Activating the means of social communication in the university community(Community College) University Ela good model branch

Prepare by

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Abstract

Social networking is considered one of the most important web applications that provided a fertile ground for educational media and educational technology because of its support for social communication and educational interaction. Hence, learning could not be obtained only from the design of educational content, but from how to activate social media between the learners, the teachers, and administrators alike. This study concerned with activating educational communication methods in the university community: Community College - Taibah University, Al-Ula branch as a model. In order to find out how to activate social networking sites in teaching and learning, and what services they can provide to the parties to the educational process, the study has included the following social media: e-mail, What Sapp, Twitter, Telegram, Facebook, Instagram, YouTube, Snap chat, Emo, keek and others and how they are activated by administrators, teachers, and students. The researchers have come to a set of results, the most important of which are: the most activated educational means of communication in the university community are What Sapp, email and emo, respectively, followed by the Twitter, Tube, and Telegram group, and the least activated methods are Facebook, Instagram, snap chat, and Instagram. The researchers also have found that male students activate all educational means of communication with male students in varying proportions, and that female students in their communication with female students activate all the means, as well, in this study, and that the least diverse groups in the use of the means are administrators, and it turns out that there is a difference in activating social media between categories of the community sample, which is the more the user ages, the less use of the means that is limited to two or three means, and this claim has been supported by the results of the analysis of the activation of administrators and faculty staff for social media, compared with the activation of male and female students to social media that covered all types of social media being studied. The researchers believe that the use of social communication networks contributes effectively to support the educational process, as well as urging faculty members to diversify social media that enable them to keep pace with the possibility of addressing today's generation with what suits them and what is widespread among this generation. Finally, the study is concluded with some recommendations.

Key words: social media, social media activation, Taibah University Community College, Al-Ula branch.

The study Problem

1. To what extent can social media websites be activated to support education for undergraduates?
2. What social media used in the university community?

Study questions

1. What is the most active social media in the university community between (faculty, students and management)?
2. What is the least activated social media in the university community between (faculty, students and management)?
3. What are the differences between the groups of the study population (faculty, students and management) in activating social media in the university community?
4. To what extent does the use of social networks contribute to the educational process?

Objectives of the study

1. Learn about the social media used in the university environment at Taibah University, Al-Ula branch in dealing community between (faculty, students and management)?
2. Study the extent of activation of social media in the university community.
3. The contributions of using social networks to support and manage the educational process.
4. Contribute to enriching the Arab library.

Study limits

1. Spatial limits: Community College, Taibah University, Al-Ula branch, Kingdom of Saudi Arabia.
2. Time limits: This study was applied in the academic year 2019-2020.
3. Human frontiers: (faculty, students, and administration members), Community College, Taibah University, Al-Ula branch.
4. Objective limits: Activating social media in the university environment: Community College - Taibah University, Al-Ula branch.
5. 5. Theory of Study: (Actor-Network Theory)

Terminology of study

1. The concept of social communication.
2. The concept of social media.
3. Community College, Taibah University, Al-Ula branch.

Types of social media

1. The YouTube.
2. Instagram.
3. Whatsapp.
4. Snapchat

5. Twitter
6. Facebook
7. E-mail
8. Telegram
9. Emo
10. Keek

The positives of social media

1. Conducting interactive discussions directly in a written or audio / visual manner or hold audio and video meetings and conferences.
2. It is not bordered by geographical barriers, nor by international borders.
3. Giving space for expression and active participation of the viewer and reader.
4. The diversity of uses.
5. Ease of use.
6. Saving and Economy.
7. Personal uses.
8. Educational uses.
9. News uses
10. Share private thoughts

Social media negatives
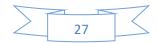
1. Increased focus on personal duties.
2. The use of the method of filtering from time to time.

Results of the study

1. The most activated social media in the university community Are whatsapp, email and emo.
2. Followed by Twitter, YouTube, and Telegram.
3. The least activated social media in the university community is Facebook and Instagram, Snapchat.
4. The least diverse categories of media use are administrators.
5. There is a difference in activating social media among the sample population groups.
6. The use of social networks contributes effectively to support the educational process.

Recommendations

1. Working to integrate social media in all stages of curriculum building and design.
2. Awareness of the importance of communication technology and technology.
3. Enrich the digital communication environment.
4. Lifting technological communication barriers between faculty members, administrators and students.

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