

Framework For Social Media Adoption In Iraqi Universities

Ghufran Abdulrahman Neamah Al-Azzawi

Faculty of Management, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia
neamah.ghufran@graduate.utm.my

Suraya Miskon

Faculty of Management, Universiti Teknologi Malaysia, Skudai, Johor, Malaysia
suraya@utm.my

ABSTRACT

Education in Iraq faces several obstacles that prevent the development and adoption of electronic tools in education. Therefore, some researchers have resorted to studying the use of social media in education, which has proven its importance and impact on the educational process. In recent years, the integration of online tools in the realm of education has brought forth a plethora of remarkable developments. This has paved the way for higher education establishments to seize a multitude of opportunities to connect with their environment, including the incorporation of social media as a means of augmenting and streamlining the educational experience. Despite this There is a paucity of research examining social media adoption in higher education, a framework for adopting social media in undergraduate education is needed. This research aims to develop such a framework to support lecturers, students, and institutions. This research develops a framework for the adoption of social media in education, using gratification theory, and constructivism. The study utilizes a qualitative case study approach to understand the process, challenges, and factors affecting compatibility across all parties, the study focuses on an undergrad program in an Iraqi university as a case study. Interviews with students, lecturers, and staff will evaluate the initial proposal framework, this study uses NVivo for the analysis stage.

Keywords: Social media ; higher education ; Framework; Iraqi education

1. Background

The study addresses the important role that information and communication technology (ICT) plays in today's society, especially in a number of different fields including marketing, education, industry, and medical [1] . As an essential medium for communication, social media has evolved into a digital tool across a wide range of industries and attracted the interest of several academics due to its many advantages. It has completely changed the way that education is delivered by strengthening students' search abilities, raising the caliber of information offered, and raising student engagement, critical thinking, and academic success. Proposals, however, are few since there is currently a dearth of useful research on the use of social media in education.[2][3]

2. Problem Background and Research Gap

The research focuses on the difficulties Iraqi higher education institutions have in embracing e-learning, infrastructural problems, and a lack of preparedness for the digital transition. Social media may be a useful teaching tool to improve communication and academic achievement among students. Nevertheless, the use of social media as teaching aids in Iraqi higher education has been the subject of very few research. The majority of research has been primarily concerned with comprehending the role that social media plays in education, looking at the perspectives and experiences of both instructors and students[4][5]. Real-world practical research assessing the suggested framework's effects on education is few. Where the adoption process is considered the main step for the successful inclusion of SM in education in a manner commensurate with maintaining the knowledge process in its appropriate form. However, there is a lack of research on the adoption of social media in education. especially in Iraq. As lecturers, students, and educational institution staff play a significant role in successful adoption, there is a need for a framework that outlines the steps involved in adopting social media. This framework

should also address the obstacles faced during the adoption process and provide viable solutions [6][7]. Where the framework reveals the main factors for the success of the concept of social media tool in Iraqi education.

3. Research Questions and Research Objectives

Based on the background and problem statements, the study aims to answer the following research questions:

- (a) RQ1: What are the processes of adopting SM as an educational tool in education?
- (b) RQ2: How Social media can be used successfully as an educational tool in higher education?
- (c) RQ3: How to provide a framework to adopt social media as an educational tool in Iraqi higher education?

The research objectives are:

- I. To identify the processes of adopting social media as an educational tool in education.
- II. To clarify the issues in previous frameworks and provide alternative solutions for problems to use SM as an educational tool in education.
- III. To develop a framework to adopt social media as an educational tool in Iraqi higher education.

4. Underlying Theory(ies)

According to the literature review, the Constructivism and Uses and Gratification Theory (UGT) are appropriate theories for social media integration in higher education. Constructivism emphasizes the self-creation of knowledge, while UGT prioritizes addressing the needs and preferences of the audience. Both theories should be considered while using social media in education. The effective implementation of these theories requires a framework that incorporates them into view.

5. Method

The study uses a qualitative research design with the case study method. The data collection technique will involve interviews with purposively selected respondents from higher education universities, including undergraduate students, lecturers, and IT staff practitioners. The data analysis technique will be thematic analysis using NVivo.

6. Conclusion

The significance and influence of incorporating social media in education have been thoroughly studied. In modern education, there is a high demand for online tools, especially among students and lecturers. However, the stages of social media adoption are still not entirely clear due to various factors that impact the adoption process, which may differ from one environment to another. This is especially for SM adoption as an educational tools in education. Therefore, it is crucial to understand the factors that affect the adoption stages in Iraqi education. This research aims to explore the stages of adopting social media in Iraqi education by examining its benefits, challenges, approach to use, and implementation and development as tools.

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