

# Teacher participation in Facebook and student engagement in learning

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# Agenda

- Introduction
  - Background of study
  - Higher education support services
  - Student engagement in learning
- Demonstration – facebook.com
- Research
  - Aims
  - Methodologies
  - Results and findings
  - Limitations
- Discussion
- Conclusion

# Background of study

- Facebook, an online social networking 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].

# Background of study

- Teachers have different opinions about Facebook usage and participation.
  - Some totally agree with the positive effects from the use of online social community [10]
  - Some disagree by addressing the privacy and security issues [11][12][13].

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# Background of study

- The challenge facing the teachers
  - Student learning attitude and behavior change over time
- Teachers have to be
  - open-minded
  - sensitive
  - motivated
  - Enthusiastic

# Higher education support services

- Past literatures[3][4][14] revealed that the quality of higher education provision is achieved via the following seven areas:
  - Student support
  - Faculty support
  - Program Support
  - facilities support
  - Technical Support
  - Course development
  - Community Support

# Higher education support services

- Institutions try to improve these areas in achieving higher education provision success
- How can an institution measure its higher education success?
  - Student learning success in terms of student satisfaction[5]

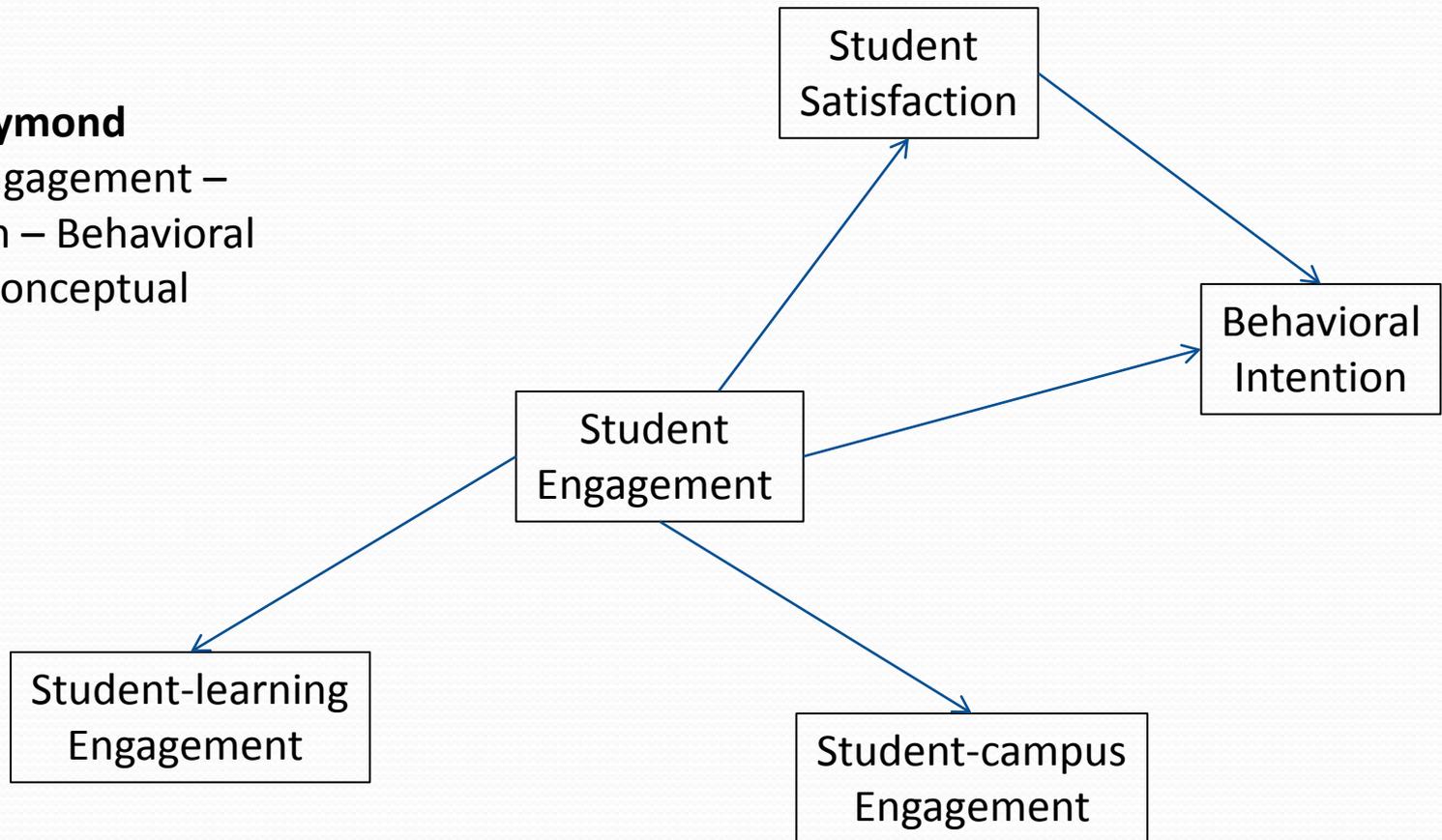
# Student engagement in learning

- What are important? [6]
  - Fulfilling student needs
  - Facilitating student learning
- What is missing?
  - Student engagement in learning[1][2]

# 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 2 2 Search Louis Lam Home

**111-BM1450-11 [IS Audit]**  
Closed Group  
18 Members Photos Docs

Write Post Add Photo / Video Ask Question

Write something...

**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 11:57am

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 12:42pm · Like

**Louis Lam** Q4. According to article, SEC said that they had insufficient staff to do all the investigation.  
February 7 at 12:43pm · Like

Write a comment...

Chat (Offline)

Using the 'wall' of the closed group in facebook to facilitate student discussion on certain topic after-class



Students ask question by writing on the group wall so that other students are notified at once via email, facebook apps or message



