

THE EFFECT SOCIAL MEDIA TOWARDS STUDENTS ASSESSMENTS IN UNIVERSITY TEKNOLOGI MARA PUNCAK PERDANA (UiTM)

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Abstract

The aims of this case study was to examine how social media effects towards students assessments. Which is every day many student spending their time in social media such as Facebook, Twitter, Blog and etc. At the first perception it may seem like a waste time but it also helps students to develop important knowledge and social skills. In other way this research provide how social media influences student retention at colleges. In other issue how student used social media as medium to search additional information that used as new form as interaction and collaboration with other students have to know how to use social media in academic course to promote their student learning and be active participants in the collaborative learning community. Many parents are worried that their college students are spending too much time on social media. This part will explain the background or research, purpose study, limitation of research and summary about the topic. The finding of this research hopefully will create awareness among college students who accessing social media sites. The findings also will help student to used social media sites appropriately.

Keywords: Social media, student assessment, higher education, information literacy

INTRODUCTION

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940. New development in the technological world have made the internet an innovative way for individual and families to communicate. Social media network have created phenomena on the internet has gained popularity over the last decade. According to Kemal and Karaaslan (2012) Nowadays, social media is easier to use which is to stay connected with friends and family, for those who are interest by using Facebook, Twitter, LinkedIn and Instagram that are called as social network sites. In particular, college students form a large proportion of users on social media networks. Several college students have social media profile that they used at least once a day.

Many of them used social media to communicate with family and friends and even strangers. Social media sites also create new and non-personal way for people to interact with other and taken advantage of technologies trend. Based in learning education development of information and communication technology is now being usefully in the same purpose which is social media being used by student to develop connections with community learner and increase their learning tool. With using social media as a tool of education platform student can contribute and participate in academic collaboration with other student that can affect student assessment performance.

ISSUES

In this casestudy , several issues are discussed to examine the social media related with the student assessment. Based on my observation from the research articles, there is some limitations may occur during the process student UiTM Puncak Perdana in used social media as medium or tools in the study assessment which is:

- Different perception effect of social media for student assessment
- The style, service and factor of social media in different purpose
- Role of institution of effect social media in student perceptive

RESEARCH OBJECTIVES

The objective of this study will be to evaluate effect social media towards student assessment on learning environment. There some element of sub-objectives was listed:

- To determine the usage of social media in student's study.
- To defined either social media accurate in collaborative learning among student for UiTM Puncak Perdana.
- To study the effectiveness social media among student UiTM Puncak Perdana.

RESEARCH QUESTIONS

These research questions were carried out to answer the following objective:

- What is the effectiveness while using social media as a platform media studies in UiTM Puncak Perdana?
- What is the impact of social media on learning environment?

LITERATURE REVIEW AND PROPOSED FRAMEWORK

In 21st Century learning, there are focuses on communication to prepare students for the future. In communication aspect social media are playing important role in their information seeking. This may help them through their assessment learning. Social media become increased day by day through the range of technology. In part of learning environment in education learning social media such as Twitter, Facebook, Blog, Website and etc become a one of the important medium communication among them to share information quickly which is can increase the productivity.

According to Saw, Abbott and Donaghey, Donald (2012), said that social media was discovered full support that allow student to become successfully in academic study. In other perception through social media students can make connections to many people through chatting, discussion or forum using website, it also help students to build their skill will give positive impact in their life. In another opinion based on the increasing technology right now, mostly parents are worried if their children was involve or using social media in wrong way such as while student have multi-task, they checking social media sites while study or something intention. In this study we want to define the effect of social media towards student. Behind that to determine some usage of social media in study either social media was accurate in collaborative learning among student. In

this chapter we will review how the effectiveness social media for students assessment or other purpose. This chapter we will divided into several category to determined impact of social media in term of the benefit of social media will focused on effectiveness use social media, how social media become a channel student to communicate with others and the perception service of using social media. According to Cabosky (2016) they also examined why and when the user use social media to provide or share their opinion about product online.

