



Teacher participation in Facebook and student engagement in Learning

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Background of study

- Facebook, an online social network service, is widely adopted by people all round the world nowadays [8].
- Students are increasingly relying on Facebook in communicating and interacting with friends and classmates [7].
- Facebook is becoming part of their lives as they may spend hours in there [9].



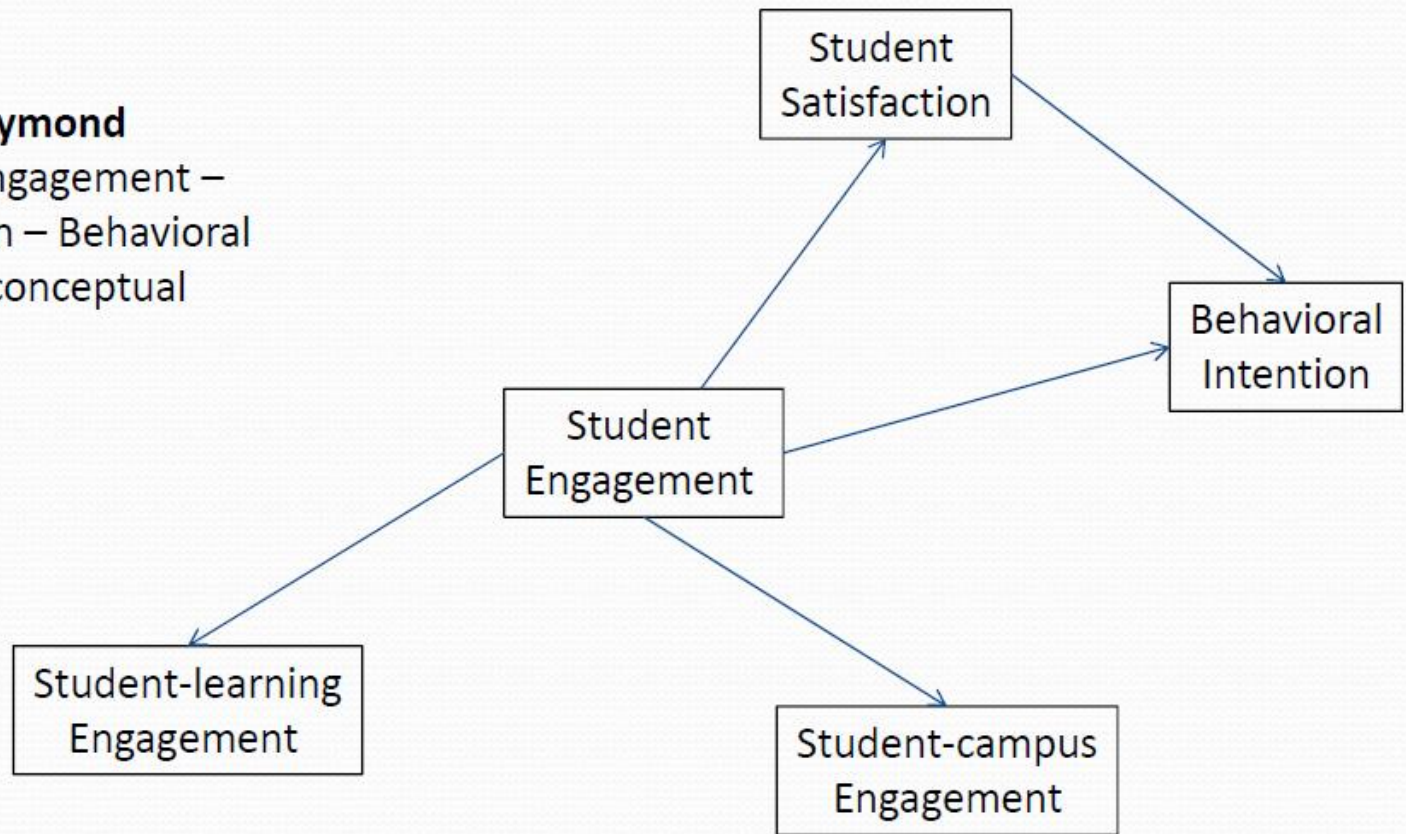
Student learning “blackbox”

- Due to the impact of ICT, there are significant demographic change in student behavior
- Student learning behavior is like a ‘blackbox’
- The challenges facing a teacher are:
 - How much we know our students?
 - How can we encourage our students to learning?

Past studies – student engagement in learning

Gray & Daymond

Student engagement – satisfaction – Behavioral Intention conceptual model[1]





The aims of research study

- The purpose of the study is to examine the relationship between the teacher participation on Facebook and student engagement in learning.



Research methodologies

- Sample size
 - 99 hi-diploma students of different disciplinary including
 - Digital animation and creative media
 - Computer game development
 - Corporate Management and Business Information Systems
 - Network and Mobile computing
- Sampling method
 - Convenient sampling



Research methodologies

- A longitudinal study (quantitative)
 - Students are required to join the facebook.com closed study group created by the teacher
 - Students are encouraged to communicate and discuss among themselves and teacher after-class through facebook.com
 - Students submit their assignments and download the course materials via the online learning platform MOODLE
- Testing instrument
 - An student satisfaction questionnaire (SSQ) contains close-ended questions (Likert 7-Scales) and open-ended questions

Facebook – group settings

- Instructor creates the group
- Students join the group directly with/without adding instructor as friend
- Closed group is created
- They are required to join the group in the beginning of the course
- One group is created for each course

The screenshot shows the Facebook group settings page for '113-BM1103' in a Windows Internet Explorer browser. The browser's address bar shows the URL: <http://www.facebook.com/#/groups/152465651509618/edit/>. The page title is '113-BM1103 - Edit'. The user 'Louis Lam' is logged in, as indicated by the profile picture and name in the top right corner. The left sidebar shows the user's profile, favorites (News Feed, Messages, Events), a list of groups (including '113-BM1103'), and lists (Close Friends, Subscriptions, Family, Hong Kong Area, all friends, ControlList). The main content area is titled '113-BM1103 > Edit' and includes a 'Back to Wall' link. The settings are as follows: Profile Picture: (empty); Group Name: '113-BM1103'; Privacy: 'Closed' (selected); Membership Approval: 'Only admins can approve requests to join.' (checked); Email Address: 'Set Up Group Email' button; Description: (empty text box). A 'Save' button is at the bottom. The browser's taskbar shows the system tray with the date '10/10/2011' and time '10:00 AM', and the system tray icons for network and volume.

