The Effects of Social Media and its Quality and Content on NVCC Students Learning

Mixed Methods Research Design

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Psychology 211

Purpose of the Study

❑ It is the purpose of the study to explore the quality and content of social media as used by Northern Virginia Community College students (Loudoun Campus) to determine how social media is being used and how it affects student learning.

Loudoun Campus

NOVA invites you to explore all of the opportunities we have available for you.

Major Research Question

How does the quality and content of social media affect the learning of NVCC students?

Hypothesis

❏ There is a correlation between high quality social media sites and high quality educational content on student learning

Significance of the Study

❏ Contribute research to the academy

❏ Research the quality and content of social media

❏ Social media and its use among community college students

Literature Review

❑The literature review is necessary to evaluate previous research studies and findings on the topic in order to ensure that this study will present new, valuable information which can add the body of knowledge regarding social media usage among college students.

Theoretical Framework & Literature Review

❏ Benefits of Social Media Use

    ❏ Social media may help community college students to feel more connected to their college

    ❏ Colleges are becoming increasingly more active on social media

❏ Issues related to Social Media Use:

    ❏ Is social media a distraction in the classroom?

    ❏ Can social media impede learning?

Limitations

❏ Students are self-reporting their use of social media, which might affect the complete accuracy of responses.

❏ The sample will be college students at NVCC who are between the ages of 18-24 years, so the survey will not address participants who are older who may also be affected by social media.

❏ This research study will be conducted within the time limits of this semester, thus potentially impacting the completeness of findings.

Delimitations

❏ All students surveyed are 18 years or older, in order to obtain full informed consent without the need for additional parental consent

❏ All subjects are current students at Northern Virginia Community College, attending the Loudoun campus for the majority of their classes (2 classes or fewer at another campus is acceptable)

Methodology

❏ Methods: Research that involves collecting, analyzing and mixing quantitative and

qualitative research (data).

❏ Survey and Interview

Sampling Design and Data Collection

❏ Convenience Sampling: Non-probability sampling technique in which the subjects are

   chosen because of their proximity to the researcher

❏ Survey required, interview was optional
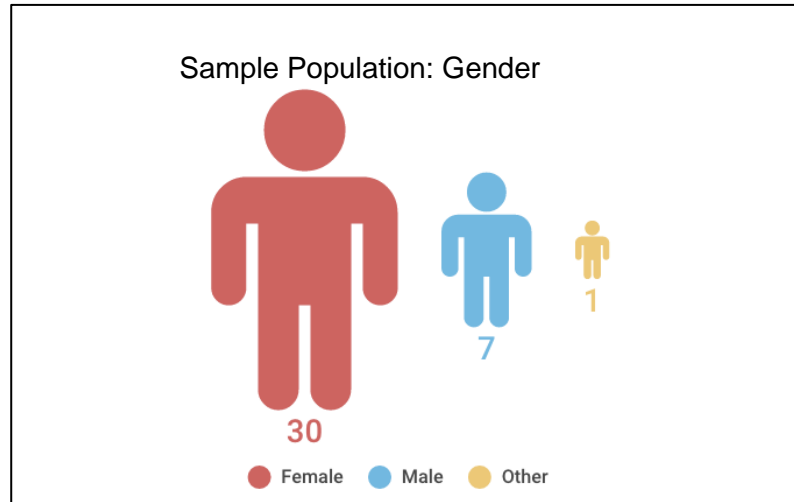
❏ 38 total surveys collected, with 16 interviews

