

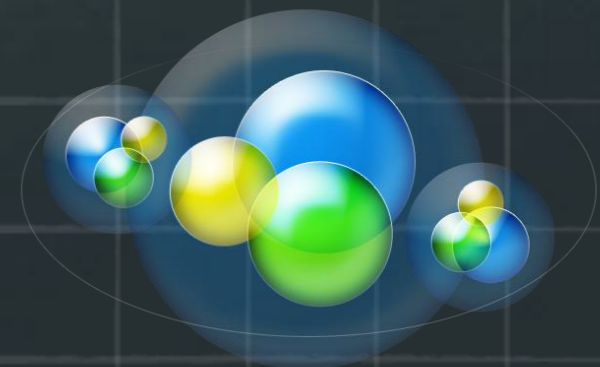
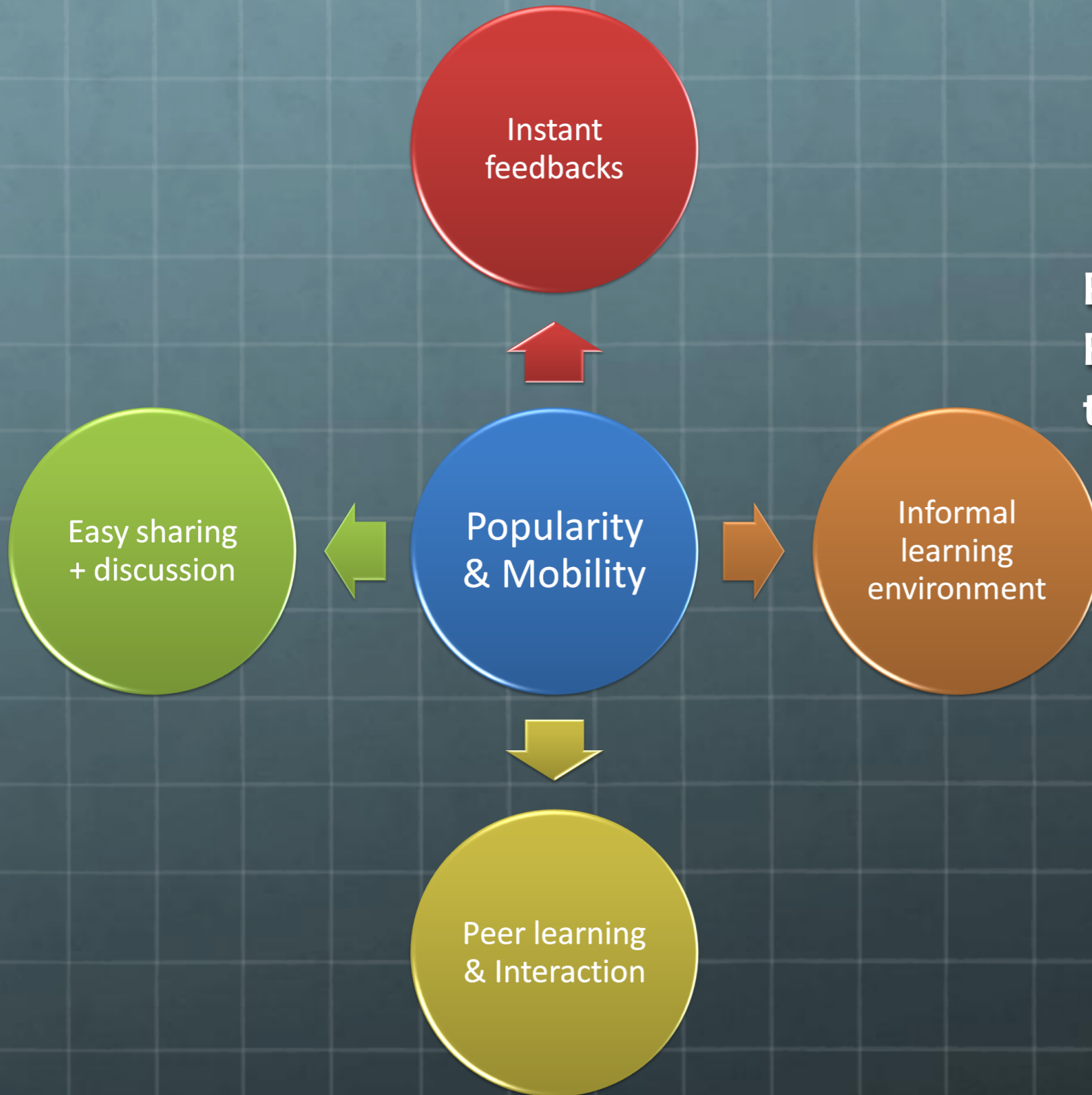
The Use of Facebook for Teaching and Learning

