



SOCIAL MEDIA AS A TOOL FOR ENHANCING QUALITY CLASSROOM INSTRUCTIONAL DELIVERY AMONG STUDENTS OF COLLEGES OF EDUCATION IN NORTH WESTERN NIGERIA

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Abstract:

The thrust of this paper is to examine the use of social media as a tool to enhance effective classroom instructions among students of Colleges of Education in North Western Nigeria. Quantitative research method was employed. The paper identified the concept, types of social media and how social media can be used in teaching and learning situations. The impact of social media on classroom instructions was outlined. Major educational benefits of social media and how teachers should use social media in the classroom was highlighted. Furthermore, how social media should be use as a learning tool was equally elaborated. Conclusion and recommendations were presented. It was recommended that government, Commission for Colleges of education and relevant stakeholders should come up with a workable policy that will facilitates the use of social media in both teaching and learning situations. Strong financial investment should be provided in Information and Commutation Technology (ICT) in order to ensure uninterrupted internet services for social media users.

Keywords: *Social media, Enhancing quality, Classroom instructions, Colleges of Education and North Western Nigeria.*

INTRODUCTION:

Munoz (2010) reported that the history of social media in Africa can be traced back to 2005 which lead to the establishment of Nairaland Online Community

in the month of March in the same year. The Reddit Community whose aim is geared towards unification of Nigerian in Africa and Diaspora was the first rated indigenous and the seventh most widely- visited Online site in Nigeria. In early 1990's, online communication technologies were introduced to the public in form of email and Chat rooms (Peter and Valkenbury, 2009). Today, Social media is now used in every part of the world. Social media influenced how people live, work and learn. Teachers are engaging students by incorporating social media in their classroom activities to support students educational development. Social media provides an open platform, collaborative opportunities and rapid information sharing which facilitates student's creative thinking. In our schools today, a great number of students access Internet facility from their mobile phones. Though, the accessibility is greatly bedeviled by poor infrastructure and quality of service, the use of social media as a learning tool by students will greatly minimized these problems and promote delivery of classroom instructions.

Social Media

In business, social media is used to market products, promote brands, and connect to current customers and foster new business. Social media analytics is the practice of gathering data from blogs and social media websites and analyzing that data to make business decisions. In education using social media, teachers can able to improve the involvement of their students in studies and education, improve technological ability, provide a great sense of collaboration in the classroom and make good communication skills

Types of Media Sites

- 1 – Facebook. This is easily the largest social networking site in the world and one of the most widely used.
- 2 – WhatsApp.
- 4 – WeChat.
- 5 – QZone.
- 6 – Tumblr.
- 7 – Instagram.
- 8 – Twitter.
- 9 – Google+

Social Media in Teaching and Learning

Social media is important for Education it connects teachers to their classes with the students, increases the visibility of lecturers instructions. Here are the reasons for its

importance: Social Media is the most profitable digital marketing platforms that can be used to increase your business visibility. The biggest advantage of social media is its power to connect students although social media can serve as a platform for inappropriate actions abandoning classroom ethics students might do or say things they wouldn't in real life because there are minimal rules for communication in social media. Students who use social media regularly may lose their ability to engage in face to face communication. Even if the world is turning to technology, students must know how to communicate in the real world.

Impact on Social Media on Classroom Instruction

The truthful learning requires daily social interactions between students and teachers from one side, and from the other side between students and the daily life events; "bridging the all-too-well-known gap between the classroom and the real world. The learning has meaning and relates to the real world because it is modeled on the systems of the real world" (Klopfer, et al, 2009, p.9). Schools aim to develop and to support methods to improve the effectiveness and efficiency of interaction and collaboration among students, and with their teachers. Most of web social media tools have been developed in order to maintain, manage, and improve social interactions between people where people can easily access, reuse or comment on content that is authored by others. The evolving learning environments are allowing students to learn anytime and anywhere (Wetzel, 2010). Educational research demonstrates convincingly that immediate and frequent feedback improves learning (Hodder et al. 1989; Dihoff, Brosvic and Epstein 2003, 2004; Dubner and Levitt 2006; Hattie and Timperley 2007; King and Sen 2013). "Social networks may play an important role in raising awareness about the reliable resources of information among the students and society by providing alternative sources of knowledge". (Battrawi and Muhtaseb, 2013, p.1).

