THE ROLE OF SOCIAL MEDIA IN LEARNING AMONG MALE STUDENTS IN SECONDARY SCHOOL: A CASE OF IRAQ

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2016
THE ROLE OF SOCIAL MEDIA IN LEARNING AMONG MALE STUDENTS IN SECONDARY SCHOOL: A CASE OF IRAQ

A dissertation submitted to Dean of Awang Had Salleh Graduate School in Partial Fulfillment of the requirement for the degree Master of Science in Information Technology

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Abstrak


Kata kunci: Teori Ekologi Media, Persepsi, Tingkah laku, Pengalaman
Abstract

The use of social media is a growing phenomenon which is becoming increasingly important in both private lives and the academic world. Social media are used as tools to enable users to have social interaction. The use of social media complements and enhances teaching in traditional classrooms. For example, YouTube, Facebook and Twitter provide a huge amount of material on a wide range of subjects. This study examined three possible explanations based on the Media Ecology Theory: – first, male student perceptions of social media that can contribute to the learning process; second, social media can influence male student behaviour in the learning process; and third, male students’ experiences of the social media could help to enhance the learning process. In order to achieve the objectives of this research a survey was conducted among Iraqi male students at different secondary schools in the area of Third Baghdad Al-Rasafa. The survey asked the students how social media in the classroom have changed their perceptions, experiences and behaviours in the classroom. It also explored the social media tools that might have an influence on teaching and learning styles. The type of data collected was quantitative. This study would motivate the use of social media that may contribute to enhance the learning process in secondary schools in Iraq. The analysis and interpretation of the study may be used for the improvement of the learning policies by using social media. The findings of this study showed that male students had benefited from the use of social media in the classroom. The majority of the respondents concluded that social media can help them better understand their work by enhancing their perceptions, experiences and behaviours in the classroom. This would enhance the learning process in Iraq.

Keywords: Media Ecology Theory, Perception, Behaviour, Experience.
Acknowledgment

In the Name of Allah, the Most Gracious and Most Merciful

First and foremost, praise and gratitude go to Allah SWT, the Almighty, for bestowing on me with great strength, patience, and courage in completing my program of study and for the successful completion of this dissertation.

There are a number of individuals whom I owe my deepest gratitude. Firstly, my sincere appreciation, gratitude and heartfelt thanks go to my supervisors, AP Dr. Shafiz Affendi Mohd Yusof and AP Dr. Muhammad Ikhwan Jambak for their continuous guidance, suggestions, and constructive criticisms in order to make this work a success, I thank them very much.

With deep sense of affection, I would like to acknowledge my father, who is my best friend Sabah Abdulwahid Abdulrazaq. He encourages me and expresses confidence in my abilities to complete my study. Same goes to my mother Iman Ibrahem Mohammad. She has supported and is continuously praying for me during my studies, I pray to Allah to protect them.

I dedicate this thesis to my wife Rammah Ghanim Mohammed and my daughter (Laya) who unremittingly supported me during my years of study. They made this work possible.

To all my brothers and sisters, I say a big thank for their help and contributions, too many moments of insight, inspiration and support throughout my study.

I want to express gratitude and dedicate this thesis to my uncle Ghanim Mohammed and his wife Shukriya Abdulkareem. They too encouraged me to accomplish my study.
I am deeply grateful to my family (all my aunts and uncles) for their love and support during my Master studies. I truly could not have achieved this milestone without their supports and I thankful my grandmother for her pray to me and grateful to my uncle and my best friend Ali Abdulwahid.

I express my deepest thanks to Ministry of Education in Iraq for helping and supporting me and giving necessary advices and guidance and arranged all facilities to make my study (Master Information and Technology) easier.

Last, but not least, special thanks goes to all staff of Information and Communication Technology, College of Arts and Science, University Utara Malaysia and those that contributed indirectly towards the success of my studies.

THANK YOU UUM

MUSTAFA SABAH ABDULWAHEED

January 2016
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List of Abbreviations

ICT  Information and Communications Technology

UNDP  United Nations Development Programme

H  Hypotheses

GPOMS  General Process Modelling System

SLT  Social learning Theory

MET  Media Ecology Theory

CSO  Central Statistical Organization

SPSS  Statistical Package for Social Science

SP  Student Perception

SB  Student Behaviour

SE  Student Experience

ELP  Enhance learning process

SPQ  Student Perception Questions

SBQ  Student Behaviour Questions

SEQ  Student Experience Questions

ELPQ  Enhance learning process Questions

IV  Independent variable

DV  Dependent variable

VIF  Variance Inflation Factor

M  Mean

SD  Standard Deviation
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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Information and communication technology (ICT) is widely seen as a motor to foster 21st century skills in nearly all education-related fields, especially schools (Busch et al., 2011; Sincar, 2013). It has been ubiquitous in today’s daily lives of not only children’s and adolescents, but also it has been adopted by nearly all school subjects, into academic discussion and debates. School students who are known as “digital natives” (Kretschmann, 2015) have been dealing with ICT as part of their lifestyle and even expecting it to serve as a surrounding resource throughout their educational and professional career (Aijan, Beninger, & Crittenden, 2014; Prensky, 2008).

Over the past five years, social media has become one of the most prominent genres of social software, popularised by Myspace and Facebook. Each tool has been used by hundreds of millions of users. They provide spaces for online conversations and sharing of content. They operate typically by maintaining and sharing profiles, in which individual users can represent themselves to their stakeholders through the details of such as personal information, interests, photographs, and social media tools. Through the profiles, users of social media could decide on whether to make friends or not. When users are familiar with the concept, they could personalize their page setting (Selwyn, 2009).

With such features task, social media has become very common nowadays, making a big number of people utilize them for various reasons. Eventually, the social media advocates say that if you are not on social media, you are not alive (Kretschmann, 2015).
The contents of the thesis is for internal user only
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