

### **Students' Perceptions of the Use of Twitter for Learning Purposes**

West, B., Moore, H., & Barry, B. (2015). Beyond the tweet: Using Twitter to enhance engagement, learning, and success among first-year students. *Journal of Marketing Education*, 37(3), 160-170.

10 items

Dimensions are not defined

Improved classroom interaction during lectures

Improved interaction outside of class lectures

Made me feel more connected to the professor

Made me feel more connected to classmates

Made me feel more connected to the professional community

Helped me learn course materials more effectively

Was a distraction to learning in this course

Was a waste of time

Overall I enjoyed using Twitter as a learning tool

I would like to continue using Twitter as part of my learning

Responses were based on a 5-point scale (1 = *strongly disagree* and 5 = *strongly agree*).

Cronbachs  $\alpha$ : NA