These conceptual models in Figure 1 develop to provide in guidance research process and interpret data from within theoretical context. The conceptual model provides or proposed in the usage and the impact of social media in learning environment. Based on previous study, the proposed theoretical framework defined dependent variables which is social media towards student assessment and two independent variables impact social media in learning environment and usage social media for learning tool. The framework will be used to answer the main research question which is needs how effectiveness using social media as platform media studies and effect towards student assessment. The theory also helps the audiences to analyze the impact of social media and choosing media to meet their needs?

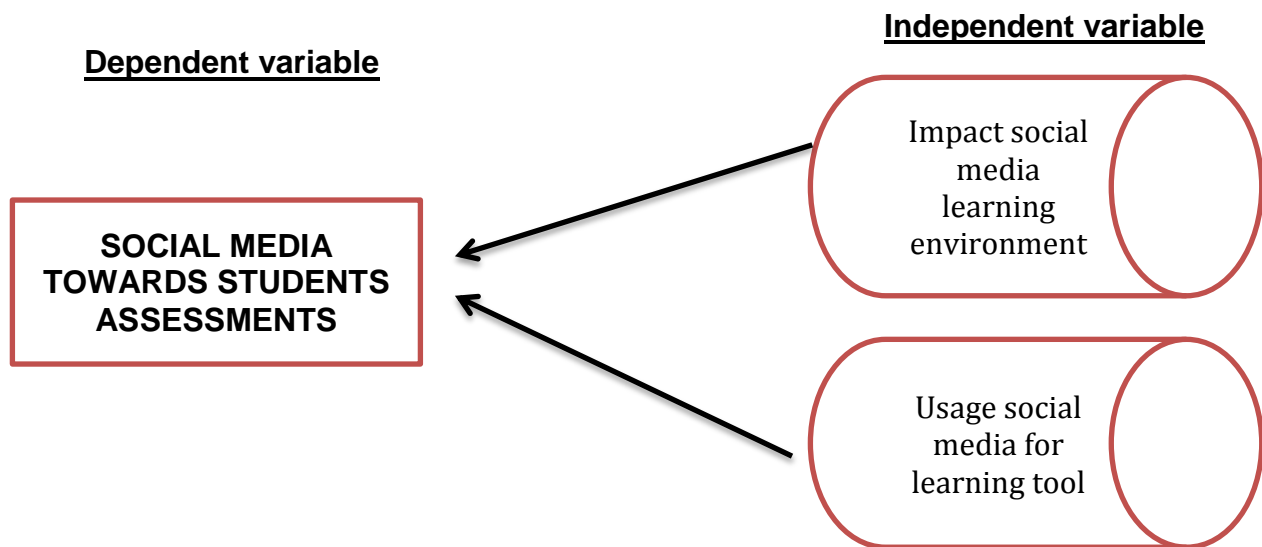


Figure 1: Proposed theoretical framework

Usage of social media in learning environments

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According to Michale (2012), in the media environment student use media sites during their academic study, student use university service as well as media service becomes tool to find their information in learning studies. According to Weller (2016), said that Facebook used theoretical concept to provide theory in social media factors in term of interpersonal interconnectivity. Facebook give many use to student used to lead in motivation that can generate communication with people. This kind of method is important to improve education learning along students. According to Nandez and Borrego (2013) state that the social networking as well as social media much help student to create their personal profile to sending e-mails and message through Facebook, it shows that tool become huge social media among student. According to the service in 2013 academic use in this institution will use social media as an academic platform especially in research study. Student also can treat their skill to working in professional work and present of work by using LinkedIn, social media also help students to provide the formal in digital way by uploading or share their work by using this tool Amit Kumar (2014) social media can be defined as electronic communication for social networking that user can create online community to share information, opinion and other.

Impact of social media in student learning environments

There are many impacts of social media that can increase the education towards students. There are several impacts that we can revise in this case study that social media can give positive impact to share information in various way especially for giving information that can increase the collaboration and help student to learn how to work well in groups. Furthermore, students much spent their time with technology tool that develop student skills on technology skills that will lead them throughout their lives. Though social media it can increase student engagement. According to Ruleman (2012) said that the technology are rapidly changing for a past few years until now and the usage of mobile technology create a new era of social media environment. Which is student are willing to use social media that give impact in sharing information, communicate idea and produce final products, student that use social media can utilize social media in term to solve their assignments problem, to complete their project and also through social media can give impact that can build confidence in student communicate with other groupmates.