Dr. Fred KU

Department of Decision Sciences
& Managerial Economics

Advantages of Facebook

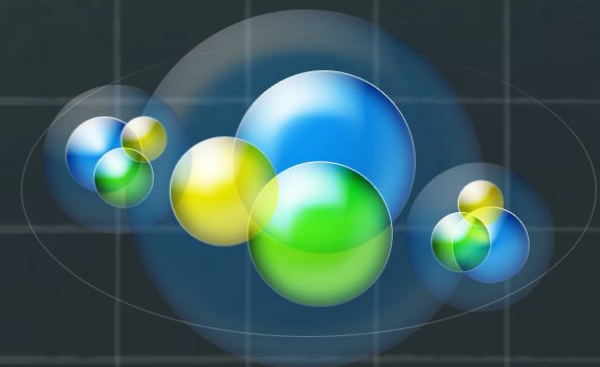
Popularity & Mobility make Facebook a good platform for teaching.



Facebook Vs Moodle

COMPARISON OF FACEBOOK AND MOODLE

	Facebook	Moodle
Freq of visit of studs	High	Low
Personal profile of studs	Yes	No
Learning environment	Informal	Formal
Notification of updates	News feed	Icons at homepage
Learning related modules	No	Yes
Usage statistics	No	Yes



Groups

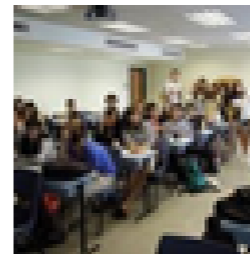
The GROUP function simplifies and enhances communication.



DSME1030FI

Open Group

116 Members 11 Photos 12 Docs



DSME1031

Open Group

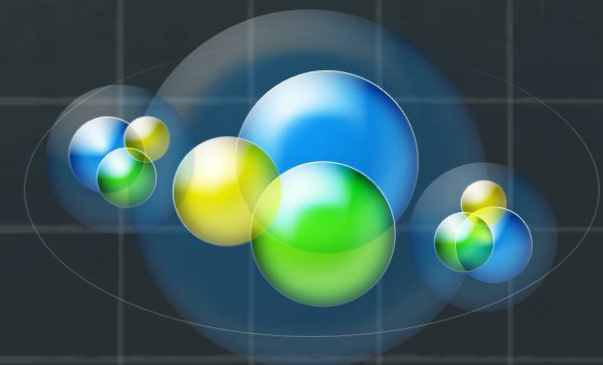
67 Members 1 Photo 9 Docs



DSME2020CDE

Closed Group — dsme2020cde@groups.facebook.com

155 Members 3 Photos 5 Docs



Article Sharing

SHARING is one of the most important elements on culture of a social networking platform.



Fred KU

引自 2010年10月15日蘋果日報

善用資源 (區樂民)

上星期寫了一篇關於申辦亞運的文章，提出與其花四百多億搞亞運，不如把公帑作慈善用途。文章見報當天，即收到總新聞主任的電郵；政府的辦事效率進步了很多，值得稱讚。

總新聞主任說，「四百多億」是說多了，因為有三百零一億是用來興建啓德多用途體育館及其他已規劃體育設施，因此不應計算在亞運的帳簿。

那麼就當它是一百多億。一百多億，仍是大數目。

總新聞主任又說：「政府明白社會上有各樣訴求……諸如扶貧問題和住屋問題，但這些政策範疇並非相互排斥，不是因為要處理這些問題便不去推動體育；相反，這些政策目標可以相輔相成。」

