



TEACHING &
LEARNING
EXCHANGE

evolVED

Social Media as a Learning Tool in the Classroom

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LAND ACKNOWLEDGEMENT

George Brown College is located on the traditional territory of the Mississaugas of the Credit First Nation and other Indigenous peoples who have lived here over time.

We are grateful to share this land as treaty people who learn, work and live in the community with each other.

[Learn more about our land acknowledgement.](#)



June 29, 2023



AGENDA / LEARNING OUTCOMES

1. Introduction/Opening.
2. Theoretical Framework & Methodology.
3. Digital Life Exercise.
4. Research results..
5. Let's Try It - Exercise
6. Wrap up and application.

ON OR OFF?



#Evolve2023



Tori Puras - Influencer



“Social media makes us more human, especially in a learning environment”

Introduction



- Increase in the usage of social media as a professional learning tool (e.g., www.uw.edu, 2019).

Research shows that learning levels are higher when using social media as an instructional tool.

Research also shows that social media added benefits to a personal brand.

Research from the Digital Life study 2016, used as an overall lense.



Social Media Today

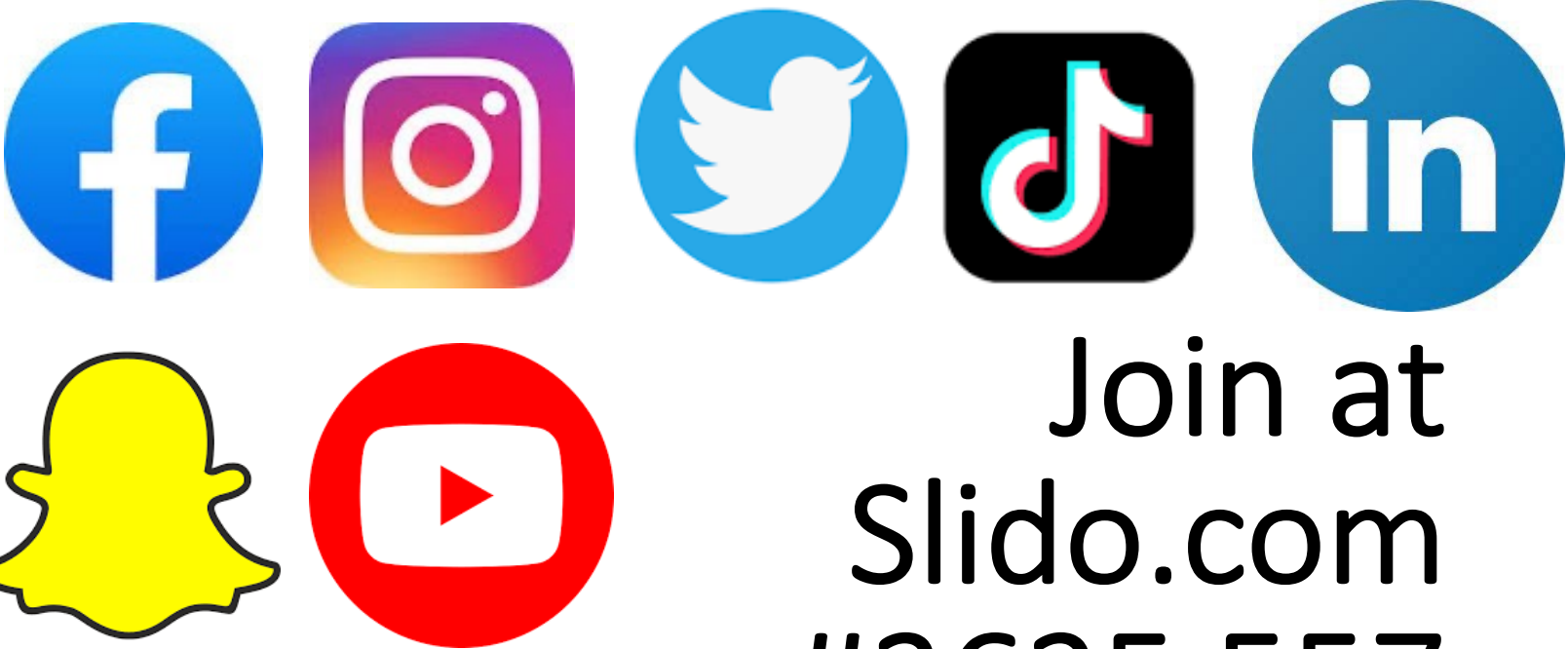


media users around
023, equating to
e total global
s, 2023)