Data Analysis

❏Data was collected and tabulated using Excel
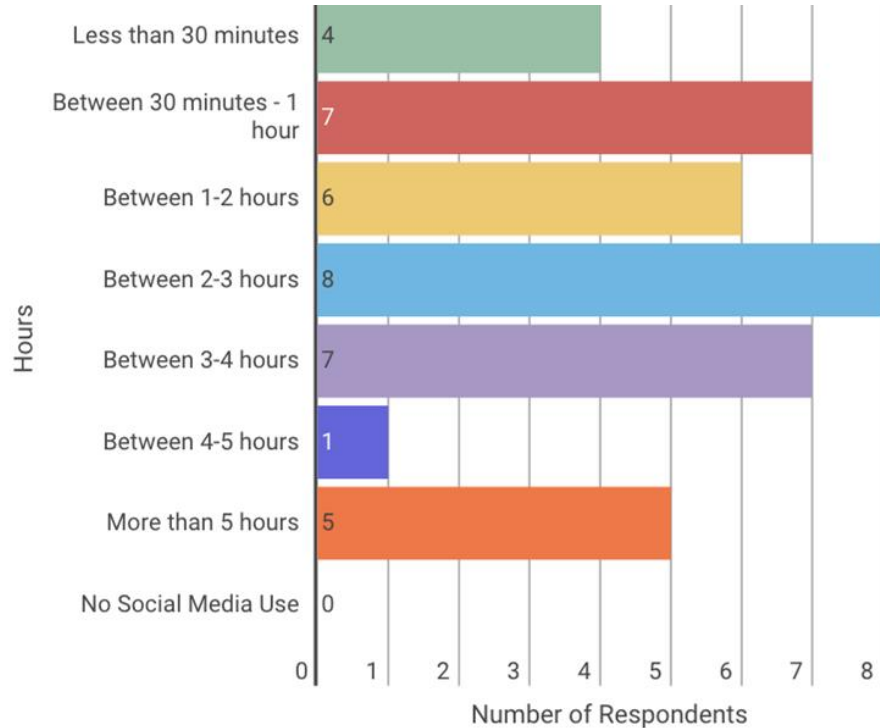