這個說法是成立的，如果我們有無限的資源，可以同時處理社會上所有問題。

當很多人仍住在惡劣的籠屋內，當不少癌症病人沒有錢買藥而要見報求救，當無數老人癡呆症患者得不到適當的支援，當許多貧窮家庭每天只有三十元買整天的食物，我們的政府，真的應該花百多億去辦一個運動會嗎？

政府懂得區分緩急輕重，是小市民最卑微的期望。有人或會說：「搞亞運，提高人們的運動意識，多做運動能增強大眾的健康。」

我相信「實證醫學」。請有關人士提供實際數據，例如在已舉行亞運的城市中，比較亞運前一年和後一年的入住醫院和死亡人數，看看辦完亞運，人民是否真的健康了？

我抱着一個大問號。

about 8 months ago · [Delete Post](#)



Fred KU

Hi all,

At least you should see two points here in the article:

1. Scarcity, opportunity cost, and PPF. It is actually a bit relative to the first question of Hw1
2. The way to do empirical analysis (not only for medical science!). It is also related to statistics: how to judge whether there is significant evidence to prove that there is a difference before and after the Games? Two-sample test of hypothesis will do.

Hope you like this sharing. If it is useful and interesting, we can continue this kind of activities here. And please post what you think here if you wish. It would be nice seeing students participate.

Fred

about 8 months ago · [Delete Post](#)



Vincent Lau

The latest policy address advocates a 10 billion fund to help the poor which gains certain kind of support. If the 10 billion for the games are also used for the same purpose instead, I think it will be more beneficial to our society in terms of public health.

To raise public's interest in sports, we should firstly figure out which group and why people lack sports or have no intention to exercise.

Obviously, it's those who are now working have no intention to do sports in the pastime, mainly because of facing long working hours and pressure to make a living. For "make a living", there are two meanings. First, the poor really needs to earn enough money to live. But for those couples planning to marry, they "need" to buy their own flat. Therefore, facing heavy workload and pressure everyday, it's understandable to give up some time for exercising.

If the govt wants to raise public consciousness to play sports by merely holding the Asia Olympics, i undoubtedly endorse to use that money for setting up a fund instead. As the resources for a society is scare, we shouldnt waste them on an issue, which cant be evidenced to have significant improvement on current situation, as the Asia Olympics cant eradicate the problem. However, the fund, if optimistically having a handsome return, can help subsidize the poor in terms of medical service and other kinds of subsidies in the long run. And that's one possible and practical method to eventually improve public health condition but not by holding the game.

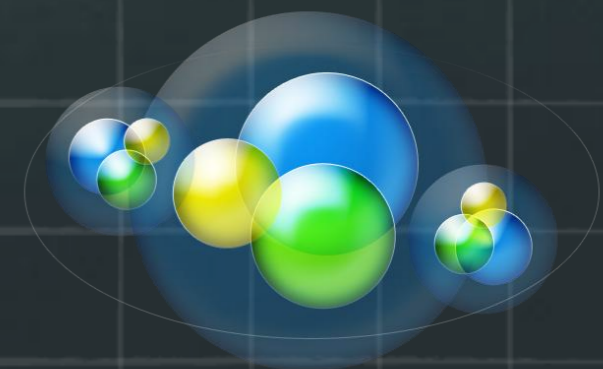
about 8 months ago · [Mark as Irrelevant](#) · [Report](#) · [Delete Post](#)



Wini Leung

is the spending of \$10b in holding the Asia Olympics to help people's sports awareness really the main purpose of govt ? do this sum really help raise our sports awareness effectively? spending such large sum of govt on holding this international sports activities does not only help spread sports awareness, but more importantly, it helps Hong Kong build a good city image in the international stage and to gain supports from other countries. sadly, raising general sports awareness may only has a minimal benefits to the gov't.

the \$10b spending on the Olympics sacrifice the chance of using the funds in other social aspects to help our people, say, it may be used to increase the medical subsidy, education and research funds, the old age allowance, improving the living environment of the poor. it seems that to the govt, gaining a good image and raise sports awareness are more important than the living standard of the general public.



