

## Designing Social Media into Higher Education Courses

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**Abstract :** This research paper presents guiding on how to design social media into higher education courses. The research methodology used a survey approach. The research instrument was a questionnaire about guiding on how to design social media into higher education courses. Thirty-one lecturers completed the questionnaire. The data were scored by frequency and percentage. The research results were the lecturers' opinions concerning the designing social media into higher education courses as follows: 1) Lecturers deem that the most suitable learning theory is Collaborative Learning. 2) Lecturers consider that the most important learning and innovation Skill in the 21st century is communication and collaboration skills. 3) Lecturers think that the most suitable evaluation technique is authentic assessment. 4) Lecturers consider that the most appropriate portion used as blended learning should be 70% in the classroom setting and 30% online.

**Keywords :** instructional design, social media, courses, higher education

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