of 3.2 percent, at an
new users every
ios, 2023)

Let's ease into this

What social media channel do you use most often? Rank in order.

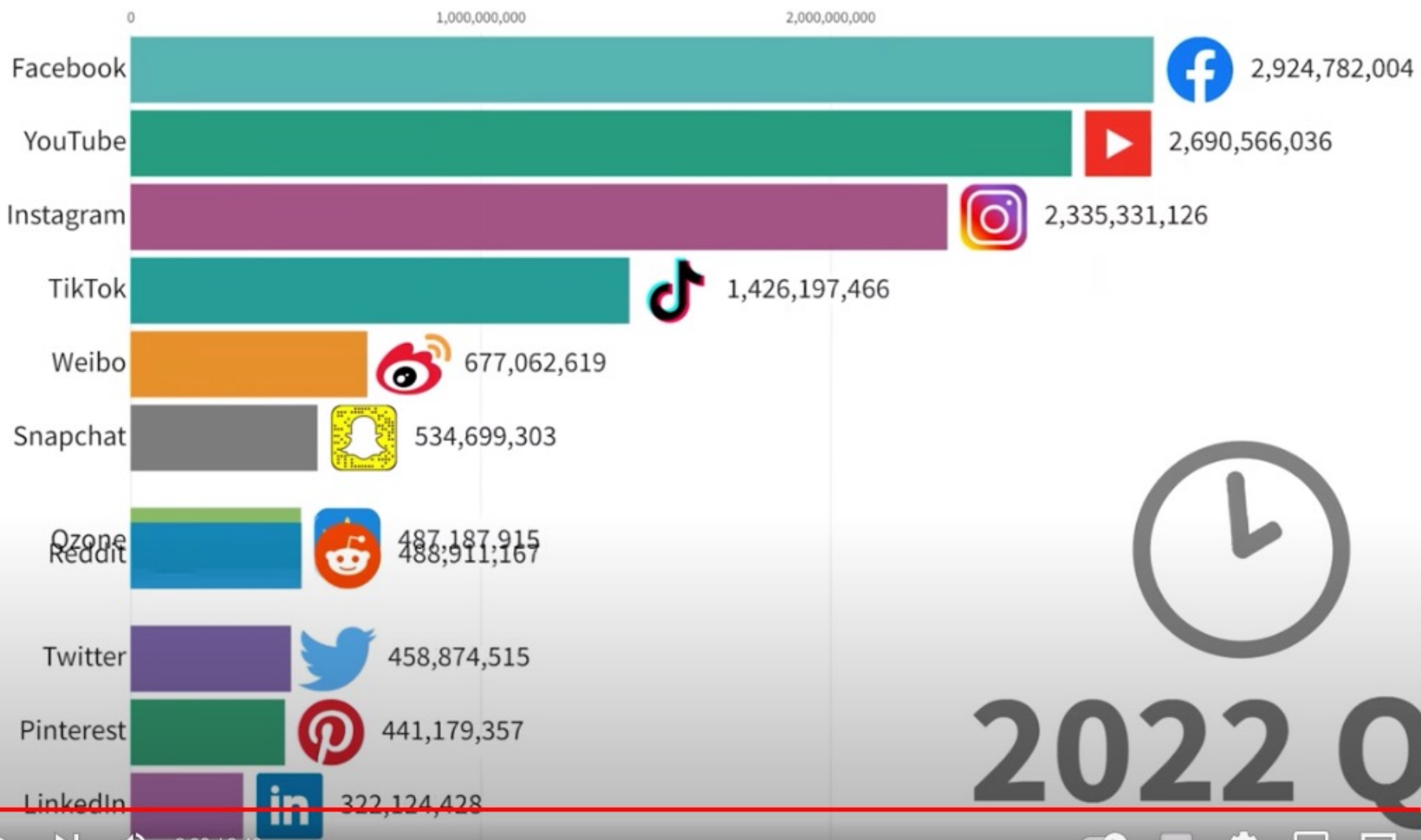


Join at
Slido.com
#3625 557



The Essence of Social Media





2022 Q3

2:30 / 2:43




Social Media in the Classroom

Anh Pham (She/Her) • 1st
Event Planning Student at George Brown College
3h · 🌐

Just finished the course "Brand Strategy: Management of Your Brand Reputation"!

[#HOST1173](#) [#SocialMediaMarketing](#) [#BrandStrategy](#)
[#ReputationManagement](#)
[Ron Caughlin](#)



88% of customers put as much weight on online reviews

Brand Strategy: Management of Your Brand Reputation Save


Learn how to build and protect a strong brand reputation.

in LEARNING

👍 1

Shlok Cheekanahally (He/Him) • 1st
"Results-Driven Marketing Professional Seeking Next Opportunity to M..."
14h · 🌐

Paid Social Infrastructure: The Key to unlocking social media success! 🚀💪