Facebook – course announcement



(13) 113-BM1103 - Windows Internet Explorer

http://www.facebook.com/#!/groups/152465651509618/ hong kong headlines

我的最愛 Gmail - 收件匣 ... Hotmail (1) - lov... (13) 113-B...

Louis Lam
Individual assignment 3 (5%) - Marketing analysis

Dear students,

You are required to perform SWOT & environmental analysis of the following cases in Hong Kong.
You are assigned the following company based on the last digit of your student ID.
e.g. If Louis LAM SID: 30012345, last digit is '5' and I will work on 'NextMag - 死人模型賺大錢'.

1. NextMag - LEGO跳出死牆月砌十萬
2. NextMag - 屋邨Pizza店年開10間
3. NextMag - 五代同堂月賺百萬
4. NextMag - 屋邨仔年賺千萬
5. NextMag - 死人模型賺大錢
6. NextMag - 中女賣手指年賺百萬
7. NextMag - TopSales轉職小食檔
8. NextMag - 貨Van大王月賺30萬
9. NextMag - 老人院openrice年賺百萬
0. NextMag - 網上海鮮速遞

Example: NextMag - 主題兒童傢俬月賺35萬

Pls download the above cases via <http://www.box.net/shared/reudp4l9syyp18v28qrk>

You are required to submit at most 2 x A4 pages of file (doc, pdf, jpg format) to <http://hd.scs.cuhk.edu.hk/> => assignment 3

Please refer to the examples I posted on <http://hd.scs.cuhk.edu.hk/>
Example 3: NextMag - 主題兒童傢俬月賺35萬

PLEASE DON'T COPY MY EXAMPLE AS YOUR ANSWER!!!

More examples can be found by searching in google.com

Due date for submission: 21st Oct 2011 (Fri)
ZERO mark is given to late submission OR DIRECT COPY MY EXAMPLE

113-BM1103 Chat (30)

完成 網際網路 100%

Facebook - Sharing of information

The screenshot shows a Windows Internet Explorer browser window displaying a Facebook group page. The browser's address bar shows the URL <http://www.facebook.com/#!/groups/152465651509618/>. The Facebook interface includes a search bar, navigation links for Messages (24), Events (31), and a list of groups. The group being viewed is '113-BM1103'. A post by Louis Lam is visible, featuring a newspaper clipping with the headline 「政要之吻」不討好 Benetton 撤教宗「吻照」 (國際) 2011-11-18. The clipping shows a man in a white clerical collar kissing a woman. Below the post, there are interaction options like 'Like', 'Comment', and 'Unfollow Post'. The right sidebar shows 'Members (107)', 'People You May Know' (listing Ernice Lamchi, Godfrey Ng, and Jeanice Wong), and a 'Sponsored' section for 'AsiaXPAT Hong Kong'. The bottom of the browser window shows the taskbar with the system clock at 10:00 AM and the date 11/18/2011.

facebook

Search

Write Post Add Photo / Video Ask Question

Write something...

Louis Lam

「政要之吻」不討好 Benetton 撤教宗「吻照」 (國際) 2011-11-18

Like · Comment · Unfollow Post · about a minute ago near Hong Kong

Louis Lam Benetton promotion raises political and cultural issues a few seconds ago · Like

Members (107)

People You May Know

Ernice Lamchi 11 mutual friends Add Friend

Godfrey Ng 15 mutual friends Add Friend

Jeanice Wong 15 mutual friends Add Friend

Sponsored

AsiaXPAT Hong Kong hongkong.asiaxpat.com

Hong Kong classifieds, property, domestic help,

113-BM1103 Chat (31)

Facebook – student Q&A using group wall

(13) 113-BM1103 - Windows Internet Explorer

http://www.facebook.com/#!/groups/152465651509618/ hong kong headlines

我的最愛 Gmail - 收件匣 (1... Hotmail (1) - louis... (13) 113-BM1... 網頁 安全性 工具

Louis Lam
Dear students,
Here is a new about the impact of bad relationship with supplier
http://m.sharpdaily.hk/detail.php?guid=18394&category_guid=4104&category=daily

Louis LAM

爽報-平賣可樂遭封殺 街坊力撐零食店
m.sharpdaily.hk

【本報訊】平賣可樂有罪？以街坊價壟斷的零食連鎖店「759阿信屋」，因海鹽可樂僅售2.7元而遭汽水供應商太古封殺，中斷全線供貨作「懲罰」。阿信屋老闆林偉麟嘆道：「我係外行人唔識規矩，只係想益街坊，點知咁都有錯。」

Like · Comment · Unfollow Post · Share · October 27 at 12:13pm near Hong Kong

菜加三, Bear Lui and Celia Lo like this.

Leung Chi Kong 阿sir 你點睇公平競爭法??
而公平競爭法係咪真係公平呢,要一啲人放棄部份市場佔有率
同埋公平既定義真係可以透過法律去界定??
October 27 at 12:15pm · Like

Louis Lam According to the facts from Australia where they impose competition law, they cannot guarantee fair market competition
October 27 at 12:29pm · Like

Louis Lam Unethical Practices in Oligopoly寡頭壟斷 industries

- Price-fixing
- Manipulation of supply
- Exclusive dealing arrangements
- Tying arrangements
- Retail price maintenance agreements
- Price discrimination

The case 「759阿信屋」 is facing unethical practices due to

- "Prices in an oligopoly can be set at profitable levels through explicit agreements that restrain competition."
- "The managers of the few firms operating in an oligopoly can meet and jointly agree to fix prices at a level much higher than what each would be forced to take in a perfectly competitive market."