According to Ibrahim Gurcan (2015), said social media can be part of education process to improve in communication skills among teachers, student participated in collaborative learning. In other hand social media give impact in term to provide facilities that can enrich learning and teaching process through variety of sources such as audio learning.

In other way there are several impact while student using social media that can be part of their tool of learning because among of the tool it's free. Student has to pay some price to download or using this tool to get more advance benefit. Educators have to know how to deal with budget cuts. Students have to change several tools that they don't have to pay because it is important that student have to use tool that they no need to purchase. According to Bolton, Parasuraman, Hoefnagels, Migchels, Kedadayi, Gruber, Loureino and Solnet (2013) this study was examined the usage of social media in different country and different infrastructure such they suing different method that used rich people social media rather than poor people using it.

Analysis Review

As our research is focusing on the how effect social media towards student assessment, this case study aims to know whether online communication giving impact to student in the part of learning. The finding of all discussion about the issue in the effectiveness of using the social media among students. The first issue was defined in this case study is the usage of social media. According to Garosh (2015), this finding will focuses on how electronic media for students growing rapidly. The uses of electronic media in social media are growing while internet library catalogue is declining. Furthermore this findings was aim the used of social media using Web 2.0 service. This finding also provide a survey on how students using electronic media in learning environment. This finding which preparing by the author, this survey of the finding focus on which student playing their role towards behavior in the focus. This finding was defined the electronic media use for academic study and help student by making their own decisions.

In other way this finding contrast to our research According to Sew, Abott ,Donaghe and Donald (2012) said that those student use Facebook for information sharing and collecting activities, that student get higher grade when they used this tool, This finding aims about international students populations, in other way social media can generate for educational purpose also media can generate for educational purpose also among student in group or gathering information. This finding is focuses to investigate perceptions the usage of social media by higher education program in Malaysia. Next issue is usage of social media in learning environments. This finding show flat how student used social media in side of how much they spent time in online. This study also gives information about how many student use social media in their institutions. According to Lim, Agostinho,Harper and Chicharo (2014), said that student use social media such as blog, wikis or discussion forum for their individual or group assignments project. In other hand social media used to connected with friend's family and lectures. This finding also wants to know the conceptual framework of communities of practice. The result of this finding from this author said many student use social media for personnel activities, but from the data that collected it shows, many students use social media in their network in institution of teaching and learning process.

EXPECTED OUTCOME

This aims of this study to examine how social media effect towards student assessment. From the study we can conclude several aspect that give positive impact such as create a community among student and lecture, it may help the lecture by using this concept among student and lecture to create a centerline of knowledge from the entire of the class in studying and communicate more efficient to everyone. Throughout this, we also hope this study will help lecture and student to give awareness to interpret knowledge about the impact of social media in learning environment for academic purpose. This study will indicate the majority of student aware about social media in their learning platform. Besides that, through this study we hope our respondents give good cooperative during accomplish toward our questionnaire during the process collect data. In other hand, for future research we hope this study will gain more knowledge about this topic which it can achieves the objective and the purpose during doing this research will give benefit to community or college student that social media such as Facebook, Twitter and blog will give more useful as a study tool especially for good technology to used and give some impact in their assessment as a medium for fast approaching and to help student use social media for personal and collaborative studying.

CONCLUSIONS

In conclusion, social media are using to support course material that gives additional content among student by sharing notes much easier. Rather than, the combination of course design and delivery that compliment with the technology with a certain media such as online mind maps and Google Docs helped the student to create new knowledge that connected with learners. With collaboration among student and learners it also provide opportunities for student to enhanced in students activity create and collaborate, a significant factor to consider to accomplish this study is every institutions have to expose to develop social media in learning tool and by spending so much time to learn about new technologies, student develop more familiarity with computers and other electronic devices that. With increased the focus on technology in education and business it will help student to build their skill that can interpret throughout their lives. Social networking also can increase the rate and quality of collaboration for students that they are is able to communicate meeting times or share information quickly. With the support among parents and learners the outcome of social media can moderating in their access to social media become the one excellent method for future development.

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