With various cutting-edge platforms, We can harness the power of paid advertising on popular social networks like Facebook, Instagram, and Twitter. 🌐💰 Expanding our brand's visibility, driving traffic to your website, and generating leads with expert targeting capabilities and robust analytics. 📊➕ Invest in Paid Social Infrastructure today and witness the transformative impact on your bottom line! 🏠👨‍💻 [Ron Caughlin](#) [#PaidSocial](#) [#DigitalMarketing](#) [#SocialMediaSuccess](#) [#mktg5515](#) [#success](#)
<https://lnkd.in/gdGiPY8y>



What is social infrastructure, and how does it support economic growth in the United States? - Equitable Growth
equitablegrowth.org • 5 min read

👍 2

What is the relationship between Internet usage and level of satisfaction for students using social media as an instructional learning tool in the College classroom?



Purpose and Research Questions



Purpose Statement

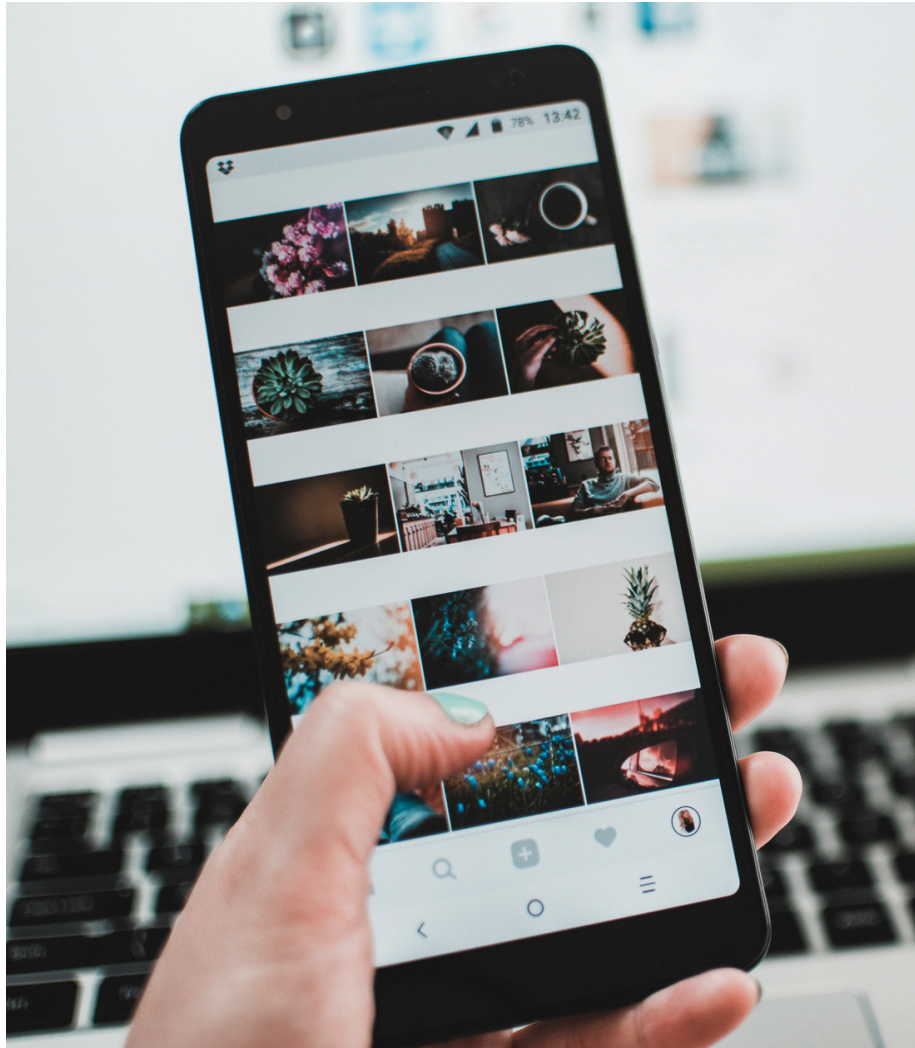
- The purpose of this study is to determine the factors that influence satisfaction levels when using social media as an instructional learning tool in the College classroom.

