Intention .v. Reality: Exploring the use of Facebook for teaching and learning in three sports marketing modules

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Introduction & Study Rationale

- Facebook is the leading social networking site in the UK, with 24.2 million users in 2010 (ClickyMedia, 2010)

- High Facebook penetration among students
  - "Students live on Facebook. So study tools that act like social networks should be student magnets-and maybe even have an academic benefit." (Parry and Young, 2010)

- Extensive use of social networking in the world of marketing (Cardon and Okoro, 2010)
  - Educational benefits of learning in use

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Study Rationale

- Creation of learning communities (Boostrom *et al*, 2009)

- Blending of formal and informal learning (Hoyer *et al*, 2010)

- Web 2.0 technologies mirror good models of learning as they encourage collaboration and active user participation (Maloney, 2007)
  - User-friendly Facebook interface

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That sounds great, but...

- Concerns over whether social networking sites can fit within current pedagogical paradigms (Selwyn, 2009)

- Potential conflict between social role of social networking sites and their use in formal educational settings (Conole and Alevizou, 2010)

- Risk of information overload for students and increased workload for staff (Hung and Yuen, 2010)

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Background to the Study

- Facebook pages created for 3 modules in sports marketing (2 UG level, 1 PG level)

- Pages set up so students "Like" a page, without need to become lecturer's "friend"

- Lecturer posted links to relevant articles and associated questions for discussion on a weekly basis

- Student participation was voluntary and non-assessed

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TI2002 Sports Marketing and Promotion
Are mobile phones the new "place" to find sports fans?

Using Mobile Means to Bond With Sports Fans
www.nytimes.com
Sports teams are using cellphone tie-ins to strengthen their connections with ardent fans.

133 Impressions · 0.75% feedback
30 November 2010 at 16:23 · Like · Comment · Share

TI2002 Sports Marketing and Promotion Or perhaps it is video games where sports marketers should be focusing their attention:
http://www.marketingweek.co.uk/trends/games-console-at-hub-of-family-entertainment/3014365.article
30 November 2010 at 16:23 · Like

Write a comment...

TI2071 Marketing and Communications for Sports Development
As we were discussing them in class last week, I thought I'd post this article about QR codes, those little black and white squares you see on adverts which you can scan with a smartphone to receive further information

What is a QR Code? What is QR Code Marketing?
www.flyteblog.com
Learn what a QR Code is and how you can use it in marketing your small business. Learn how to generate your own QR Codes...for free!

52 Impressions · 1.92% feedback
31 January at 10:43 · Like · Comment · Share

Dominic Saffman likes this.

Write a comment...

TI2071 Marketing and Communications for Sports Development
Here is a link to the Change4Life toolkit which has lots of useful resources that you might want to use in your advertising campaigns and later on in assignment 3

Useful tools for national partners local supporters | Change4Life
www.nhs.uk
Partners & supporters who join Change4Life are helping the nation change to a healthier lifestyle. Tools, materials and resources are available.

44 Impressions · 0% feedback
25 January at 08:46 · Like · Comment · Share

TI2071 Marketing and Communications for Sports Development
Cadbury are using sport as a marketing tool with their Olympic sponsorship. Any thoughts on this campaign?

Cadbury to launch unconventional Olympic ads | News | Marketing Week
www.marketingweek.co.uk
Cadbury is planning a £50m marketing campaign to leverage its sponsorship of the 2012 Olympic Games.

30 Impressions · 0% feedback
17 January at 10:42 · Like · Comment · Share

TI4024 Sports Marketing Panoramas
With International Sports Marketing on the menu for this week, here is an article about the NFL's attempts to globalise the sport and gain popularity in the UK. What are your views on the likely success/failure of this venture?

NFL touches down for more UK business
www.bbc.co.uk
NFL boss Roger Goodell lays out plans for American Football to expand in the UK and elsewhere outside the US.