**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](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？以街坊價零售的零食連鎖店「759阿信屋」，因每罐可樂僅售2.7元而遭汽水供應商太古封殺，中斷全線供貨作「懲罰」。阿信屋老闆林偉駿嘆道：「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 · 22 minutes ago near Hong Kong

**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??  
19 minutes ago · Like

**Louis Lam** According to the facts from Australia where they impose  
competition law, they cannot guarantee fair market competition  
5 minutes ago · 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

2 seconds ago · Like

Input field for a comment or reply

**People You May Know** See All

**Brooke Tam**  
16 mutual friends  
Add Friend

**Sponsored** See All

**國泰航空 超班優惠英國\$3,450起**  
10月31日前訂購國泰航空, 二人或以上同行, 來回英國每位只需\$3,450起。11月20日前訂購歐洲來回機票\$4,990起。旅遊日期由即日起至2012年3月31日。請即預訂!

**New Balance Hong Kong**

Chat (Offline)

Facebook photo viewer interface showing a BCG matrix diagram.

The diagram is a 2x2 matrix with 'Market Growth' on the vertical axis (high at top, low at bottom) and 'Market Share' on the horizontal axis (high on left, low on right). The quadrants are: Top-Left: Star with a dollar sign, labeled 'prioritize'; Top-Right: Question mark, labeled 'divest'; Bottom-Left: Cow with a dollar sign, labeled 'invest'; Bottom-Right: Dog, labeled 'kill'. Arrows point from the Question mark to the Star, from the Star to the Cow, from the Question mark to the Dog, and from the Dog to the right. The text '© Maxipedia' is at the bottom right of the diagram.

Facebook interface elements:   
 - Search bar: 'no matter'   
 - Navigation: 'Previous', 'Next', 'Options'   
 - Action buttons: 'Like', 'Comment', 'Tag Photo'   
 - User: Louis Lam, September 30   
 - Comment box: 'Write a comment...'   
 - Album: 'BCG Matrix'   
 - Shared with: 113-BM1103   
 - Menu: Tag This Photo, Add Location, Download, Make Profile Picture, Remove This Photo

Using photo function updating students supplementary information (in form of graphics)



Using video functions for student sharing their group presentation videos

**Louis Lam**  
Profile picture and name

- FAVORITES**
- News Feed
  - Messages 24
  - Events

- GROUPS**
- 113-BM1103**
  - 111-BM1450-11 [IS Audit]
  - 111-BM1541-11 [CG]
  - VU-BCO2040 [2011]
  - 111-CS2430-12 [HCI]
  - 111-CS2430-11 [HCI]
  - 111-BM1450-12 [IS Audit]

- APPS**
- Game Requests 11
  - App Requests 1

- LISTS**
- Close Friends
  - Family
  - CUHK
  - Hong Kong Area 20+

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

**113-BM1103**  
Closed Group  
107 Members 1 Photo Docs

Write Post Add Photo / Video Ask Question  
Write something...

