THE RELATIONSHIP OF THE SOCIAL NETWORK TWITTER TO TEACHER CREDIBILITY AND MOTIVATION IN UNIVERSITY STUDENTS

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INTRODUCTION

Credibility,

the student's perception of whether or not the teacher is credible and is made up of three dimensions: competence, willingness and trustworthiness

Twitter,

students who viewed a teacher's Twitter profile with social content gave it more credibility than students who viewed a teacher's Twitter profile with professional content.

Motivation,

student perceptions are influenced, to some extent, by environmental or contextual variables such as teacher behaviour It is important to analyse student perceptions from an academic point of view.

OBJECT AND METHODOLOGY

3 types of Twitter profiles: social, professional, and mixed The social profile for 17 tweets, the professional profile for 22 tweets and the mixed profile for 19 tweets

N=65 students Survey

The overall objective of this study was to identify students' perceptions of teacher credibility based on the tweets that university

instructors posted on their Twitter profiles.

CONCLUSIONS

The results indicate that professional profiles were perceived by students as the most credible, followed by mixed profiles and social profiles. Positive correlations were found in the teacher credibility perceived by the students who observed the professional profile and the mixed profile of the university teacher with their academic motivation. Teachers' use of Twitter affects students' perceptions of teacher credibility, so they should be cautious about the type of information they post, as their credibility may be affected.

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