Main Research Question

- What is the relationship between Internet usage and level of satisfaction for students using social media as an instructional learning tool in the College classroom?



Theoretical Framework & Methodology



the research survey that looked at user preferences, activities and behaviours on social media.

based on the TNS Digital Life study.

to understand user preferences when using social media.

to identify TNS Digital Segments with different satisfaction levels.



Sample & Data Collection



Sample Size - 300 Ontario College Students.

Post Grad & Diploma.

- Instrument - SurveyMonkey
- Recruited through LinkedIn
- Past students who used Social Media as Learning tool in the College Classroom

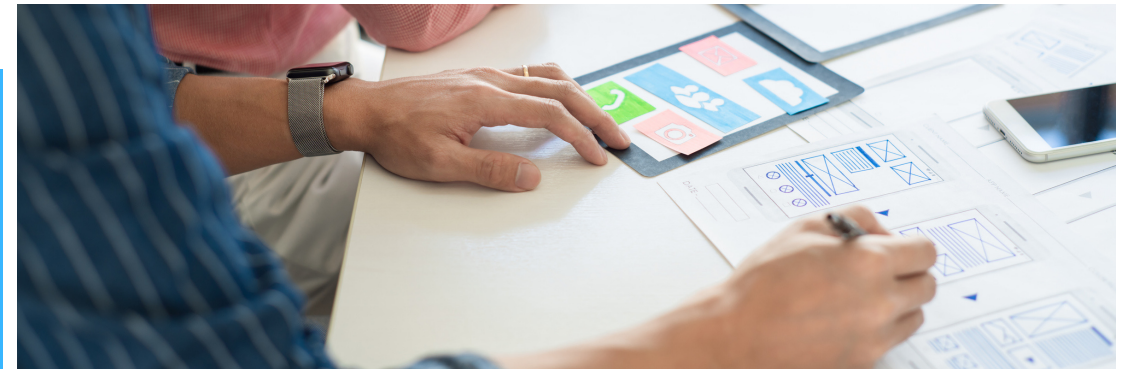


2016 TNS Digital Life Cnd Study

Exercise – 10 minutes

TNS Digital Life Segments

To help you understand the segments, listen to the Digital Behaviours and determine which one you belong.



