Social media for international students

It's not all about Facebook

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Social Media for International Students

Its not all about Facebook

Dr Grace Saw

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

Gold Coast

Law Library

Multimedia Learning Centre

Main Library

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%)

First Language other than English

No. of Students

Home Countries of International Students

Social Media Usage

Length of Usage

Frequency of Usage Facebook

Reasons for Using Facebook

It's not just about Facebook for finding information

Usage by country: Finding information

Reasons for favourites

Educational usage: all students

Students from China

Frequency for educational usage

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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