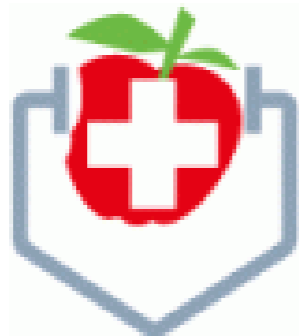
Article Sharing

Articles / news related to specific topics can be shared among students.



Fred KU

Positive Externality!



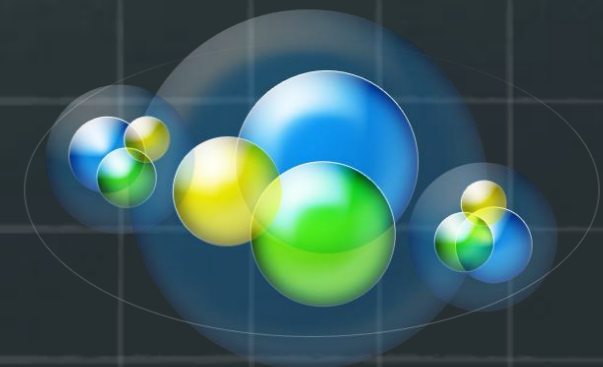
蘋果日報 - 20111111 - Apple Health : 肥人減肥 家人同獲益

www1.hk.apple.nextmedia.com

提供港台暢銷期刊包括蘋果日報,壹週刊,Face,Ketchup,Me,交易通-青雲路,忽然1周,飲食男女,台灣壹週刊,台灣蘋果日報的網上版

📄 Like · Comment · Unfollow Post · Share · November 11 at 8:44am

👍 Raincy Sin, Kwan Ho Sampson Li, Mh Leung and 14 others like this.



Peer Learning

Leveraging on the sharing culture, the use of Facebook can weaken barriers to peer learning.

<http://www.facebook.com/groups/133761343386186/doc/151866178242369/>



Joanna Tong edited a doc.

The Little Match Girl (GROUP 7 DSME1030I)

1.請解釋需求 (Demand) 和需求量 (Quantity demanded) 的分別，並以片中例子說明。

The major difference between demand and quantity demanded is that, a change in demand is brought by a change in the

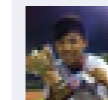
...

[See More](#)

[Unlike](#) · [Comment](#) · [Follow Post](#) · October 12 at 1:32am

You like this.

[View all 14 comments](#)



Peter Law DSME 1030I Group 7 reply to Angel:

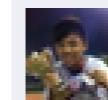
Thanks for your question.

Whether a policy is effective depends on many factors, including the target group as you mentioned.

Yes, all our groupmates agree that as smoking is addictive, so the demand for i...

[See More](#)

October 18 at 11:18pm · [Like](#)



Peter Law DSME 1030I Group 7 in response to Tong's comment,

thank you for your suggestion, we also think that it is better to specify the particular item of the Internet, i.e. the illegal downloading as a substitute of cinemas

October 18 at 11:28pm · [Like](#)

Peer Learning

Facebook helps in facilitating peer learning among students outside classroom.



Wong So Man

想問SSxy係點用EXCEL計的呢?

about a month ago · Like · Comment · Unsubscribe

ar KWAN likes this.



Sharon Lam seems you have to multiply by urself..

April 25 at 4:58pm · Like



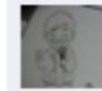
Wong So Man how

April 25 at 5:01pm · Like



Wong So Man 我諗我識計了

April 25 at 5:04pm · Like · 1 person



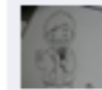
Timothy Lam 講黎聽下, 唔想重睇...

