

## **Building Mutually Beneficial Student And Institutional Relationships Through Social Media a Study on Sample In Private Universities In Erbil**

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### **Abstract**

Social media is playing an important role in almost all the aspects of our life. One of the main goals of social media is to connect people and build relationships between people and entities. In this study we will discuss the role that social media plays in the relationship between students and universities. It also shed light and give some insights about the assessment of students to the activities and features provided by the university. The study collected secondary data from journals, articles, books, websites to build the required literature and for the primary data it was collected by a survey questionnaire which was distributed among 110 students (only 100 were acceptable) from three private universities (Ishik, L.F.U and Cihan university). The study used SPSS to analyze the data and the result shows that most of the respondents were agree about the statement of education and social media and there is a positive relationship between students and social media in Private Universities. That indicates as one variable increase or decreases other variable also positively or negatively changes too.

**Keywords: social media, universities, private sector, students.**

### **1 – Introduction**

In today developed world most of the Universities pay more attention for social media in order to increase their productivity and to provide channels to interact with students as the students are representing a significant part of universities. Almost all the universities have a presence in social media because it can make the interaction with students easier and it can reach a wider range of them. Before the interaction between university and student was limited to the traditional way (a visit, phone call, mail....) but with the introduction of web 0.2 and the emergence of social media this interaction became stronger and now students can easily express themselves and interact with each other's or with their lecturer in a platform which provide a wide spectrum of tools to facilitate this interaction. With social media the communication between all universities has become easy and simple, which led to the rapid development of education and easy access to educational

curricula. Where the communication between the university and teachers and students on a daily basis.

The popularity of large Internet has been intertwined between generations between the late 1970s and the late 1990s. They had a strong focus on social networking in terms of sales, participation and marketing in 2008. The Pew Research Center said most Americans aged between 18 and 29 said they use the Internet, especially social networking sites. Of 1-10 people under the age of 30 said they had become friends with the presiding presidential way of social networking programs on the Web site, (Kohut et al. 2008).

In addition, 40% of those aged 18-29 have obtained most of the scientific information from the internet and have been ranked first by Facebook and Myspace. This figure has doubled from January 2004 results. (Kohut et al. 2008). Some of the most popular at present time most of the tools used in the field of social networking sites Facebook. Instagram. Snapchat. Twitter and YouTube.

## **2. Literature Review**

—Social media is portrayed by Merriam-Webster as —forms of electronic correspondence (as destinations for relational association and microblogging) through which customers make online gatherings to share information, contemplations, singular messages, and other content (R, Kern, 2010).

Electronic long range interpersonal communication is a portraying some portion of Web 2.0, the term given to the information advancement that stipends customers to be dynamic creators and sharers of online information, rather than basically protects of information. Starting at now, the most understood instances of this development consolidate little scale blogging (Twitter), relational communication (Facebook, LinkedIn), wikis (Wikipedia), blended media (YouTube), closeness applications (Foursquare). This is an obliged rundown that will without a doubt change quickly, likely hurried by our own particular understudies' responsibilities regarding the field. As opposed to endeavoring to pro the nuances of each application that meets up on the scene, specialists would do well to grasp the impact of, and basic legal issues related. With, internet organizing (Burl, D, M, 2011). The Use of Social Media in Higher Education for Marketing and Communications: A Guide for Professionals in Higher Education, (Rachel Reuben, 2008) Director of Web Communication and Strategic Projects at the State University of New York at New Paltz, depicts fundamental vocations of web based systems administration in cutting edge training. She develop

her examination as for a diagram of 148 schools and universities with respect to their use of web based systems administration to accomplish target gatherings of spectators. Reuben affirmed Facebook, YouTube, Flickr, and sites as fundamental web based systems administration devices used by cutting edge training associations (Reuben 2008). In November 2007,

### **3. Research Problem**

The problems that are being sought are finding universities that still do not use modern methods, most importantly social communication platforms. Also through the research we try to get the level of development offered by the university and how to deal with students through social networking sites. 1. What is the relationship between universities and student through social media in private universities in Erbil?

2. What are the social media platforms used in private universities in Erbil to communicate with students?

3. How well Social applications such as Facebook, YouTube, Instagram, and Snapchat have driven the public growth of Web 2.0 to help Universities and colleges using social media to reach student prospects?

