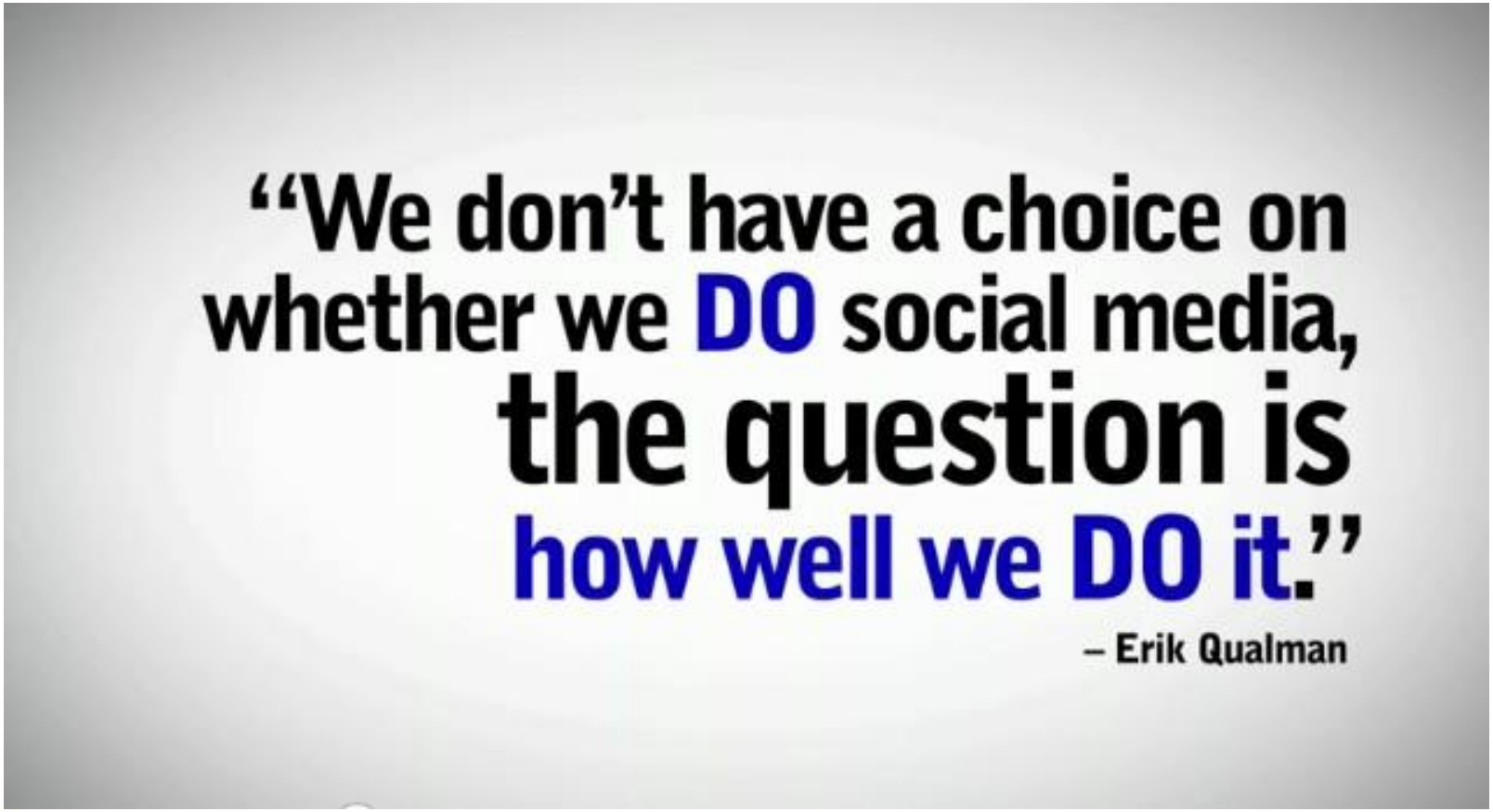
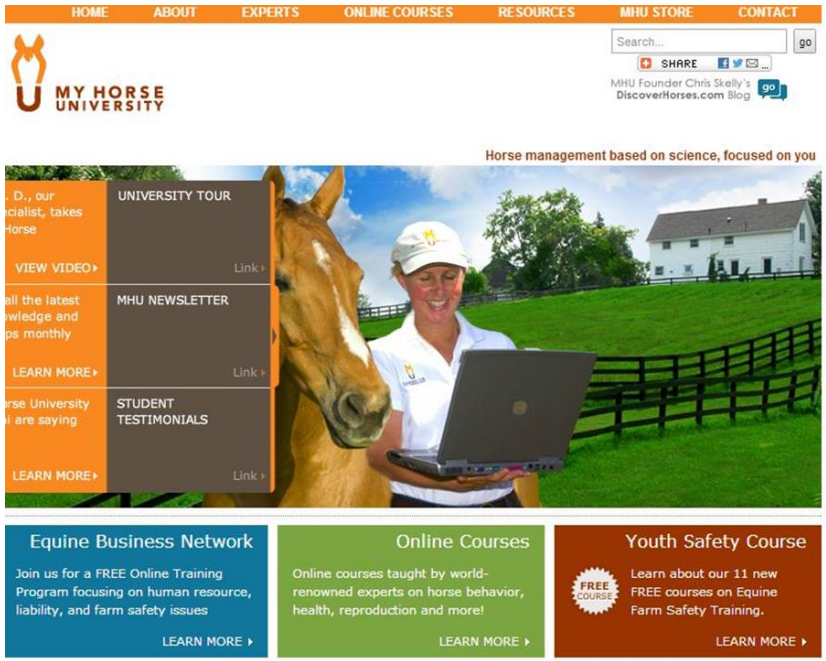
Social Media and Equine Science: The Effect of LinkedIn on Class Engagement of Equine Science Higher Education Students

