Facebook as virtual classroom – Social networking in learning and teaching among Serbian students

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## Sample

238 students from the University of Belgrade, Technical Faculty in Bor (Serbia), Age= 18-26+, Female 58%

## Implications For Educators About

# Abstract

Since Facebook is the most popular social network among students, the purpose of this study is to examine the attitude of students towards Facebook as virtual classroom, through consideration of its acceptability level, purpose and education in using. 238 students from the University of Belgrade, Technical Faculty in Bor (Serbia), took part in this study. We used SEM methodology (Structural Equation Modeling), which includes the assessment of the measurement model and on the basis of an adequate fitting indices, the structural model was tested. With the use of current empiric researches, in which sociological facts are interpreted, and conflicting attitudes are cited, this paper shows how students use Facebook in order to improve education.

# Outcome

"The results show that Facebook adoption (including usefulness, the perception of easy use, social influence) has had a positive influence on the use of Facebook as a virtual classroom at the university. The intended use of FB as a social network, which provides conditions, group identity and creates social relations, has a
very positive influence on FB acceptance in usage, usefulness and social influence, (Milošević, Živković, Arsić, Manasijević, 2015, p. 581)
"The intended use of FB (including social network, which provides conditions, group identity and creates social relations) has a positive influence on the use of Facebook as a virtual classroom at the university. Educational use of Facebook (including jobs, daily activities, cooperation and material sharing) has no positive influence on the Facebook adoption in the perception of use, usefulness and social influence... Educational use of Facebook (including jobs, daily activities, cooperation and material sharing) has a positive influence on providing conditions, identifying groups and social relations as the intended use of Facebook" ( (Milošević, Živković, Arsić, Manasijević, 2015, p. 582).