

Students' Perceptions of Facebook for Academic Purposes

Virginia Cortijo, Stonehill College, Easton, MA, USA

Rocio Arteaga, University of Huelva, Spain

Uzma Javed, COMSATS Institute of Information Technology, Pakistan

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Motivation/ Background

- Facebook is the most popular Social Network Site (SNS) among college students.
- Social Network Tools (SNT) can improve the learning experience (Mason, 2006; ; Madge *et al.*, 2009; Selwyn, 2009; Tapscott & Williams, 2010, Wang *et al.*, 2008; Yu *et al.*, 2010).

Interaction

Collaboration

Active
Participation

Information
Sharing

Critical
Thinking

Social
Benefits

Motivation/ Background

- Facebook has not made significant inroads into classroom usage:
 - a) Faculty members are reluctant to incorporate this technology into their teaching strategies (Ajjan & Hartshorne, 2008; Cloete *et al.*, 2009; Roblyer *et al.*, 2010).
 - b) Students increasingly use technology in their personal lives but they feel comfortable with traditional learning models and prefer moderate use of ICT in their courses. (Garcia & Qin, 2007; Jones & Shao, 2011, Lohnes & Kinzer, 2007; Schulmeister, 2008; Smith & Caruso, 2010)

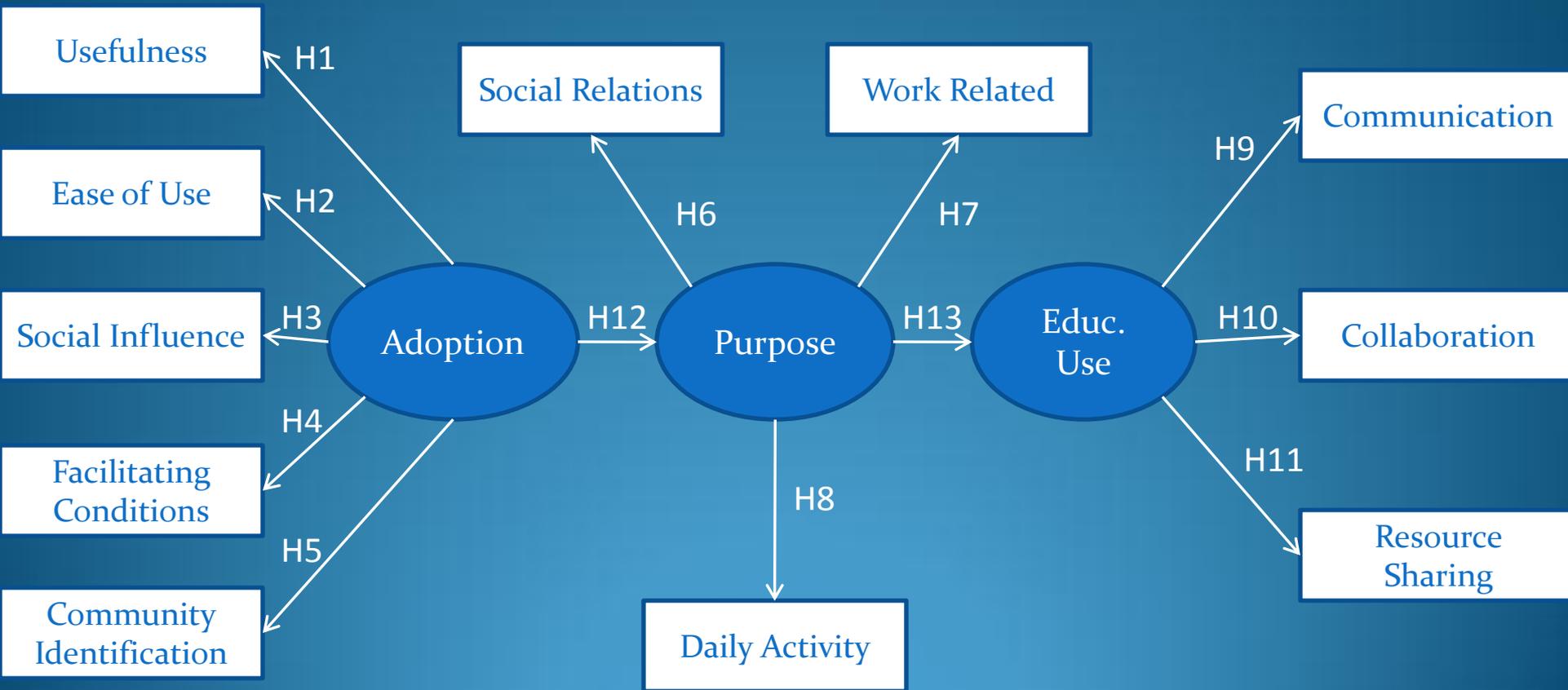
Need for academic research on social networks in educational contexts

Objective

- Objective of our research → to identify the factors that may motivate students to adopt and use SNT (Facebook), for educational purposes.
- Conclusions of this study will help us to understand and improve our use of SNT in educational contexts.

