Twitter's Contribution in Increasing the Effectiveness of Educational Communication
Descriptive analytical study of a sample of King Abdulaziz University students
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prepared by

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Abstract

This study is entitled: Twitter's Contribution to Increasing the Effectiveness of Educational Communication, the study used a quantitative research design based on the descriptive approach, using surveys to collect data from a diverse sample of students across different educational levels and disciplines, and the survey tool included questions related to the use of Twitter and its educational effectiveness, potential benefits and challenges as well as educational uses of Twitter by professors and students. This study was based on a number of objectives, the most important of which are: studying the extent to which Twitter is used as a communication tool in educational environments, in addition to the motives and purposes of its use by both students and teachers, investigating the potential benefits of using Twitter for educational communication, with a focus on its impact on student engagement, collaborative learning and knowledge dissemination, and evaluating the effectiveness of Twitter in facilitating interaction between students and teachers through real-time participation and increasing and expanding discussions and brainstorming.   .

The results of the study indicate that Twitter plays an important role in providing news and educational information to participants. There is also support for the use of Twitter as an educational platform by many participants, and the results indicated that there is moderate use of Twitter for educational purposes. There is a category of participants who use it regularly and continuously in the educational context, but there may be differences in the extent to which it is used according to the preferences and needs of users.

Keywords: Twitter; social media; Educational communication; Website evaluation; Communication strategies; Educational environments

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