



Pedagogical Assessment of:
Modern Tool Rating: 4.5
Website: www.facebook.com

Usage

Facebook is one of the most popular social networks. Although it was not created for educational purposes, it has great potential to improve the learning experience of students. Instructors can share course resources, fire up discussions, promote collaborations, improve relationships between students, incorporate an array of learning tools (such as videos, images, boards, chatting and private messaging), and use it in conjunction with other social media platforms, like Twitter.

These are some examples that can be applied by instructors in order to take advantage of Facebook:

1. Create closed groups. Participants will enter only by invitation and no one else will be able to see the contents, discussions, posts etc. inside the group. It's a great and safe way to interact and bond.
2. Create polls to receive feedback about a course or a program they are thinking of implementing, to request the opinion of their audience on a specific topic, or even to generate statistics
3. Create questionnaires to comprehend the likes, dislikes and interests of their current or future students and build the course around them.
4. Upload course contents, material and resources in their account or the closed group they created. Everything will be available 24/7, if students make a mistake they can correct and re-upload, Educators can get immediate feedback and safe receipt confirmation, their material can be remotely accessed no matter where their students are, and classroom time will effectively be minimized.
5. Use all available learning and communication multimedia tools Facebook offers. There can be videos, presentations, images, pictures, discussion groups, chats, private messaging, sharing, liking, highlighting and promoting. In short, a user-friendly interface that everyone will enjoy exploring.
6. Tell their students to connect their smartphone to Facebook, so they can receive instant notifications about all new messages and activities related to the course. Facebook's notification system allows everyone to keep track of anything new that happens; new groups, requests, discussions, comments, tagging, material, links etc.

Create Facebook applications and try to generate an exciting canvas for developers to add new functionalities. A fun, interactive Facebook app will definitely get people involved in no time.

8. Urge their students to introduce themselves, connect and collaborate. Instructors can also create group assignments to further promote collaboration and improve relationships between students and them. It's true that hierarchy might be lost in the beginning, but it can always be restored, by setting the right tone, mood and style to the groups, discussions and applications. Fun is good, but let's not forget the initial goal here, learning.

Ease of Access:

Facebook is ranked as the number one app for both users and engagement. It shows a habitual use rate of 48% of total time spent in apps. In order to use it, educators and students need to create an account (students need to be at least 13 years old).

It runs on browsers and there are various apps available for mobile devices such as iPhone, iPad, Android devices and Windows Phone. All this makes accessing to its content really easy no matter where its users are.

Pedagogical Assessment

Facebook is a social media with potential in learning environments. It can be useful to improve both collaboration between students and learning engagement. Among the many benefits of using Facebook in education we find:

- Improved collaboration between students.
- Chance to ask questions and help other students to solve their own doubts.
- The learning experience becomes more active.
- Chance to use multimedia resources to expand the knowledge.
- Teachers can keep track of student participation in group projects.

Although Facebook appeals to students (due to their prior familiarity with social media), it is important that students/teachers have a comprehensive understanding of what is acceptable and appropriate if Facebook is implemented as a learning and sharing tool.

Reviews

“Some educators find Facebook daunting and potentially perilous, but the advantages are well worth it, especially once you master all the settings Facebook has to offer...it’s purposeful, interactive, and enjoyable, and exactly what strictly discussion-board online courses were missing. Facebook makes for an optimal virtual classroom. – Danielle Geary (Educator).

www.teachercast.net/2016/03/01/facebook-in-the-classroom/

Advantages

- Most students are already familiar with it. Moreover, it is one of the easiest social media tools to use.
- It can help students to express their ideas and concerns. It enhances learner engagement.
- It allows teachers to share documentation easily to all their students.
- It is available in over 100 languages.
- It is completely free.

Disadvantages

- Students need to be at least 13 years old.
- Students can lose their focus and get distracted watching content unrelated to the class.
- Some students could post inappropriate content

Conclusions

Facebook offers a great chance to bring the “real world” into the classroom. Since it helps to enhance the learning experience and it has so much potential, many teachers are integrating Facebook in learning environments.