A report published in the US by the National School Board Association (2007) found that 96 percent of youth in this age range have used social networking tools at some time, with their average engagement with them rivaling time

spent watching TV at 9 hours a week. Yet perhaps the most stunning statistic of their study is that the topic of most conversation at these sites is education—60 percent of the students' surveys said they use the sites to talk about education topics and more than 50 percent use it to talk about specific schoolwork. (Klopfer, et al, 2009, p.10).

Another report from the Pew Research Center (2010) revealed that 73% of teenagers use some form of social networking by incorporating social media into the lives of students in the classrooms, instructors also incorporate the new literacy that has become part of the students' out-of-school lives (Hahn, 2008; Casey & Evans, 2011). Mason (2008) describes some positive qualities of social media use in the classroom. For example, he points out that using social media in the classroom allows the teacher not only to incorporate multimedia and multimodal texts but also to share these quickly and easily, providing a collaborative learning environment where students can communicate at any time. Learning colleges have the ability to connect with students through social media networks such as Facebook, Google Plus groups, and YouTube. Video is a prominent tool in social media trends that are effective and you can use it to share useful videos that inspire students and help them in their course subjects.

Major Educational Benefits of Social Media

In the present era, a revolution in technology provides various opportunities for studies and education that are accessed by everyone all around the world. The world of education has completely changed and become vaster ever since the internet and technology are included in the formula. Development and growth in form of social networking websites, instructors and educators are seeking for their potential use in education, have the conscious that social networking sites have the capability to endorse both collaboration and active learning. However, social media has been criticized a lot due to the effect it has on the way students produce and retain information. Some parents are of the opinion that social media can be very distracting and harmful for students. On the contrary, social media offers plenty of opportunities for learning and interaction. It is rather simple to see how students benefit from social media. By using technology in classrooms, the young generation is paving a new way of education and learning. Students are getting to explore and experience the world not only by books and assignments; but also by adopting

a new form of communication. In a world where your networks and connections are important, graduates enter the workplaces with a lot more to offer. Here are educational benefits of social media [Dany](#) (2017)

Web Rendezvous

Students share personal information, links to other sites or comment on someone's post. By doing this, they get engaged with each other instantly. The use of social media has made it easier and faster to interact with peers or teachers about class-related topics. In a world where online engagements are important for businesses, these students are already experts at developing an online presence. Students are also experts in interacting with others on the internet. They know how to use basic as well as complex functions on various social media sites.

Sharing Information

Students are continuously connected to the internet through their mobiles, tablets, etc. and hence rapidly transmit information to friends, family, and other connections. This information is a lot more than just hilarious videos or vacation snapshots. People share views, opinions, tips, projects, study material and other such useful stuff with each other. They exchange helpful information for classes and examinations. Their ability to access, evaluate, maintain and share information is fantastic without even being aware that they are actually developing such skills day by day. The older generations need to understand the magnitude of this new style of communication.

Social Media Marketing

It has become essential for all types of businesses to incorporate social media marketing in their organizations. Students are extensively carrying out social media strategies for several companies all over the world. The benefits of social media for students are many. The above are just a few, to begin with. Thus, the affirmative effects of social networking in education are perceptible. Social media sites not only assist students for [assignment help](#) but also offer great opportunities for communication between administrators and teachers. Using social media, teachers can be able to improve the involvement of their students in studies and education, improve technological ability, provide a great sense of collaboration in the classroom and make good communication

skills. Mosley (2017) found most of these ideas can be used with either Snap chat, Instagram, or Twitter to deliver message of instruction to classroom learners:

- Track student work over the course of the year. Take pictures of the progression of a student project or track their learning.
 - Use it to post homework. Ask them to write about the significance of a posted photo ie perhaps a map, person, or document.
 - Share classroom news with parents and faculty. Showcase student work.
 - Remind students of upcoming class events.
 - Create out of class study groups using specific hashtags. Give the group a question and ask each member to contribute to the hashtag.
 - Flip the classroom by posing questions and asking the students to contribute. Students will be ready to discuss the questions in class.
1. Send out an occasional extra credit question.
 2. Share field trips or extracurricular activities.
 3. Create a tweet as a literary character. Give the students a topic and asks them to tweet as the character would.
 4. Create a tweet as a historical character. Give the students a current event and ask them to tweet as a historical figure would have.
 5. Use Instagram to feature a student of the week.
 6. In language class, use Snapchat to take a picture of an item and label it in the appropriate language.
 7. Take videos of real life examples of the content as a study guide or ask students to identify the video based on the content.
 8. Ask students to annotate an image provided by you, identifying key elements on a map or a picture.
 9. Use Twitter for extended office hours. Advise students that they can tweet you at certain times of the day.