Even though there is competition law, the oligopolies will make use of "Tacit Agreements默契 - Price leader" or other under-the-table agreements
October 27 at 12:35pm · Like

113-BM1103 Chat (30)

網頁發生錯誤 網際網路 100%

Facebook – Ask question feature

(13) 113-BM1103 - Windows Internet Explorer

http://www.facebook.com/#!/groups/152465651509618/ hong kong headlines

我的最愛 Gmail - 收件匣 (1) - cu.lou... Hotmail (1) - louislam68@h... (13) 113-BM1103

facebook Search Louis Lam Home

Louis Lam
Hi Student, Here is a quick marketing question for u to brainstorm What is the most difficult customer factor to change from the marketer perspective?

- Psychological
- Cultural +10
- Personal +3

2 More...

Unlike · Comment · Unfollow Post · October 25 at 9:50pm

You like this.

Louis Lam The correct answer is cultural (difficult to change core values/beliefs)
November 4 at 12:36am · Like · 1

Write a comment...

Yick Tung Erin Cheung
sir, i would like to ask about the ass4, we need to talk about the data collection in part5 of the ass. it asks about the collection method or which kinds of the data the

113-BM1103 Chat (31)

完成 網際網路 100%

Ask question allows student to brainstorm or vote on certain topic

Facebook – student submission [individual assignment]

(14) Facebook - Windows Internet Explorer

http://www.facebook.com/group.php?gid=107183462643338&v=app_2392950137#l/groups/18

hong kong headlines

我的最愛

Gmail - 收件匣 (1...)

Hotmail (2) - louis...

(14) Facebook

Like · Comment · Unfollow Post · February 7 at 12:57pm

Louis Lam

Lesson 1 Case 2: Madoff馬多夫
Please answer the following questions accordingly [post your answer here by clicking 'comment']

[Q1. What is Madoff Scandal?][Chan Hon Fai]
[Q2. What is Ponzi scheme?][Chan Yu Hong Enoch]
[Q3. Who is SEC?][Cheng Wai Kin]
[Q4. What is the excuse of SEC towards Madoff Scandal?][Cheung Yick Fung]
[Q5. What happens to HSBC in this Madoff scandal?][Choy Ka Ling]
[Q6. What happens to Madoff now? <= pls search google][Yeung Kwok Lung]
[Q7. What happens to Madoff investor now? <= pls search google][Tsui Tak Kin Ricky]

Like · Comment · Unfollow Post · February 7 at 12:57pm

View all 11 comments

Jerry Chan Q1 - A1: Madiff Scandal is a short-term investment scandal in U.S securities industry. Which Bernard Madoff using Ponzi scheme to selling their clients to join his cheats investment. This making over 50 billion loss to their clients and causing U.S securities industry changing their strategy and attitude on all investment action.
February 7 at 1:42pm · Like

Louis Lam Q4. According to article, SEC said that they had insufficient staff to do all the investigation.
February 7 at 1:43pm · Like

Write a comment...

111-BM1450-11 [IS Aud...]

Chat (39)

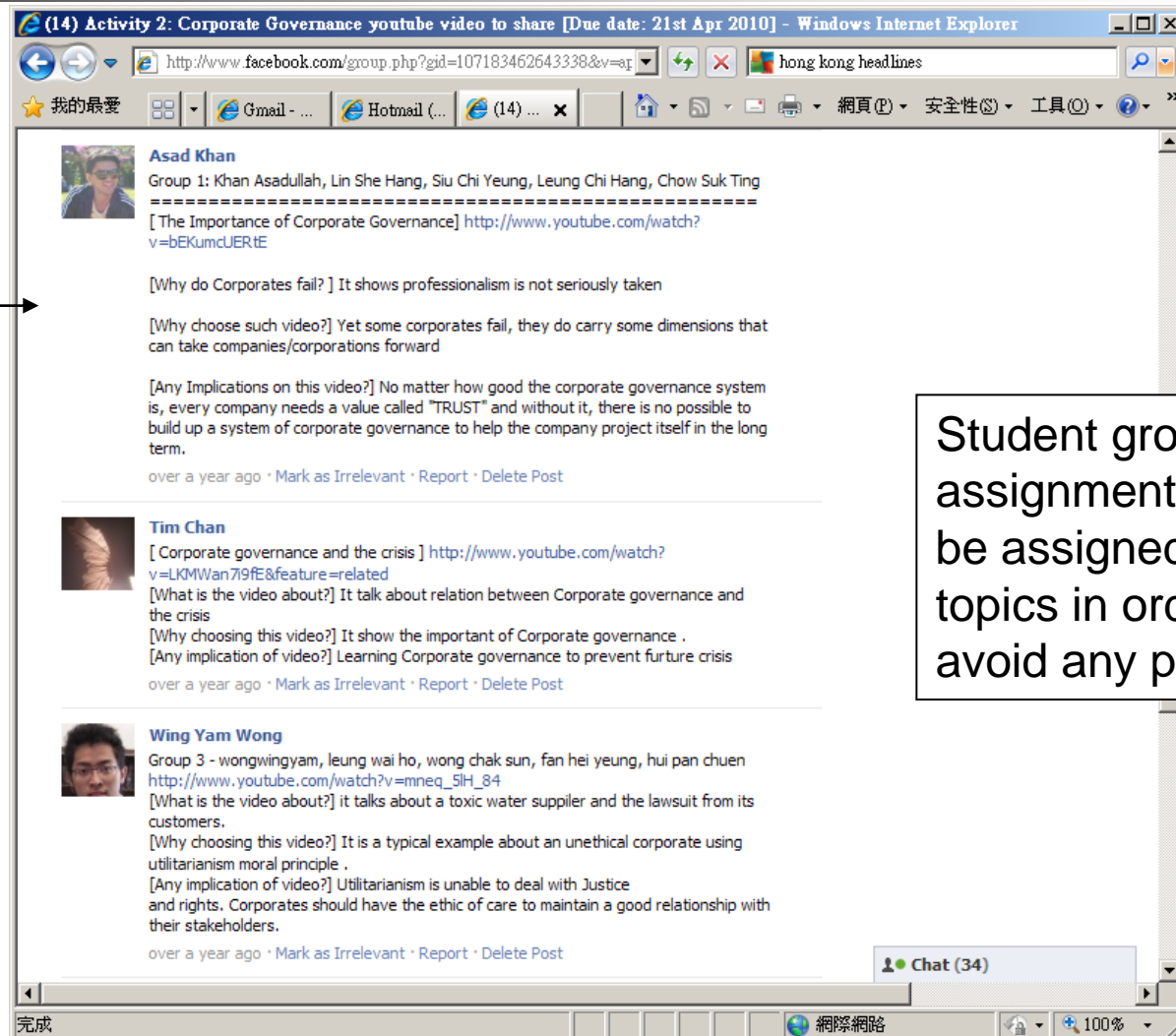
完成

網際網路

100%

Student individual assignment should be assigned different topics in order to avoid any plagiarism.