13 Impressions · 0% feedback
29 November 2010 at 16:36 · Like · Comment · Share

TI4024 Sports Marketing Panoramas
Building a brand through sport? Betfair are adopting an innovative approach to reaching out to customers and standing out from the crowd

Betfair plays a game of two sides | Benchmarks | Marketing Week
www.marketingweek.co.uk
Football pundits normally roll out the sporting clichés and give us the benefit of their wisdom in television studios and on the airwaves, but betting exchange brand Betfair is now signing up their services in an attempt to promote its offering.

18 Impressions · 0% feedback
22 November 2010 at 16:45 · Like · Comment · Share

TI2002 Sports Marketing and Promotion
Can sports sponsorship help energy companies reach out to consumers in the face of rising prices?

Energy giants desperate to come in from the cold - Business Analysis & Features
www.independent.co.uk
Since 2008 price rises have added £560m to energy bills in the UK, according to the price comparison website uSwitch. This week E.on became the latest utility to raise prices on domestic bills. The average annual gas and electricity bill now stands at £1,250. This all makes it a very good time to sh

36 Impressions · 0% feedback
14 February at 11:51 · Like · Comment · Share

TI4024 Sports Marketing Panoramas
Very interesting article about relative failure of FIFA World Cup sponsors to get their message across. Does this say more about the WC or the actions of the sponsors themselves?

World Cup fiasco- Public Unable to recall sponsors - Business
www.voiceofleadership.biz
Online source for the latest business and financial news and analysis

9 Impressions · 0% feedback
22 November 2010 at 16:00 · Like · Comment · Share

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Methodology

Online questionnaire

Current use of social networking sites Views on using Facebook for university purposes	Use of email and eLearn (WebCT) n = 112

Creation and updating of module Facebook pages

Weekly updates with links to relevant articles	Links would appear in students' Facebook news feeds

Focus Groups

Students on the modules with Facebook pages (2 groups)	Students not on the modules using Facebook pages (2 groups)

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Questionnaire Sample Characteristics

- Males = 69%

- Females = 31%
  - Questionnaire sent to sports students, possibly accounting for gender bias

- 76% aged 18 – 21

- 96% of sample were full-time student

- 93% of sample were UK (home) students

- 72% of sample lived on campus/in Preston during term-time

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Facebook Dominates

- 97% of sample use social networking sites, with 95% using Facebook
  - 12% use Twitter, with less than 1% using other sites such as MySpace, LinkedIn, Ning and Renren
- 60% acces Facebook on a mobile phone or other mobile device, with 72% of these accessing Facebook mobile at least once a day

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Current Use of Facebook

Activity	%
Seeing what friends are doing	85
Live chat	73
Posting status updates	71
Arranging/organising events	67
Looking at/commenting on photographs	67
Posting photographs	64
Accessing links/videos posted by friends	36
Posting links/videos	32
Playing games	16

n = 106

Facebook seen as a social tool

"Definitely just a social tool."

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Current Use of Facebook

- Evidence of informal educational use of Facebook by students

  - Group work

    "Use it a bit during group work...it's easier to just do it there and lay the groundwork over Facebook and then meet up when you're further into the assignment"

  - Assignment help/questions

    "No, I've not really used Facebook for university purposes...during assignment times, everyone changes their status to assignment...there's always comments to do with the assignment so that kind of helped...someone might say something which you've not included in your assignment so you can pick up points"

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Would you be interested in using Facebook for...

Activity	% very interested or interested
Accessing links/articles related to modules being studied	90
Sending messages to fellow students about university work	88
Updates or changes to times/venues of lectures	87
Discussing university work with staff and other students	86
Downloading/viewing lecture notes	86
Sending messages to lecturers	84
Posting links/articles related to modules being studied	82
Discussions/commenting on links/articles related to modules	81
Online chat/tutorials with lecturers	76

n = 102

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Would you be interested in using Facebook for...

- Admin updates
  - Deadlines
  - Room changes

> "Put your deadlines on as an event on the Facebook page perhaps."

> "Teachers could use it...they could say if there's changes [to the room] or if they're absent or [as you to] bring certain documents...[and] you'd get it immediately because everyone goes on Facebook."

- Assignment support

> "Other peoples' questions could help you because they could ask a question and you'd be like 'oh I never thought of doing that in the work.' That can help you with yours."

