Using Facebook in Journalism education

Closed, secret, but useful?

Potential benefits of Facebook

• Improved communication between class members (students and tutors)
• Greater engagement with class materials
• Exposure to additional learning materials through staff and student input

Source: Zoe Staines and Mark Lauchs: The Use of Facebook in tertiary education in Interactive Technology and Smart Education Vol.10 No.4, 2013 pp285-296
Survey Monkey

- https://www.surveymonkey.com/analyze/y7td2xrxbTuhRCLghO748_2Fvj4k1U_2FjSEdBi675vkVvE_3D

Weekly access to Journalism Facebook
Reasons for accessing J-Facebook

Facebook vs Moodle
Facebook vs Moodle breakdown

Facebook and Learning Outcomes
### Learning Outcomes: Breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>not useful</th>
<th>somewhat useful</th>
<th>useful</th>
<th>extremely useful</th>
<th>Total</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of the course content</td>
<td>7.14%</td>
<td>71.43%</td>
<td>15.14%</td>
<td>5.14%</td>
<td>14</td>
<td>3.67</td>
</tr>
<tr>
<td>Ability to understand the course content</td>
<td>9.80%</td>
<td>9.80%</td>
<td>4.90%</td>
<td>4.00%</td>
<td>3</td>
<td>3.07</td>
</tr>
<tr>
<td>Ability to critically analyze the course content</td>
<td>25.71%</td>
<td>18.18%</td>
<td>20.67%</td>
<td>14.67%</td>
<td>3</td>
<td>2.36</td>
</tr>
<tr>
<td>Engagement/interaction with the course tutor</td>
<td>8.00%</td>
<td>8.00%</td>
<td>24.67%</td>
<td>78.57%</td>
<td>14</td>
<td>3.78</td>
</tr>
<tr>
<td>Engagement/interaction with classmates</td>
<td>8.00%</td>
<td>8.00%</td>
<td>21.43%</td>
<td>78.57%</td>
<td>14</td>
<td>3.78</td>
</tr>
<tr>
<td>Performance in assessment</td>
<td>25.57%</td>
<td>14.29%</td>
<td>25.91%</td>
<td>20.51%</td>
<td>14</td>
<td>2.34</td>
</tr>
</tbody>
</table>

Showing 4 responses:

- The last two were pretty equal, so that would be a good option to have.  
  18/12/2014 2:59 PM  2 respondents answered.

- A great communication tool but not very helpful in actually accessing or completing work.  
  18/12/2014 4:50 AM  2 respondents answered.

- Moodle is awful. Anything is better. Bit Facebook is good.  
  18/12/2014 11:13 PM  3 respondents answered.

- Some of those things weren't available on Facebook. Documents should stay on the moodle, but Facebook is great for notifications of updates or changes or discussions.  
  18/12/2014 4:02 PM  3 respondents answered.
Examples of student use of the Newsroom

- Communicating with Tutors
- Professional “Skiting”
- News Leads
- Sharing/asking for Resources
- Classroom announcements
- Job alerts
- Workplace feedback

Checking in about study progress
Tutors acknowledging student work

Students offering news leads
Students offering topics for debate

Students offering workplace feedback
Students indicated

- Newsroom Facebook was accessed more often by students than they did Moodle
- Newsroom Facebook was helpful in achieving learning outcomes
- Newsroom Facebook was not used for social reasons
- Newsroom Facebook was better than Moodle in contacting tutors, colleagues, and getting course-related advice
- Moodle was better for completing assignments
- Newsroom Facebook is a strong complement to learning management systems such as Moodle and Blackboard