Facebook – student submission [group assignment]



(14) Activity 2: Corporate Governance youtube video to share [Due date: 21st Apr 2010] - Windows Internet Explorer

http://www.facebook.com/group.php?gid=107183462643338&v=aj

hong kong headlines

我的最愛

Gmail - ... Hotmail (...)

Asad Khan

Group 1: Khan Asadullah, Lin She Hang, Siu Chi Yeung, Leung Chi Hang, Chow Suk Ting

[The Importance of Corporate Governance] <http://www.youtube.com/watch?v=bEKumcUERtE>

[Why do Corporates fail?] It shows professionalism is not seriously taken

[Why choose such video?] Yet some corporates fail, they do carry some dimensions that can take companies/corporations forward

[Any Implications on this video?] No matter how good the corporate governance system is, every company needs a value called "TRUST" and without it, there is no possible to build up a system of corporate governance to help the company project itself in the long term.

over a year ago · Mark as Irrelevant · Report · Delete Post

Tim Chan

[Corporate governance and the crisis] <http://www.youtube.com/watch?v=LKMWan79fE&feature=related>

[What is the video about?] It talk about relation between Corporate governance and the crisis

[Why choosing this video?] It show the important of Corporate governance .

[Any implication of video?] Learning Corporate governance to prevent furture crisis

over a year ago · Mark as Irrelevant · Report · Delete Post

Wing Yam Wong

Group 3 - wongwingyam, leung wai ho, wong chak sun, fan hei yeung, hui pan chuen

http://www.youtube.com/watch?v=mneq_5lH_84

[What is the video about?] it talks about a toxic water supplier and the lawsuit from its customers.

[Why choosing this video?] It is a typical example about an unethical corporate using utilitarianism moral principle .

[Any implication of video?] Utilitarianism is unable to deal with Justice and rights. Corporates should have the ethic of care to maintain a good relationship with their stakeholders.

over a year ago · Mark as Irrelevant · Report · Delete Post

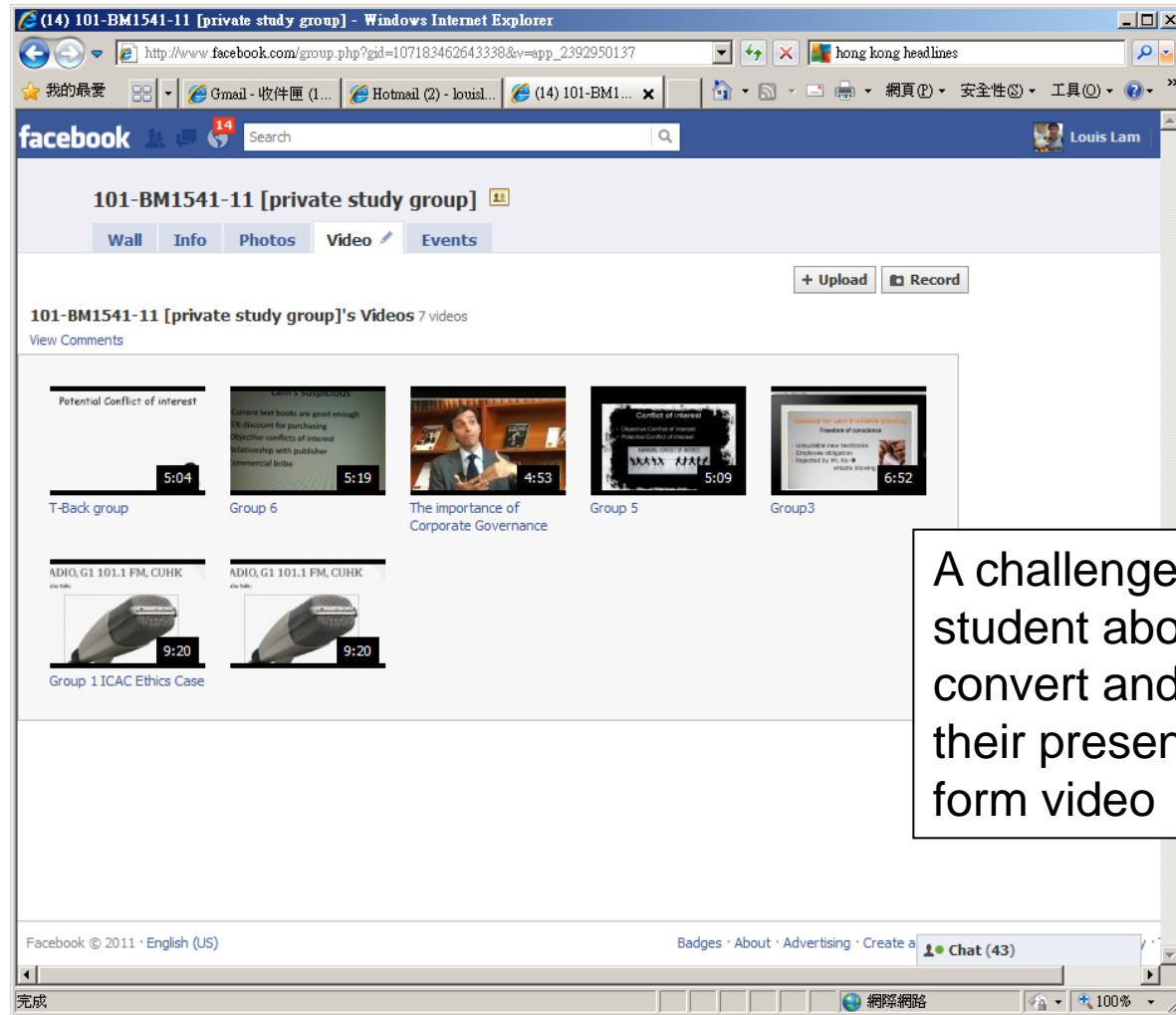
Chat (34)

完成 網際網路 100%

Student group assignment should be assigned different topics in order to avoid any plagiarism.

