

Facebook in higher education promotes social but not academic engagement

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- Good students tend to be engaged with their studies
(and sometimes other good students)
- But does promoting “engagement” create good students?

Student engagement

A

B

C

	<i>Mean time spent using Facebook per day</i>	<i>Mean number of logins per day</i>	<i>Mean number of Facebook "friends"</i>	<i>Mean number of Facebook Groups joined</i>	<i>Mean number of photos posted</i>
Overall (N=390)	65.72 mins (SD = 62.36)	4.83 times (SD = 5.99)	352.70 (SD = 229.68)	66.33 (SD = 212.41)	283.18 (SD = 368.86)

	Conscientiousness		Neuroticism		Extroversion	
	Low M (SD)	High M (SD)	Low M (SD)	High M (SD)	Low M (SD)	High M (SD)
Time spent using Facebook per day	82.17 (78.04)	55.42 (48.77)	59.13 (57.14)	82.20 (81.77)	67.57 (64.97)	73.05 (74.50)
Number of Facebook Friends	393.31 (261.46)	282.52 (182.14)	365.09 (238.40)	363.73 (241.95)	279.71 (242.37)	441.22 (227.34)
Number of Facebook Groups	105.55 (246.29)	36.93 (79.60)	24.32 (57.87)	111.59 (331.56)	42.43 (83.46)	118.49 (355.42)
Number of Photos	294.15 (327.24)	237.75 (384.74)	300.64 (425.03)	259.38 (273.17)	161.09 (215.55)	385.07 (362.27)

Students that are likely to study hard deliberately restrict their use of facebook



SUPA Swinburne University Psychology Association

Closed group
93 members

+1 Ask to join



Swinburne University- Lecture In Ethics In Psychology

Local business
1 was here · 0 likes

Like



Swinburne Psychology 101

Closed group
38 members

+1 Ask to join



PSS110 – Introduction to Psychology in SP2

Open group · Student Groups
66 members



Swinburne Psychology Class of 2011

Closed group
23 members

+1 Ask to join



Swinburne 1st Year Psychology – Student Experience Project

Closed group
37 members

+1 Ask to join



Swinburne Uni – Psychology/Psychophysiology (3rd year) – 2010

Open group · Student Groups
4 members



- Wall
- Info**
- Photos (13)
- Notes
- Friends

Swinburne Lilydale Campus

Studied at Swinburne University of Technology Lives in Lilydale, Victoria, Australia



Work and education

University (postgraduate)



Swinburne University of Technology



Swinburne Lilydale Campus

Exams are almost over...Good luck to students still completing exams!

Share · 22 November at 15:05 ·

17 people like this.

View all 9 comments



Swinburne Lilydale Campus Hi Charissa, If you applied for special consideration and 'deferred' your exam, then you should check your student email to see if you have been sent through your letter that advises of the date. Otherwise you can go up to Level 3 LAM buidling and talk to Students + Programs.

24 November at 15:32



Wall

Info

Friend activity

Photos

About

Swinburne StalkerSpace is the place you need to be to find your ..er...'fri...

More

2,632

like this

10

talking about this

Likes

See all

Swinburne Stalkerspace

Like

Community

Wall

Swinburne Stalkerspace · Everyone (Top posts)

Share: Post Photo

Write something...



Swinburne Stalkerspace

Union elections are this week, make sure you vote! Swinburne's student life cannot improve without your input

Like · Comment · Share · 27 September at 02:43 ·

Alex Corr likes this.

View all 7 comments



Swinburne Stalkerspace simply saying you want more parking does not achieve anything. if it was easy to do, it would have already happened. but in combination of lack of funds to support the motion and land available, it becomes a difficult task. almost every yea...

See more

6 October at 23:27 · Like



Denny Thomas True. The issue was raised many times. When we give orientation to students, we tell them the long parking spots, tricks like swapping with your mate etc. Given the land constraints, it is a very difficult issue. We are trying for more flexible options for students.

