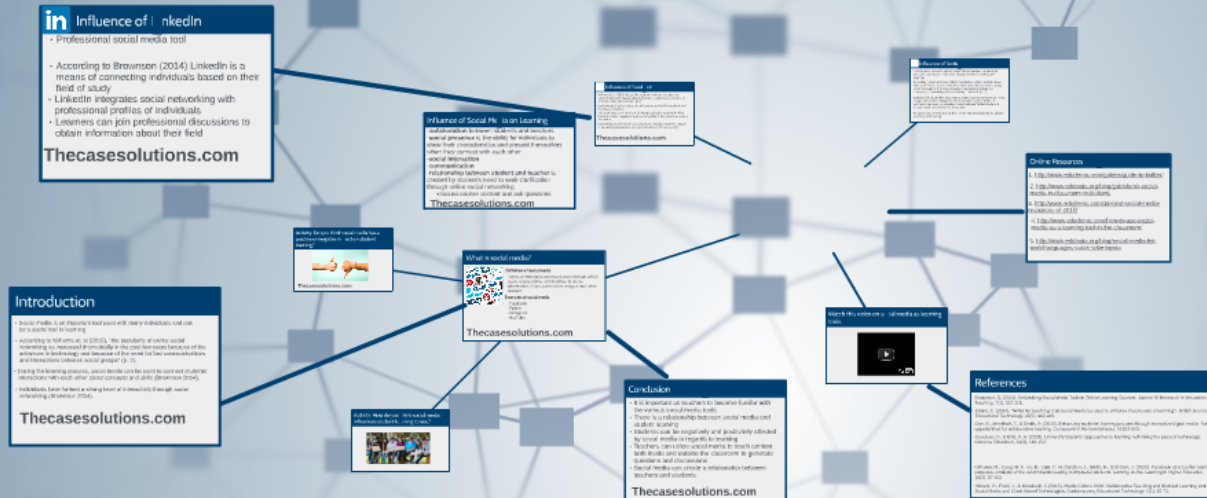




RE-BRANDING BRAND GENERICIDE

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in Influence of LinkedIn

- Professional social media tool
- According to Brownson (2014) LinkedIn is a means of connecting individuals based on their field of study
- LinkedIn integrates social networking with professional profiles of individuals
- Learners can join professional discussions to obtain information about their field

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Influence of Social Media on Learning

collaboration between students and teachers social presence is the ability for individuals to show their characteristics and present themselves when they connect with each other social interaction-communications relationship between student and teacher is created by student's need to seek clarification through online social networking

- discuss course content and ask questions

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Influence of Facebook

Facebook is a social media platform that allows users to connect with friends and family, share photos and videos, and post status updates. It is one of the most popular social media platforms in the world.

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Influence of YouTube

YouTube is a video sharing platform that allows users to upload and share videos. It is one of the most popular video sharing platforms in the world.

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Online Resources

- [1. http://www.edutopia.org/learning-in-the-age-of-social-media](http://www.edutopia.org/learning-in-the-age-of-social-media)
- [2. http://www.edutopia.org/blog/social-media-in-the-classroom](http://www.edutopia.org/blog/social-media-in-the-classroom)
- [3. http://www.edutopia.org/25-best-social-media-resources-of-2015](http://www.edutopia.org/25-best-social-media-resources-of-2015)
- [4. http://www.edutopia.org/10-ways-to-use-social-media-in-the-classroom](http://www.edutopia.org/10-ways-to-use-social-media-in-the-classroom)
- [5. http://www.edutopia.org/blog/social-media-in-the-world-of-education](http://www.edutopia.org/blog/social-media-in-the-world-of-education)

Introduction

- Social media is an important tool used with many individuals and can be a useful tool in learning
- According to Williams et al. (2015), "the popularity of online social networking has increased dramatically in the past few years because of the advances in technology and because of the need for fast communications and interactions between social groups" (p. 31)
- During the learning process, social media can be used to connect students' interactions with each other about concepts and skills (Brownson 2014)
- Individuals have formed a strong level of interactivity through social networking (Brownson 2014)

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Activity Do you think social media has a positive or negative effect on your school learning?

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What is social media?

Definition of social media: Social media is a form of electronic communication through which users can create and share content or exchange information in social virtual communities and networks.

Examples of social media: Facebook, Twitter, Instagram, YouTube, etc.

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Watch this video on social media as learning tool

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Williams, M., Chang, H. P., & Li, Y. T. (2015). *Facebook as a tool for learning: A case study of the effectiveness of using Facebook for learning. Asia Pacific Journal of Education*, 34(2), 171-181.

Williams, M., & Smith, J. (2014). *Facebook as a tool for learning: A case study of the effectiveness of using Facebook for learning. Asia Pacific Journal of Education*, 33(2), 171-181.

Conclusion

- It is important as teachers to become familiar with the various social media tools
- There is a relationship between social media and student learning
- Students can be negatively and positively affected by social media in regards to learning
- Teachers can utilize social media to teach content both inside and outside the classroom to generate questions and discussions
- Social media can create a relationship between teachers and students

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Activity How do you feel about social media? Do you think it is helpful or not?

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RE-BRANDING BRAND GENERICIDE

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Influence of Social Media on Learning

- collaboration** between students and teachers
- social presence** is the ability for individuals to show their characteristics and present themselves when they connect with each other
- social interaction**
- communication**
- relationship between student and teacher** is created by student's need to seek clarification through online social networking
 - discuss course content and ask questions

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Influence of LinkedIn

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Influence of Facebook

- Nkhoma et. al (2015) states "the academic value of Facebook is determined by the opportunities it provides to students as a means of fast interaction with students" (p.2).
- Students used tool as a place to ask questions and other students and instructors answered
- The study done by Nkhoma et. al (2015) resulted in students thinking Facebook had a negative impact on the quality of the content and was a distraction
- Students believed that using Facebook as a means of learning instead of socializing required a lot of time and attention (Nkhoma 2015)

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Activity: Do you think social media has a positive or negative impact on student learning?



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Introduction

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- During the learning process, social media can be used to connect students' interactions with each other about concepts and skills (Brownson 2014).
- Individuals have formed a strong level of interactivity through social networking (Brownson 2014).

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What is social media?



Definition of social media

-forms of electronic communication through which users create online communities to share information, ideas, personal messages and other content

Examples of social media

- Facebook
- Twitter
- Instagram
- YouTube

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Conclusion

- It is important as teachers to become familiar with the various social media tools
- There is a relationship between social media and student learning
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