Facebook – video feature

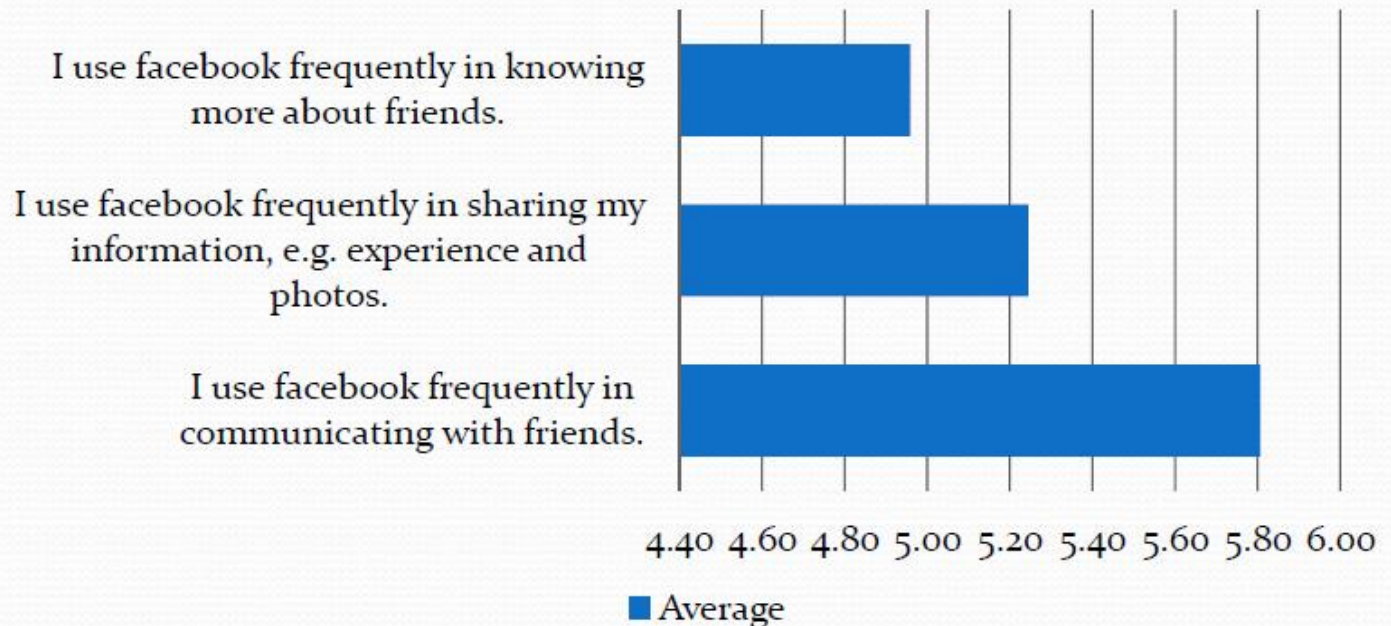
[group assignment – online presentation]



A challenge to student about how to convert and record their presentation in form video

