



facebook in a course

Dr. Varunyu Vorachart, Multimedia Technology & Animation
School of Informatics, Walailak University

Overview:

An effective 2-way communication between an instructor and students, both inside and outside a classroom, is an important factor to make a successful learning. With the help of social networking service (SNS) which is very popular among younger generation, we can use the services in our class to get closer to our students and support their learning along the course interval.

Aims & Objectives:

Although Facebook is not originally developed as a learning management system, it offers many built-in features that can be applied to support classroom communication as well as active learning. According to the surveys in February 2019 [1, 2], Facebook is the most popular SNS in Thailand with approximately 51 million active users. With one third of its users aged between 13-24 years old², Facebook becomes the most engaging social network among the younger generation. According to the pre-survey in the first period of the class, all students in the class have been using Facebook for several years and they get connected to Facebook many times in one day. So, I decided to use Facebook Group in my classes to examine its functions in class activities, both as a communication tool and a learning tool.

Activities:

I created Facebook Group before the beginning of the class and made it a closed group. After we mutually agree to use Facebook Group as a supporting tool in our class, I asked students to join the group. I also invited some related users to join the group: a co-instructor, a teaching assistant, a guest instructor, etc.

Tables below show the learning activities I used in Facebook and FB Messenger (a chat program closely linked to Facebook) in all 3 classes I taught during the past 2 semesters.

Outcome:

According to the survey at the end of the course, all students enjoy

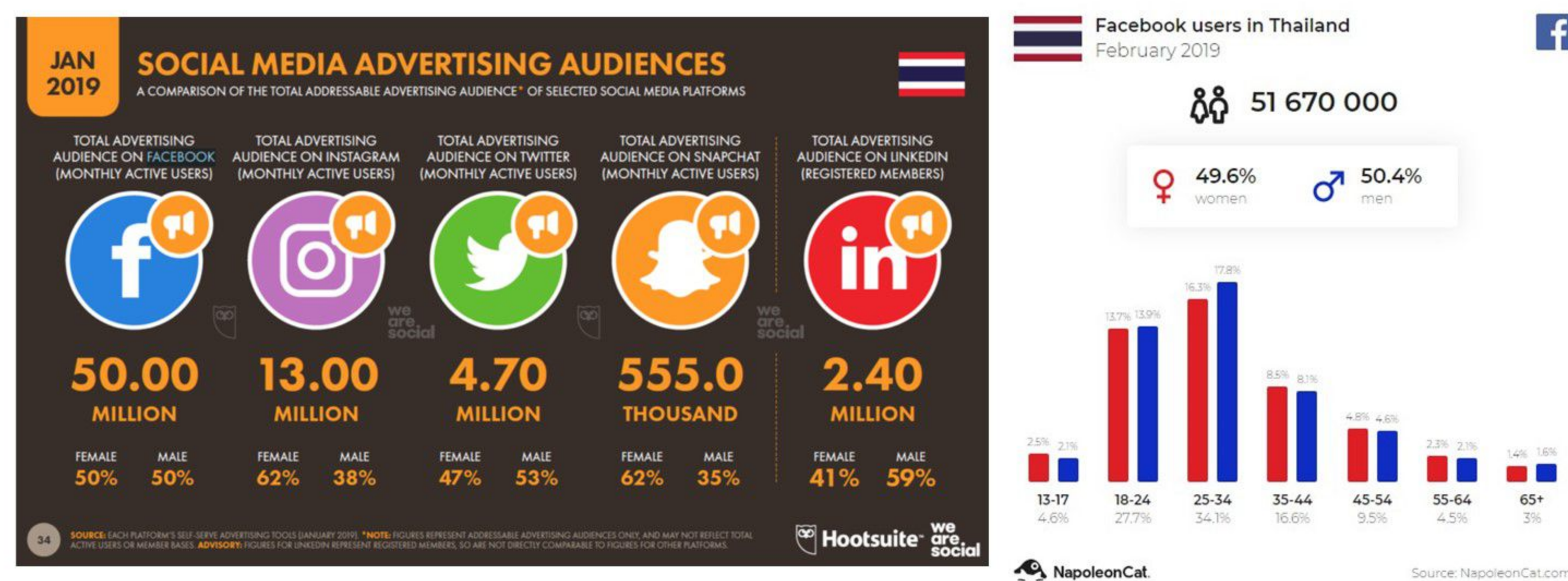


Figure 1: The number of active users in popular social networks in Thailand [2] (left) and Facebook users classified in each age groups [3] (right).

