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SOCIAL MEDIA UTILIZATION AND STUDENTS' PARTICIPATION AND UNDERSTANDING IN LECTURE-BASED CLASSES IN TERTIARY INSTITUTIONS

- process, key terms like

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Abstract

Social media can serve a multitude of purposes. It could be non academic - as a tool to reconnect with friends and family as well as make and meet new friends, and academic, extending traditional teaching and learning outside the normal classroom, utilizing all social networks to enhance students' engagement and understanding.

This study examined the utilization of social media in tertiary

institutions in Imo state as it relates to students participation and understanding in lecture based classes. Three purposes of study, three research questions and one hypothesis guided the study. The study adopted a descriptive and correlational research design. The population comprised of all the students of Imo State University, Owerri and Federal University of Technology, Owerri. The sample was drawn using cluster sampling technique. A researcher designed Likert scale questionnaire titled Social Medial integration and Student Engagement and Understanding Questionnaire (SMISEUQ) was used to collect data from the students. Data were analysed using percentages, bar chart, mean scores,

utilization in lecture based classes was low and significant relationship between social media utilization and students' participation and understanding in lecture based classes. Based on these findings, the paper recommended that social media should be included as a teaching resource in tertiary institutions, that social media be incorporated as a medium in online teaching and learning.

Keywords: Social media, Utilization, Students' participation, Students' understanding, Lecture based classes.