4. What are students' experiences when mobile computing devices are integrated into higher education courses?

### **4- Research question**

1. To identify the relationship between private universities and student through social media. 2.

To discuss on which private universities in Erbil they have system to communicate with student they need it for education.

3. To determine application what aspects of social media use were most effective in reaching the student constituency based on social media usage patterns.

4. To discuss how will be the education explore teaching and learning when mobile computing devices, such as smartphones, were implemented in higher education.

### **5. Research Methodology**

In the research methodology quantitative approach is used to analyze dimensions. In this approach statistically, identify the study reliability is .884 which means the study analysis will get accepted. Population as reference to (Megan L. Fuller (5-2011)). Is the set of individuals who are subject to a model of research? The target population of this study was all the students of the three private universities. A sample of 100 students was taken only from the three universities.

Additionally, the testing strategy used for this examination is the 'Probability Sampling methodology'. The probability testing guarantees that every case of the masses has a proportional shot of being picked (Haer and Becher, 2012). Both of primary and secondary data were used for this examination. The primary data collection strategy happened in the three private universities using the survey questionnaire. 110 survey questionnaires were distributed to the population, but only 100 respondents. They were 46 out of 52 respondents from university 1, and 25 out of 28 respondents from university 2, and 29 out of 30 respondents from university 3. While, the secondary data were collected from journal, articles and book, etc.

## 6. Social Media:

Statistical Package for Social Sciences (SPSS) program was used to analyze the data accumulated through the questionnaire. Data assembled from the questionnaires were edited, coded and gone into the SPSS program. , First one is demographical variables and the second table is all 38 items description presented as frequency.

Table 1- Reliability Statistics	
Cronbach's Alpha	N of Items
.884	38

The Table above table 1 indicates the reliability test of social media questionnaire survey that consists of 38 items. Statisticians propose that the acceptable value is .60 and above. Therefore, the result shows that the scale is statistically reliable as the Cronbach's Alpha is .884, which is a great value as it is near to 1

Table 2: Demographical Data

Parameter		Frequency	Percent
Gender	Male	31	31%
	Female	69	69%
Age	17 Years-25 Years	81	81%
	26 Years -35 Years	15	15%
	36 Years -45 Years	4	4%
Education	First year	13	13.0 %
	Second year	11	11.0 %
	Third year	23	23.0 %

	fourth year	32	32.0 %
	Fifth year	16	16.0 %
	Master	3	3.0 %
	Doctorate	2	2.0 %
Circle University	ISHIK UN	46	46%
	CIHAN UN	25	25%
	L.F.U	29	29%
Total		100	100

The above table presented as Table 2 has the demographical variables where four variables taken for the study and explained with the frequency and percentage.

