Social Network tools effectiveness on student advisory inside the academic performance institution

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Abstract

The world is witnessing a remarkable development in the social networking system where we rarely find a student who does not have an account on the social network sites such as Facebook or Twitter or other sites that makes it possible for him to communicate and stay up to date with many issues that are located in the surrounding community and other societies. Now they become a necessary tool to be in content with every one, especially with the use of smart phones, and other technology machines which facilitate communication in general and Student Counseling, whether from the academic guidance of the faculty or academic advisor who oversees the process and guide students to help them seek and convey the information to the student in order to form a clear opinion on a certain academic issue, and timing of the information is considered one of the most important factor in success of student advising. We will focus, In this paper, on the importance of social network use on the effectiveness of an academic system for a better performance of education faculties students by providing them with information in a real time manner and answering all questions by advising academic unit and college student which is in charge of fulfilling this operation or through the academic advisor who is eligible of taking in charge this kind of missions through this mechanism.

 Keywords:social network mediums; student advisory; academic counselor; academic performance.

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1-Introduction

The concept of quality acquires day after day a vital importance for many countries, because it is testified on the development of services and products. (Keçetep E Özkan, 2014) The total quality management TQM (Total Quality Management) is in the center of interest of many countries in the world because it is seen as the modern model for new administration which is concentrated on some oriented administrative concepts functioning on administrative means and innovative efforts , on artistic specialised skills which permit following the new scientific and local challenge .Smiley 2012.which aim to use effective methods to solve all obstacles that face the learning activity.

TQM is defined as a philosophy and main lines which indicates the institution to realise continuous progress through quantitative methods use, in adition to human resources which improves all the available materials, and services , when all the operation inside the institution function to fulfill the needs of actual and expected consumers.al khateeb2001.

Applying management of total quality in education is a must , become educative outcome is an income for all other sectors , and when we improve it we are improving all other sectors and satisfying all clients and beneficial people.

With the emergence of educational concepts of quality and the need to provide students with skills that make them able to compete in the domestic and the world market, the need to apply total quality management approach in education has become an obligation, to improve school performance level and employ developed technology for the benefit of educational activity. Which has led to the emergence of the concept of effective school and autonomy for schools, then most modern societies were oriented from the school of education institution to the social life just to keep pace with the developments and contribute to the community, social and educational function Foundations. Kada 2012.,

And total quality as defined by Rhodes (1992) is a management strategy based on a set of values and derives its power from the informations that we employ in the framework of the talents of employees and investing their intellectual skills in the various levels of the organization in a creative manner to arrive to quality and continuous improvement of institution Al Bana 2006.

Khatib defines quality of higher education, (2001) as a continuing improvement for educational or scholastic management operations, their review, analysis and the search for ways and means to raise the performance and productivity level of the institution, and reduce the time required to complete the process by remoting all the useless missions for the student. Which means low cost and high quality.

Perhaps the multiple definitions of the concept of quality leads us to a more inclusive definition of what has been termed the overall (total) quality of education (and that means among other efforts of employed people by working in the educational institutions to raise the educational level of the product, « graduates , research papers, and studies, adapted to the requirements of society, and as required by these efforts to apply a set of standards and specific educational criterions, to raise the educational level of the product through the concerted efforts of all employees in these institutions.(The National Commission for Academic Accreditation and Assessment, 2008)

The quality of education is in the core of the formative training process, It affects student learning, and in their understanding of what they are learning, and the benefits that come back to them from learning. Trying to help students get a better results and acquire values and skills that help them to play a positive role in their communities is the subject that falls under the general policies of interest to almost every country in the world (UNESCO, 2005).

And the quality of education is based upon multiple educational administrative criteria to achieve its objectives which are: the quality of the teacher, the quality of academic programs, student quality, quality of infrastructure and the quality of management, legislation and laws, the quality of communication and coordination between the educational institution members.

And to improve the quality of education level, the educational institutions are seeking to use every technological mean that raises the level of academic performance of students. The use of technology means works to improve both the quality indicators. (Casanova, Moreira & Costa, 2011), and is the academic student advisory process is one of the basic tasks that educational institutions rely upon on it to provide services to students to guide them and help them to overcome the obstacles they face in the educational process.

And Student Counseling, whether from the Student Counseling faculty unit or academic advisor who supervises the process and guide students to help them to convey the information in order to form an opinion on a certain academic issue, and timing information is considered one of the most important factor in the student advisory.

What the world is witnessing in the social networks sphere evolution is reflected on our students, because we rarely find a student who does not have an account on the social network such as Facebook or Twitter or other sites that allow him to communicate and identify the many issues that are discussed or available on this sites , The surrounding community, as well as other communities, became a way that allows him to communicate with anyone especially the use of these sites on smartphones, Our students hold the majority of such electronic tools that allow them to communicate with each other. Which leads us to benefit from this means to raise the quality of student counselling through the effectiveness of this mechanism in communication, to reach the objectives guiding the process with all the quality and proficiency.

Many scientific studies show that that the use of technological means in the education process improves the latter and allows the student to have an access to information from anywhere and at any time, making it easier for the cumulative process To teach the student and allows him to integrate and educational effectiveness (Karsenti Thierry, and et. al., 2007; Tamim Rana and et. al 2011) The overall technological revolution based on scientific knowledge flow is a challenge for the human mind, making communities compete in the qualitative development of the level of educational systems (al Banna, 2006).

And this is what we will try to explain through the questions in this paper :
1- How do the students of Hassiba ben bouali university in chelf use the social network tools ?
2-How could we benefit from the use of social network in student academic advisory, inside the academic performance?
3-How can social network become beneficial to us in improving education quality?

