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Enhancing Media in Learning Online

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Background

This study aims at understanding the students and lecturers' experiences in using social media and social networking applications for teaching and learning. This study is interested in appropriating the benefits of leveraging of social media and networking applications like for teaching and learning.

Social Media vs Social Networking

Social media is a platform for broadcasting information, whereas social networking is a platform for communicating with one another. Social media is a communication channel, whereas in social networking, the communication has a two-way nature. **Paul McMillan**

01 Social Media: WhatsApp

02 Social Net.: Instagram

Why WhatsApp?

01

WhatsApp is the most popular messenger, you can chat with your friends, you can share the pictures, video, the voice messages, and you can send free messages to any part of the world without any charges. Almost students have it.

02

WhatsApp is easy to use, and cheap, it helps you to block the users that you don't want to see your profile picture or someone who you don't wish to have a conversation with.

03

WhatsApp does not need any advertisements on display screen, you can send messages/files to any of your friends as using Whatsapp is free as long as you have internet access.

Why Instagram?

The Youth mostly use Instagram as their lifestyle

1

Instagram is so attractive to see and share photos/pictures and captions/news

2

Instagram is a great source of news, materials, and media

4

Instagram is a fun platform to get knowledge and practice skills

3

What are the most-used sites?

1. Facebook

2. Twitter

3. LinkedIn

4. Pinterest

5. GooglePlus+

6. Tumblr

7. Instagram

8. VK

9. Flickr

10. Vine

11. Meetup

12. Tagged

13. Ask.fm

14. MeetMe

15. ClassMates

*from [eBizMBA Rank Aug 2014](#)

A collection of logos for the 15 most-used websites listed. The logos are arranged in three columns. The first column contains logos for Facebook, Twitter, LinkedIn, Pinterest, Google+, Tumblr, and Instagram. The second column contains logos for VK, Flickr, Vine, Meetup, Tagged, Ask.fm, MeetMe, and ClassMates. The third column contains logos for VK, Flickr, Vine, Meetup, Tagged, Ask.fm, MeetMe, and ClassMates.

Research Method

To find out the viability of the uses of WhatsApp and Instagram postings as informative and communicative tools, this study employs a case study of a qualitative method with tertiary students who are studying English subject from two classes and interviews with lecturer in an Islamic Higher Education in Indonesia.

Results

The results of the data indicated students' preference with using WhatsApp to communicate and Instagram to make friends, to network with friends and to be able to learn additional knowledge at their own time and at their preferred place. They like to text, send files and videos via the WhatsApp and Instagram postings with the information and knowledge that extend beyond the boundaries of the textbook and the classroom.

Conclusion

- The use of the social media and social networking applications for online teaching and learning may become alternative solution to support the use of online educational platform like Google Classroom, Edmodo, Schoology, Quipper, Moodle when face-to-face communication is restricted especially during the Pandemic Era.

Thank You

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