April 25 at 5:16pm · Like



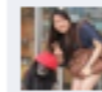
Wong So Man 這是一個不能說的秘密

April 25 at 5:17pm · Like



Timothy Lam唔好咁啦, 睇在我地PROFILE PIC 都有同一個四份之一的規仔在~講黎聽下~

April 25 at 5:19pm · Like · 2 people



Wong So Man 笑了...步驟如下:

a)Sum of X

b)Sum of Y

April 25 at 5:21pm · Unlike · 1 person



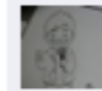
Wong So Man c)Sum of X*Y

April 25 at 5:21pm · Like



Wong So Man 然後 將 $C-(a+b)/n$

April 25 at 5:21pm · Like



Timothy Lam Hahahahaha,唔該!

April 25 at 5:22pm · Like



Wong So Man 唔好意思..打錯左
係 $c-a*b/n$

April 25 at 5:23pm · Like



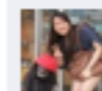
Fred KU Thanks for making gd use of the group

April 25 at 6:01pm · Like



Pakco Lai covariance x (n-1) 咪得囉...

April 25 at 6:26pm · Like



Wong So Man 係嗰..唔記得左添

April 25 at 6:29pm · Like



Fred KU

FAVORITES

News Feed

Messages

Events

9

DSME1030FI

DSME1031

GROUPS

^^ 溫馨的大家庭...

2

DSME2020CDE

LTY Sch Alumni commit...

Testing

Create Group...

PAGES

Fred's Note on Economi...

Dsme2020cde

APPS

Questions

Game Requests

17

MORE ▾

You are currently offline.
To chat with your friends, go online.

Course Material Download

By Fred KU in DSME1030FI · Edit Doc · Delete

Course outline

Syllabus

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=131881>

Video Project Guideline:

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=130306>

Course Notes

Topic 1 An Introduction

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=131882>

Topic 2 Demand and Supply

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=135574>

Topic 3 Elasticity

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=136884>

Topic 4 Supply, Demand, and Government Policies file

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=140880>

Topic 5 Consumers, Producers, and the Efficiency of Markets

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=144298>

Topic 6 Externalities

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=145791>

Topic 7 Monopoly

http://dl.dropbox.com/u/21685198/1030%20ch07%20Monopoly_short.pptx

Topic 8 Game Theory

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=149125>

Video Worksheet

Price elasticity

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=142585>

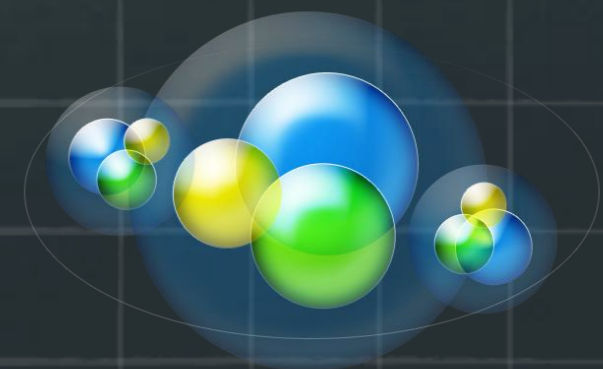
Externality

<http://moodle.cuhk.edu.hk/mod/resource/view.php?id=149309>

Facebook Docs

Get organized using Facebook Docs to contain all your resource links.

<http://www.facebook.com/groups/133761343386186/docs/141299869299000/>



Blog

Blog – an informal way to share ideas with students outside classroom.

http://ecfred.blogspot.com/2011/08/blog-post_10.html

Fred's Note on Economics
Short articles on economics, game theory, and statistics.

Search

8/10/2011 | by Fred

《茶餐廳收費「一國兩制」 旅客貴港人六成》

《蘋果日報報道》遊客區尖沙嘴一間蠱惑茶餐廳，分別以兩款不同的餐牌，招呼港人和旅客，同一款食物，旅客專用的餐牌竟然貴六成！...

...(茶餐廳)以多國語言餐牌作招徠，店內外貼滿中文、英文與日文對照的食物名稱，吸引不少外地遊客光顧，但沒有標價。全店只有枱面玻璃底下貼出的餐牌，以傳統「中國數字花碼」標價，未必所有中國人都看得懂...