Survey results and findings

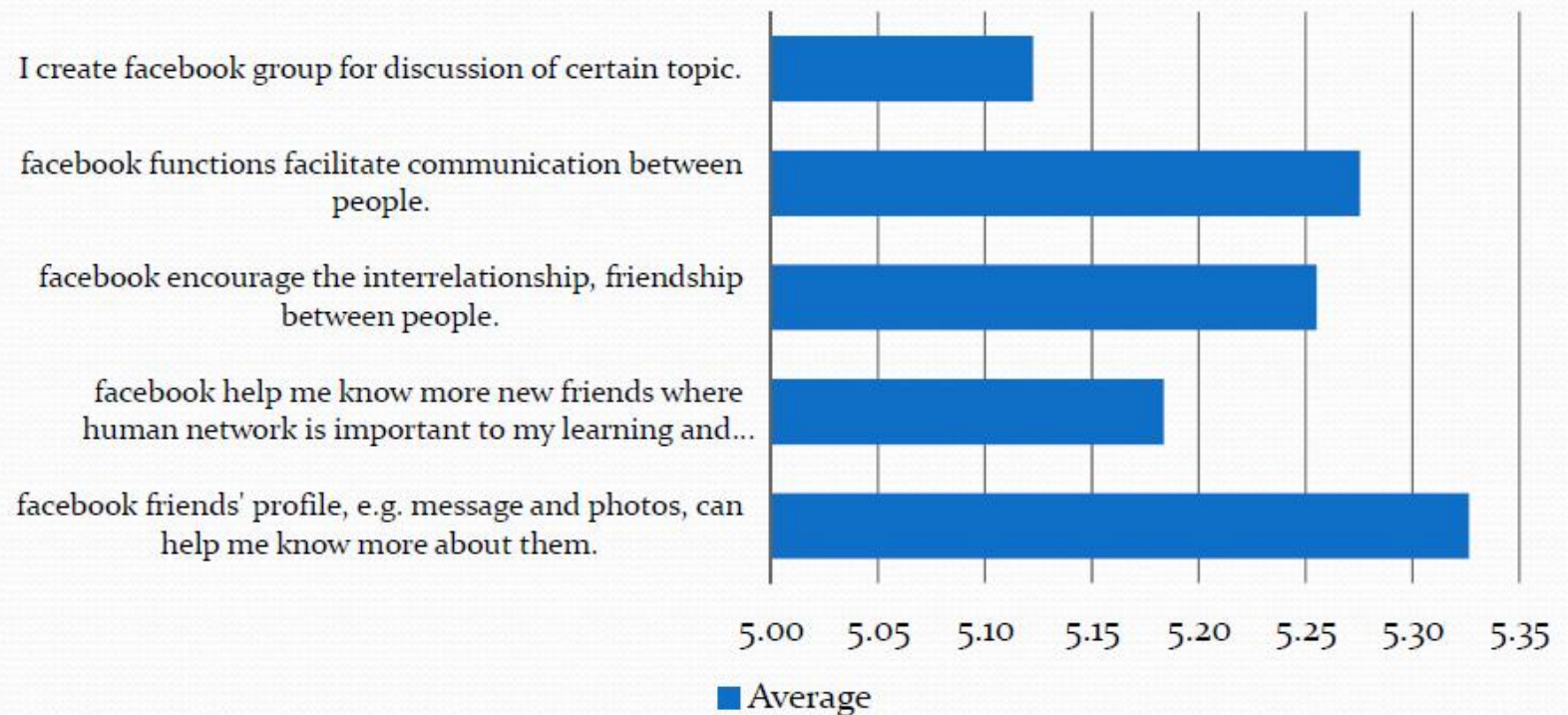
Student experience in facebook.com



Findings: students tend to use facebook.com frequently as communication

Survey results and findings

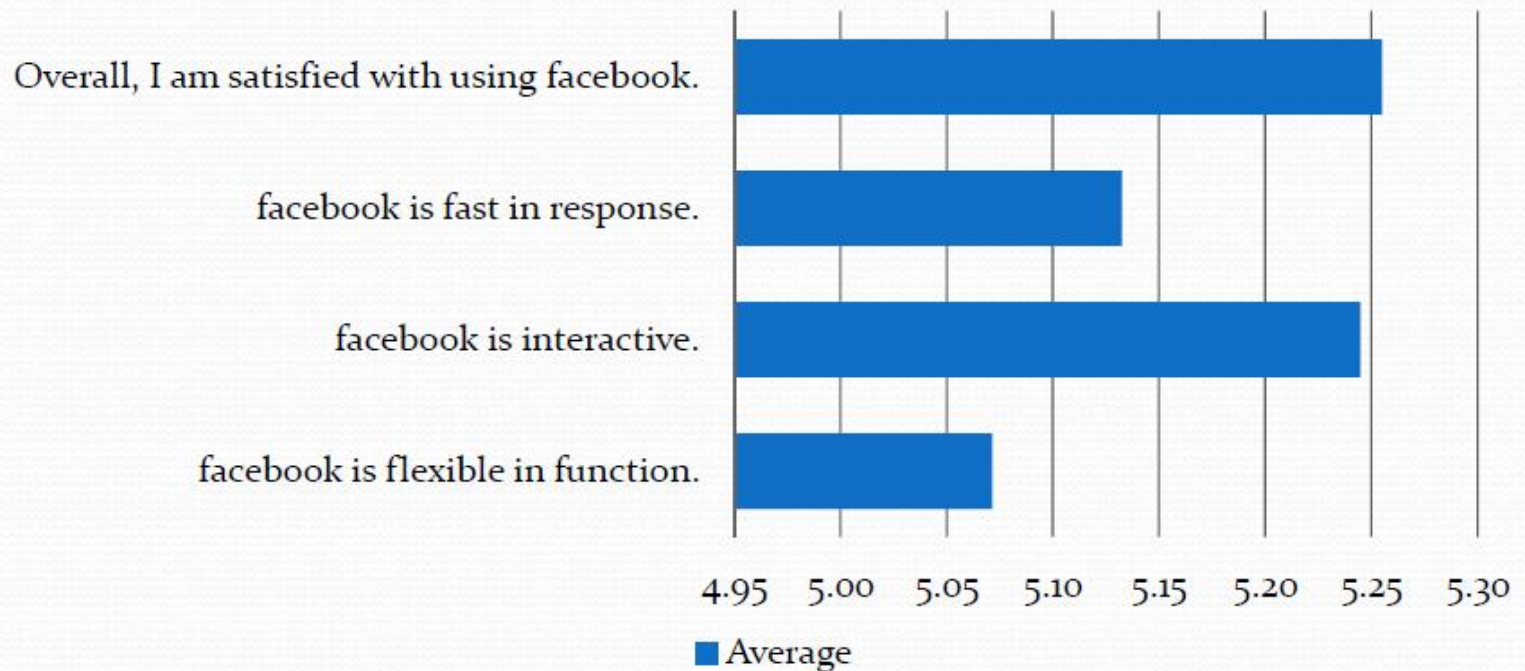
Student attitude towards facebook.com usage



Findings: students show positive attitude on the online social networking service

