

Social Media Usage to the Development of A Learning Material Resource Kit

Nancy Loue V. Bualat, PhD DA-EG
<https://orcid.org/0009-0006-6018-494X>
nancy.bualat.gsbm@pcu.edu.ph
Philippine Christian University

1648 Taft Avenue corner Pedro Gil St., Malate, Manila, Philippines

Abstract

Social media is exploding all over the world. This study covered the social media usage of secondary school teachers in terms of teaching strategy toward students' improved learning and the value of assessment to propose the development of a learning material resource kit. Moreover, this study delved into the internal strengths and weaknesses and the external opportunities and challenges of social usage as a teaching strategy for students' improved learning. Furthermore, the study reflected the social media usage of ten (10) secondary school teachers in five different high schools in Montgomery County, Texas, and is supported by a series of systematic reviews of related literature of the study. The five high schools were chosen for this as a result of proximity and ease of the researcher. The participants were chosen from among those willing and able to participate. With the descriptive qualitative research as the design of the study, the findings gathered focused on social media usage according to the secondary school teachers who were the participants. These objectives led to a proposed learning material resource kit. Findings consisted of social media usage as a teaching strategy for students' improved performance is strong in terms of having placed foremost importance on students' performance by employing highly engaging and motivating tools for teaching such as social media. Furthermore, the study provided a strong emphasis on the value of the assessment of social media as a teaching strategy; and the proposed development of a learning material resource kit that will be an additional tool for teachers to use in the classroom. Social media usage of classroom teachers, the analysis of strengths, weaknesses, opportunities, and strengths, the method used was FGD (Focus Group Discussion) and this research was conducted in Texas, USA.

Keywords: Social media, teaching strategy, learning material, Texas, USA