Pilot Study:
Using Facebook to Promote Student Engagement in Authentic Learning for Vocational Education and Training (VET)

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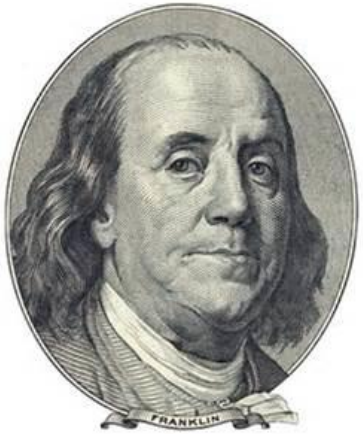
1 June 2018
(Friday)

OPPORTUNITIES • ACTION • SUCCESS
良機・實幹・成功

TEACHING PHILOSOPHY

I am a firm believer in the effectiveness of involving students



"Tell me and I forget, teach me and I may remember, involve me and I learn."

- Benjamin Franklin

" Teaching for students, and embracing IT "

- Big Data Analysis
- Student Generated Content for Learning
- Facebook Page: Benson Share
- Clicker Use In Class
- Instant Messaging
- Teaching-inspired Research
- Research-informed Teaching

RESEARCH QUESTION & OBJECTIVES

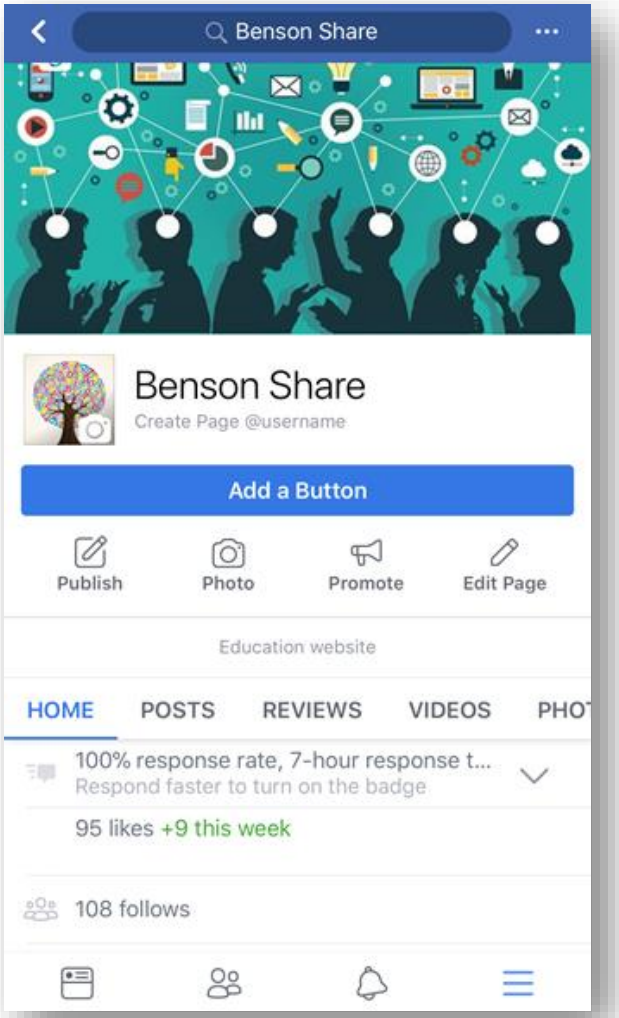
Key words: Facebook, Authentic Learning and Student Engagement etc.

Question:

Does Facebook (FB) page help students in acquiring authentic learning opportunities and promoting engagement for VET?

