



Engaging Students through Social Media: Evidence-Based Practices for Use in Student Affairs

By Reynol Junco

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Using social media to enhance learning outcomes, engagement, and retention

Although research shows that most of today's college students adopt and use social media at high rates, many higher education professionals are unaware of how these technologies can be used for academic benefit. Author Reynol Junco, associate professor at Purdue University and fellow at the Harvard Berkman Center for Internet & Society, has been widely cited for his research on the impact of social technology on students. In *Engaging Students through Social Media: Evidence-Based Practice for Use in Student Affairs*, he offers a practical plan for implementing effective social media strategies within higher education settings.

The book bridges the gap between a desire to use social media and the process knowledge needed to actually implement and assess effective social media interventions, providing a research-based understanding of how students use social media and the ways it can be used to enhance student learning.

- Discover how social media can be used to enhance student development and improves academic outcomes
- Learn appropriate strategies for social media use and how they contribute to student success in both formal and informal learning settings
- Dispel popular myths about how social media use affects students
- Learn to use social media as a way to engage students, teach online civil discourse, and support student development

The benefits of social media engagement include improvements in critical thinking skills, content knowledge, diversity appreciation, interpersonal skills, leadership skills, community engagement, and student persistence. This resource helps higher education professionals understand the value of using social media, and offers research-based strategies for implementing it effectively.

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- Sales Rank: #353248 in Books
- Brand: imusti
- Published on: 2014-08-18
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x 1.30" w x 6.45" l, .0 pounds
- Binding: Hardcover
- 368 pages

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Editorial Review

From the Inside Flap

In today's technology-driven world, it is essential for student affairs professionals to understand how students interact with social media and how it can be used to enhance educational outcomes, engagement, and retention.

Written by Reynol Junco—a noted researcher and expert on the effects of social media on youth psychosocial development, engagement, and learning—*Engaging Students through Social Media* outlines a research-based and practical plan for implementing effective social media strategies within higher education settings. This groundbreaking book reveals how social media is *already* being used in effective ways across disciplines and how it can best be used to meet the goals of student affairs professionals.

As the author explains, the benefits of social media engagement include a wealth of positive outcomes such as improvements in critical thinking skills, content knowledge, diversity appreciation, interpersonal skills, leadership skills, community engagement, and student persistence. Based on Junco's extensive research and that of established scholars in the field, the book dispels commonly held myths about the effects of social media on students and explores how to successfully integrate social media into both formal and informal learning environments, offering evidence-based practices that can be applied to any educator's curricular development process.

Engaging Students through Social Media gives higher education professionals a clear understanding and appreciation of the value of adopting evidence-based practices for implementing social media effectively.

From the Back Cover

Praise for *Engaging Students through Social Media*

“A must-read for student affairs professionals, this book makes accessible the latest research on the promise and challenges of social media in learning contexts, and injects important new insight into the controversial debate about the future of education in the digital age.”

—**Urs Gasser, professor of practice, Harvard Law School, and executive director, Berkman Center for Internet & Society, Harvard University**

“In this beautifully explained and thoroughly accessible book, Reynol Junco guides educators and student affairs professionals so they can better understand their students' seemingly ubiquitous social media activities. His evidence-based approach debunks myths, allays fears and, most important, empowers those responsible for students' well-being to empower the students in their care.”

—**Sonia Livingstone, professor of social psychology, Department of Media and Communications, London School of Economics and Political Science; author of Children, Risk, and Safety Online**

“Rey Junco's important new book provides a valuable corrective to rhetoric demonizing youth engagement with Facebook and other social networks. Armed with a wealth of research, including his own in-depth studies, Junco shows that social network services are an important locus for students' identity development and an important space for student affairs professionals to understand and navigate.”

—**Ethan Zuckerman**, *director, Center for Civic Media, MIT and principal research scientist, MIT Media Lab*

“This is the book student affairs practitioners and educators have been waiting for! Dr. Junco provides thoughtful evidence and practical applications to use social media in their departments’ student engagement plans.”

—**Ed Cabellon**, *director, Campus Center, Bridgewater State University*

About the Author

REYNOL JUNCO is an associate professor of education in the School of Education at Iowa State University and a fellow at the Berkman Center for Internet and Society at Harvard University. His primary research interest is using quantitative methods to analyze the effects of social media on youth psychosocial development, engagement, and learning.

Users Review

From reader reviews:

Cameron Rodriguez:

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Sean Martinez:

This Engaging Students through Social Media: Evidence-Based Practices for Use in Student Affairs is fresh way for you who has curiosity to look for some information since it relief your hunger of information. Getting deeper you upon it getting knowledge more you know or perhaps you who still having little digest in reading this Engaging Students through Social Media: Evidence-Based Practices for Use in Student Affairs can be the light food for you because the information inside this particular book is easy to get by anyone. These books build itself in the form which can be reachable by anyone, yes I mean in the e-book type. People who think that in publication form make them feel sleepy even dizzy this book is the answer. So there is absolutely no in reading a reserve especially this one. You can find actually looking for. It should be here for you actually. So , don't miss that! Just read this e-book sort for your better life as well as knowledge.

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