Survey results and findings

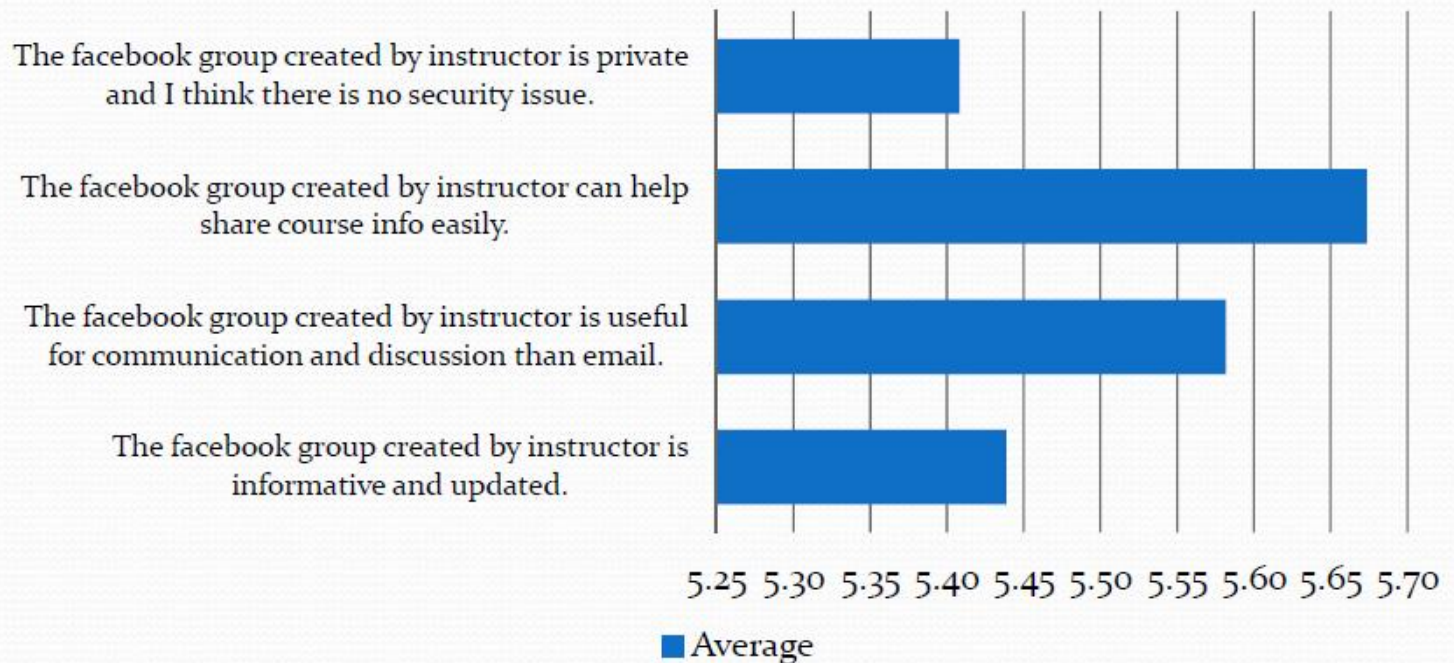
Student attitude about facebook.com performance



Findings: students are satisfied with the performance of facebook.com

Survey results and findings

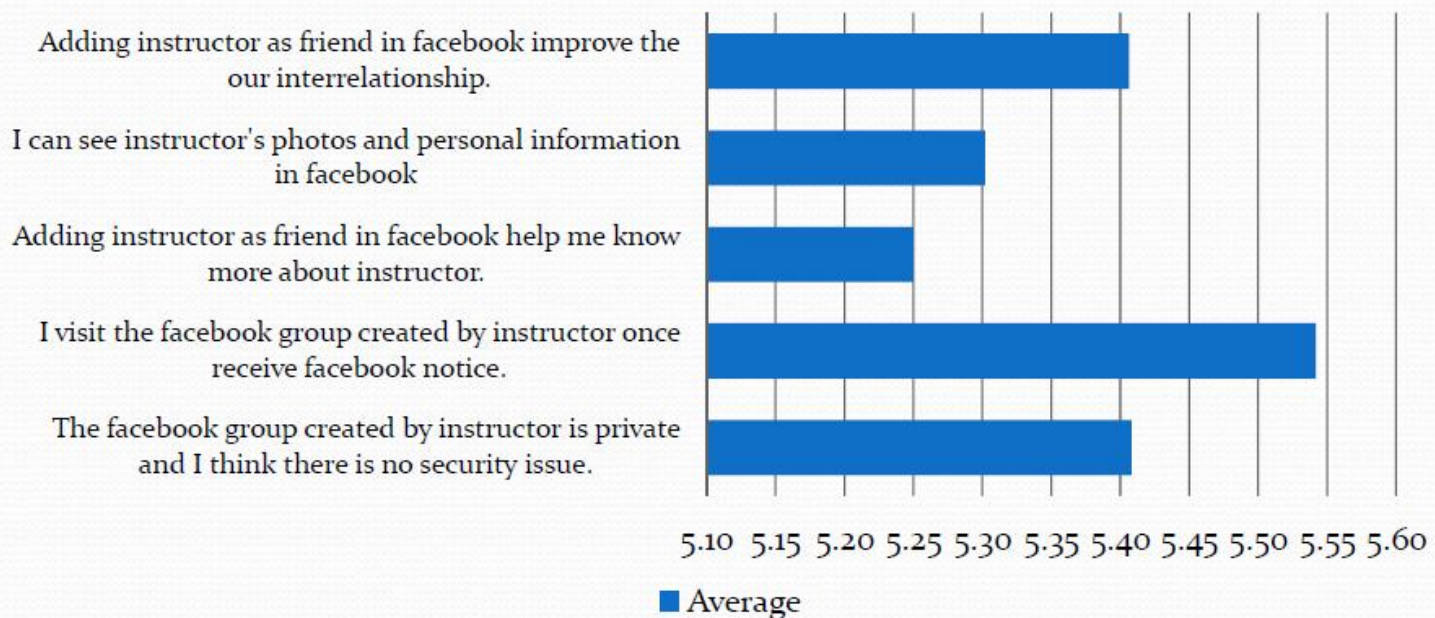
Student attitude about closed study group in facebook.com



Findings: students agree with the teacher share course info, communication & discussion using facebook group.