Objectives:

- To investigate the effectiveness of FB page use in bringing up authentic learning opportunities
- To understand how the overall quality of students' educational experience with this technology usage



SOME DEFINITIONS

Authentic Learning and Social Media Activities

Authentic learning

- is a pedagogical approach that allows students to explore, discuss, and meaningfully construct concepts and relationships in contexts that involve real-world problems and projects that are relevant to the learner (Donovan, Bransford, & Pellegrino, 1999)

- includes activities that are real-world tasks that a person can expect to encounter on the job, in the home, or in other social contexts (Newmann and Wehlage, 1993)

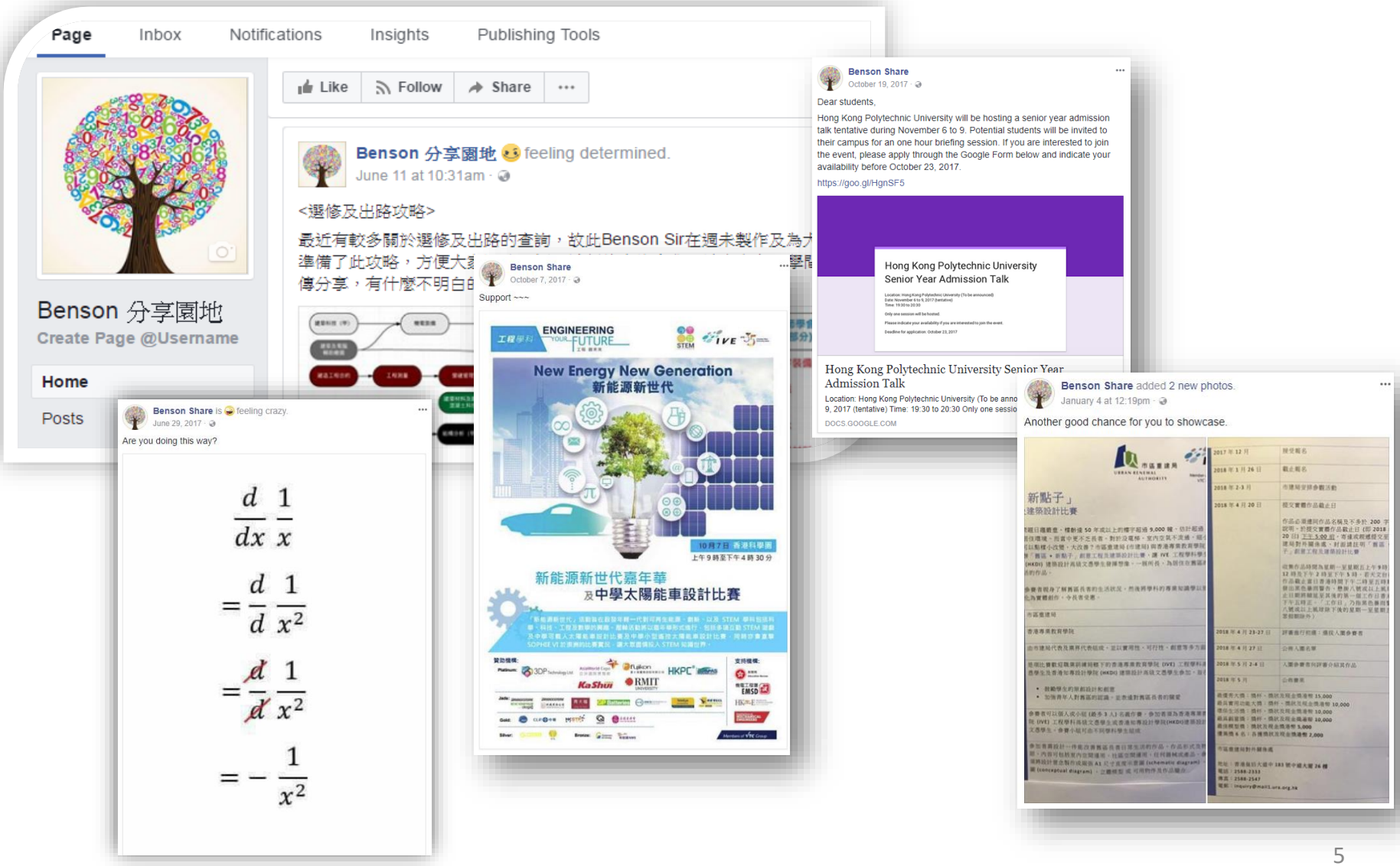
Social media (FB) activities have to be …

