Parks, Maria, Sorby, Kerry, Davis, Briony, McFarland, Julie, Wallbank, Hannah, King, Rebecca and Adams, Daniel (2017) Exploring the use of social media by occupational therapy students. In: Royal College of Occupational Therapists Annual Conference, 19-20 June 2017, Birmingham ICC.

RaY

Research at the University of York St John

Exploring the use of social media by occupational therapy students

Maria Parks, Kerry Sorby, Briony Davies, Julie McFarland, Hannah Wallbank, Rebecca King, Daniel Adams
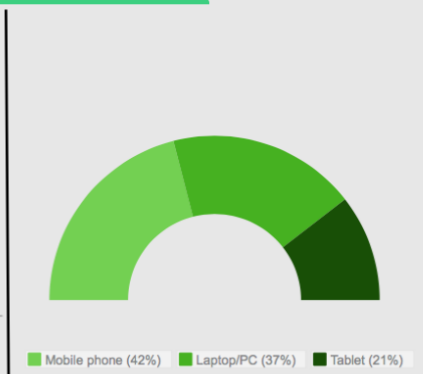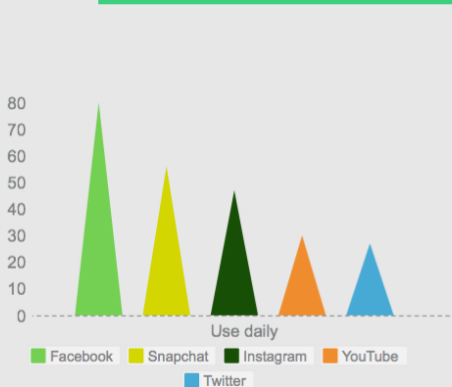
York St John University

Summary of findings from an online survey, conducted as part of mixed methods study, Student as Co-Researcher (SCoRe) dissertation project.
Questions in the survey were adapted with permission, from Hall el at 2013.
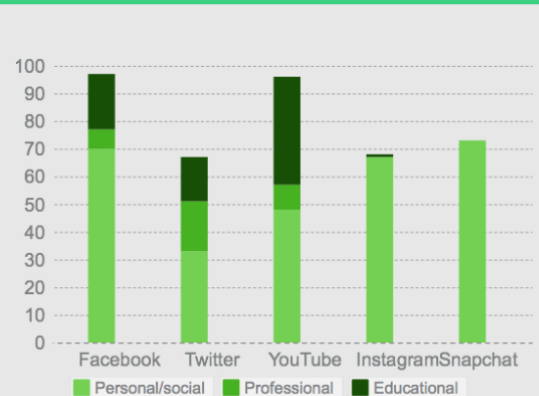
WHAT social media students use
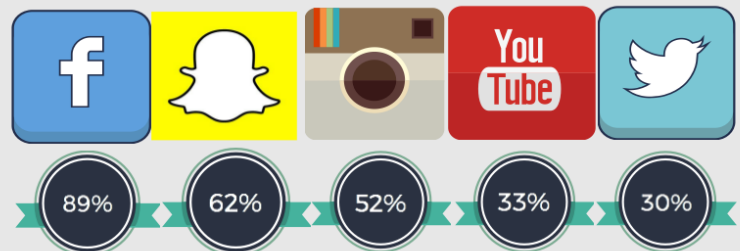
2 out of the 90 students who responded to the survey did NOT use social media

f — 89%
Snapchat — 62%
Instagram — 52%
YouTube — 33%
Twitter — 30%

HOW students use social media

Use daily
■ Facebook ■ Snapchat ■ Instagram ■ YouTube ■ Twitter

■ Mobile phone (42%) ■ Laptop/PC (37%) ■ Tablet (21%)

WHY students use social media

Facebook Twitter YouTube Instagram Snapchat
■ Personal/social ■ Professional ■ Educational

Summary of Findings

- Social media is very popular with students who participated in this online survey
- Facebook was most popular & mainly used for personal and social use.
- In terms of academic use; YouTube is used for educational purposes whilst Facebook mainly was mainly used for the purposes of support & networking.
- Twitter is the least used platform by students although final year students used it more for academic use compared with first year students.

Hall,M., Hanna, L., Huey, G. (2013) Use and views on social networking sites of pharmacy students in the United Kingdom. American Journal of Pharmaceutical Education. 77 (1)

Lead contact: m.parks@yorksj.ac.uk

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