**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](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？以街坊價零售的零食連鎖店「759阿信屋」，因每罐可樂僅售2.7元而遭汽水供應商太古封殺，中斷全線供貨作「懲罰」。阿信屋老闆林偉駿嘆道：「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 · 2 seconds ago near Hong Kong

**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  
 Personal  
2 More...  
Like · Comment · Unfollow Post · Tuesday at 8:50pm

OLDER POSTS

Notifications

Search This Group

**Members (107)** See All  
+ Add Friends to Group

**People You May Know** See All  
**Brooke Tam**  
16 mutual friends  
Add Friend

Using 'Ask a question' function encourages students to think and discuss the core concept of the subject

game on Facebook. sign up today and begin to train your dragon!

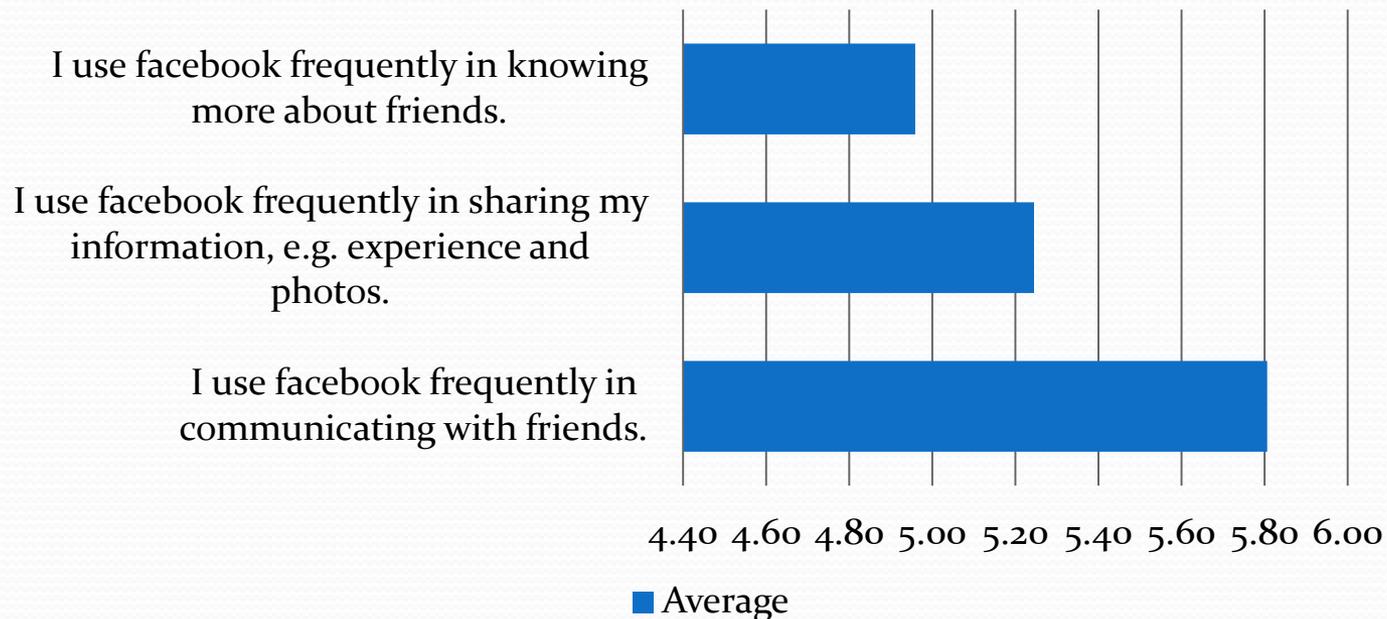
**國泰航空 超班優惠英國\$3,450起**  
cathaypacific.com

