UTILIZATION AND EVALUATION OF SOCIAL MEDIA AS A LEARNING TOOL IN PROFESSIONAL HEALTH SCIENCE EDUCATION

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Background:

This session demonstrates how to use Facebook as a tool to provide outside classroom guidance, instruction, and clarification of material. The effectiveness of Facebook is measured through student participation, feedback, and performance.

Survey Results:

Table 1. "I feel that Facebook will supplement my education this quarter"

	Pre-survey (n = 38)		Post-survey (n = 32)		Absolute Difference (Post minus Pre)
Strongly Agree	5	13%	9	28%	+15%
Agree	21	55%	15	47%	-8%
Neutral	10	26%	4	13%	-14%
Disagree	0	0%	3	9%	+9%
Strongly Disagree	2	5%	1	3%	-2%
No Answer	0	0%	0	0%	0%

Table 2. "I feel that the benefit of using Facebook as a learning environment exceeds the harm and distraction potential"

	Pre-survey (n = 38)		Post-survey (n = 32)		Absolute Difference (Post minus Pre)
Strongly Agree	4	11%	6	19%	+8%
Agree	13	34%	12	38%	+3%
Neutral	13	34%	10	31%	-3%
Disagree	7	18%	4	13%	-6%
Strongly Disagree	0	0%	0	0%	0%
No Answer	1	3%	0	0%	-3%

Table 3. "I would like to see use of Social Media integrated into more of my classes"

	Pre-survey (n = 38)		Post-survey (n = 32)		Absolute Difference (Post minus Pre)
Strongly Agree	2	5%	11	34%	+29%
Agree	8	21%	12	38%	+16%
Neutral	20	53%	5	16%	-37%
Disagree	7	18%	3	9%	-9%
Strongly Disagree	1	3%	1	3%	0%
No Answer	0	0%	0	0%	0%

Table 4. "I would like it if more Professors interacted with students via Social Media for teaching purposes"

	Pre-survey (n = 38)		Post-survey (n = 32)		Absolute Difference (Post minus Pre)
Strongly Agree	4	11%	10	31%	+21%
Agree	12	32%	11	34%	+3%
Neutral	15	39%	8	25%	-14%
Disagree	6	16%	1	3%	-13%
Strongly Disagree	1	3%	2	6%	4%
No Answer	0	0%	0	0%	0%

Table 5. "I feel that this project will increase my test-taking confidence"

	Pre-survey (n = 38)		Post-survey (n = 32)		Absolute Difference (Post minus Pre)
Strongly Agree	4	11%	7	22%	+11%
Agree	8	21%	9	28%	+7%
Neutral	23	61%	10	31%	-29%
Disagree	1	3%	3	9%	+7%
Strongly Disagree	2	5%	2	6%	+1%
No Answer	0	0%	1	3%	3%

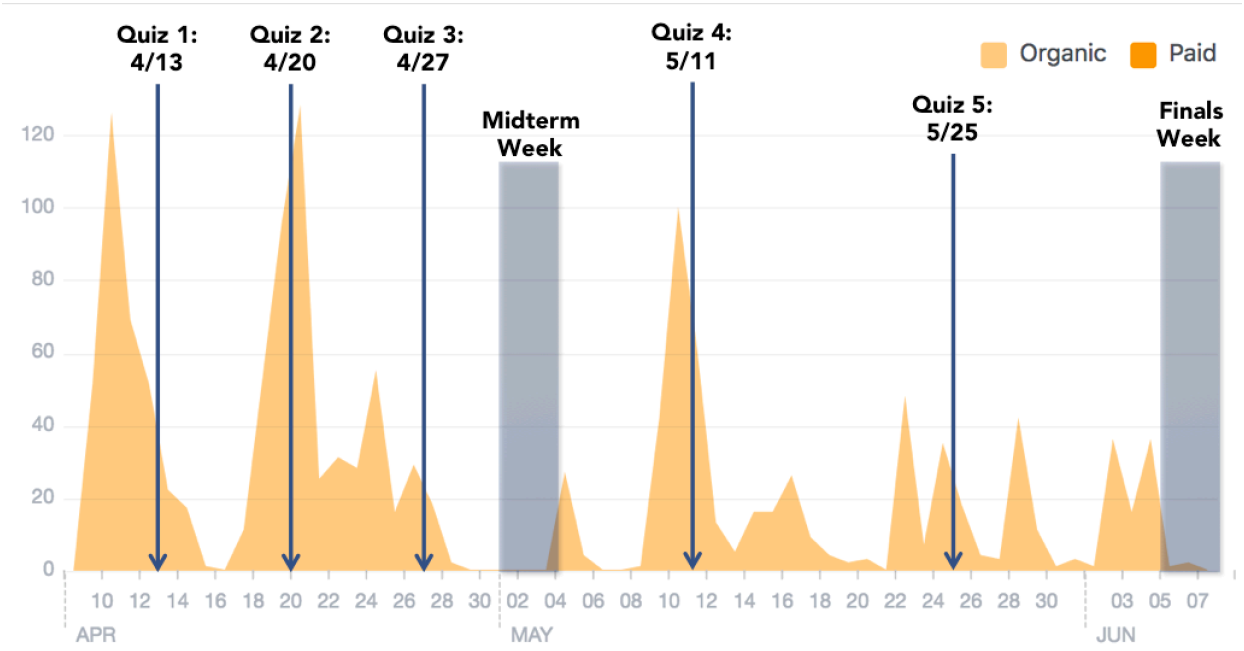
Table 6. "I feel that the discussion on Facebook will clarify unclear and confusing concepts in class"

	Pre-survey (n = 38)		Post-survey (n = 32)		Absolute Difference (Post minus Pre)
Strongly Agree	9	24%	7	22%	-2%
Agree	18	47%	8	25%	-22%
Neutral	10	26%	12	38%	11%
Disagree	1	3%	4	13%	+10%
Strongly Disagree	0	0%	0	0%	0%
No Answer	0	0%	1	3%	3%

Student Performance:

Topic	Question	Fraction correct on practice test	% correct on actual test
Medical Terminology	Osteopenia	63/78 (80.8 %)	60 %
	Polydipsia	63/77 (81.8 %)	64 %
Physical Examination	Heart Rate	64/74 (85.6 %)	59 %
SOAP	Assessment	29/79 (36.7 %)	65 %
Gout	Contraindications	77/91 (84.6 %)	48 %
R. Arthritis	Arava MOA	50/56 (89.3 %)	88 %
	Xeljanz MOA	62/62 (100 %)	66 %
UI	Brand-Generic	83/87 (95.4 %)	86 %
Lab Interpretation	Range of normal values	56 students averaged 83%	74%

Facebook Metrics:



Post-test:

1. Using social media for enhanced learning requires extensive training. (True/False)
2. Social media has become an integral part of daily activities. (True/False)
3. Which of the following is a challenge in using social media? (Select all that may apply)
    a) Unfamiliarity with the use of technology
    b) Lack of evidence of its utility
    c) Lack of training
    d) It is a potential distractor