Social Media

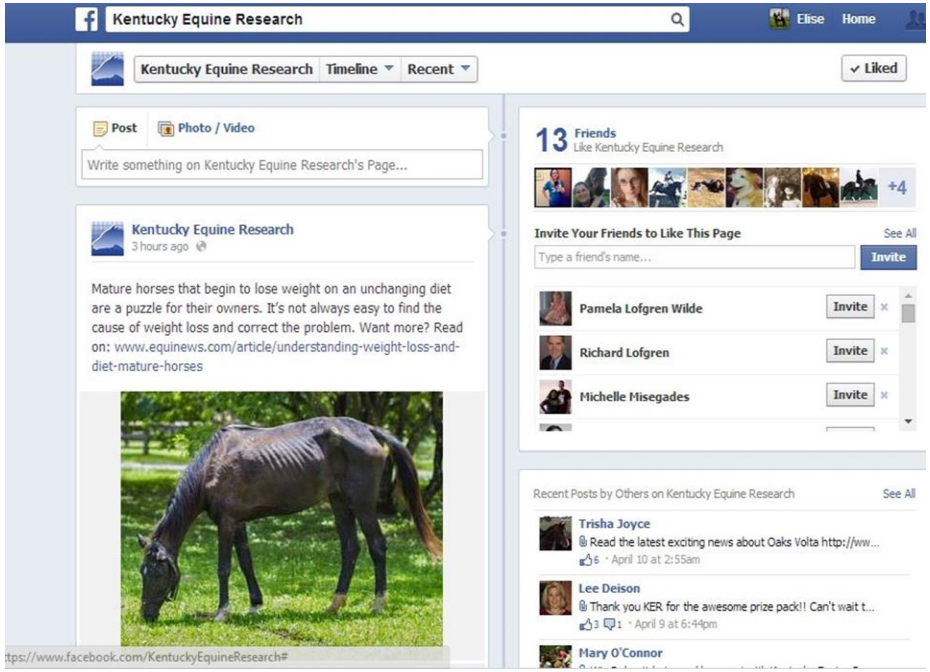


Erik Qualman- Socialnomics

Online Teaching Tools in Equine Science



Michigan State University



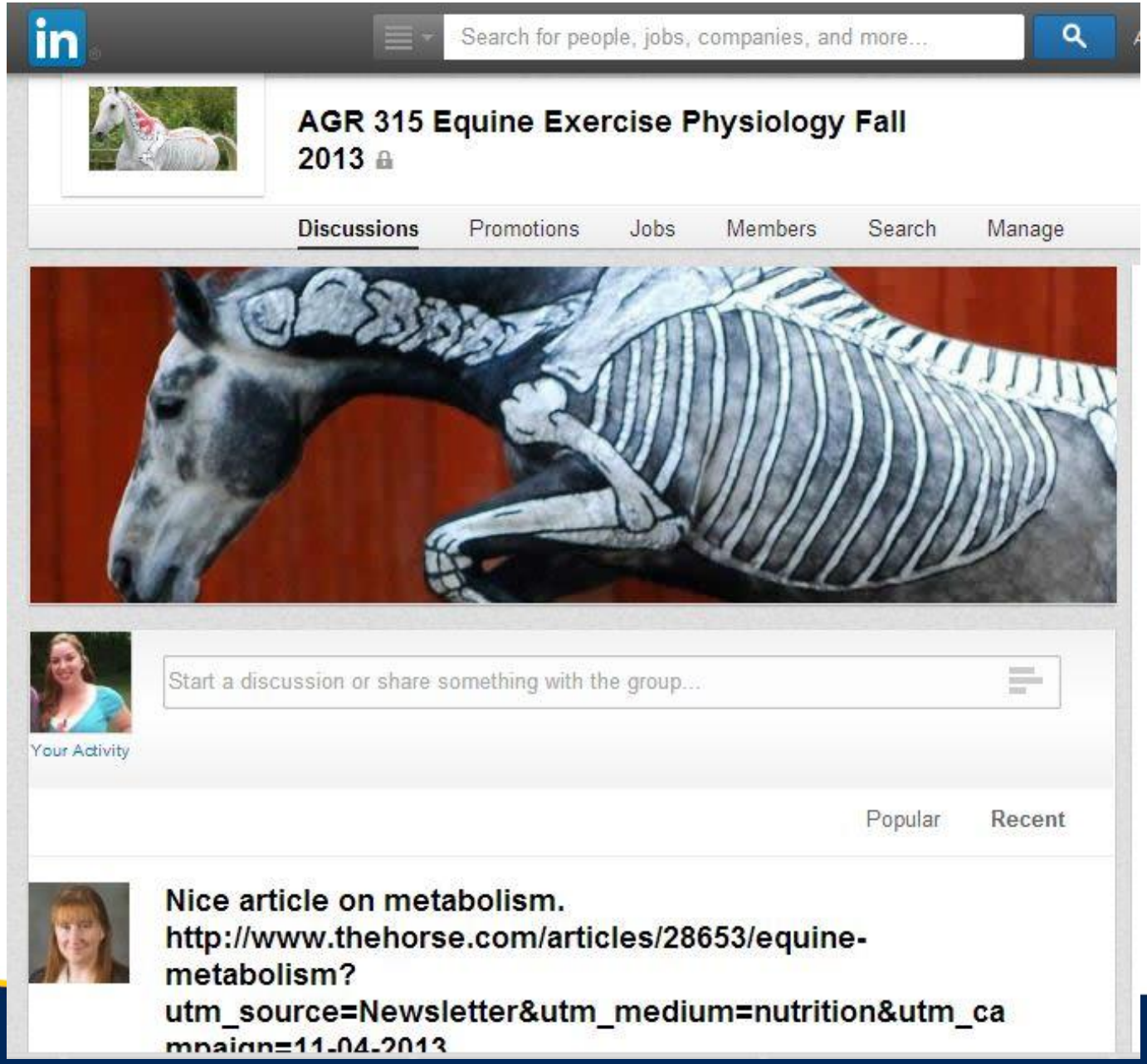
Kentucky Equine Research

Research Question

- Does the use of LinkedIn as a teaching tool have an effect on student engagement in the equine science classroom?