Final goal: to adapt our teaching strategies to the educational needs of our students.

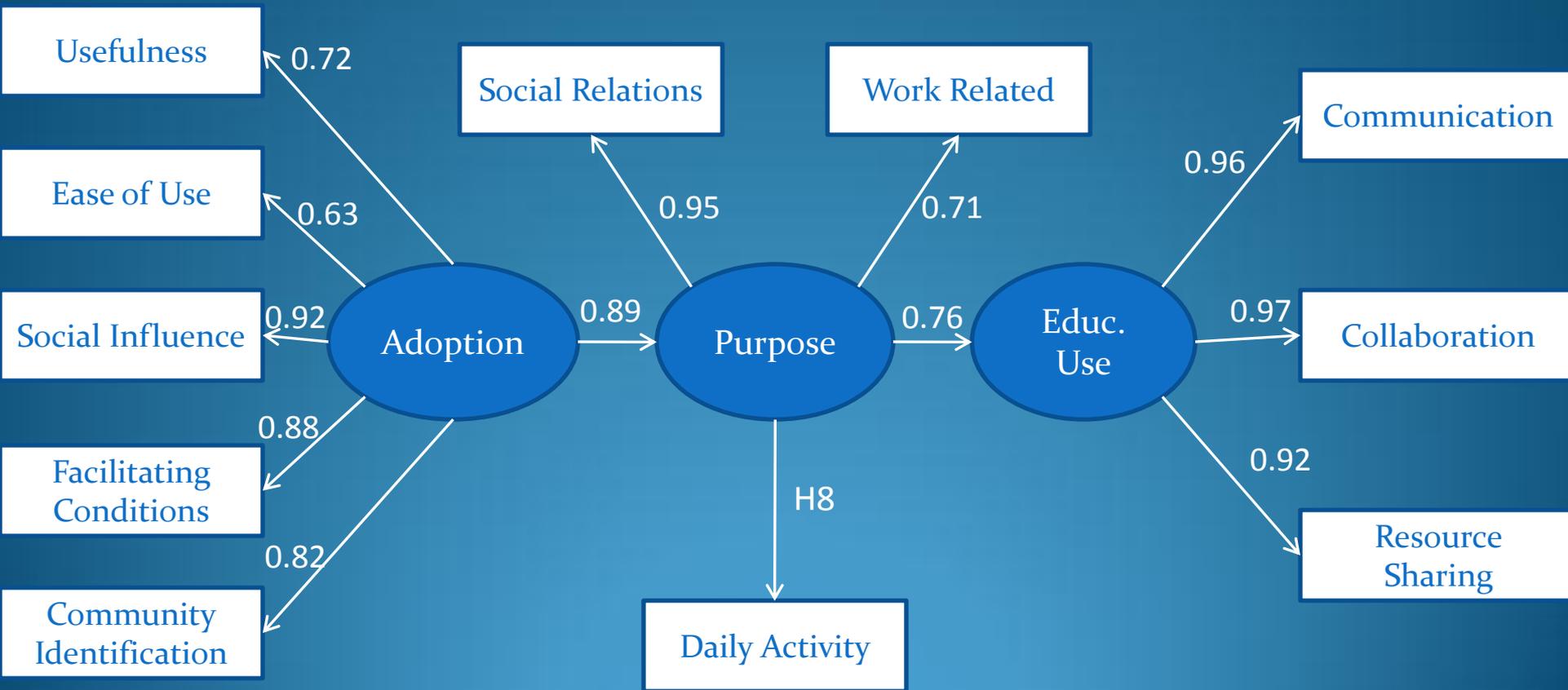
Research Model to Explain the Adoption of Facebook for Educational Purposes (Mazman & Usluel, 2010)



Data Analysis & Results

Variables	Responses	Frequency	%
Gender	Male	95	44.4
	Female	119	55.6
Age	18 – 20	78	36.4
	21 – 23	92	43.0
	24 – 26	21	9.8
	>26	23	10.7
Reasons to use Facebook	Maintain contact with friends	211	98.6
	Maintain contact with classmates to carry out work	197	92.1
	Allow other people to know what happens in my life	9	4.2
	Contact with people I had lost touch	191	89.3
	Make professional relationships	14	6.5
	To flirt	8	3.7
	Other	9	4.2
Educational Usage of Facebook	It would be convenient	167	78.0
	It would be an opportunity to connect with classmates	152	71.0
	Facebook is personal/ social, not for education	29	13.5
	My privacy would be invaded	27	12.6
	I would not mind	191	89.3
	Others	8	3.7

Findings & Discussion



Limitations & Future Research

- Sample: all students were from the same university → future studies could collect data from multiple universities & colleges.
- Limitations of the Model used.
- Focus on Facebook → there are several types of Web 2.0 technologies (wikis/ blogs/ social bookmarking) and their use & impact on teaching could differ.

Thank You!

Virginia Cortijo (vcortijo@stonehill.edu)
Assistant Professor of Business Administration
Stonehill College, Easton MA