

The Effect of Social Media on Student's Engagement and Collaboration in Higher Education: A Case Study of the Use of Facebook at a South African University

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ABSTRACT The goal of the study was to investigate the impact of the use of social media on student learning, specifically, the level of engagement and collaboration between them while using Facebook. Students enrolled for the module 'Foundation Information Technology (FIT)' at one South African University were exposed to the Facebook social network as a platform for various academic activities. Grounded in the quantitative paradigm, a semi-structured questionnaire was administered to the students at the beginning of the course to find out their familiarity with Facebook and at the end of the module to measure impact. The results obtained showed that Facebook use has a significantly increased impact on student's collaboration and engagement. This paper concludes that social media can be used as an educational tool to help students to collaborate and engage and recommends that universities embrace the uses of social media for teaching and learning..