

Analyzing the Perception of Students and Faculty Members on Social Media Use in Academic Activities: A Case Study of Beijing Normal University

Authors : Mcjerry A. Bekoe, Emile Uwamahoro

Abstract : Social media has become the order of the day, in particular among the youth. It is widely used both formally and informally in the university communities with varied definitions both in the academic circles and in the public domain. In simple terms, it is a media upon which social interactions are carried. In this work social media denote mobile phones, and web-base applications use by students and institutions to construct, partake, and distribute both existing and new information in a digital setting through internet communication. The basic aim of conducting this study was to analyze the perception of students and faculty members Beijing Normal University on social media use in the academic setting and to contribute to the understanding of how university students use social media, the advantages and disadvantages of social media in education. The study was qualitative and employed open-ended interview questions developed to seek students' perception of the effects of social media and administered based on purposive sampling. Document analysis was also done because of triangulation to ensure validity and reliability. The results show there are positive and negative impacts of social media use depending on how one uses it. Social media have the capability to become a priceless asset to aid their educational communication.

Keywords : academics, high education, interactions, social media

Conference Title : ICHEET 2016 : International Conference on Higher Education and Educational Technology

Conference Location : Amsterdam, Netherlands

Conference Dates : December 01-02, 2016