

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

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MASTER OF SCIENCE (INFORMATION TECHNOLOGY)

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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

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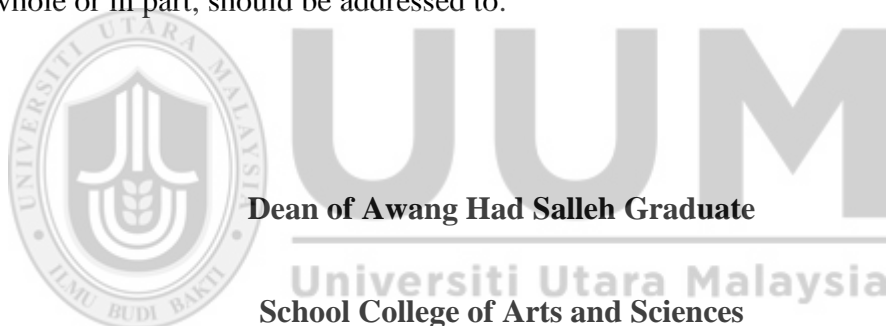
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Abstrak

Penggunaan media sosial merupakan satu fenomena yang semakin meluas yang menjadi semakin penting dalam kehidupan peribadi dan dunia akademik. Media sosial digunakan sebagai alat yang membolehkan pengguna berinteraksi secara sosial. Penggunaan media sosial menjadi pelengkap kepada pengajaran dan meningkatkan pengajaran di dalam bilik darjah yang menggunakan aliran lama. YouTube, Facebook dan Twitter, sebagai contoh, menyediakan banyak bahan untuk beraneka mata pelajaran. Kajian ini bermatlamat untuk meneliti tiga penjelasan yang bersandarkan Teori Ekologi Media. Pertama, persepsi pelajar lelaki terhadap media sosial yang boleh menyumbang kepada proses pembelajaran. Kedua, media sosial boleh mempengaruhi tingkah laku pelajar lelaki dalam proses pembelajaran. Ketiga, pengalaman pelajar lelaki semasa menggunakan media sosial boleh meningkatkan proses pembelajaran. Bagi mencapai objektif kajian ini, satu tinjauan telah dilakukan dalam kalangan pelajar Iraq di sekolah menengah yang berbeza di kawasan Third Baghdad Al-Rasafa. Tinjauan tersebut berhasrat untuk mendapatkan pandangan pelajar tentang cara media sosial di dalam bilik darjah mengubah persepsi, pengalaman dan tingkah laku mereka di dalam bilik darjah serta meneroka alat media sosial yang mungkin mempengaruhi gaya pengajaran dan pembelajaran. Data yang dikutip bersifat kuantitatif. Kajian ini boleh mendorong penggunaan media sosial yang berpengaruh untuk meningkatkan proses pembelajaran di sekolah menengah di Iraq. Analisis dan tafsiran kajian boleh digunakan untuk menambah baik dasar pembelajaran dengan penggunaan media sosial. Dapatan kajian memperlihatkan bahawa pelajar mendapat manfaat daripada penggunaan media sosial di dalam bilik darjah. Majoriti responden merumuskan bahawa media sosial boleh membantu mereka untuk memahami kerja mereka dengan lebih baik dengan berlakunya peningkatan persepsi, pengalaman dan tingkah laku di dalam bilik darjah. Ini akan meningkatkan proses pembelajaran di Iraq.

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-

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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 (Ajjan, 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).

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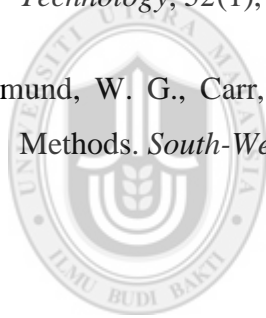
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