



香港城市大學
City University of Hong Kong

Enhance Student Engagement through the Use of Social Media

Project Number: 6000419

Principal Investigator: Dr Alex Chong WANG

Grant Type: TSG

Abstract:

There are two general objectives in this project. First, to explore new ways to engage students in social media platforms. While building a course page and several discussion groups is the first step to engage students through the use of social media, these platforms provide a lot more functions that educators could take advantage of to facilitate innovative learning activities. Web application is one promising area to explore. Interactive, group-based learning activities such as business simulation and case analysis could be facilitated by web applications. The second objective of this project is to evaluate the impacts of the use of social media platforms on students' learning outcomes based on data collected from actual teaching activities in different courses.