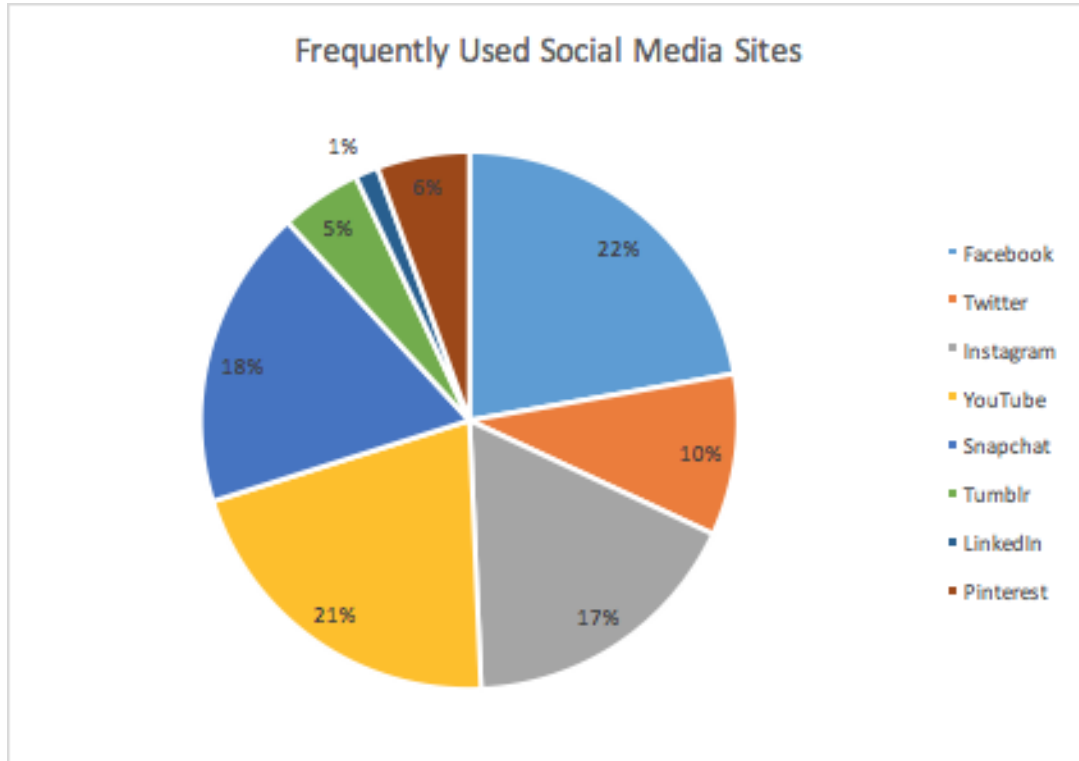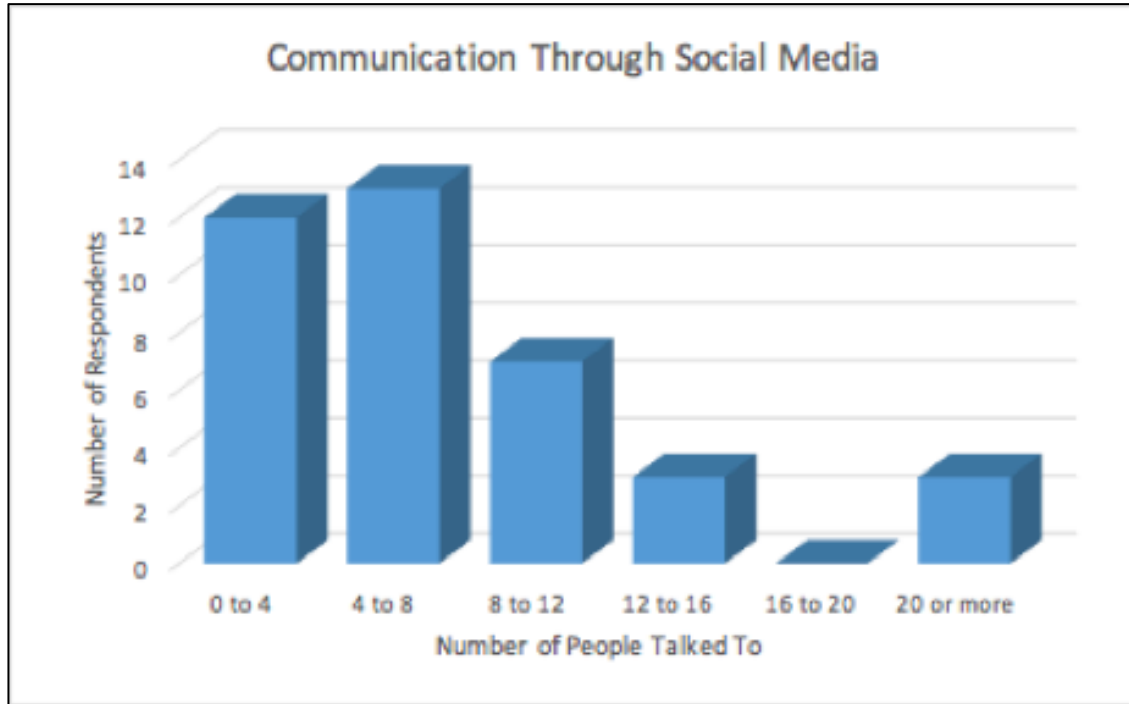❏Significant quotes were highlighted from the interviews