- used as cognitive tools rather than for the dissemination of content and information, it allows students to engage more meaningfully with tasks, and to assume ownership of their knowledge, rather than reproducing the knowledge of their teachers (Jonassen, 1994)

- rewarding student participation to fostering students' engagement
- having students interact with each other through FB can help them establish early connections which are then fostered during the face-to-face activities (Fontana, 2009)

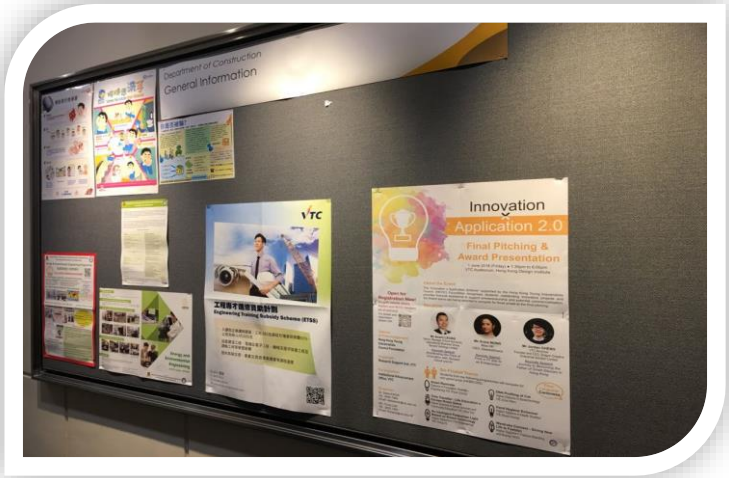
FACEBOOK PAGE: BENSON SHARE

Harnessing ICT to sharp competencies for the future



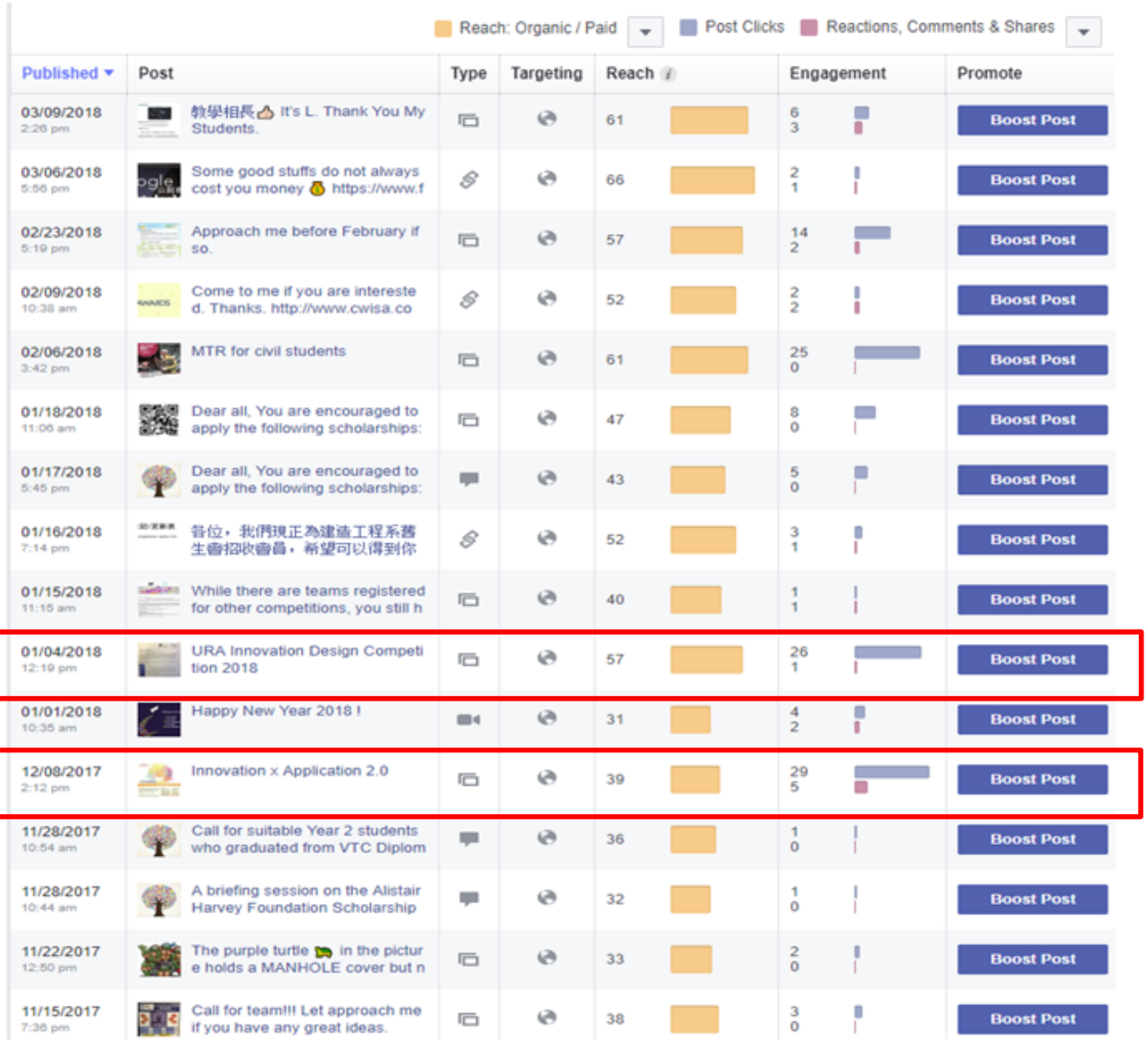
OLD vs NEW WAYS OF COMMUNICATION

My efforts to engage students are beyond the classroom



METHODOLOGY: STATISTICAL ANALYSIS

I used FB statistical tool for measuring the effectiveness



Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/09/2018 2:26 pm	教學相長👍 It's L. Thank You My Students.			61	6 3	Boost Post
03/06/2018 5:56 pm	Some good stuffs do not always cost you money 💰 https://www.f			66	2 1	Boost Post
02/23/2018 5:19 pm	Approach me before February if so.			57	14 2	Boost Post