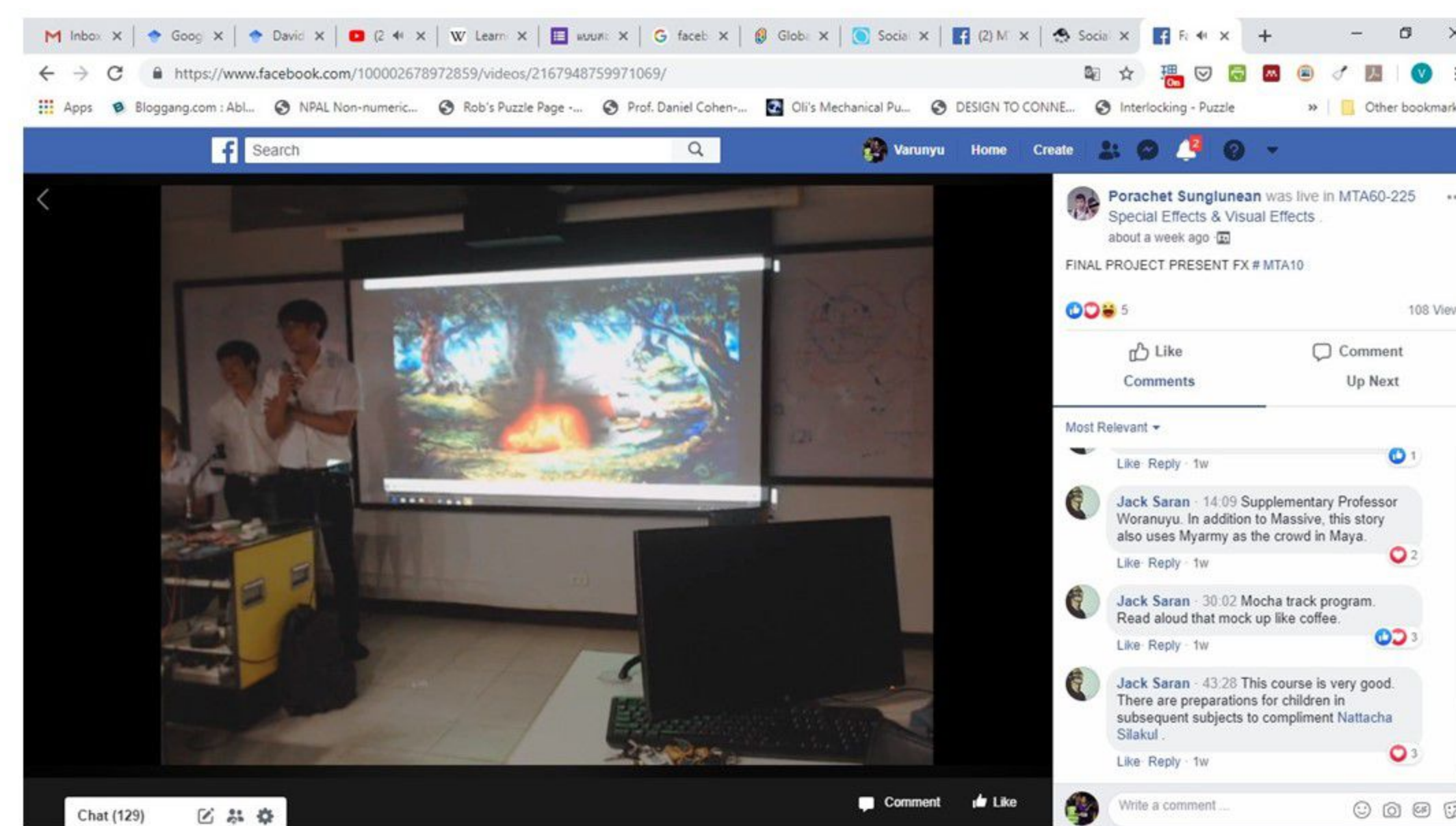


Figure 2: Facebook Live broadcasting student presentation with comments from an inviting professionals in Bangkok.

Facebook Group as a communicative channel between students and course instructors. They said, as everybody uses Facebook and Messenger frequently, they can see every posts instantly while they were using the service or via Facebook notification. "It is the most convenient supporting tool for the class", many students said.

Future Development:

Comparing to Moodle or other learning management systems, Facebook is still lacking a quiz system, score system and question bank. However, we can extend more features of Facebook with Facebook API in the future. Serious game & Gamification can be developed for Facebook as a supplementary learning tool as well.

Common Features in Learning Management System	Corresponding Facebook Features	Unique Facebook Features	Missing Facebook Features
Course schedule	Events	Facebook Live	Quiz
Student vote	Polls	Seen by	Quiz bank
Student List	Group Members	Search	Score system (gradebook)
Slide / File	Group Files	Support multilingual post	Backup & Restore
Topic announcement	Group Announcement	Reply (nested comments)	Reports
Images / Video	Image / Video albums		
Chat	FB Messenger		

Reference:

- Chugh, R., & Ruhi, U. (2018). Social media in higher education: A literature review of Facebook. *Education and Information Technologies*, 23(2), 605-616.
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