《蘋果日報》7月30日

看完這段新聞，感想是：強！

在成本一樣的情況下，對不同的顧客收取不同的價格，經濟學稱之為「價格歧視」或「價格分歧」(Price Discrimination, 簡稱 PD)。雖然稱之為「歧視」，但其實此詞並無負面意義，只是一個訂價策略的描述。要做 PD，先決條件是要有能力區分不同的顧客：找出誰願意(亦有能力)付出更多，誰不願意，然後依此訂不同的價碼。問題是，要區分顧客並不容易，總不能直接問他們吧！因此，港鐵就以年齡和身份區分：年紀小的、在學的，就便宜一點，其他就貴一點，這正是基本的 PD 策略。

Fred's Note on Economics

「經濟學深刻，但同時既有趣、又活潑」，這個 blog 裡的文章就是想傳達一個這樣的訊息。如果喜歡這些小文章，請讚一個。亦請按右邊的 icon 加入我們的 Facebook fan page!

關於我

Fred Hong Kong
合抱之木，生於毫末；九層之台，起於累土。《老子》

檢視我的完整簡介

加入我的 Facebook Page!

Fred's Note on Economics

facebook

Name:
Fred's Note on Economics (Facebook Page)

Status:
終於決定為個 blog 開一個 page。有興趣就 like 一下啦!

Fans:
185

文章分類

- ⊕ Economics (25)
- ⊕ Game theory (6)
- ⊕ Statistics (11)

依序檔案

- ▼ 2011 (39)
 - ▶ 11月 (1)
 - ▶ 9月 (3)
 - ▼ 8月 (5)
 - 排隊交叉點

facebook Search

Fred's Note on Economics (Facebook Page)

Education · Edit Info

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Write something...

Wall
Hidden Posts
Info
Friend Activity (1+)
Insights
Photos
EDIT

About Edit
Economics

185 like this
12 talking about this

Add to My Page's Favorites
Get Updates via RSS
Unlike
Share

Fred's Note on Economics (Facebook Page)
斷寫左個幾月，終於有文出啦！)

博士很難找工作，因為行頭窄。經濟學博士更難，因為經濟學博士畢業的人很多。

讀經濟學博士很難，尤其是對一個數學不強的工商管理學士。

...
See More

Fred's Note on Economics: 讓世界有一點點不一樣
ecfred.blogspot.com

「經濟學深刻，但同時既有趣、又活潑」，這個 blog 裡的文章就是想傳達一個這樣的訊息。如果喜歡這些小文章，請讚一個。亦請按右邊的 icon 加入我們的 Facebook fan page!

56 People Reached · 9 People Talking About This

Like · Comment · Share · November 18 at 11:35pm

5 people like this.
4 shares

Kennedy Lee 我都對經濟學好有興趣，但想起數學，我就.....唉！放棄吧
November 19 at 11:37pm · Like

Fred's Note on Economics (Facebook Page) 其實市面都有唔少介紹經濟學嘅書，冇乜數，幾得意架...
Monday at 8:57am · Like

Yana Cheung 都話古博士緊貼潮流...今日有位蘇教授都用"那些年"作題材，不過討論既野完全唔同...

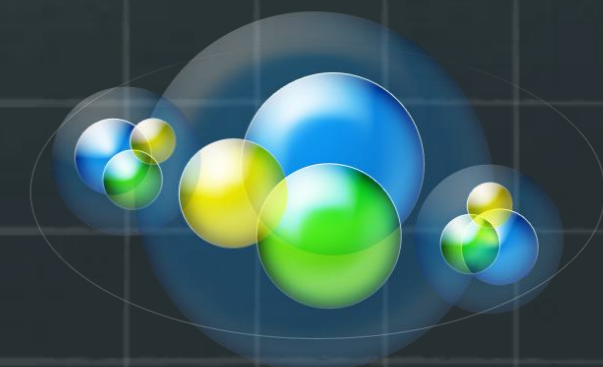
Blog



Facebook

A Facebook PAGE for your academic blog can bring traffics.

<http://www.facebook.com/pages/Freds-Note-on-Economics-Facebook-Page/154548477949113>



Blog



Facebook

A Facebook PAGE for your academic blog can bring traffics.