Teachers' use of social media in the class room includes:

Support Outside of the Classroom

Increasingly, students are looking for the ability to access answers and feedback outside of the classroom. As the use of social media and other internet tools changes the immediacy of this contact and connection, teachers are able to utilize social media tools to support students outside of the classroom, and students are also able to gain support from one another.

One social media tool that can help with this is the incorporation of a private Facebook page for a class to utilize outside of school. Teachers are able to post assignments, answer questions, and provide additional explanation for any questions students might have, utilizing after school hours and weekends to continue to learn. Additionally, students have the ability to get answers and ideas from one other, improving and increasing the feedback and brainstorming that can be so essential in gaining critical and creative thinking skills. Another tool that teachers can utilize is the use of a private YouTube channel to share instruction through video. Taping lectures and posting later to YouTube allows students to reference the material and explanations at other times during the week, which can be particularly helpful when working on a math problem or editing an English paper outside of normal classroom hours.

Updates and Important Points

Another useful social media tool is the use of Twitter in order to provide status updates, reminders, and reinforcement of key points to supplement learning material. Some examples of when this can be beneficial include providing students with important reminders for upcoming tests and assignment due dates. Teachers can share information right away for a weekend program on television or other supplemental material that otherwise might be missed. More information on using social media and its benefits can be found at the [NEAW \(2018\)](#).

Networking

For older students, using networking tools such as LinkedIn can also help to begin to build connections for job positions and post-secondary endeavors. Students can learn valuable tools for professional communication skills, building a resume and portfolio, and using research skills to find relevant materials and information for future careers and degree pursuits. Facebook also provides lessons in networking and learning about professional communication and impressions on employers and others.

Parents and Social Media

Another benefit of using social media in classes is the ability for parents to stay involved and informed through every step of a student's education.

Parents can get real time updates during field trips, check homework, review grades, and even get involved in support through sharing their own experiences and knowledge with a classroom of students. As social media continues to be an increasingly prevalent part of society, particularly for younger generations, the use of these tools in classrooms is advantageous for preparing for the future of communication. Social media in the classroom is beneficial for students and parents in various areas of educational support, positive communication, and relevant career skill building.

How to use Social Media as Learning Tools

If you ask students who their favorite teacher is, they will probably name the one who's constantly present on Facebook, answering their questions and posting links to content that makes learning fun. You can become that person if you start using social media as learning tools. Read on; we'll show you 5 tricks that will reveal the new face of education thanks to Facebook, Twitter, and other platforms you can use.

1. Create a Facebook group for your class.

This is where the magic starts. Almost every teacher has created a Facebook group for their class, but not everyone knows how to use it. There are few ways you can put that group to good use:

- Share something that will make your students laugh.
- Post notes to remind your students about the instructions of important assignments, as well as the submission deadlines.
- Encourage your students to post links to great online resources related to the curriculum. You can give extra points for this activity.
- Set discussion topics every week. Think of a topic close to the most engaging lesson of the week, and invite everyone to discuss. You have to motivate the students to participate, so ask relaxed questions that will make them think, but won't stress them out.
- Allow and encourage the students to ask any question they have. If they don't know how to handle the assignment, help them surpass the difficulties they face.
- Discover motivational TED talks and post them in the group. There are many successful people who made progress because they had great goals and worked hard to achieve them. There is hardly a better motivator for learning than a great TED talk.

- Constantly search for new online resources that make learning fun, and share the links in the group. Then, ask your students to watch/read/listen to those materials and share their opinions during class.