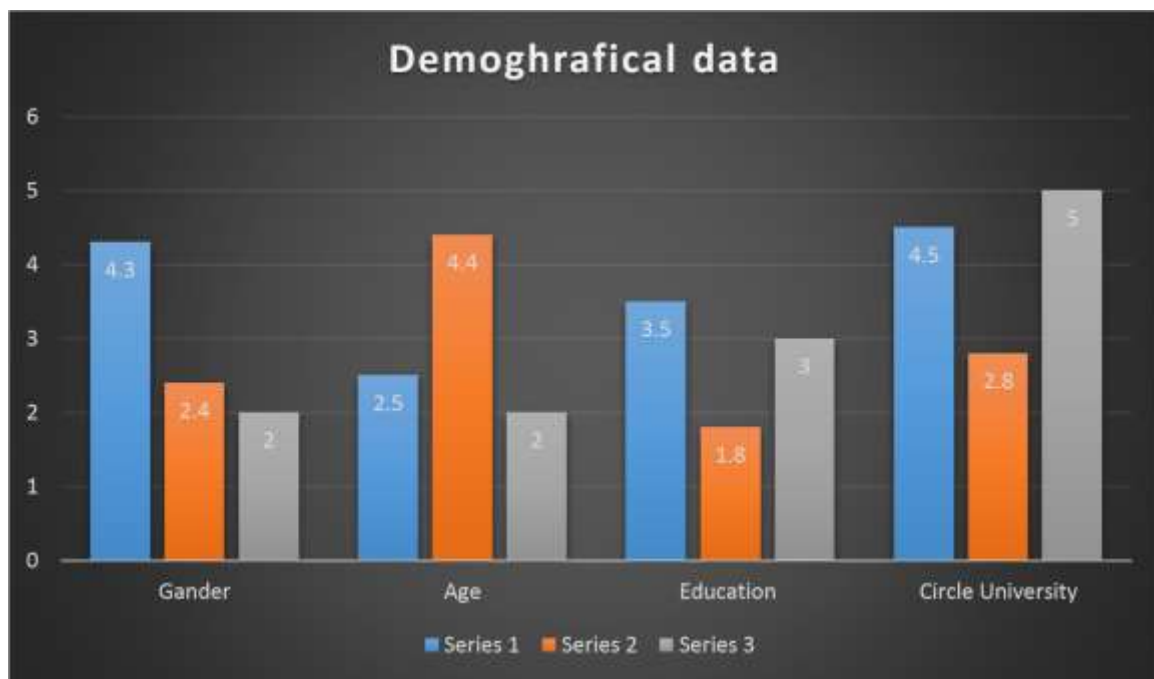


Table 3 Social media tool for University

item		Frequency	Percent
Get information about college event /workshops/career fairs?	Frequently	26	26.0
	Often	33	33.0
	Sometimes	20	20.0
	Rarely	12	12.0
	Never	9	9.0

Receive free merchandise from the college	Frequently	5	5.0
	Often	18	18.0
	Sometimes	23	23.0
	Rarely	10	10.0
	Never	44	44.0
Interact with college or university administrator (dean. Vice president, Etc.)?	Frequently	5	5.0
	Often	14	14.0
	Sometimes	26	26.0
	Rarely	35	35.0
	Never	20	20.0
Find information about student organization?	Frequently	11	11.0
	Often	20	20.0
	Sometimes	28	28.0
	Rarely	19	19.0
	Never	22	22.0
Find scholarship offered by the college?	Frequently	5	5.0
	Often	19	19.0
	Sometimes	31	31.0
	Rarely	15	15.0
	Never	30	30.0
Total		100	100

The above table presented as Table 3 has the all five items description presented as frequency and percentage having altogether 100 samples constituting 100% of respondents.

Table 4 Facebook Application

item		Frequency	Percent
	Blog	5	5
MOST APPLICATION USE IT IN SOCIAL MEDIA	Facebook	66	66
	Snapchat	71	71
	Instagram	69	69
	YouTube	36	36
	Twitter	22	22
Which of the following would lead you to join a social media site approved by the university? Check all the apply	Invite from department advisor/professor	11	11.0
	Invite from a fellow student	21	21.0
	University home page	53	53.0
	Poster. Signs. orientation booklets	6	6.0
	Advertisement made by the university	9	9.0
Post on friends walls /statues/comments	Frequently	27	27.0
	Often	22	22.0
	Sometime	18	18.0
	Rarely	19	19.0
	Never	14	14.0
Post on fan pages walls/statuses/comment	Frequently	12	12.0
	Often	21	21.0
	Sometime	20	20.0
	Rarely	28	28.0
	Never	19	19.0
Like friends posts/statuses/comments	Frequently	24	24.0
	Often	25	25.0
	Sometime	28	28.0

Like fan page posts/statuses/comments	Rarely	16	16.0
	Never	7	7.0
	Frequently	17	17.0
	Often	28	28.0
	Sometime	29	29.0
	Rarely	16	16.0

Post pictures	Never	10	10.0
	Frequently	22	22.0
	Often	21	21.0
	Sometime	24	24.0
	Rarely	19	19.0
Create events	Never	14	14.0
	Frequently	15	15.0
	Often	22	22.0
	Sometime	18	18.0
	Rarely	21	21.0
Send message through the inbox	Never	24	24.0
	Frequently	39	39.0
	Often	22	22.0
	Sometime	17	17.0
	Rarely	11	11.0
Sell/buy items on marketplace	Never	11	11.0
	Frequently	10	10.0
	Often	16	16.0
	Sometime	20	20.0
	Rarely	24	24.0
Play games (Farmville . mob wars . scrabble.etc)	Never	30	30.0
	Frequently	9	9.0
	Often	16	16.0
	Sometime	24	24.0