2. Methodology

To answer the questions mentioned above in the study, we used a questionnaire which consists of 20 closed questions that carry personal information about students use of social networks, as well as their willingness to continue with the academic advisor or the academic guidance through social networking. A questionnaire was distributed to the intended sample of 280 students and a student of first year college of the University of Hassiba Ben Bou Ali Chlef, at a rate equal to the age of 18.7 years.

3. Result

To treat the questions of the study we will expose the most important questions on the scale dimensions.

1-how is the extent of students use of social communication means in the first year of the University of Hassiba Ben Bu Ali Chlef ?
To answer the first question, we have exposed some answers:
 * Students possession of the social communication tools.

Table 1 shows a search sample and smart device ownership and social networking site.

Sexe	N	Do you have Smartphone?	Do you have account in facebook or tweeter?
Boys	180	165	180
Gils	100	90	80
total	280	255	260

Table 1 shows the distribution of sample search which included 280 with 180 male students, 100 female students, the proportion of smart devices are very high, reaching 91.66 (%) For males and 90 (%) For females, and this indicates the ownership of smart devices that can be used in different ways for social networking.

The results in the table showed also an answer to the question on their social media account was with high rates , students have responded to the social account ownership with 100 percent while 80 percent who own social network account was female, which also suggests that students possess a site in most social networks, even if they have no smart device. we also noted in the results that girls represent 80 percent due to the may family environment that can prevent the girl in the arab society using social networks sites, although it was a small category.

2-How to use social media in the effective operation of the academic and student academic performance?
to answer the second question we ask a series of questions concerning the use of this sites :
 * students use of social media.

Table 2 illustrates the students social media use .

Sexe	How to spend time in the networking sites	Do you communicate with others using these sites?	Do you look at the university siteon Facebook ?
males	3.15h	180	140
females	4,3h	70	70
total		250	210

We wanted ,through the questions, to clarify the use of social media by students, the results indicated that the students use social media at a rate of 3.15 hours for males and 4.3 hours for females, we found that the use of social media for females was greater than males and this is due to

the nature of the social role of women because they spend a lot of time inside the House, which tended to use social media with others.

As noted from the results that male students are more used to these students in the communication process than females , the total number of students of both sexes were high, indicating that students tend to use social media more and more to connect with others , and the results showed that students using Facebook or Twitter more than normal website navigation as a modern appropriate means of communication. By the results of the second table we find that students tend to use social networking sites for a long time and also used in communication with each other, and they are also used for the University up dates.

3-how to use social media to boost the overall quality of education?

To answer the third question we asked questions concerning the activation of the overall quality of education.

*students readiness to use websites of education in student counseling work.

Table 3 shows the students approval to the use of social media.			
Sexe	Are you using education sites	Do you agree to communicate with your professor using these sites	Do you agree to send information on your account
males	100	180	180
females	56	88	80
total	156	268	260

Through the results of table 3 we Note the approval of the high percentages of students on the use of social media in the process of academic advising and student through the connection with the academic advisor who is maintaining continued mentoring through a process of companionship , which require a permanent connection between the student and the Professor, the process of communicating via social media facilitates this process and pay them towards achieving all the objectives of teaching by facing obstacles in the Student academic counselling. Also allows them to a good guidance to possible information that are collected through these means, contact by phone or by appointment will not provide information to student as these means.

We also note the student approval to send administrative documents via those channels of communication, facilitating the delivery of information to the applicant, which would also allow the Administration to use these sites to find out the students who read the published documents on the site, in addition to student opinion through comments and feedback in these sites which contribute to the development of management performance, which is an important axis on the quality of higher education in colleges of education.

We also Note that students in our university do not return to other educational sites (research gate, sage, etc.), although its relevance to the particular student especially doctoral students, because they are more complicated than the regular social networking sites, and the majority of these educational sites are in English language in which scientific disciplines of specialization are available in science more than education, which push the students to use the normal communication tools.

4. Discussion

The quality of learning and academic/student advising in particular has become an urgent necessity must abide by every Arab universities and the colleges of education, in particular through the development of mechanisms which interfere with the quality of the educational process of

teacher's quality and the quality of students and the quality of infrastructure and quality management and others, in addition to developing the technology that follows the changes in our societies in the training process.

From our search results, we notice that the use of Social media for students of both sexes is at high levels, where we find that owning a smart devices for our students has exceeded 90 percent in both sexes, and that they use them practically in communicating with each other to pass messages in a simple and fast way.

Their use is no longer limited to communication, but also to browse University and other educational sites, that have a social networking page. And the quality of education from its part dealing with the academic affairs and student which aims to remove the obstacles to student to train him well , and with good quality requires from workers in this field the use of every available mean to pass the message in same line with the educational objectives and strategies of the educational institution, and the use of these means that are used by students and that are consistent with their age.

And the results of the survey show that our students are prepared for the use of those means, the results indicated that a high proportion of students agreed to use the Administration for social media to be informed about all news related to the academic side.

The results also indicated acceptance of the students to use these sites to communicate with students and instructors as well as academic advisor guides the student in academic and professional career, the process of contact with the Professor allows more interaction to pass the message of education, it is more effective to communicate over the phone, because these sites allow registration all dialogues between Professor and student facilities.

Using social networking sites is among the most effective ways to communicate with students, so the results of the study showed that students use these networks more than 3 hours a day in the process of communication and browse other sites, which we need to raise the quality of academic advising and student to benefit from being online on the Internet and for the benefit of the educational process by communicating with supervisors and informing them about all the news in the field of educational training.

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