6 October at 23:40 · Like · 1

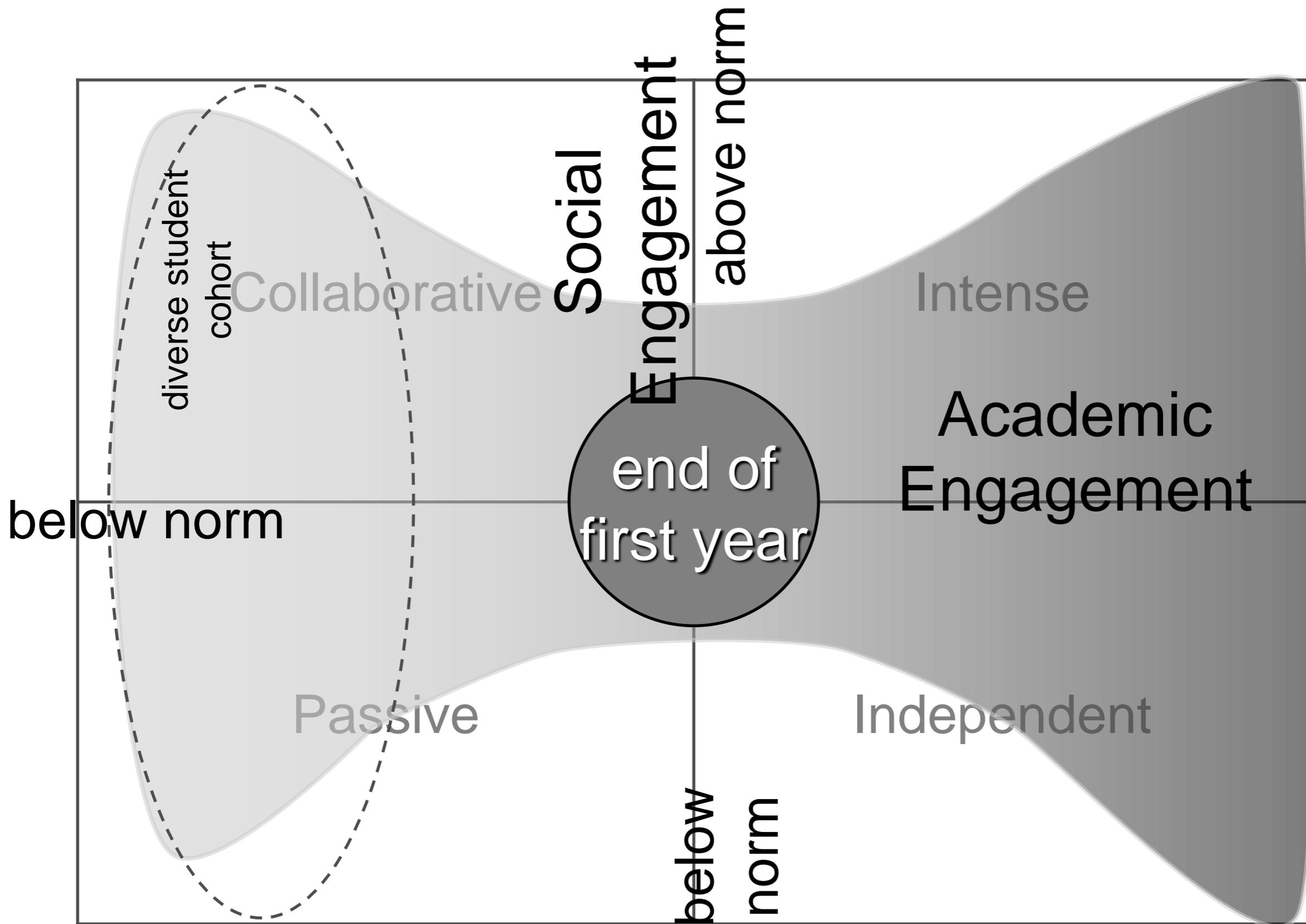
To the people who do statistics....is it just me or does the indian lecturer with the strong accent looks and sounds identical to the indian school principle in the tv show GLEE?

Does anyone else agree? haha

to the hot girl in the libary at prahran your really hot but can you shut your mouth for 5 seconds!

