

Student Research Project Report

ABC University

Department of Humanities

August 2024

Research Project:

The Impact of Social Media on Student Engagement in Higher Education

Investigator:

Sarah J. Thompson, Master's Candidate

Department of Humanities

ABC University

Prepared by:

Sarah J. Thompson

Statement of Purpose

This research project aims to explore the influence of social media platforms on student engagement in higher education. The study seeks to understand how platforms like Instagram, Twitter, and LinkedIn can be effectively used to foster academic involvement, collaboration, and communication among university students.

Research Questions

This study examines the following key research questions:

1. How does the use of social media impact student participation and engagement in university settings?
2. What role does social media play in enhancing collaboration among students and faculty?
3. How do different social media platforms compare in terms of promoting academic discussions and professional development?

Study Methodology

To address these research questions, a mixed-method approach was utilized. The study incorporated both qualitative and quantitative data collection methods. A survey was distributed to 200 undergraduate and graduate students to measure their frequency of social media usage and its perceived impact on their academic engagement. Additionally, in-depth interviews were conducted with 10 faculty members to gain insights into their experiences and views on integrating social media into the academic environment.

A collaborative element was included in this study, with students and faculty participating in a focus group to discuss potential improvements in the use of social media for educational purposes. The case study approach was chosen due to its flexibility and relevance to understanding the nuances of student-faculty interaction through digital platforms.