Survey results and findings

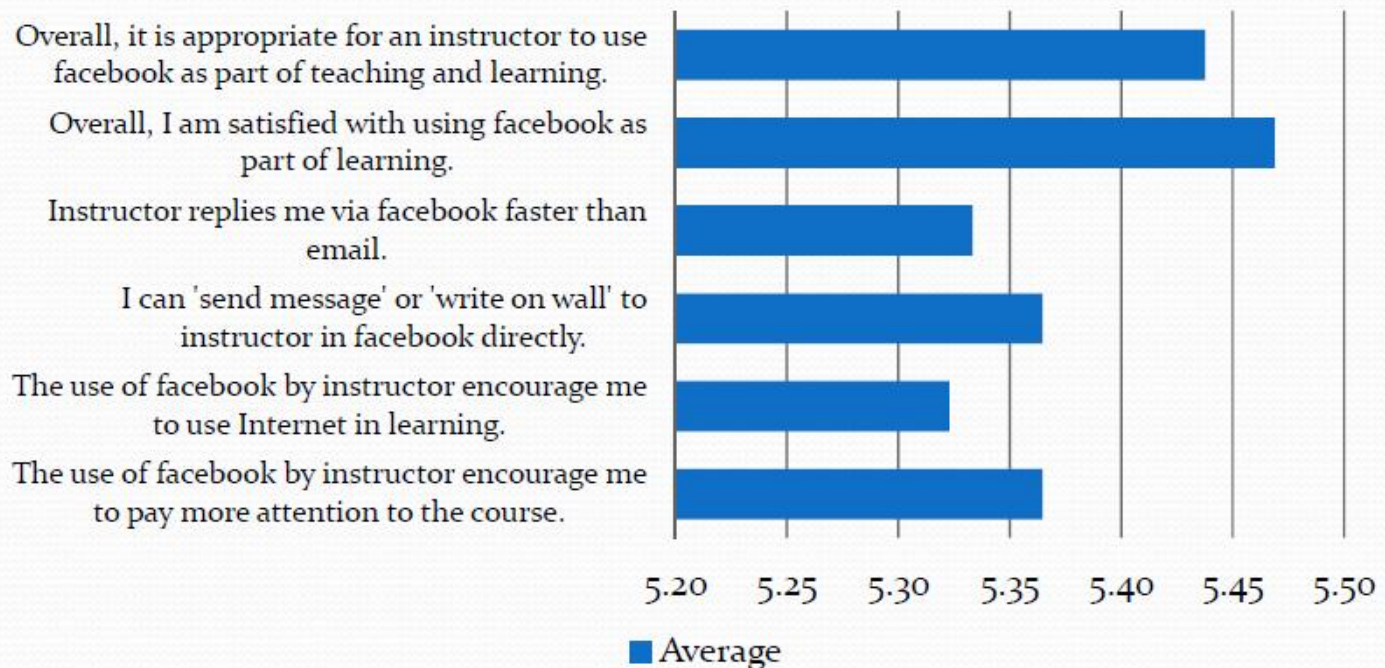
Student attitude about teacher participation in facebook.com



Findings: students are alerted to facebook notice by teacher. They also agree teacher participation in facebook improve their interrelationship

Survey results and findings

Student attitude using facebook.com in learning



Findings: students are satisfied with facebook as part of learning and also pay more attention to the course

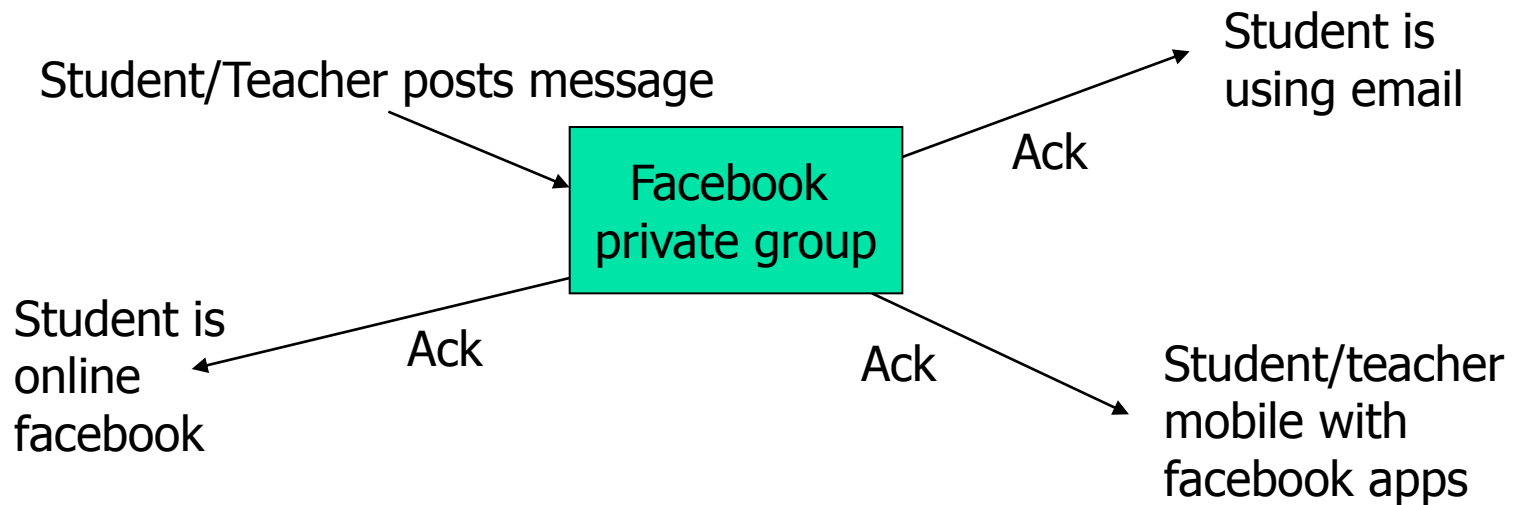


Discussion

- This study evidenced from student perception that teacher participation on [facebook.com](https://www.facebook.com) is beneficial to student engagement learning.
- The implications are
 - No matter what kinds of platform, it is regarded as useful if it can improve student learning engagement, student satisfaction and likely learning success.
 - Using facebook does not mean that we have to give up Moodle/webCT, but [they have to be used together so as to compensate the weaknesses of each other.](#)

Discussion

- Benefits of facebook
 - Quick communications among students and teachers using facebook than email or Moodle.





Discussion

- Limitations of facebook
 - It does not provide systematic functions for marking and organizing student assignments like Moodle and WebCT
 - Additional efforts are required to coordinate and manage student assignments on facebook
 - Facebook and Moodle/WebCT are suggested to use together



Conclusion

- Comparing facebook.com & Moodle/webCT, though they are two platforms serving different purposes, the fact is students spend much time on facebook.com rather than Moodle/webCT.
- If a teacher can understand their students and participate in facebook, it can somehow motivate their engagement in learning and hence their satisfaction in learning and the likely their learning success.
- Fail to understand your students results in generation gap, communication problems and learning barriers.



Conclusion

- It is necessary for institution staffs, especially the teachers, be more open-minded, sensitive, enthusiastic in understanding their students.
- If a teacher is able to understand their students, he/she can communicate with them.



Contact

- If you have any enquiries, please kindly contact me by email or phone.
- If you are interested in this research, please contact me for details. I am looking forward to any collaborative research opportunities with you.

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 - 2781-0114

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Thank you



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