The Effect of Social Media Usage on Course Achievement and Behavior

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Abstract:

This study investigated the effects of social media usage as a classroom management tool on students’ achievement and their behavior in class. Groups were determined by choosing random samples of different classes. The treatment group included the social media application “whatsapp” which all students and the instructor were asked to join that enabled constant communication and announcements related to class. The control group consisted of the same number of classes taught by the same instructors without using the social media application of “whatsapp.” The control group received communication from the instructor through traditional use of blackboard and email communication. Results of the study showed no statistically significant differences between the treatment and the control groups with regards to course achievement, however, the results did indicate that students in the treatment groups had notably less class absences and missed assignments, which indicated better class behavior. Further, findings related to gender differences and class type are discussed as well as implications of the findings on future research and current classroom management processes. Keywords: Classroom management, Social media in education, classroom behavior, whatsapp.