2016 TNS Digital Life



TNS Digital Life Segment Consumer Behaviour Map

Internet is commoditised
Makes my life more efficient

Internet is pivotal
Is the centre of my life

LOW
INVOLVEMENT

HIGH
INVOLVEMENT

HIGH
CONSUMPTION

LOW
CONSUMPTION



Networkers



Communicators



Influencers



Knowledge-Seekers



Functionals



Aspirers

Internet is irrelevant
Not a big part of my life

Internet is aspirational
Helps me achieve my goals

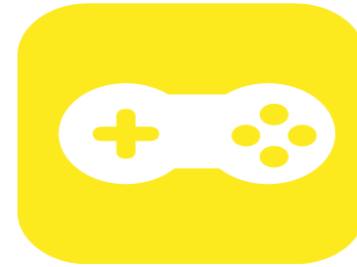




Browsing



Social



Gaming



Email



Interests



Knowledge



Admin



News



Multi-media



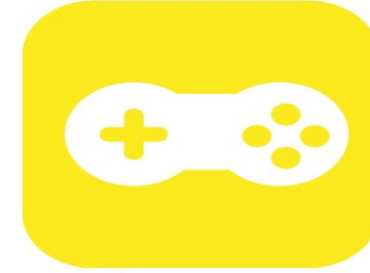
Shopping



Organize



Social



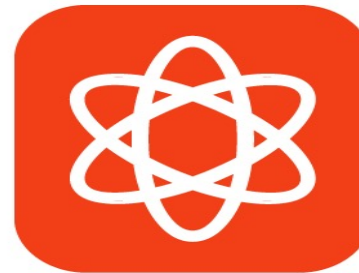
Gaming



Interests



Knowledge



News



Multi-media



Knowledge



Email



Browsing



Email



Social



Email



Social



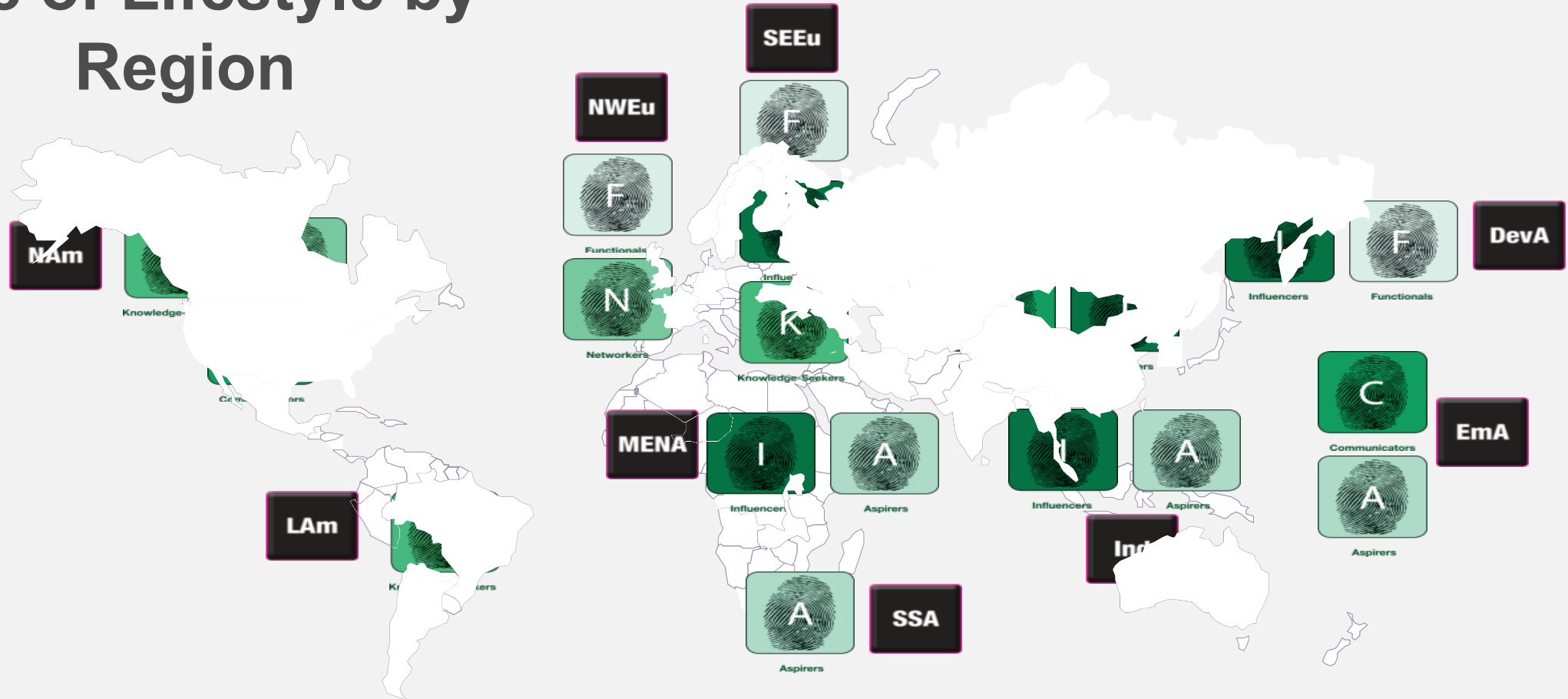
Email



Social

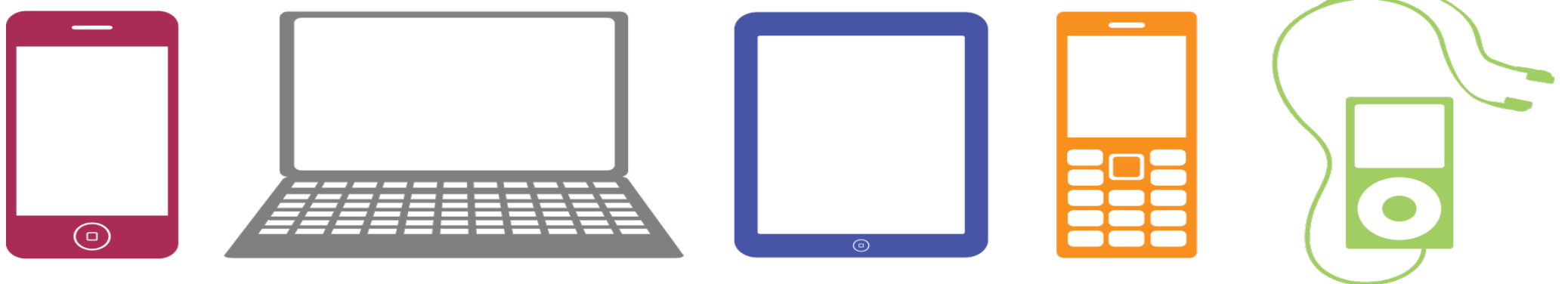


Size of Lifestyle by Region



2016 TNS Digital Life Cnd Study (slide 8 of 9)





Results (1 of 2)

Students in all groups prefer faculty use LinkedIn as the social media channel.



Social Media in Classroom



A large majority (83.33%) of all students strongly agree or agree that the use of social media as a learning tool in the classroom helps increase the learning about the course.



Confidence level,
P.05

International

Significantly higher number of International students scored strongly agree 59.13% versus Domestic 36.66%

Results (2 of 2)



Personal Brand

86.41% - Social
Media as a learning
helped grow his/her
personal brand.





Domestic
Skew



International
Skew



Results

- International students have stronger agreement that social media helped increase learning about class.
- International students who were Knowledge seekers believe social media as learning tool help build his/her personal brand over all other segments.
- There was no stress or anxiety reported – any segment.



Let's Try it

- Pick a topic today.
- Research.
- Make a Post on LinkedIn.
- Use #EVolve2023.
- Like and Comment



Wrap up and Implement

- Introduce Social Media as a learning tool.
- Provide 10% of Final Mark



Increase Learning
& Satisfaction



Grow Personal
Brand





Q & A

Thank You

