Students’ Perceptions of Facebook for Academic Purposes

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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).
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)

- **Usefulness**: H1
- **Ease of Use**: H2
- **Social Influence**: H3
- **Facilitating Conditions**: H4
- **Community Identification**: H5
- **Adoption**
- **Purpose**
- **Educ. Use**: H10
- **Communication**: H9
- **Collaboration**: H11
- **Resource Sharing**: H12
- **Social Relations**: H6
- **Work Related**: H7
- **Daily Activity**: H8

Research Model:

- Usefulness → Adoption
- Ease of Use → Adoption
- Social Influence → Adoption
- Facilitating Conditions → Adoption
- Community Identification → Adoption
- Adoption → Purpose
- Purpose → Educ. Use
- Communication → Educ. Use
- Collaboration → Educ. Use
- Resource Sharing → Educ. Use
- Social Relations → Purpose
- Work Related → Purpose
- Purpose → Daily Activity
- Daily Activity → Educ. Use
Data Analysis & Results

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

Adoption

Usefulness
Ease of Use
Social Influence
Facilitating Conditions
Community Identification

Social Relations

Purpose

Work Related

Educ. Use

Communication
Collaboration
Resource Sharing

Daily Activity

Usefulness
Ease of Use
Social Influence
Facilitating Conditions
Community Identification

Adoption

Social Relations

Purpose

Work Related

Educ. Use

Communication
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Daily Activity
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!

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