Fred KU

譬如說，筆試的合格率是 80%，而你隨機訪問 100 人。如果所有人都回應，而抽出來的樣本 (sample) 沒問題，你會發現大概 20 個 (100 個的 20%) 受訪者考試「肥佬」... 問題是，考筆試「肥佬」畢竟比較丟臉，如果只有 10 個「肥」了的受訪者厚著臉皮的告訴你真相，而其他另外 10 個則為保持形象而乾脆不作答...



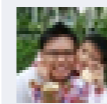
Fred's Note on Economics: 駕駛筆試很簡單?

ecfred.blogspot.com

「經濟學深刻，但同時既有趣、又活潑」，這個 blog 裡的文章就是想傳達一個這樣的訊息。如果喜歡這些小文章，請讚一個。亦請按右邊的 icon 加入我們的 Facebook fan page!

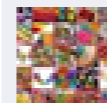
Like · Comment · Unfollow Post · Share · September 20 at 12:50am

Michael Ng and 3 others like this.



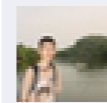
Fred KU haha... even though I'm not teaching statistics here, I'll say that it will be useful for your stat I class... enjoy la!

September 20 at 12:54am · Like



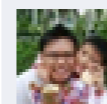
Kityan Lam statistics and economics are inter-related?

September 20 at 1:11am · Like



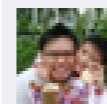
Haysen Choi are findings from results not meaningful since there are so many errors? since a lot of factors are ignored in modelling, are results not meaningful as well?

September 20 at 1:28am · Like



Fred KU well.... not exactly... but often times economists do make use of statistics to verify / test econ models... and the use of statistical tools to investigate econ problem is called "Econometrics".

September 20 at 1:29am · Like · 1



Fred KU so nice that the post triggers some discussion... let me talk more on this tmr... i'm too sleepy now and hv to go to bed lu.. XDD. see you guys tmr!

September 20 at 1:31am · Like

Other Features

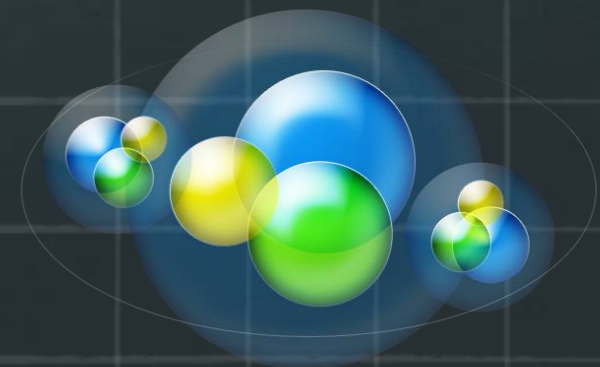
Private Messaging

Material Recap

Course FAQ

Event Reminder

Facebook is an excellent channel for teacher and students to keep in touch even after the semester.



Students' Feedback

The use of Facebook helps in various aspects

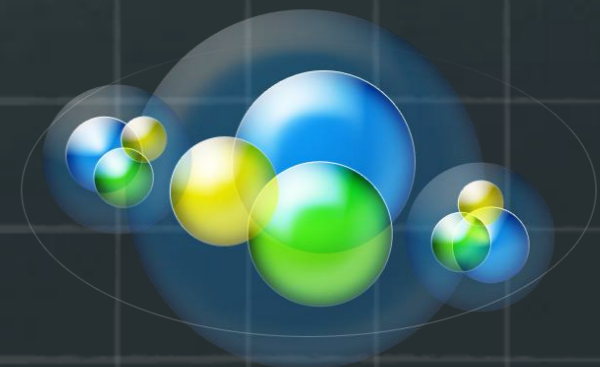
Collaboration

Sense of Belonging

Relationship w/ Teacher

Initiative & Morale

Course Satisfaction



A Replacement of existing Learning Management System?

It seems Facebook is more a complement instead of a substitute for current LMS.

Online tutor may help ease the workload of teacher.



