Using Facebook as a Teaching and Learning Platform

Christy Cheung
Department of Finance and Decision Sciences, HKBU

Dimple Ramesh Thadani
Department of Information Systems, CityU
Centre for Holistic Teaching and Learning, HKBU

1. ISEM 3130 E-marketing: Guest Lecturer
2. ISEM 1110 IT for Daily Life: Teaching Asst.
3. GDBU 1035 IT & Society: Teaching Asst.
Who are Our Students?

Digital Natives

HK youngsters own the most digital handheld products compared to other youth across Asia

- 87% have one mobile phone
- 66% have a desktop computer
- 50% have a still camera
- 40% have a handheld video game
- 25% have a TV game consoles

Source: Synovate Research 2010
Our Observation

### Occupational Distribution & Internet Penetration by Occupation

- Civil Servants: 23%
- Workers & Shop Assistants: 26%
- Self-Employed: 23%
- Students: 6%
- Retired & Unemployed: 12%
- Managerial & Professionals: 10%
- 100%

% indicates penetration rate of internet use within the respective occupation.

### Average Hours Spent on Social Networking Sites per User During June

- Philippines: 6.4
- Indonesia: 5.8
- Australia: 4.6
- Hong Kong: 4.5
- Malaysia: 4.5
- Singapore: 4.4
- New Zealand: 4.1
- South Korea: 2.8
- Asia Pacific: 2.8
- Taiwan: 2.5
- India: 2.2
- Japan: 1.9
- Vietnam: 0.9

Source: comScore Media Metrix, June 2010
Persons Age 15+, Home and Work Location
Excludes visitation from public computers such as internet cafes or access from mobile phones.

Source:
https://wiki.smu.edu.sg/digitalmediaasia/Digital_Media_in_Hong_Kong
## Our Observation

### Why Hong Kong Internet Users Go Online

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>29.8%</td>
</tr>
<tr>
<td>Networking for work</td>
<td>33.2%</td>
</tr>
<tr>
<td>Education</td>
<td>20.6%</td>
</tr>
<tr>
<td>Stay in touch with friends</td>
<td>38.3%</td>
</tr>
<tr>
<td>Update friends on my life</td>
<td>19.4%</td>
</tr>
<tr>
<td>Fill up spare time</td>
<td>31.3%</td>
</tr>
<tr>
<td>Promote something</td>
<td>15.6%</td>
</tr>
<tr>
<td>Meet new people</td>
<td>9.8%</td>
</tr>
<tr>
<td>Research / find products to buy</td>
<td>34.6%</td>
</tr>
<tr>
<td>Share my opinion</td>
<td>14.7%</td>
</tr>
<tr>
<td>Share content</td>
<td>18.2%</td>
</tr>
<tr>
<td>Find music</td>
<td>22.8%</td>
</tr>
<tr>
<td>Find films / TV shows</td>
<td>23.0%</td>
</tr>
<tr>
<td>Stay up to date on news / events</td>
<td>46.9%</td>
</tr>
<tr>
<td>Research how to do things</td>
<td>28.8%</td>
</tr>
<tr>
<td>Organise my life</td>
<td>15.4%</td>
</tr>
<tr>
<td>Express myself</td>
<td>8.5%</td>
</tr>
<tr>
<td>Take on a different personality</td>
<td>9.1%</td>
</tr>
<tr>
<td>Research for work</td>
<td>32.9%</td>
</tr>
<tr>
<td>To get inspired / get ideas</td>
<td>20.3%</td>
</tr>
<tr>
<td>Play games</td>
<td>16.8%</td>
</tr>
</tbody>
</table>

*Source: Global WebIndex Wave 4 (Feb 2011) [www.globalwebindex.net]*
Our Observation

### Top 10 Websites Among Internet Users in Hong Kong, Ranked by Market Share of Visits, Dec 2011

1. Facebook 8.27%
2. Yahoo! Hong Kong 4.74%
3. YouTube 3.93%
4. Google 2.58%
5. Google Hong Kong 2.05%
6. Yahoo! Hong Kong Search 1.56%
7. Yahoo! Mail Hong Kong 1.14%
8. Yahoo! Hong Kong News 0.77%
9. Windows Live Mail 0.71%
10. Hong Kong Observatory 0.59%

Source: Experian Hitwise, Jan 10, 2012
Our Observation
Top 10 Website from Global