	Rarely	18	18.0
	Never	33	33.0
Use application (bumper. stickers. etc.)	Frequently	14	14.0
	Often	14	14.0
	Sometime	22	22.0
	Rarely	27	27.0
	Never	23	23.0
Search for people	Frequently	20	20.0
	Often	30	30.0
	Sometime	29	29.0
	Rarely	16	16.0
	Never	5	5.0
Search for companies / organization	Frequently	17	17.0
	Often	19	19.0
	Sometime	33	33.0
	Rarely	17	17.0
	Never	14	14.0
Total		100	100

The above table presented as Table 4 has the all fourteen item description presented as frequency and percentage having altogether 100 samples constituting 100% of respondents. First question about most application use in social media and second question which of the following would lead you to join a social media site approved by the university? Check all the apply. And other 12 question about Facebook application.

Table 5 Social media development for department / Major

item		Frequency	Percent
View tips posted by instructors on curs work?	Frequently	22	22.0
	Often	31	31.0
	Sometime	21	21.0
	Rarely	18	18.0
	Never	8	8.0
	Frequently	10	10.0

Upload and View group project document/files?	Often	37	37.0
	Sometime	31	31.0
	Rarely	12	12.0
	Never	10	10.0
Communicate with group project member via real time chat?	Frequently	13	13.0
	Often	17	17.0
	Sometime	32	32.0
	Rarely	25	25.0
	Never	13	13.0
	Frequently	18	18.0
Communicate with instructors and ask questions?	Often	25	25.0
	Sometime	28	28.0
	Rarely	16	16.0
	Never	13	13.0
Communicate with classmate and ask questions?	Frequently	25	25.0
	Often	32	32.0
	Sometime	21	21.0
	Rarely	14	14.0
	Never	8	8.0
Meet new coming student within your major?	Frequently	17	17.0
	Often	20	20.0
	Sometime	29	29.0
	Rarely	17	17.0
	Never	17	17.0
Communicate with department graduate?	Frequently	9	9.0
	Often	26	26.0
	Sometime	17	17.0
	Rarely	28	28.0
	Never	20	20.0
Sell books online between students with your department?	Frequently	10	10.0
	Often	11	11.0

	Sometime	20	20.0
	Rarely	17	17.0
	Never	42	42.0
Learn about upcoming elective or special course within your major?	Frequently	13	13.0
	Often	20	20.0
	Sometime	28	28.0
	Rarely	22	22.0
	Never	17	17.0
Learn about course offered from instructors?	Frequently	16	16.0
	Often	20	20.0
	Sometime	33	33.0
	Rarely	18	18.0
	Never	13	13.0
Learn about course offered from previous students?	Frequently	12	12.0
	Often	24	24.0
	Sometime	29	29.0
	Rarely	20	20.0
	Never	15	15.0
Anonymously post feedback on the course?	Frequently	9	9.0
	Often	22	22.0
	Sometime	20	20.0
	Rarely	31	31.0
	Never	18	18.0
Find out what social activates your classmates are doing?	Frequently	13	13.0
	Often	30	30.0
	Sometime	26	26.0
	Rarely	18	18.0
	Never	13	13.0
Find information on academic organization within your department?	Frequently	17	17.0
	Often	21	21.0
	Sometime	26	26.0

Find an internship/ job with your expected degree?	Rarely	16	16.0
	Never	20	20.0
	Frequently	18	18.0
	Often	25	25.0
	Sometime	25	25.0
	Rarely	16	16.0
	Never	16	16.0
Total		100	100

The above table presented as Table 5 has the all fifteen items description presented as frequency and percentage having altogether 100 samples and we get 100% of respondents.

