Effective Adoption of Web 2.0 Using Social Media Technologies in Education. A Study on Private Malaysian Universities: Students' Perspective

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ABSTRACT

Little research has been done on the use of Web 2.0 tools in education in Malaysia leaving only the traditional learning and teaching practices. Students have become increasingly disinterested and distracted during classes. During lectures, they engage in chatting, sending text messages or using social networking sites such as Facebook, Twitter, MySpace, and YouTube etc. E-learning is particularly very important in Malaysian universities, however only LMS are implemented in the universities. (Embi, 2009)The Internet usage in Malaysia has steadily increased with 41% of users in are in the age group of 20-24, who are mostly college students. Social media very popular in Malaysia however, most use them for recreational purposes and very few use for educational purposes.

This inspired the researcher to explore students' effective use of Web 2.0 tools in education in private Malaysian Universities. The key focus and purpose of the research however is to determine the factors that can positively influence students' use or adoption of Web 2.0 tool for learning and educational activities. Upon introduction, problem statement and the research objectives, the study began with the clear definition of Web 2.0 tools. The next step is a literature review of the Web 2.0 in education and past research on the factors that influences students learning, and then, strategies to improve the probability the students will effectively use Web 2.0 tools for educational purposes. A framework that provides the answers to the research questions which also supports the research objectives was developed. Nine hypotheses were tested; of which seven proved significant.

Key words: Web 2.0 Tools, Social Media Tools, University Students, Higher Education

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