Demographics

Sample Population: Race

Sample Population: Age Range
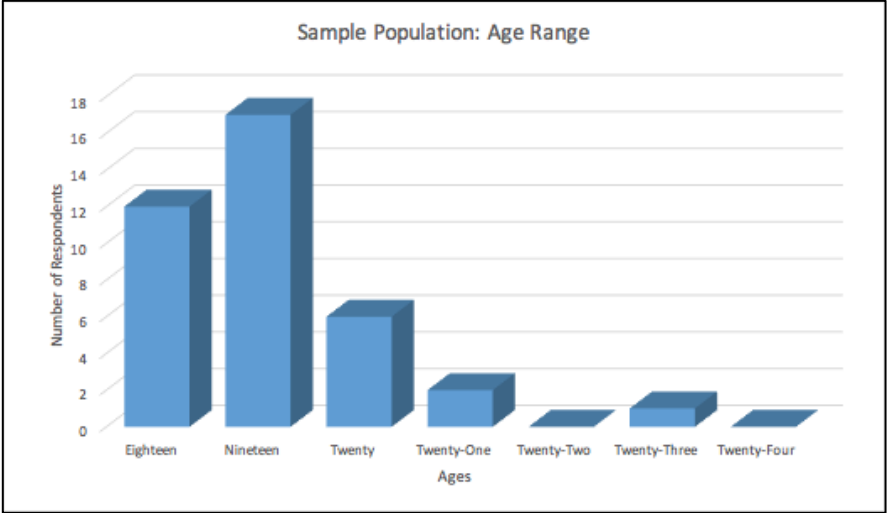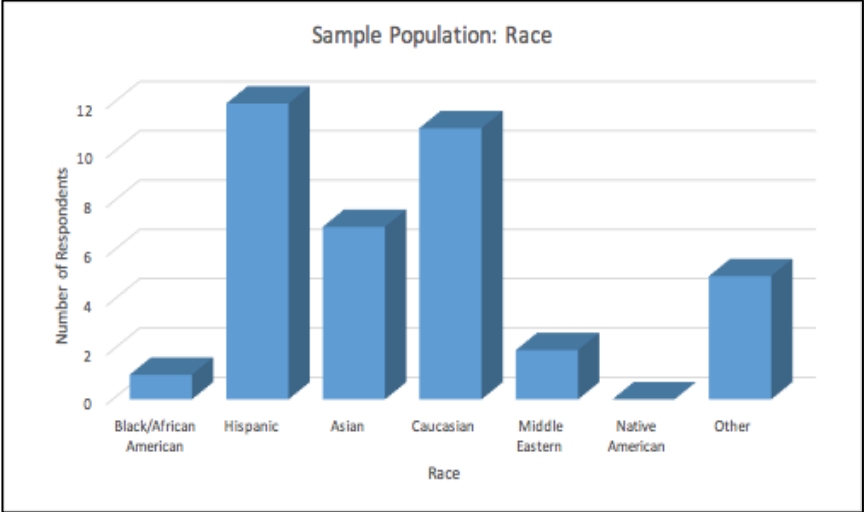
Demographics Cont.

Amount of Time Spent on Social Media (Average Day)

Frequently Used Social Media Sites

Frequently Used Social Media Sites

- Facebook 22%
- Twitter 10%
- Instagram 17%
- YouTube 21%
- Snapchat 18%
- Tumblr 5%
- LinkedIn 1%
- Pinterest 6%