02/09/2018 10:38 am	Come to me if you are intereste d. Thanks. http://www.cwisa.co			52	2 2	Boost Post
02/06/2018 3:42 pm	MTR for civil students			61	25 0	Boost Post
01/18/2018 11:06 am	Dear all, You are encouraged to apply the following scholarships:			47	8 0	Boost Post
01/17/2018 5:45 pm	Dear all, You are encouraged to apply the following scholarships:			43	5 0	Boost Post
01/16/2018 7:14 pm	各位，我們現正為建造工程系舊生會招收會員，希望可以得到你			52	3 1	Boost Post
01/15/2018 11:15 am	While there are teams registered for other competitions, you still h			40	1 1	Boost Post
01/04/2018 12:19 pm	URA Innovation Design Competi tion 2018			57	26 1	Boost Post
01/01/2018 10:35 am	Happy New Year 2018 !			31	4 2	Boost Post
12/08/2017 2:12 pm	Innovation x Application 2.0			39	29 5	Boost Post
11/28/2017 10:54 am	Call for suitable Year 2 students who graduated from VTC Diplom			36	1 0	Boost Post
11/28/2017 10:44 am	A briefing session on the Alistair Harvey Foundation Scholarship			32	1 0	Boost Post
11/22/2017 12:50 pm	The purple turtle 🐢 in the pictur e holds a MANHOLE cover but n			33	2 0	Boost Post
11/15/2017 7:36 pm	Call for team!!! Let approach me if you have any great ideas.			38	3 0	Boost Post