10月31日前訂購國泰航空，二人或以上同行，來回英國每位只需\$3,450起。11月20日前訂購歐洲來回機票\$4,990起。旅遊

Chat (Offline)

# Survey results and findings

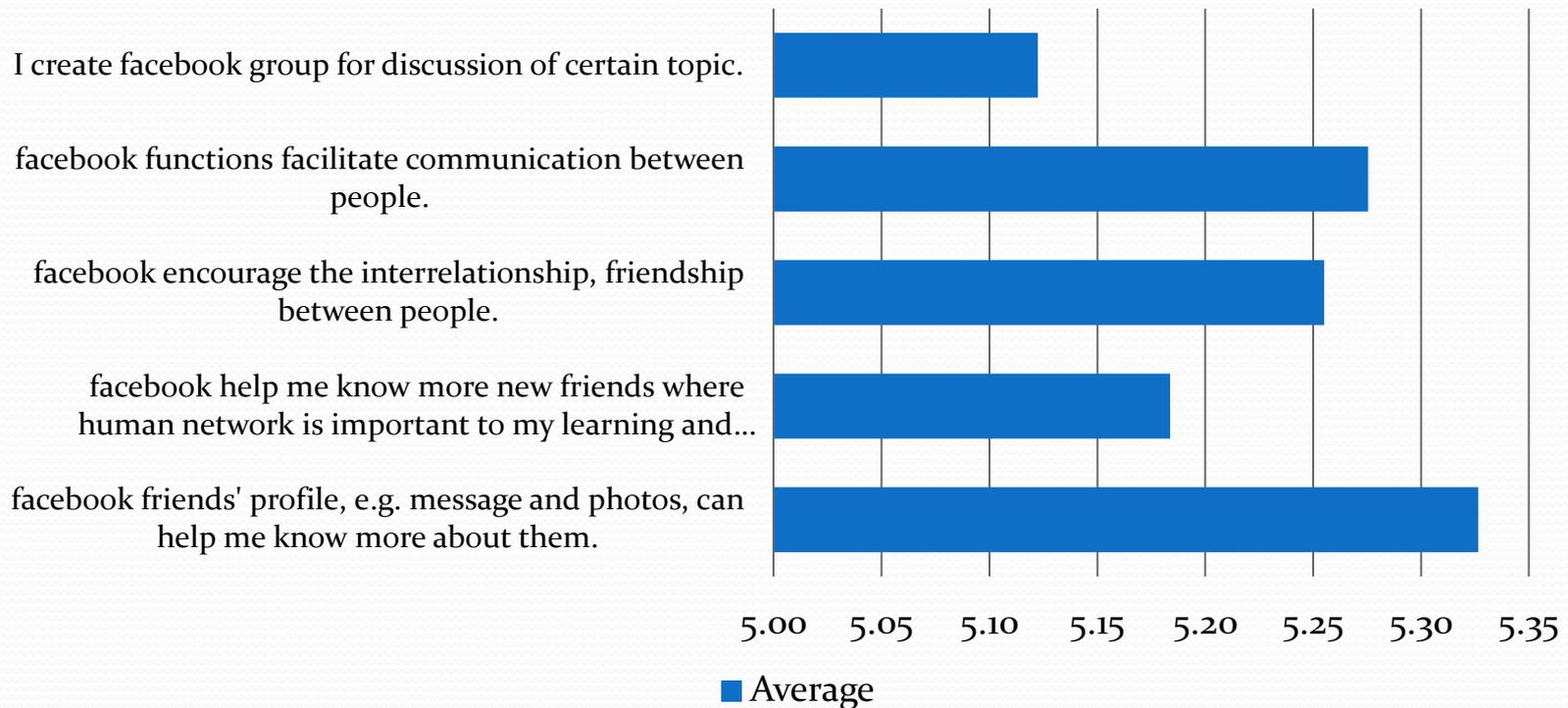
## Student experience in