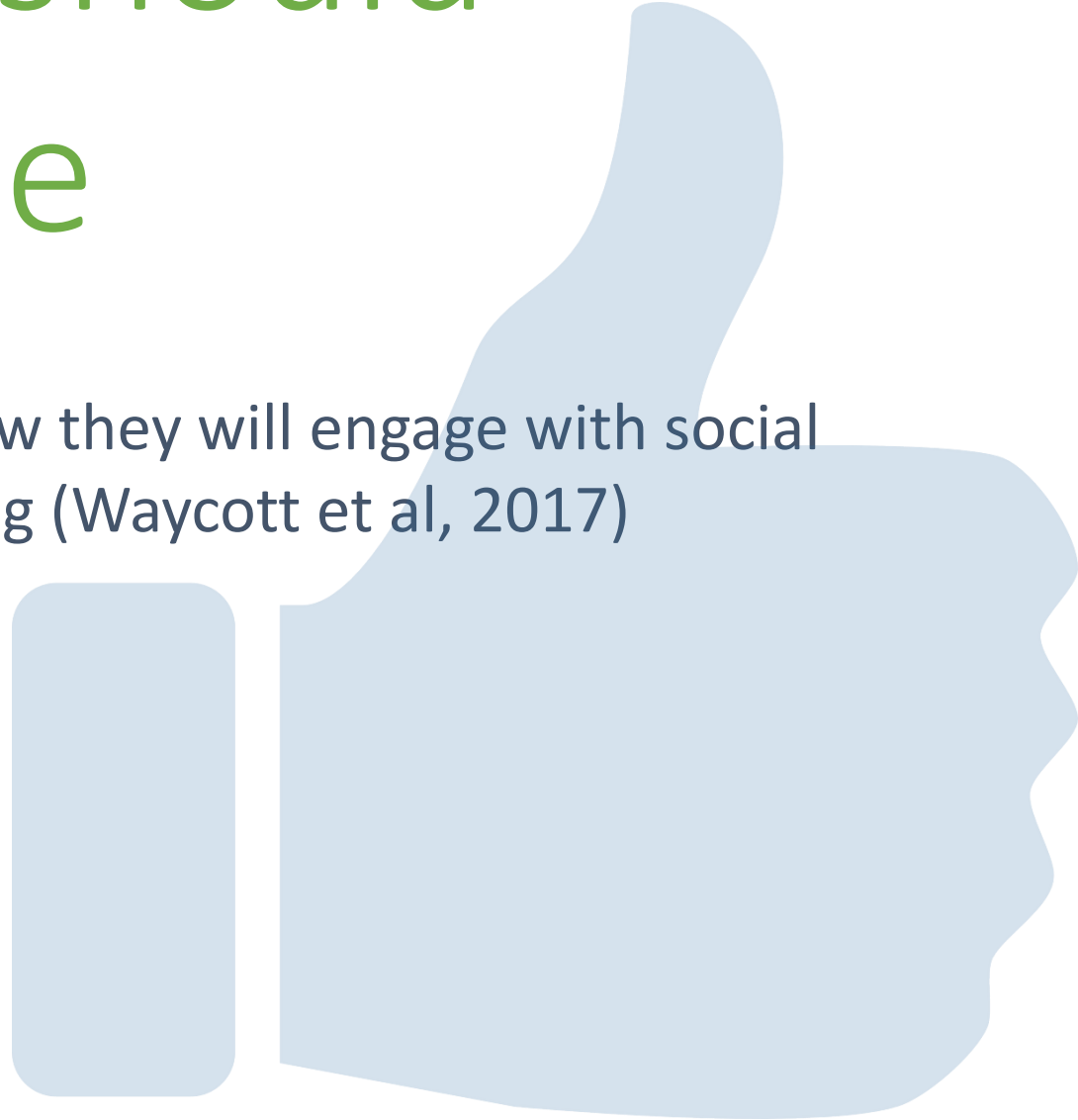
Should not be 'relied on' or 'compulsory'

Personal use does not necessarily translate effectively into educational contexts (Donlan, 2014)



Students should participate

in decisions about how they will engage with social media in their learning (Waycott et al, 2017)



Questions & discussion

Images

<https://github.com/Ranks/emojione/graphs/contributors>



References

Brown, S. (2012) 'Seeing Web 2.0 in context: A study of academic perceptions', *The Internet and Higher Education*, 15(1), pp. 50-57.

Donlan, L. (2014) 'Exploring the views of students on the use of Facebook in university teaching and learning', *Journal of Further and Higher Education*, 38(4), pp. 572-588.

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Rambe, P. and Nel, L. (2015) 'Technological utopia, dystopia and ambivalence: Teaching with social media at a South African university', *British Journal of Educational Technology*, 46(3).

Waycott, J., Thompson, C., Sheard, J. and Clerehan, R. (2017) 'A virtual panopticon in the community of practice: Students' experiences of being visible on social media', *The Internet and Higher Education*, 35, pp. 12-20.