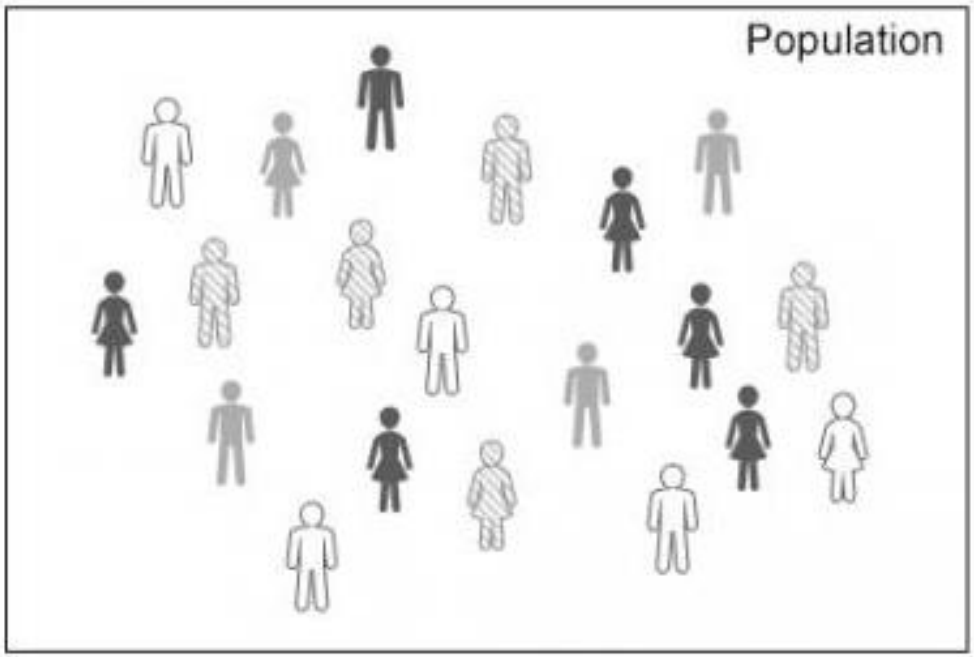
It was notably that

"Post Clicks"
and
"Reactions, Comments & Shares"

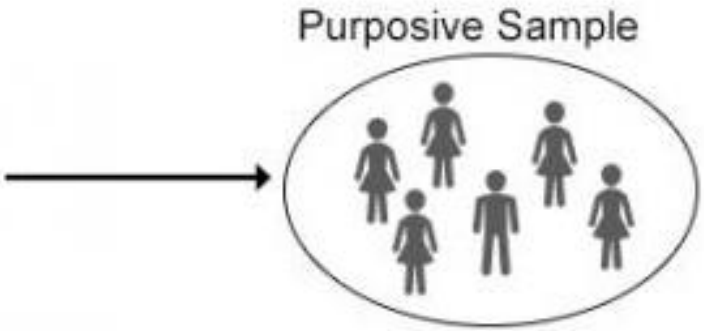
of the latest two authentic learning opportunities stood out clearly among some other posts.

METHODOLOGY: PURPOSIVE SAMPLING

Moreover, I have developed tools for measuring the effectiveness



95 people liking this and 108 people following this which accounted for around 3 classes



Attracted 18 students for proposal submission and 6 students were selected for these two authentic learning opportunities

PHOTOS: AUTHENTIC LEARNING

I aim to arouse students' interests and to enhance student learning experience

FINDINGS AND RESULTS (1)

Students-generated feedback is an important indicator, and I listen

No.	Item	Cumulative Disagree (%)	Cumulative Agree (%)
	Part Two		
1	Do you agree that the said Facebook page effectively introduces you authentic learning opportunities (e.g. competitions, real-life projects and so on)?	16.7	83.3
2	Comparing to "Poster", do you consider the said Facebook page more approachable to you in bringing up authentic learning opportunities?	33.4	66.6
3	Comparing to "Email", do you consider the said Facebook page more approachable to you in bringing up authentic learning opportunities?	16.7	83.3
4	Comparing to "Self-searching", do you consider the said Facebook page more approachable to you in bringing up authentic learning opportunities?	16.7	83.3
5	Comparing to "Invitation by others", do you consider the said Facebook page more approachable to you in bringing up authentic learning opportunities?	0	100