facebook.com



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

# Survey results and findings

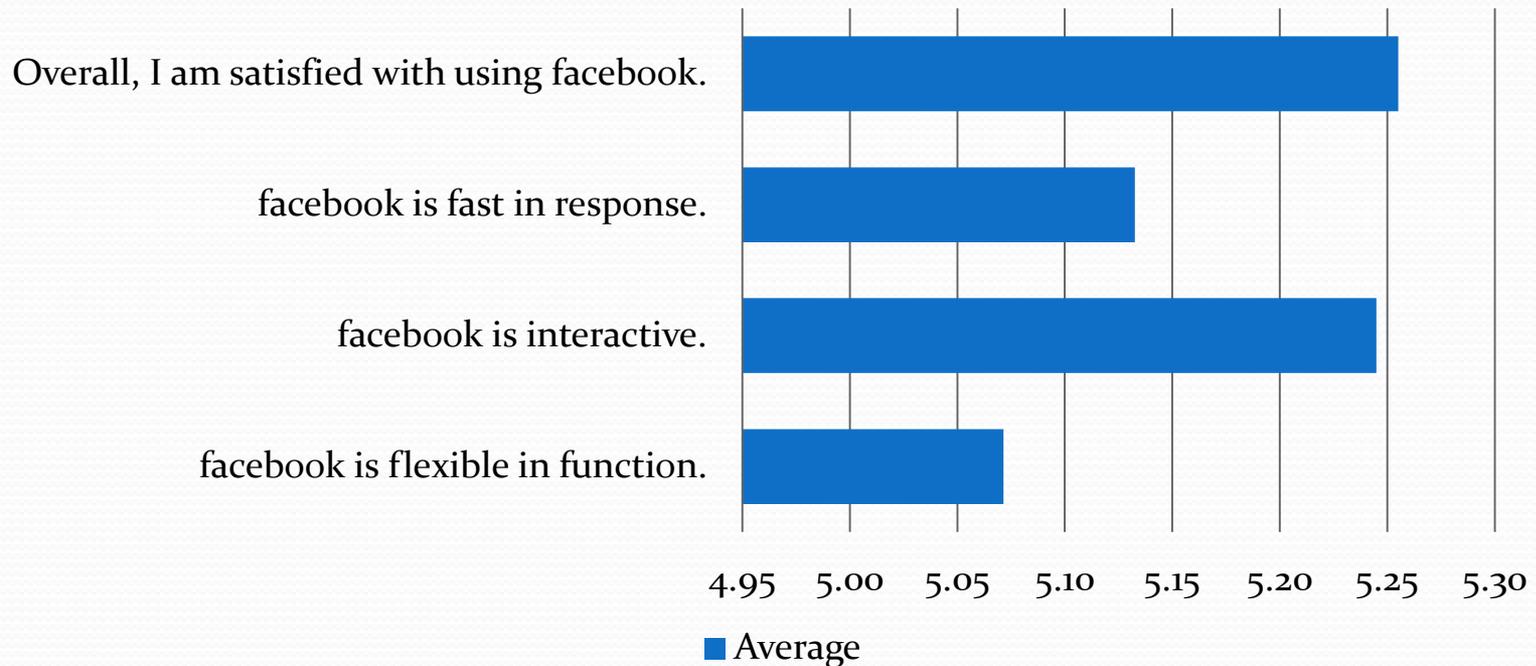
## Student attitude towards facebook.com usage



