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SOCIAL MEDIA UTILIZATION TO ASSESS STUDENTS' LEARNING OUTCOMES IN ARABIC COMMUNICATION COURSE; VALIDITY AND CHALLENGES

Abstract:

Recently, the impact of the internet and wireless communication technology on societies and individuals has attracted scholarly attention, particularly in Education. Using various interactive multimedia networks, and the popularity of social networking sites (SNS) for designing teaching activity and applying technology in education becoming, enabled integrating education and technology and have recently become a hot research. In spite of its great potential, the usage of social media to assess learning outcomes in higher education has received inadequate attention. On the other hand, assessment in higher education has not witnessed substantial changes for a while (Coates 2016), neither has the potential social role of higher education in students' lives. in spite of the aforementioned technological premises.

Therefore, the purpose of this study is to examine the validity of and challenges against using social media to assess learning outcomes in higher education. The main research question are; would social media provide a testable and valid tool to assess students' learning outcome in an Arabic communication module? What would be the motivations and obstacles to use SNS as an educational tool? Would it be possible for teachers to use SNS to motivate students to utilize standard Arabic language in a social media content?

To address these questions, students will be surveyed and their learning experiences while engaged in standard learning experience and SNS based learning experience will be compared

Keywords:

Social Media, Higher Education, Learning Outcome, Assessment, Arabic communication.