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Benha University Faculty Members' Attitudes Toward Using Social Media: Afield Study

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Abstract

The study aimed to identify the attitudes of faculty members at Benha University towards the use of social media in the educational process and scientific communication, and to monitor the most prominent obstacles that hinder their use of these means, and to achieve the objectives of the study, the field approach was relied on due to its suitability for such studies, where the questionnaire was used as a main tool to collect data and information about the research sample in addition to personal interviews, and the study was conducted on the number of three theoretical faculties (Faculty of Arts - Faculty of Education - Faculty of Sports Sciences) and three faculties Process (Faculty of Computing and Artificial Intelligence - Faculty of Engineering in Benha - Faculty of Science), The study resulted in a set of results, most notably: that the vast majority of faculty members use social media in education by (73.3%) and that they are aware of their importance in education, and that the most prominent applications used in the educational process are "Instant messaging service Whats App", "public social networks" and "web conferences and meetings service", while their low use of electronic forums, and "virtual world sites", It was also found that the percentage of social media use by the study sample in scientific communication increased by (93.2%), and the most prominent applications used by them "Gmail", "WhatsApp and academic social networks", and it turned out that the main reasons for not using these means in education are the weak technical capabilities at the university and their preference for traditional lectures, and the most prominent reasons why the study sample does not use these applications in scientific communication are due to lack of confidence in the information provided and fear of Scientific theft. The results also indicated that there are many obstacles facing faculty members when using these means, most notably the teaching and administrative burden, the lack of training courses provided by the university, the slow and difficult connection to the Internet, and the lack of equipment or laboratories, and therefore the researcher made a number of recommendations, including: the need to hold courses and workshops for faculty members to introduce these means, and the need to provide the necessary infrastructure in the faculties of the university represented in the Internet, sufficient equipment and technical support, and motivate and encourage faculty members to Innovation in the use of these means by granting material and moral incentives and linking academic evaluation or promotion to these activities.

Keywords: Social media; Web 2.0 applications; Education; Scientific communication.