<table>
<thead>
<tr>
<th>Website</th>
<th>Unique Visitors Per Month</th>
<th>Time Spent Per Person Per Month in hh:mm:ss</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>153,441,000</td>
<td>1:47:42</td>
</tr>
<tr>
<td>Facebook</td>
<td>137,644,000</td>
<td>7:45:49</td>
</tr>
<tr>
<td>Yahoo!</td>
<td>130,121,000</td>
<td>2:12:08</td>
</tr>
<tr>
<td>msn bing</td>
<td>115,890,000</td>
<td>1:43:45</td>
</tr>
<tr>
<td>YouTube</td>
<td>106,692,000</td>
<td>1:41:27</td>
</tr>
<tr>
<td>Microsoft</td>
<td>83,691,000</td>
<td>0:45:05</td>
</tr>
<tr>
<td>AOL</td>
<td>74,633,000</td>
<td>2:52:52</td>
</tr>
<tr>
<td>Hotmail</td>
<td>62,097,000</td>
<td>0:18:03</td>
</tr>
<tr>
<td>Apple</td>
<td>61,608,000</td>
<td>1:06:15</td>
</tr>
<tr>
<td>Ask</td>
<td>60,552,000</td>
<td>0:12:27</td>
</tr>
</tbody>
</table>

http://www.mindjumpers.com/blog/2012/05/time-spend-online/
IT-Based Learning

Facebook Group – An Excellent Online Social Platform for Learning

Our Observation

User age distribution on Facebook in Hong Kong

Hong Kong General info

<table>
<thead>
<tr>
<th>Information</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Facebook Users:</td>
<td>3 921 660</td>
</tr>
<tr>
<td>Position in the list:</td>
<td>41</td>
</tr>
<tr>
<td>Penetration of population:</td>
<td>55.31%</td>
</tr>
<tr>
<td>Penetration of online population</td>
<td>80.38%</td>
</tr>
<tr>
<td>Average CPC:</td>
<td>$0.39</td>
</tr>
<tr>
<td>Average CPM:</td>
<td>$0.06</td>
</tr>
</tbody>
</table>

Hong Kong Facebook demographics is other social media statistics we monitor. The largest age group is currently **25-34** with total of 1 267 680 users, followed by the users in the age of **18-24**.
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Facebook Group

Social Presence

Facebook

Write Post  Add Photo / Video  Ask Question  Add File

Write something...

RECENT POSTS

Dimple Thadani

Hi Teams,

Comments for the post-campaign reports have been sent to all team leaders. Please kindly check.

I am so glad that most teams have really put your heart and soul into writing the reports (the quality has been found higher than the pre-campaign report you submitted earlier). Well done and keep it up.

See more

Multimedia

Christy Cheung uploaded a file.

Example of email writing (2), thanks Iris Ma

Like · Comment · Unfollow Post · 23 May at 14:43

Christy Cheung, Ip Fu Ho, Lai Yam Yan and 8 others like this.

Queenie Lui thank you Dimple 😊 Wish everyone a nice holiday 😊

23 May at 14:55 · Like · 1 · 1

Write a comment...
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Facebook Group

Observational Learning
IT-Based Learning

Facebook Group

Online Collaboration and Discussion

Christy Cheung
The case has been distributed to you during the class. Please read the case and discuss the case here. If you lose your hardcopy, you can go to MOODLE and download the full paper. I will give you two weeks to read and review this interesting paper.

hbr.org


Wong Kayan After reading the article, business experiments are more difficult than I expect. I totally agree that it is important to separate between treatment and control groups. However, in the reality especially for online channel, it is hard to me... See More
April 7 at 12:02pm · Unlike · 1 person

Cheng Ho Wai I think experimentation is the best way to implement marketing mix. No matter how we strategically plan the 4P tool, it will be less effective if we haven’t done experiment before.

Making decisions on 4P before, marketer should establish con… See More
April 11 at 1:14pm · Unlike · 1 person

Ngan Ling
hey everyone :D hows exam going on?
work hard and wish all the success in your exam :) I am revising web analysis recently, and I found some websites maybe useful to our exam if you are asked to give suggestions to improve it:
1. Increase the conversion rate
http://www.spydertrap.com/blog/2013/03/increase-your-conversion-rate-with-these-4-steps/

8 Tips to Reduce Your Cost-per-Conversion | Search Engine People | Toronto
www.searchenginpeople.com

Conversions, conversion rate and cost-per-conversion are without a doubt the 3 most important PPC metrics. All 3 influence each other and together decide the profitability of your campaign.

Gareth Fung Lu, Eric Hong, Cherie Lau Ching Yee and 2 others like this.