2. Use blogging for students' homework assignments.

How about using blogging as a tool for homework assignment submission? Each student can have a personal blog where they will share book reviews, history research papers, and other assignments they usually submit in print. This is a much better option, since everyone will be able to see what the others have done with the topic, so the healthy competitive spirit will drive them forward. When you assign team projects, you can ask several "bloggers" to collaborate within a group and publish different parts of the finished paper on each blog. Of course, you should also have a blog. You can use it for posting discussion topics and inviting everyone to comment. In addition, you can post weekly updates for the lectures you just went through, so the students can have a view of them to avoid scouting for the teachers.

3. Use Twitter for bringing fun into the classroom.

Most educators interested in introducing social media into the teaching processes are focused on Facebook. They perceive Twitter as a network that's mostly used for fun. The fun aspect of Twitter is not necessarily a bad thing. You can introduce a daily hashtag related to a certain topic you elaborated in class, and ask each student to discover a fun fact related to it. Then, they should post a tweet under that hashtag, and the entire class will follow the activity. This is a great way for the students to realize how the things they learn at school are being implemented in the real world. You can all discuss the information you find the next day in class. Twitter is also a great place for you to get connected with other teachers. You can support each member of class share tricks and resources that help you do your job.

4. Pinterest for pinning educational resources.

You know how hard it is to keep all important online content in the browser's bookmarks. You keep losing the resources you need no matter how hard you try to organize the toolbar. Pinterest is a great platform for organizing educational resources. When you browse and locate something you could use, you just pin it in a board you created for the relevant category. You can also use Pinterest as a search engine for educational content. Just write your topic

in the search bar and you'll discover some cool resources you can present in the classroom.

Needless to say, you can share the boards with your students, so they can explore them in their free time and expand the knowledge they gain in the classroom. Ask them to create their own boards with educational resources, so you'll understand what each individual is mostly interested in. For example, one student will mostly pin resources from the area of history, and others will be interested in literature. From then on, you can encourage them to explore their strengths further.

5. Use YouTube for the flipped classroom concept.

This video sharing platform is a great option for introducing the flipped classroom concept into your teaching methods. You can share educational lectures and resources in video format, and expect your students to watch the instructional material instead of writing homework. Then, you can discuss the lecture and do the homework in class. This concept requires more work on your part, since you'll have to record the lessons and edit the videos. However, you can substitute that effort by telling your students to view free educational videos that have been published by popular YouTubers.

Social Media Platforms are useful when Teachers know how to use them

Here is another way to become the coolest teacher at the school thanks to YouTube: tell your students to film themselves making presentations of the projects you assign, and then post the videos on the channel. The above-listed tips probably gave you a new perspective on the way you can use social media as learning tools that fit into your teaching methods. These activities will require you to invest some of your free time. Of course it's easier to show up in the classroom, present the lecture and expect the students to do their part of the work.

However, the efforts you put into social media activity will yield great results. You'll finally start seeing enthusiastic faces in the classroom, since your students will realize how fun learning can be. Start using social media platforms as learning tools, and you'll soon notice you're making a big difference into the way your students perceive education.

Conclusion

The paper investigates the use of social media as a tool for the promotion of quality delivery of classroom instructions among students of Colleges of

Education in North Western Nigeria. The study revealed that social media enhanced self directed classroom instructions which empowered students to make independent learning decision and when carefully guided will help students develop better learning outcomes. The application of social media will help immensely in the effectiveness of classroom instructional delivery. Apart from the educational benefits identified by the study, social media platforms are useful when teachers understand how to use them.

Recommendations

Based on the above conclusion, the study provides the following recommendations:

- 1) Government and relevant stakeholders should come up with an organized procedure that will facilitate the use of social media in teaching and learning situations.
- 2) Strong financial investments should be made by the government in ICT in the provision of uninterrupted internet services for social media users.
- 3) Series of seminars and training workshops should be organized to train and re train both teachers and students on the use of social media as a tool to promote classroom instructions.
- 4) Caution should be employed to ensure that social media is not used as a platform for inappropriate and immoral actions abandoning classroom ethics.
- 5) Measures aimed at improving interaction and collaboration between students and teachers should be encouraged.
- 6) Efforts should be intensified in the use of social media platforms to serve as a veritable learning tool for effective classroom instructional delivery.

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