Communication Through Social Media

NVCC Social Media

35 People are aware that NVCC uses social media
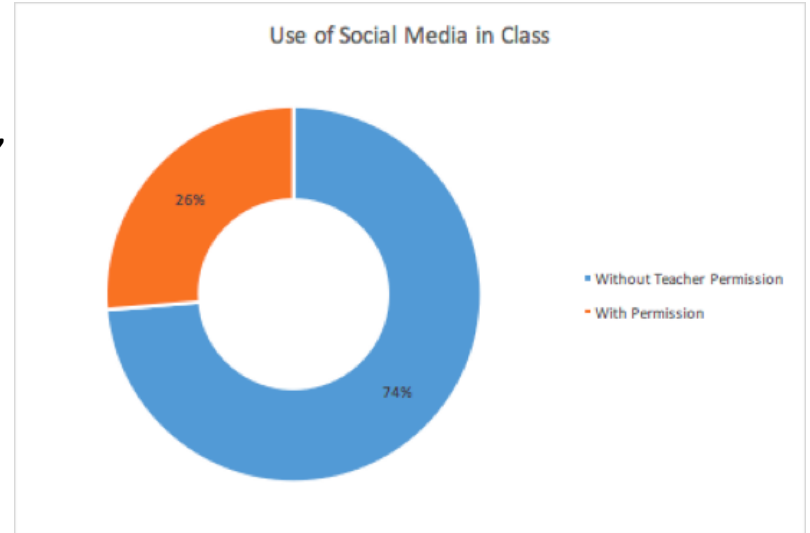
3 People are unaware that NVCC uses social media
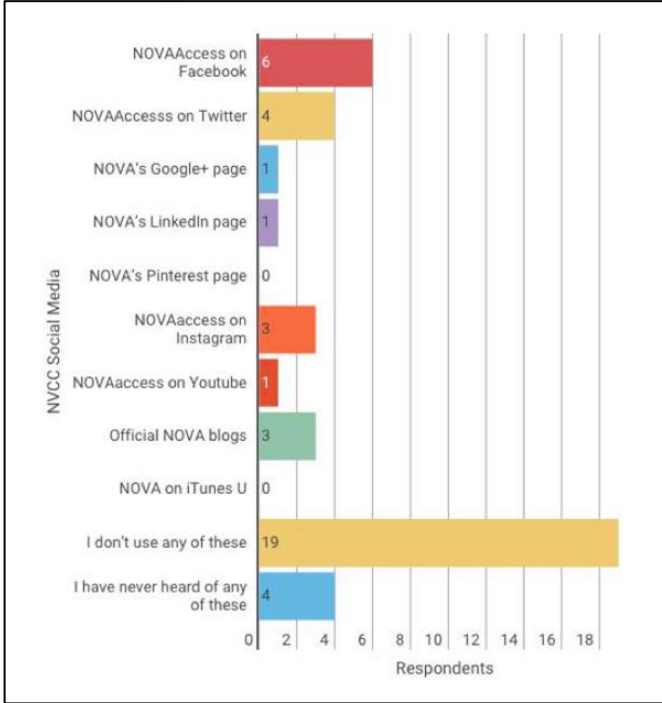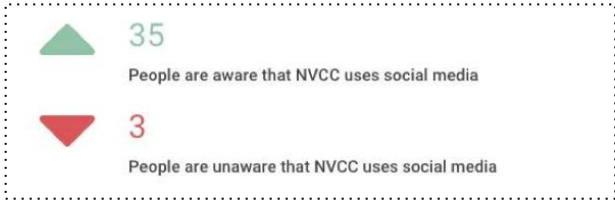
Use of Social Media in Class

"Have you ever used social media during class for non-academic reasons,

without direct permission from your instructor?"

Percentage of students who think that social media is a distraction from school work

Do you think that social media is a distraction from school work?

2

36

Yes No
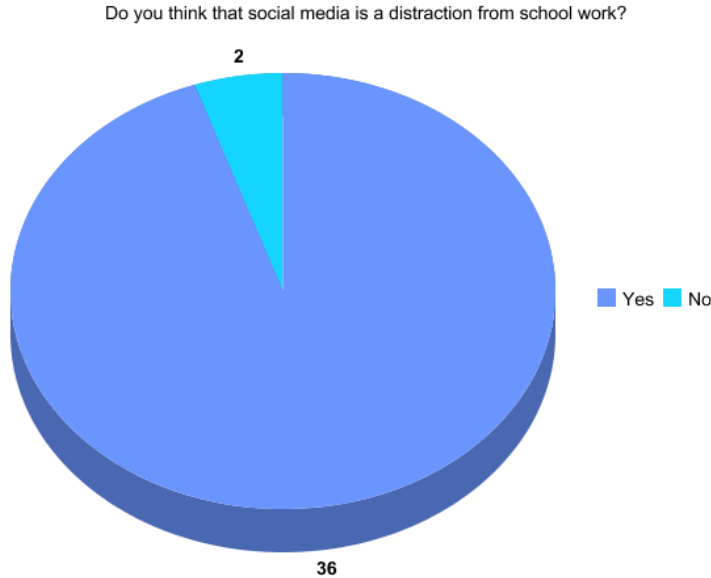
94.7% of students in the sample population think that social media is a distraction from school work