April 8 at 1:35pm · Unlike · 1 person
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Facebook Group

Student Self-Reflection

Suky Mei

May I ask a question?
Do all of you think that E-marketing and Customer Relationship Mag. (CRM) have any relation?
I think that they are similar in some ways which aims to maintain and retain customer relationship. Any more ideas?
About 2 months ago · Like · Comment · Subscribe

Chung Ho Wai

Hi Suky; I agree with you. As far as I know that e-marketer will communicate with customers according to their comments on the internet. This online marketing is being prevalent. But further, those marketers will collect the customers' comments. See More
February 16 at 2:00am · Unlike · 1 person

Ray Lam

In my opinion, e-mkt is sometimes more than CRM. CRM focus more on existing valuable customers. e-mkt is a broader concept which include how to develop the market and to build the brand image, etc. too.
February 16 at 10:11am · Unlike · 1 person

Suky Mei

I agree with your guys. CRM should be a part of e-marketing.
February 16 at 3:00pm · Unlike · 1 person

Derek Yeung

Hey everyone, getting tired of charging your phones using cables? The upcoming Samsung Galaxy S4 might have the perfect solution. Introducing: Wireless Charging!!

http://www.androidauthority.com/galaxy-s4-wireless-charging-148204/

Alexander Lee

Not enough research has been done on EMP Side effects to determine the potential risk, and not enough research has been done to determine that there is no risk. As a science student, I see the magnetic field of the EMF generator can ionize my body cell like radiation since it can charge up the body. Therefore, I won't put one close to me as I think it is a cancer generating machine.
January 24 at 1:23pm · Unlike · 2

Wai Lok Ng

I agree with Alexander, there are risks about health as wireless network are oftenly be discussed that it will harm our brain. Also, I think it needs time for Samsung to build up the whole system around the city, so that we should keep eyes on it and see if it will succeed in future.
January 24 at 1:30pm · Like · 1

Alexander Lee

Yea yea, just the radiation generated by the mobile phone can be harmful. Now with a wireless charger? I will so worry.
January 24 at 1:34pm · Like · 1

Wai Lok Ng

Anyway it's a very innovative design, thanks for your info derek!
January 24 at 1:36pm · Unlike · 1

Derek Yeung

We live in a technological world, with Wireless signals everywhere, cell phone towers, Wi-Fi APs... If you are asking about health issues, you have to "virtually" ban all wireless signals, transmissions, and we will be thrown back to stone-age.
Every wireless signal (no matter what format you are using) enable data transmission, those transmission use energy. It has been proven by experiments that all EMF will influence our brains and organs to happen some trouble.
### ISEM 1110 IT for Daily Life

#### Facebook Group

**Have you used Facebook Group in other courses?**

<table>
<thead>
<tr>
<th>Course Program</th>
<th>No. of students</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA TRAN</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BSOWK</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BSC MATH SCI</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BSC AP PHYS</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BSC COMP STD</td>
<td>30</td>
<td>71%</td>
</tr>
<tr>
<td>BSC CHEM</td>
<td>6</td>
<td>15%</td>
</tr>
<tr>
<td>BSC STAT &amp; OR</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BA HUM HIST</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>COMM BROADCASTING JOURNALISM</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>Total</td>
<td>43</td>
<td>100%</td>
</tr>
</tbody>
</table>

- Yes: 19%
- No: 81%

n = 34
GDBU 1035 IT and Society

Facebook Group

Have you used Facebook Group in other courses?

<table>
<thead>
<tr>
<th>Course Program</th>
<th>No. of students</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSC AP BIOL</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>BSC COMP STD</td>
<td>15</td>
<td>31%</td>
</tr>
<tr>
<td>BSC CHEM</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BSSC COMM BROADCASTING JOURNALISM</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>BBA FINANCE</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>BBA ISEM</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>BBA MARKETING</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>BBA CBS</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BSC AP PHYS</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BA ENG</td>
<td>1</td>
<td>2%</td>
</tr>
<tr>
<td>BA ENG &amp; EDUC</td>
<td>5</td>
<td>11%</td>
</tr>
<tr>
<td>BSSC COMM</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>BA VISUAL ARTS</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>FACULTY OF SOSC</td>
<td>2</td>
<td>4%</td>
</tr>
<tr>
<td>EXCHANGE</td>
<td>4</td>
<td>8%</td>
</tr>
<tr>
<td>Total</td>
<td>49</td>
<td>100%</td>
</tr>
</tbody>
</table>

Yes 77%

No 23%

n = 36
ISEM 1110

Facebook vs. MOODLE

We can have the discussion on Facebook and get the notes from MOODLE.

MOODLE is more professional!