To the girl with the pink feather pen in the psych lecture this arvo - your pen is distracting me from listening to the lecturer! =P

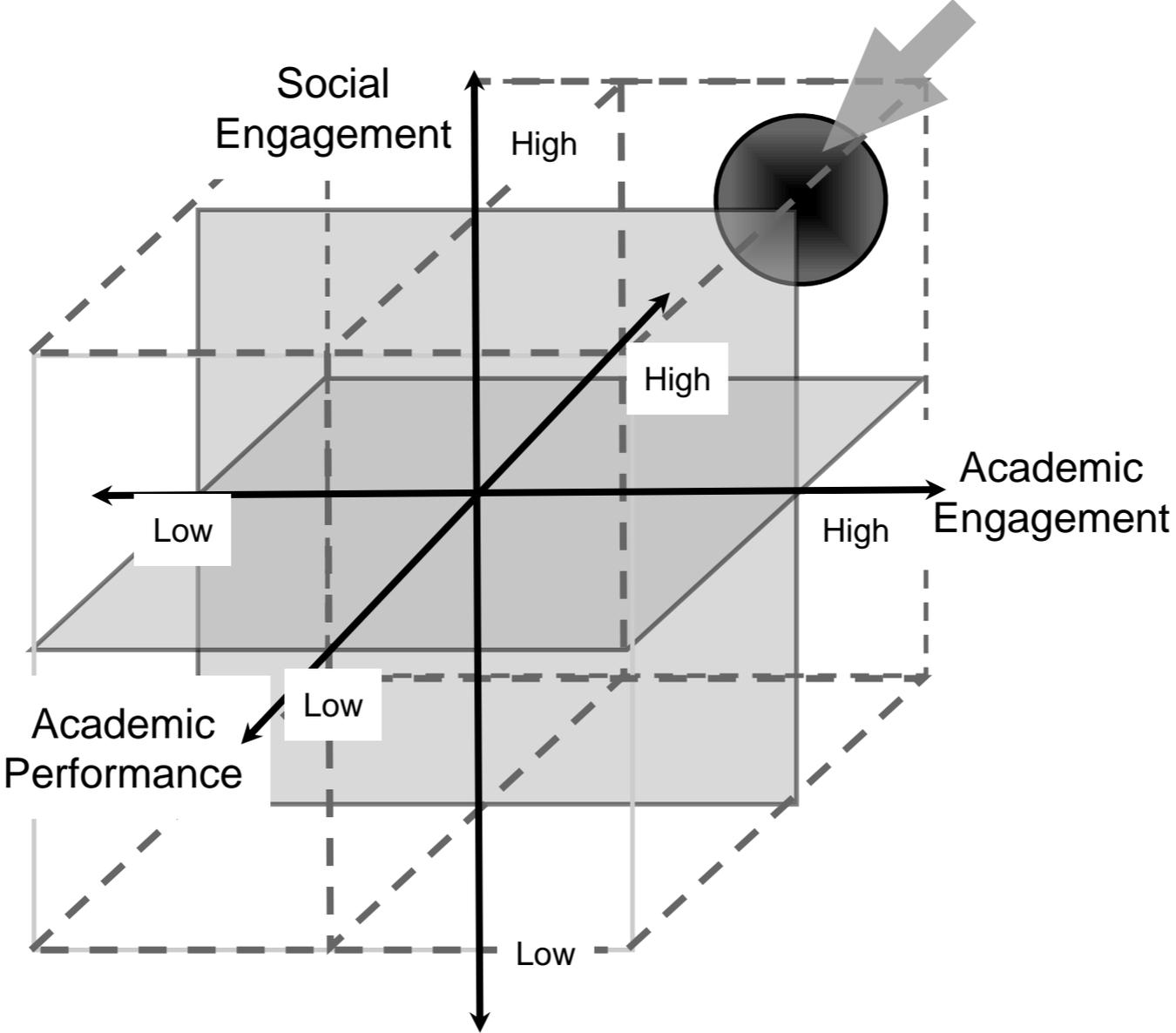
To the guy who drives the Nissan Gtr r34 and uses Wakefield street as a test trak..... relax mate