Table 6 - Descriptive Statistics

Descriptive Statistics		
Item	Mean	Std. Deviation
Get information about college event /workshops/career fairs?	2.45	1.250
Receive free merchandise from the college?	3.70	1.330
Interact with college or university administrator (dean. Vice president, Etc.)?	3.51	1.115
Find information about student organization?	3.21	1.297
Find scholarship offered by the college?	3.46	1.243
Which of the following would lead you to join a social media site approved by the university? Check all the apply	2.81	1.022
Post on friends walls /statuses/comments	2.71	1.409
Post on fan pages walls/statuses/comment	3.21	1.305
Like friends posts/statuses/comments	2.57	1.217
Like fan page posts/statuses/comments	2.74	1.211
Post pictures	2.82	1.351
Create events	3.17	1.407
Send message through the inbox	2.33	1.378
Sell/buy items on marketplace	3.48	1.337
Play games (Farmville . mob wars .scrabble.etc)	3.50	1.337
Use application (bumper. stickers. etc.)	3.31	1.346

Search for people	2.56	1.131
Search for companies / organization	2.92	1.269
View tips posted by instructors on curs work?	2.59	1.240
Upload and View group project document/files?	2.75	1.114
Communicate with group project member via real time chat?	3.08	1.212
Communicate with instructors and ask questions?	2.81	1.277
Communicate with classmate and ask questions?	2.48	1.235
Meet new coming student within your major?	2.97	1.322
Communicate with department graduate?	3.24	1.288
Sell books online between students with your department?	3.70	1.374
Learn about upcoming elective or special course within your major?	3.10	1.275
Learn about course offered from instructors?	2.92	1.245
Learn about course offered from previous students?	3.02	1.239
Anonymously post feedback on the course?	3.27	1.246
Find out what social activates your classmates are doing?	2.88	1.233
Find information on academic organization within your department?	3.01	1.367
Find an internship/ job with your expected degree?	2.87	1.331

## 7. Finding and conclusion

This study is examines the relationship between universities and students through social media in three private universities in Erbil - Kurdistan. For the purpose of analyzing the relationship between these two entities, Ishik University, Cihan University and L.F.U have taken as a study for my research questions and objectives. Research has been used in three private universities in Erbil to conduct a study on how to use social networking platforms between universities and students and data was collected by distributing a questionnaire in the three universities. It was found that at the University of Ishik was the university with the best positive results but it was not excellent. Through the questionnaire, the students had the best agreement with the statement related to the University Staff. At the University of Cihan and the L.F.U University, there was no consensus between the students and the university. As we have seen through studies in recent years, the use of the application Facebook was used by a large proportion comparing to other programs, but more recently Snapchat has been used to chat more. This mean the university and my our

recommendation must be put good future plan for next year to use this up to make more communication between student and university. This survey is covered to students in three private universities. A sample of 100 students was collected, and they were handed out the question and they asked to fill them in but actually some student they do not know English language so I distributing some Arabic questioners and try to translate in Kurdish for students. Later, SPSS software program is helped for analysis of data considering demographic properties.

According by the results of from the analysis of SPSS s program I will answering the research questions:

1. What is the relationship between universities and student through social media in privet universities in Erbil? The result shows the relationship between universities and students in privet university sector in Erbil .After Analysis by SPSS program the answering was there are no strong relationship between universities and students most of students answer by table above spicily in social media part (sometime , never , rarely) they could find information or answering for them question by social media .
2. What is the system through social media use in privet universities in Erbil to communications with student?The result shows the system use it in in privet university sector in Erbil. It was answering the question. Which of the following would lead you to join a social media site approved by the university? Check all the apply the result was 53% choose (home page university)
3. How will Social applications such as Facebook, YouTube, Instagram, and Snapchat have driven the public growth of Web 2.0 Universities and colleges are using social media to reach student prospects? The result shows by SPSS Program in three privet universities most of student using Snapchat (71%) then Instagram (66%) then Facebook (61%) then using Facebook but most of university using home page university or by email and sometime using Facebook so the universities must be found plan to improve them self by using this programs (Snapchat . Instagram) to get more communication with student. Social media now improve the student and university very fast because we can get mor information and learn all the new since by social media any time and where u are u can get answer for your question .
4. What are students' experiences when mobile computing devices are integrated into higher education courses?Actually the student in Circle generation they improve them self very fast by computing mobile in higher education. Students can get all information in one moment (mark,

schedule, slides, any other information belong to university) also can find answering for them question any time without spend time so this mobile advice helping student too much in our education.

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