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

# Survey results and findings

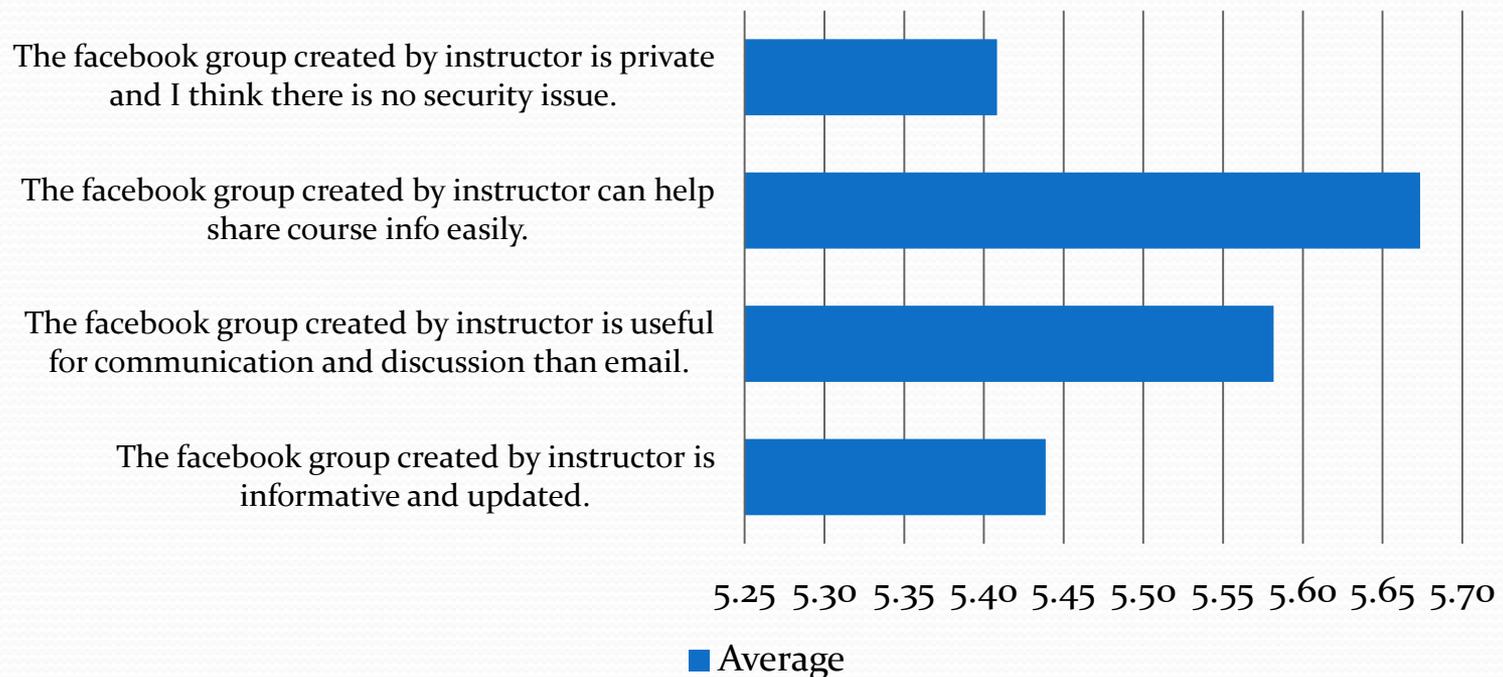
## Student attitude about facebook.com performance



