

# ADVANCEMENT IN E-LEARNING

AKRAM M. ZEKI  
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*Akram M. Zeki*

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# **SOCIAL NETWORKING IN EDUCATION: SURVEY ON STUDENTS AT THE INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM)**

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## **ABSTRACT**

This study provides an analysis of the use of social networking sites in education. The primary objective is to identify opportunities and challenges in using social networking sites as medium to support teaching and learning process. Also, it discusses the awareness among the respondents towards using social networking in this context. Survey questionnaires were given to 32 respondents (i.e. students) from the International Islamic University Malaysia (IIUM). Finding informs that the respondents are positive towards using social networking sites in their educational activities. This is due to the fact that ICT applications have great influence on the activities of society, particularly in education. Hence, social networking site can be introduced as a new educational tool for teaching and learning. It is hoped that this paper will help relevant educational agencies and institutions to be more creative and innovative in order to promote quality in education, particularly in Malaysia.

**Keywords:** Social Networking Sites, Education, IIUM, Malaysia

## **INTRODUCTION**

Nowadays, social networking is the most familiar technology used by people in their daily life. Social networking can be defined as a social structure made up of individuals or organizations called "nodes", which are connected by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige (Wikipedia). According to United States National School Boards Association, online social networking is now so deeply embedded in the lifestyles of teens that it rivals television for their attention. As a result, they tend to spend almost as much time using social networking services and Web sites compared to they spend watching television.

Social networking can be used for educational purpose as it has increasing the attraction of educators. Recent studies have noted that one of the most common topics of conversation on the social networking scene is education. Almost 60 percent of students who use social networking talk