Students access Facebook more frequently than MOODLE.

We can have more interaction between classmates and instructor.

Facebook: 59%
MOODLE: 26%
Both: 15%
n = 34
Facebook vs. MOODLE

- It is easier to get notes from MOODLE.
- MOODLE is well-organized!
- Notification on Facebook can let me know the updates.
- Facebook is user-friendly!

- Facebook: 75% (n = 36)
- MOODLE: 11%
- Both: 14%
Do you think other courses should also use Facebook Group?

- Yes: 53%
- No: 32%
- Neutral: 15%

n = 34
Do you think other courses should also use Facebook Group?

- Yes: 60%
- No: 17%
- Neutral: 23%

n = 36
<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>Stand Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preceived Usefulness</td>
<td>4.88</td>
<td>1.03</td>
</tr>
<tr>
<td>Ease of use</td>
<td>5.46</td>
<td>1.06</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>4.73</td>
<td>0.91</td>
</tr>
<tr>
<td>Attitude</td>
<td>5.20</td>
<td>0.89</td>
</tr>
</tbody>
</table>

n=34

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>Stand Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preceived Usefulness</td>
<td>4.80</td>
<td>1.09</td>
</tr>
<tr>
<td>Ease of use</td>
<td>5.77</td>
<td>1.10</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>4.69</td>
<td>1.14</td>
</tr>
<tr>
<td>Attitude</td>
<td>5.11</td>
<td>1.06</td>
</tr>
</tbody>
</table>

n=36
Major Challenges

-Can be time consuming: Do I need to response to students in real-time?
  - Create a separated account
  - Set a checking schedule
  - Add a teaching assistant

-Privacy issue: How much do you want your students to know about you?
  - Create a separated account
  - Do privacy setting
IT-Based Learning Facebook Group

ISEM Class 2013 - My Lovely Students

Christy Cheung


Exchange Session with Visiting Students
www.hkbu.edu.hk

Christy Cheung


Social Networking Session with Visiting Students from Korea
www.hkbu.edu.hk
IT-Based Learning

Facebook Group

Emotional Support

Christy Cheung
Siu Pan Yau, Add Oil for your Honour Project~~~
12 hours ago · Like · Comment

Jesppie Poon, Isaac Cheng, Wai Chan and 9 others like this.

Kitsiu Wu Chun Kit reminds me my old days, hahaha, miss, how are you doing!!
4 hours ago · Like

Christy Cheung Good, good, just very busy these days!!! How are you? When will you come back and have lunch/dinner with me?
about an hour ago · Like

Write a comment...
IT-Based Learning

Facebook Group

Instrumental Support

Christy Cheung
Hey all, I strongly recommend you to register and attend this seminar!

Social Media Analytics
www.amiando.com
Event: Social Media Analytics by Hong Kong Web Analytics, City University of Hong Kong - Lecture Theatre 10

Dimple Ple and Ka Lai like this.

View all 4 comments

James Lam 我都reg左啦～到時見xD
January 31 at 10:50pm · Unlike · 1 person

Dimple Ple COOL~
February 1 at 10:12am · Like
IT-Based Learning

Facebook – Connecting with my students and alumni

It's good to see you two~

Between Doris Chu, Elton Li and You

Christy Cheung October 8, 2010 at 11:38pm
Hi Doris and Elton

Thanks so much for the dinner! I am so happy to see you two on Wed! Hope to see you two more frequent and keep me update!
:D

Take good care, the weather is getting cooler.
Have a nice weekend~
Christy

Elton Li October 9, 2010 at 10:12am Reply • Report

Christy,

Thank you for your long term teaching and support. I really learnt a lot from your supervision and conversation. I will keep my status updated with you=)
Take care too~

Elton

Summer International Exchange

Between Wong Kayan, Wong HoPang, Jason Yeung, Janice Lee, Seung Chung Yat, Tom Yang, Sandy Lui and You

Christy Cheung March 5 at 9:24pm
Dear All

This is a very good school. If you plan for a summer exchange - it's a good choice.


Christy


Tom Yang March 7 at 10:34pm Reply • Report

thx la~ Christy!
I'm going to Chicago for internship this summer in the MAP program. Wish me luck!

Tom

Christy Cheung March 8 at 5:32pm
Excellent, Tom!
Christy

Janice Lee March 8 at 5:47pm Reply • Report

Me2 Christy!
I'll go to London for the MAP program :)

Christy Cheung March 8 at 5:50pm
Excellent, Janice!!!
Christy
The age of the brag is over: why Facebook might be losing teens
THANK YOU!!!