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

# Survey results and findings

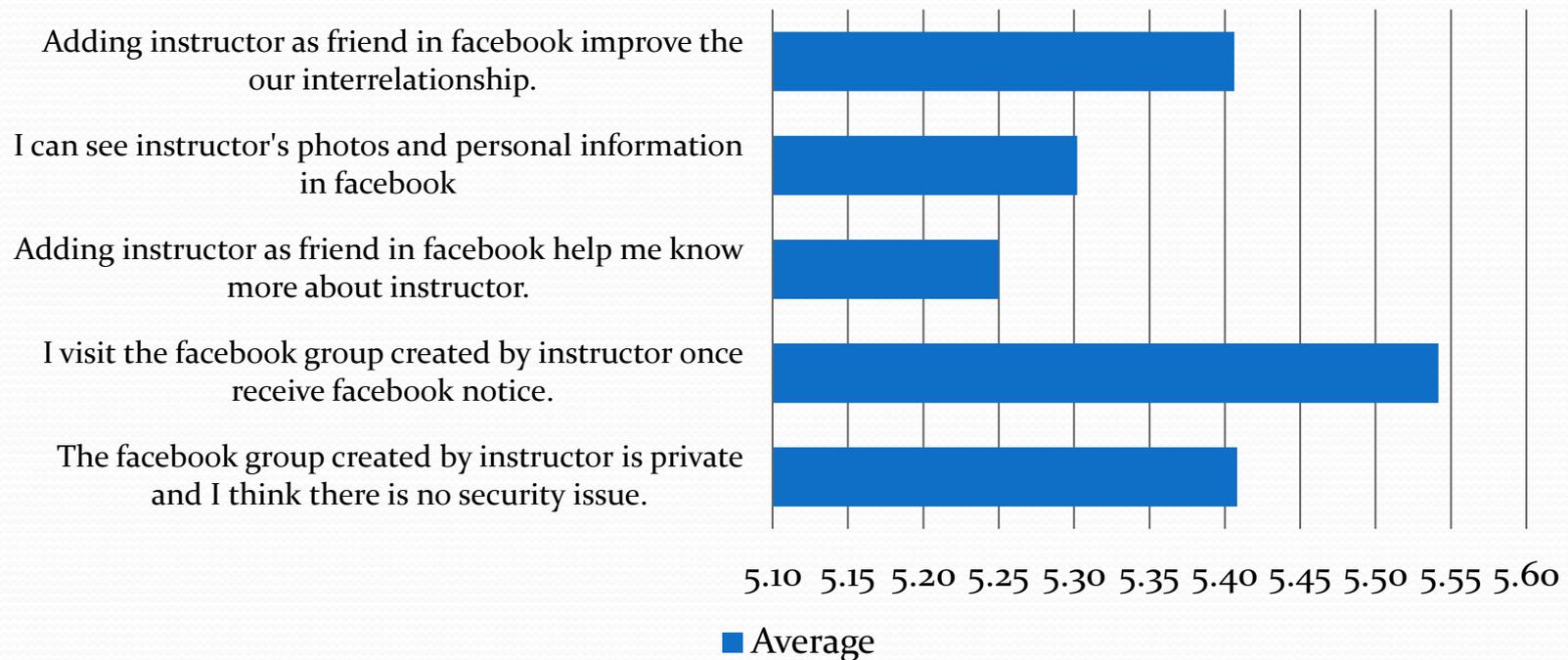
## Student attitude about closed study group in facebook.com



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

# Survey results and findings

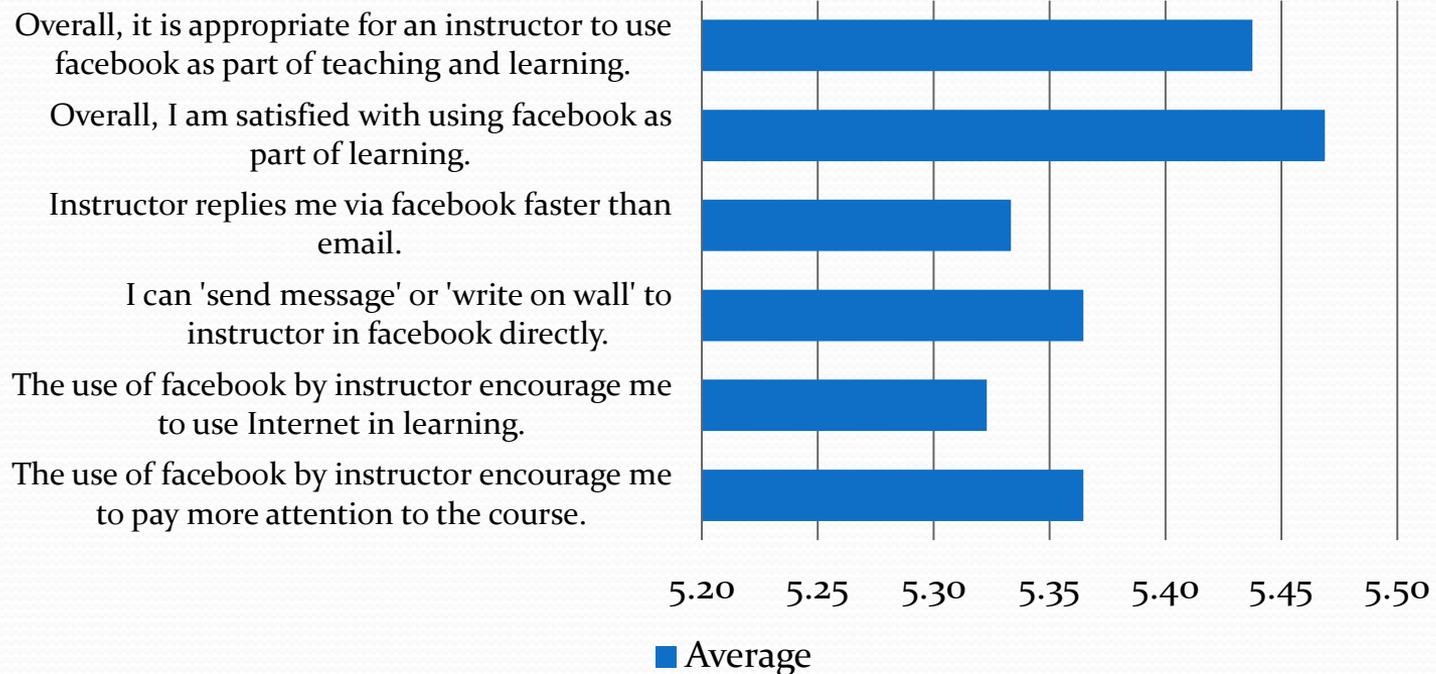
## Student attitude about teacher participation in facebook.com