Methods

- 2 separate equine science classes selected in Fall and Spring Semesters (data was combined)
  - LINK group (N=26)
  - TRAD group (N=17)
- Classes taught by same teacher, same amount of time per week, and same level of coursework difficulty
- LINK required class participation on LinkedIn
  - Questions about peer-reviewed articles
  - LinkedIn group activity summaries
- Pre-, mid-, and post-course surveys administered
- Approved by IRB as a Level 1 project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AGR 315 Equine Exercise Physiology Fall 2013
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Start a discussion or share something with the group...
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Nice article on metabolism. http://www.thehorse.com/articles/28653/equine-metabolism?utm_source=Newsletter&utm_medium=nutrition&utm_campaign=11-04-2013

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Linked In Part 4

Elise Lofgren
Graduate Teaching Assistant at Murray State University

Hey everyone, I have attached links to two articles related to biomechanics and lameness. Please come up with one question per article and post on the discussion page. Your participation in creating questions on our page will be due by this Friday, November 1st.

Article 1: http://www.thehorse.com/articles/31630/biomechanics-and-hoof-problems-treatment-aaep-2012

Article 2: http://www.thehorse.com/articles/15546/biomechanical-efficiency

Dr. Porr also has the book "The Dynamic Horse" in her office if anyone is interested in taking a look at it. Have a great week!

Biomechanics and Hoof Problems, Treatment (AAEP 2012) thehorse.com
One vet encouraged practitioners and farriers to take a biomechanical approach to treating some foot problems.

Like • Comment (9) • Unfollow • 4 months ago
Add to Manager's Choice • Close Discussion

Results

- 77% of students surveyed had previous experience with social media used in another class. The majority of students felt that:
- Social media had some impact as a tool in equine science and higher education
- A greater connection was achieved between teacher and student
- Traditional lecture and PowerPoint presentations in class were the most effective for learning

Table 1: Likert Responses for LINK Students and Post-Course Survey Questions, N=26

Questions	Not Effective 1 ƒ(%)	2 ƒ(%)	3 ƒ(%)	Very Effective 4 ƒ(%)
1. How effective do you think social media can be when used as a teaching tool in higher education?	1 (3.85)	6 (23.08)	14 (53.84)	5 (19.23)
2. How effective do you think social media can be when used as a teaching tool in equine science classes?	0 (0.00)	7 (26.92)	12 (46.16)	7 (26.92)
3. How effective do you think utilizing social media sites, such as LinkedIn, can be in identifying possible career opportunities?	1 (3.85)	8 (30.77)	5 (19.23)	12 (46.16)
4. How effective do you think utilizing social media sites, such as LinkedIn, can be in attaining a career/job?	0 (0.00)	8 (30.77)	7 (26.92)	11 (42.31)
5. How effective do you feel using LinkedIn as a teaching tool was in this class?	4 (15.38)	10 (38.46)	10 (38.46)	2 (7.69)

- “It is a great way to get involved in the outside world other than the classroom setting and get an outside point-of-view on topics.”
- “It gives students a chance to actually visualize what they are learning and see other opinions from individuals all over the world.”
- “Involve more of the class work with LinkedIn, discuss what was said in class on the forum, and relate it back to everyday use to better increase everyone’s understanding.”

Conclusion

- What this study tells us
- What this study doesn't tell us
- Improvements/Revisions
- Why is this study important?