5.26% of students in the sample population do not think that social media is a distraction from school work

GPA vs. Time Spent
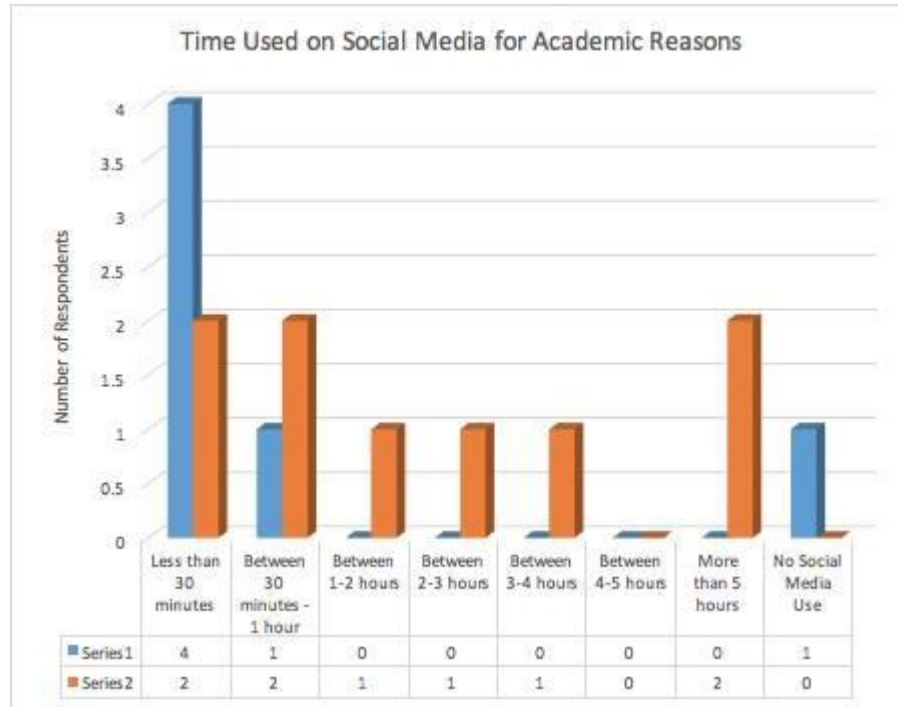

Time Used on Social Media for Academic Reasons

	Less than 30 minutes	Between 30 minutes - 1 hour	Between 1-2 hours	Between 2-3 hours	Between 3-4 hours	Between 4-5 hours	More than 5 hours	No Social Media Use
Series 1	4	1	0	0	0	0	0	1
Series 2	2	2	1	1	1	0	2	0

Summary of Findings

The average student in the sample population:

❏Used social media between 2-3 hours each day

❏Communicated with 4-8 people each week via social media

Summary of Findings

❏ 74% use social media in class without permission for an unrelated, non emergency reason.

❏ 53% have felt the need to limit their social media use. Most common reason given was that it had become a distraction from school work.

❏ Only 73% of students were aware that NVCC used social media, and only 40% have used NVCC affiliated social media.

❏ Most commonly used site was Facebook, despite many interview responses stating that Facebook was passé.

❏ Students who used social media in academic way had a higher GPA than those who did not.

Future Research

❏Random stratified sampling is recommended

❏Larger sample size would be necessary in order to be able to apply the data to the

entire student population at NVCC Loudoun campus.

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