

# ENHANCING STUDENTS' LEARNING AND SATISFACTION THROUGH THE USE OF SOCIAL MEDIA

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## **ABSTRACT**

*Communication in and out the classroom is an essential component for education. As the technology emerges, there is a need to adopt to the new technologies to enhance students' learning experience. Social media technologies provide informal communication methods that promote student engagement and satisfaction by removing communication barriers. In this paper, we report our experience in using different social media technologies to enhance students' learning experience and satisfaction with the course. We perform our experiment in software project management course and conduct a survey to assess the students' perspective towards using these different social media technologies in enhancing their learning and satisfaction. Results show that students are satisfied and feel that their learning experience has improved when using social media for class communication.*

## **KEYWORDS**

*Student learning experience., student satisfaction, social media*