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Student use of module Facebook pages...some reflections

- Reasonable uptake of pages, via "Like" function
  - 62% of students on undergraduate modules
  - 67% of students on postgraduate module

- One way communication (information dissemination)

- No student comments on articles

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Module Facebook pages: the student view

"if you updated it a lot more...maybe...people would go on it a lot more."

"Because we update status like once a day at least so if it's only once a week you won't see that at all in the news feed because everyone is constantly updating."

"you'd have to make it more regular for people to keep seeing it otherwise you will forget about it."

"But you can't put too much information on it...I think if there's too much...you won't bother looking at it."

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...would put me off using Facebook for university purposes

- 33% of survey sample felt there was something that would put them off from using Facebook for university work

- Facebook not as good as other tools for university work (13%)

"I think a lot of problems that you have with social networking is sorting the wheat from the chaff...the heck of a lot of absolute nonsense...that you've got to sort through...If I'm doing university work and doing assignment work then I'll go specifically to known places for materials"

- Don't access Facebook regularly enough (7%)

"you're relying on everybody being on Facebook and using in regularly, when that's not necessarily the case."

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...would put me off using Facebook for university purposes

– Facebook only for personal life (11%)

> "I just wouldn't like any sort of link with University life as in modules and assessments...not with Facebook. Because I see Facebook as something completely different. It's your personal life."

– Don't want lecturers to see personal pages (10%)

> "I think maybe having a tutor as a friend on Facebook would make you less expressive with your photos, with your statuses and stuff so it might actually ruin Facebook for you."

– Distractions

> "there's loads of distractions when you go on Facebook"

> "if you're on Facebook for you know normal social purposes then you're not really going to be in the frame of mind to sit down to an academic study that's been posted on there."

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eLearning Failures

- Insufficient purpose for the intervention
  - Commenting on the links to articles posted on the module Facebook pages:

"I think it's background material."

- Failure to build online element into day to day teaching/assessment on the module (Brenton, 2009)

"I think a lot of what Leah puts on there is of interest, if you fancy reading it, whereas perhaps more people would use it if she put stuff on there that was a requirement to be read."

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Facebook and Collaborative Learning?

- Social networking sites encourage collective knowledge and collaboration (Maloney, 2007)

- Evidence of informal learning by students using Facebook to discuss assignments/group work (Madge *et al*, 2009; Selwyn, 2009)

- BUT...some evidence that students don't want to share resources with each other, particularly when it comes to assignments

"you think well if I'm searching for it, why should everyone else get it"

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Key Conclusions

- Mismatch between stated intentions and actions

- To get student buy-in to such initiatives requires student ownership (Hoyer *et al*, 2010; Salavuo, 2008) and the purpose to be user

- Facebook seen as a social tool
  - Invasion of students' "personal" space

"It's a good idea in theory but in actio
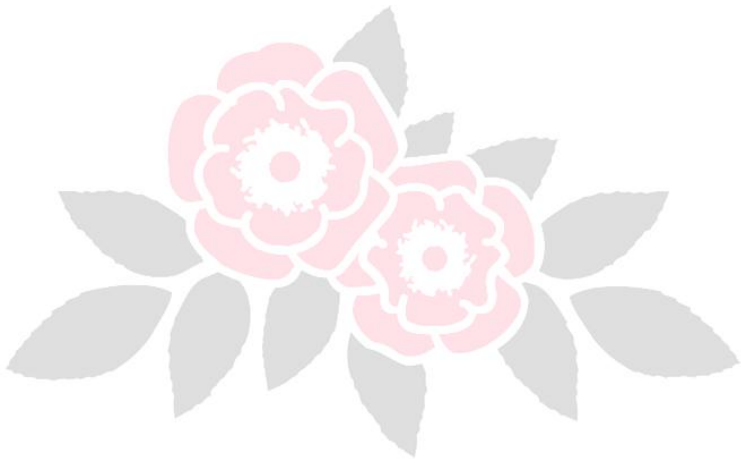
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Looking Forward...

- Creation of a bespoke university social networking site

- Let students define their academic use of Facebook

- Explore use of other social media for teaching & learning purposes

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Thank you for listening

ANY QUESTIONS?

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