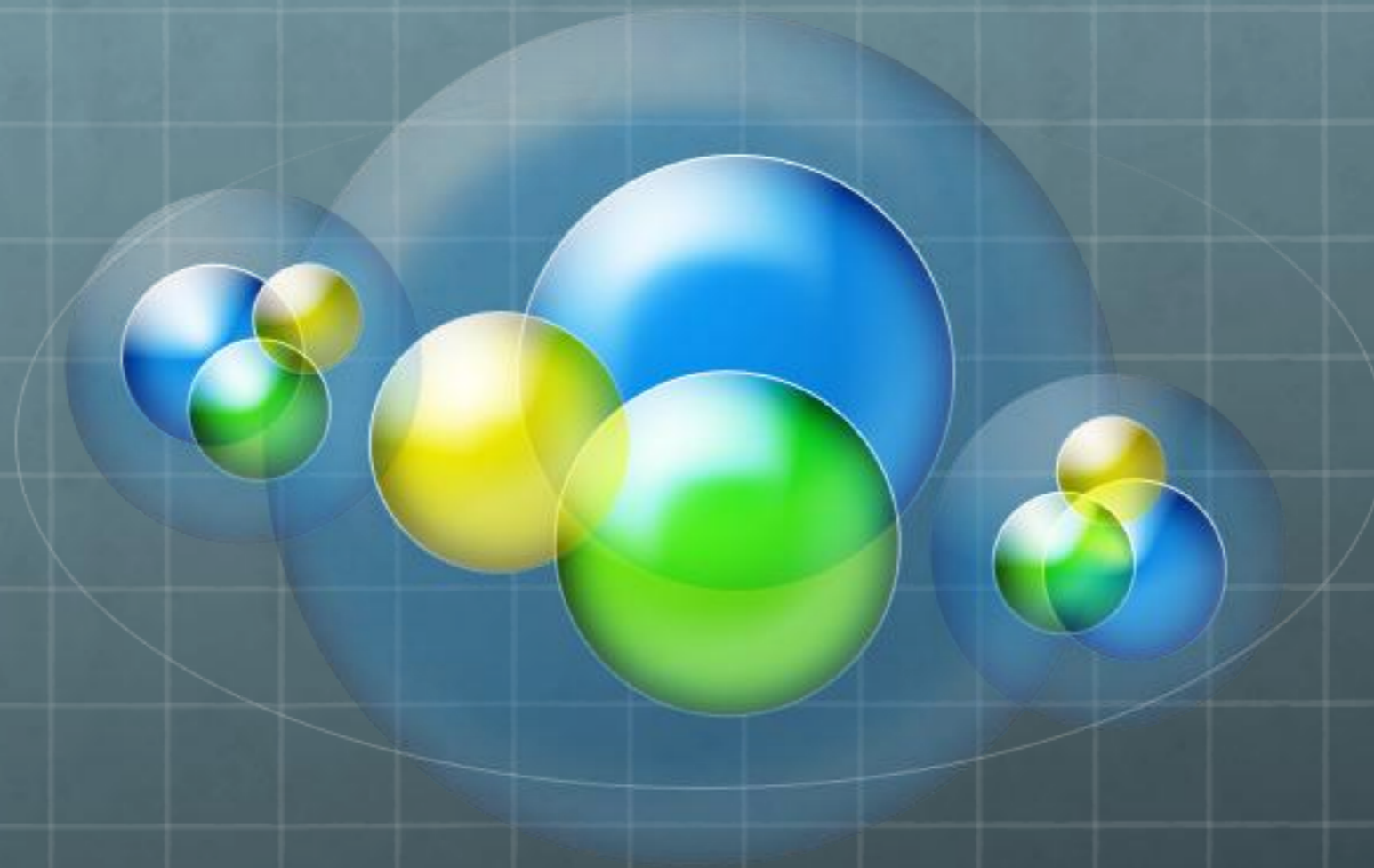
Preliminary Research Findings

The use of Facebook enhances students' learning experience.

Both the perceived social presence and the community connectedness rise.

And both of them are positively correlated with students' satisfaction of the learning experience.





Thank you!

Discussion & Sharing