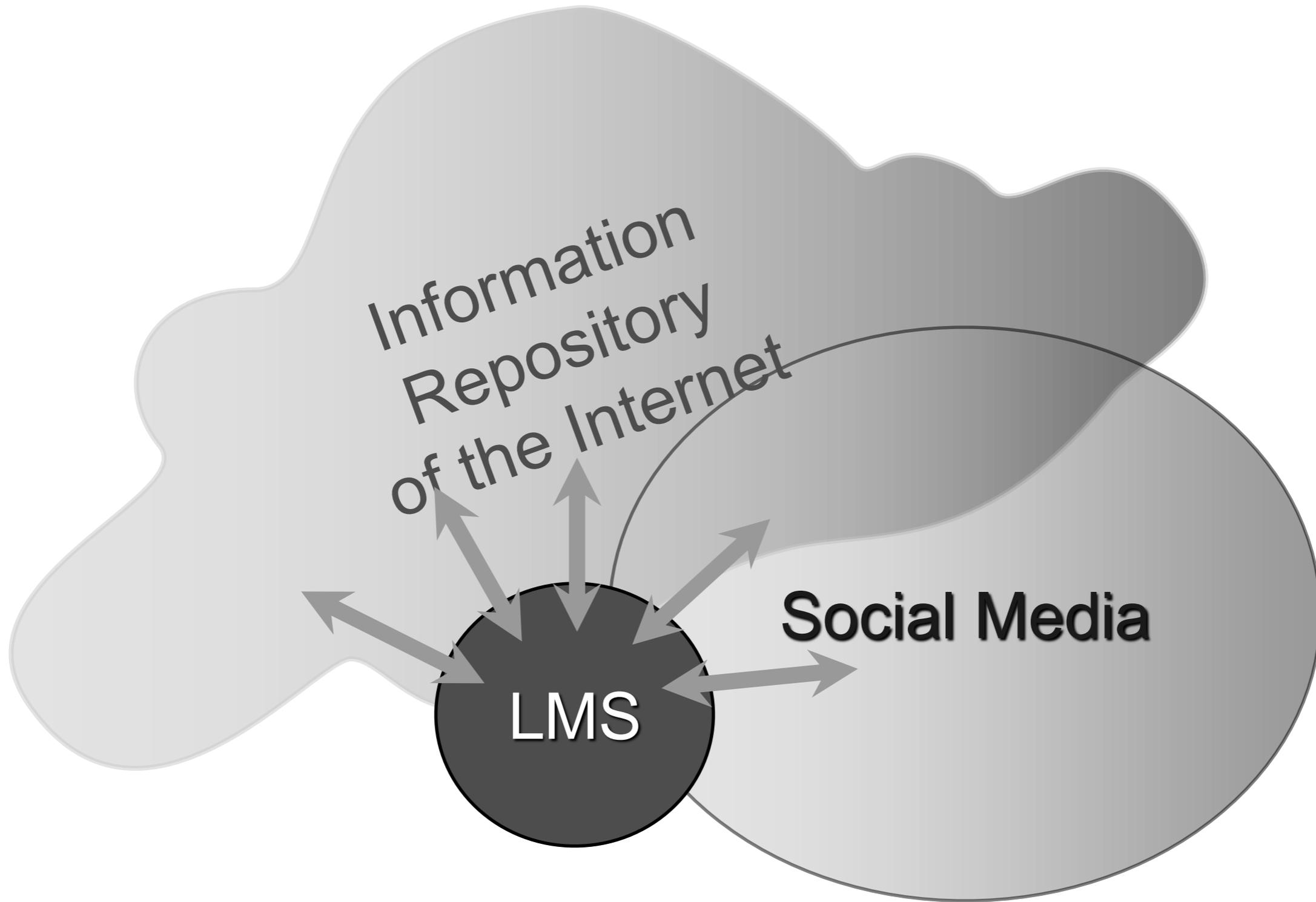


adapted from Coates, 2006

TARGET:

high on academic and social engagement,
but also high on academic performance





Information
Repository
of the Internet

LMS

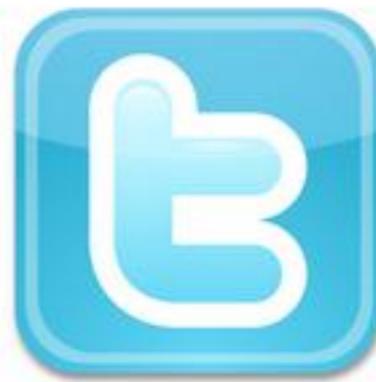
Social Media

Conclusions

- Facebook is a great medium for social interaction, but has a limited role in promoting student engagement
- LMS defines institutional boundaries in cyberspace
 - clarifies institutional role
 - leaves the problematic elements of uncontrolled interpersonal interactions beyond the campus boundary
- Biggest lesson from Facebook is that LMS interfaces should be **way more user-friendly!!**



VS



FACEBOOK

- social interaction
- broadcast personal information
- filtering by person rather than content
- focus on individuals and groups

TWITTER

- microblogging
- brief, topical posts
- short format
encourages conciseness
- hash-tags promote meta-awareness of audience and content