Facebook Group in ACC 202

Daniel R. Siciliano
University of Nevada, Las Vegas, danny.siciliano@unlv.edu

Follow this and additional works at: https://digitalscholarship.unlv.edu/btp_expo
Part of the Accounting Commons, and the Higher Education and Teaching Commons

Recommended Citation
https://digitalscholarship.unlv.edu/btp_expo/19

This Book is brought to you for free and open access by the Faculty Affairs at Digital Scholarship@UNLV. It has been accepted for inclusion in UNLV Best Teaching Practices Expo by an authorized administrator of Digital Scholarship@UNLV. For more information, please contact digitalscholarship@unlv.edu.
Facebook Group in ACC 202

Facebook Group

ACC 202 has three sections of 100-120 students in each section each semester. Since 2016, I have used a “Closed” FB group. The administration involved with creating this group is minimal. On the first day of class, each section of ACC 202 takes a group picture and the students vote in Facebook on the best class picture. The winning picture becomes the cover photo for the group. Former students can remain in the group after passing the class which allows current students to network with alumni. Currently, I have 400 members in my group. I use the site to post weekly course announcements, current business events/videos (with application to the class) and UNLV News. My students use the FB group for a wide variety of issues (homework, course due dates, request for notes, group study sessions and many others). For homework, students frequently use the site to receive help from their classmates on weekly homework. In the Fall 2017 semester, I have began to “like” and “love” posts from students that go beyond to help others on their homework. These “likes” and “loves” are worth extra credit.

One Stop Shopping for Student Questions

Facebook engages students outside of the classroom and enables them to have the resources of a large learning community at their fingertips. Most students have a FB account and are familiar with its use. Over the last 60 days of the Fall 2017 semester, posts were up 69% from the previous 60 days as the site proved itself useful to students over the course of the semester. Students used the site more in the Fall 2017 semester than any of the previous semesters I have used it. Prior to using this site, I would receive many emails requesting help on homework. My homework is administered through an online learning system and the homework is math-based and I use algorithmic problems so students have different numbers but the same facts. My time responding to homework problems has been significantly reduced (I would estimate a reduction in my time of 5 hours a week). Generally, the students are receiving quick, high-quality answers through their classmates on the site. Our FB group is the best way I know to stay engaged with students between classes. Another benefit is that I can understand where the class needs additional technical assistance and if I need to clarify class administrative requirements.

Create a Facebook Group for your Class

Creating a FB group for your class is easy. The following steps were excerpted from FB group instructions.

1) Login to FB with your personal account. Select “Create Group”.
2) Determine the name of your group. I use UNLV ACC 202 Siciliano
3) Choose the “closed” group setting. Anyone can ask to join but the administrator has to approve all members.
4) Upload a cover photo. I advise to take a picture on the first day of class.

I normally receive FB notifications for my personal account. With the class account, I receive the same notifications and the amount of time I spend on the group site is not that significant. I am able to police any inappropriate posts but generally there are very few.

To see the group in action, please leave me an email (danny.siciliano@unlv.edu) if you want to join the “UNLV ACC 202 Siciliano” group and I will tell you how to acquire access.

Use By Other Large Multi-Section Courses

The FB group can be easily customized and is ideal for large sections of the same course taught by the same teacher. The FB group is ideal for courses in which weekly homework is essential to master the coursework. It is also especially helpful for quantitative courses. The following steps would apply across courses.

1) Post the name of the FB group in your syllabus.
2) Joining the group should be optional but there may be extra credit awarded.

UNLV University of Nevada, Las Vegas