Social Media for International Students

It's not all about Facebook

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Australian Facts & Figures

• Land area 7.7 million square kilometres (3 million square miles)
• Population 23 million
• Queensland 3.2 million
• Brisbane 2 million
• Gold Coast .5 million
Bond University

- 1st private independent not-for-profit University, 1989
- Current enrolment - 4,400
- 68% domestic students, 32% international students
- 4 Faculties
International students in Australian universities

- 335,000 international students in 2010
- 28% in Australian universities
- International student numbers have declined
- Pressure to improve support and enhance international students’ experience
Libraries supporting international students

- Build awareness and knowledge of resources and services
- Develop information skills
- Provide a central, friendly, technology enabled learning hub
- Engage and support
Researching the role of social media

• What social networking sites do international students prefer?
• How can this information be leveraged?
Bond University research cohort

- 575 student survey responses
  - 397 domestic (69%)
  - 178 international (31%)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>18-19</td>
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<td>20-24</td>
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<td>40 or older</td>
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First Language other than English

No. of Students

- Chinese: 25
- Norwegian: 8
- Spanish: 8
- German: 6
- French: 5
- Japanese: 4
- Arabic: 3
- Danish: 4
- Russian: 3
- Swedish: 2
- Other: 11
Home Countries of International Students

- USA: 29%
- Canada: 14%
- Ecuador: 1%
- UAE: 1%
- Norway: 1%
- Sweden: 1%
- Denmark: 2%
- Germany: 1%
- France: 1%
- Spain: 1%
- Russia: 2%
- Brazil: 1%
- Japan: 11%
- Korea: 2%
- Taiwan: 2%
- Philippines: 1%
- New Caledonia: 2%
- Singapore: 6%
Length of Usage

- Facebook
- Twitter
- YouTube

- < 1 yr
- 1-2 yrs
- > 2 yrs
- Have account but don't use it
- Don't have an account
Frequency of Usage Facebook

- Canada: Several times a day 80%
- China: About once a day 40%
- Malaysia: Every few days 30%
- Norway: Once a week 20%
- USA: Less often 10%
Reasons for Using Facebook

- Chatting with friends
- Meeting new people
- Keeping up with friends' activities
- Staying in touch with family
- Sharing information
- Finding out information
- Entertainment (games etc)
- Job hunting
- Posting photos/videos
- Other

[Bar chart showing preferences for using Facebook]
It’s not just about Facebook for finding information
Usage by country:
Finding information

- Canada
- China
- Malaysia
- Norway
- USA

Countries:
- Canada
- China
- Malaysia
- Norway
- USA
Reasons for favourites

- Use
- Keep
- Touch
- Easy
- Information
- Professional
- Friends
- Family
- People
- LinkedIn
- Network
- Useful
- Good
- YouTube
- Job
- Social
- View
- Easy
- Sites
- Keep
- Touch
- Easy
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- Friends
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- Use
Educational usage: all students

- Sharing work
- Sharing ideas
- Creating informal study groups
- Arranging study groups
- Discussing topics
- Sharing study information
- Asking for help
- Finding information

(Youtube vs Facebook)
Students from China

- Finding information
- Asking for help
- Sharing study information
- Arranging study groups
- Discussing topics
- Creating informal study groups
- Sharing ideas
- Sharing work

Facebook

Renren
Frequency for educational usage

- **Sharing work**: Rarely
- **Sharing ideas**: More frequent
- **Arranging study groups**: At least once a week
- **Discussing topics**: About once a day
- **Sharing study information**: Several times a day
- **Asking for help**: About once a day
- **Finding information**: Less often
Social media preferences

Facebook is the social medium of choice for both domestic and international students.

YouTube is also frequently used for educational purposes to find information.

Twitter is still developing its cachet in the tertiary education environment.
Its not all about Facebook!

Libraries need to ...

• Inspire discussion
• Interact and participate in a more personal way
• Facilitate cross-program collaboration
• Use YouTube to teach skills and concepts
“The Library of the future will be a platform for participation and collaboration, with users increasingly sharing information among themselves as well as drawing on the Library’s resources” Leadbeater (2010)
Q & A
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