FINDINGS AND RESULTS (2)

Students-generated feedback is an important indicator, and I listen

No.	Item	Cumulative Disagree (%)	Cumulative Agree (%)
Part Three			
1	I feel comfortable posting my ideas or opinions on the said Facebook page.	33.4	66.6
2	I prefer discussing issues or topics on the said Facebook page instead of in a classroom session.	66.7	33.3
3	I feel encouraged by my friends "liking" my ideas or comments on the said Facebook page.	50	50

CHALLENGES

The biggest hurdles are commitment and alignment

- It is important to create an learning community (a cognitive tool) on the online platform to ensure successful implementation
- How students engage with social media for learning is a complex and contested terrain
- Social media's educational uses vary and many factors influence student engagement

CONCLUSION (1)

Students' views on FB page are realized, followed by best practices to improve

- In the student survey, levels of engagement is positive
- Students were rewarded and recognized with the successful proof-of-concept products
- The statistics gathered from the survey suggested that the students have found the communication plans to be effective
- Implying that student engagement has improved

The effectiveness of Facebook use in bringing up authentic learning opportunities

||

Positive

CONCLUSION (2)

Students' views on FB page are realized, followed by best practices to improve

- Students prefer not to discuss issues or topics on the said Facebook page instead of that in a classroom session
- Whether students feel encouraged by their friends "liking" the ideas or comments on the said Facebook page is not distinctive

The overall quality of students' educational experience with this technology usage

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Fair

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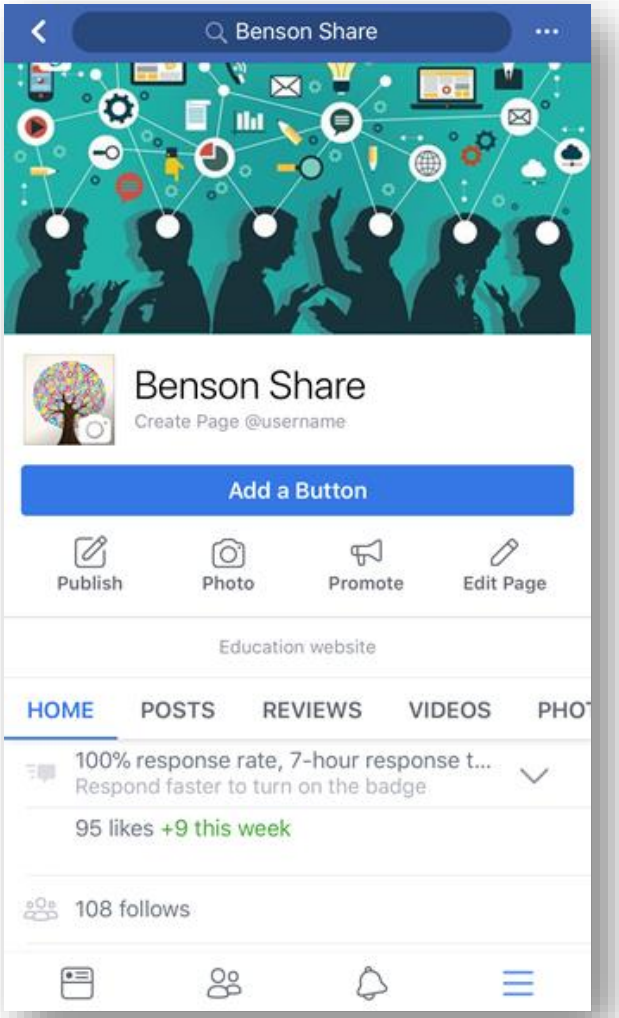

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THANK YOU