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

# Summary of survey findings

- The demographic trend of student:
  - Students get used to facebook.com as one of their major communication channels in addition to email
  - Students show positive attitude on the online social networking service as reflected from their daily online frequency
  - Students are satisfied with the performance of facebook.com
- When teachers participate in facebook.com as part of teaching and communication:
  - Students show positive attitude towards teacher's participation
  - Students accept facebook.com as part of distributing course information and updates
  - Students are satisfied with facebook as part of learning and also pay more attention to the course

# Research limitations

- Research findings based on the student perception only
  - No validation from in-depth interview
- Convenient sampling
  - Non-probability sample method

# Discussion

- This study evidenced from student perception that teacher participation on facebook.com is beneficial to student engagement learning.
- The implications are that
  - No matter what kinds of platform a teacher is useful, it is regarded as useful platform if it can improve student learning engagement → student satisfaction → likely learning success.
  - Using facebook.com 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: different opinions on facebook.com as part of teaching

## Disagree

- Moodle or webCT provide 'forum' function
- facebook.com is used for social networking rather than education
- It is inappropriate using facebook.com as teaching.

## • Agree because

- Teaching aims at student learning success
- The platform, media and channels of teaching are used to facilitate student learning success
- It doesn't matter if it is Moodle or webCT or facebook.com
- The fact is students prefer using facebook.com as communication rather Moodle or webCT forum

Quote: No matter if it is a white cat or a black cat; as long as it can catch mice, it is a good cat.

# Conclusion

- Student supports can be improved two parts
  - The institution
    - Resources, facilities, course content & design, ... etc.
  - The people
    - Support staffs and teachers
- Institutions can do their parts by providing sufficient resources and facilities
- Support staffs can do their parts by providing consultation, advice, assistance and counseling
- Teacher can be well-prepared and well-planned for lessons
- However, these are useless if students are not engaged in and satisfied with learning even the above supports are provided.

# Conclusion

- The ultimate goal of teaching, support and quality improvement → The student learning success
- As the demographic trend of students keeps changing due to the advancement in ICT and asymmetry of information, our students become sophisticated.
- It is necessary for institution staffs, especially the teachers, be more open-minded, easy-going, forward-looking, in understanding their students.
- If a teacher is able to understand their students, he/she can communicate with them.

# 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 how students are engaged in social networking activities and participate in it, 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.**

# 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.
  
- Email
  - [louis.lam@cuhk.edu.hk](mailto:louis.lam@cuhk.edu.hk)
  - [phoebelau@cuhk.edu.hk](mailto:phoebelau@cuhk.edu.hk)
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  - 2781-0114
- Office
  - Rm1501, 15/F, Mongkok Learning Centre, 90A Shan Tung Street, Mongkok, Kowloon, HK

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# Thank you

Louis LAM & Phoebe LAU