

Education Management in the Age of Social Media

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Abstract

It can even be regarded as tired by itself in terms of management of educational organisations. In core, educational management involves the accurate implementation of management principles in the field of education. It is the method of obtaining and distributing resources for the attainment of predetermined academic objectives. The topic of the research is identifying the way education is managed in the era of social media. Several studies have talked about the positive influence of social media on teaching management. However, some researchers have claimed that there is a negative link between the time devoted by students on social media and their educational performance. More importantly, distractions among students, while they are studying, reveal their poor performance. Therefore, the research investigates the way technological breaks can help the educational institutions improving students' concentration and managing their performance effectively.

Keywords

Education; Management; Social Media.

1. Research Topic

The research will be conducted on the topic '*education management in the age of social media*'. The keywords, which inform about the research ideas to the readers are education management and social media. The context of the research is analysing education management in the era of social media.

2. Context of the Research

The chosen research topic is interesting, important, realistic and relevant, as today's students have become highly web-savvy. They cannot even think about a day without social media. Therefore, business schools are experiencing a huge pressure to involve in important programmatic improvements in accordance with the community's demand for problem-solving and tech-savvy graduates (Hall Jr, 2015).

According to Ibrahim & Abdalla (2017), **education management** intersects with other related terms such as administration and leadership. It can even be regarded as tired by itself in terms of management of educational organisations. In core, educational management involves the accurate implementation of management principles in the field of education. It is the method of obtaining and distributing resources for the attainment of predetermined academic objectives.

Social media plays a significant role in today's lives. Social media platforms continue to control time. It must not be regarded mainly as the platforms on which people post however rather as concerns, which are posted on the social media platforms. The contents differ significantly from one area to another. Today, social media does not only work as a way of communication, but it also involves in many other important activities such as disseminating information, promoting products and others (Miller *et al.* 2016). According to Wade (n.d), schools are also adopting social media platforms for

organising school tasks. As pupil spend a significant amount of time on social media after school time, utilising it during school hours can also help in communicating with students more effectively. However, social media is also proved to be a reason for reducing the attentiveness of the students during class.

Therefore, it needs them adopting an inclusive collaboration approach. For fulfilling demand and addressing financial issues, several business schools are focusing on offering learning opportunities through social media for increasing convenience for the student. Therefore, the study involves highlighting the role of social media for improving learning outcomes and developing strategies for applying the revolutionary process across the education management community.

3. Problem statement

The topic of the research is identifying the way education is managed in the era of social media. Several studies have talked about the positive influence of social media on teaching management. However, some researchers have claimed that there is a negative link between the time devoted by students on social media and their educational performance. More importantly, distractions among students, while they are studying, reveal their poor performance. Therefore, the research investigates the way technological breaks can help the educational institutions improving students' concentration and managing their performance effectively.

Although social media has become an important tool for managing education in today's academic institutions, it has some major problems as well such distracting students from the study. Therefore, the study will be conducted for identifying the ways in which social media platforms can be utilised by the educational institutions for ensuring that it brings only benefits to the students.

All the universities, colleges and schools, their faculty as well as students will be benefited by this research. This is because it will contribute significantly to their education management by revealing the way social media can be used beneficially for the purpose of the study.

4. Research aim and objectives

4.1 Aim of the research-

The aim of the study is to analyse education management in the social media age.

4.2 Objectives of the research-

Based on the research aim, the following research objectives seems specific that the study will investigate:

- (1) To analyse the concept of education management
- (2) To find out the concept and functionality of social media in today's education management
- (3) To identify the challenges faced by the educational institutions in terms of using social media for education management
- (4) To offer some recommendations to the academic instructions for improving the implementation of social media in education management

5. Research methods

Research methods are the systematic plan of the way one conducts research. It contains different aspects like research instruments, sample population, setting and research design. For obtaining the best result, the researcher will use the following research methodologies:

5.1 Research method

Two types of methods include qualitative and quantitative. Some researchers also use the mixed method, which includes both. The qualitative method involves collecting descriptive information on the research area while the quantitative method is used for collecting statistical information.

According to Whitehead & Schneider (2007), In the mixed method, the researcher investigates, accumulated and analyse information and data, combine the findings and draws conclusions applying both the qualitative and quantitative methods in a single research.

For this study, the researcher will apply **the mixed-method**. It means the researcher will collect both quantitative and qualitative data for improving the quality of the collected data as well as the quality of the overall research. Thus, instead of separating the two research methods, combining them offers immediate benefit to the researcher and the research by offering an in- depth understanding of education management in the era of social media.

5.2 Research design

Three key types of research designs include exploratory, descriptive and explanatory. **The exploratory** design intends to discover the research questions and does not mean to provide conclusive and final to existing issues. **Descriptive** research emphasises on collecting more information present issue by data collection process. Descriptive researches are applied for describing the behaviour of a sample size. **Explanatory research** is carried out for understanding the effect of certain changes in the current standard processes. It analyses the cause-effect association between the two variables (Tetnowski, 2015). The researcher will use the **descriptive design** for having an in-depth knowledge of the way education management is conducted in the era of social media. The current study neither wants to explore any new information nor wants to analyse any cause-effect relationship rather it intends to discover information on the education management and the way it is influenced by social media. Therefore, the descriptive research seems the most appropriate design for the current research.

5.3 Source of data

The researcher will accumulate data from both the primary and secondary sources. The primary data will be collected through survey and interview while the secondary data will be collected from various secondary sources such as books, articles, journals and websites.

5.4 Population and sampling

The survey will be conducted with 25 teachers of different educational institutions applying simple random sampling. Simple random sampling will be applied for collecting the 25 teachers from the huge population of teachers. As stated by Lone & Tailor (2017), in **simple random sampling** technique, the chance of every sample of a population of being selected is even.

The interview will be conducted with 4 managers in the education management department of different educational organisations. **Non-probability sampling** will be applied for selecting the managers, as it does not offer all the population the same chance of being selected.

5.5 Data collection tool

A survey questionnaire including 10 close-ended questions and an interview questionnaire including 4 open-ended questions will be developed for collecting data.

5.6 Data analysis method

The quantitative data will be analysed using MS Excel and will be represented through graphs and tables. On the other side, the qualitative data will be analysed by identifying patterns in the answers provided by the managers and drawing a conclusion from that.

5.7 Timetable

Activities	1 st and 2 nd week	3 rd and 4 th week	5 th and 6 th week	7 th and 8 th week	9 th and 10 th week	11 th and 12 th week
Selection of the research topic						
Identifying the problems statement						
Development of research aim and objectives						
Developing a research proposal						
Selecting research methods						
Approve of the proposal						
Conducting a literature review						
Collection of primary data						
Data analysis						
Final report submission						

Table 1: Gantt chart

(Source: Self-developed)

6. Significance of the Research

Several researchers have found out the effect of social media on the academic performance of the students. However, the research gap lies in identifying the way social media can be used by the academic institutions for the purpose of education management. Thus, the research focuses on how social media can contribute to education management positively. By collecting quantitative and qualitative data from the academic professionals and managers on the contribution of social media in education management, the researcher can find out the negative sides of the application of social media in managing education and the way the negative sides can be overcome.

The significance of the study lies in finding out the processes of implementing suitable technologies and strategies for implementing social media in education management. The purpose is to cut the negative effect that social media has on the concentration and educational performance of the students and enhancing the positive impact that it can have on managing education effectively.

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