

The Role of Social Media In the Educational Process of Interior Design Students

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Abstract:

Social Media has become an integral part of our daily life and a popular tool to research, compose, and share content. It has created endless resources in any subject one needs promptly, therefore, it is considered a vital tool in the area of interior design education to enhance learning knowledge and student performance. Regardless of the widespread and importance of social media, research in this area is rare and scarce. This research aims to shed the light on the uses of social media by interior design students and enlighten students and teachers on the vital role it plays as an attempt to find a coherent relationship between social media platformers and the design process in interior design education.

Research Problem: Widespread access to smartphones, the internet, and social media has made information about interior design widely available, but this raises challenges for design educators who must be prepared to work with students exposed to a higher extent of information. The research problems comprise The unawareness for the role and capability of social media platforms in the educational process of interior design students at the State of Kuwait, The refraining of interior design educators from using social media in their classes by students at the State of Kuwait, The limited involvement for the use of social media platforms in the interior design curriculum.

Significance of the Study: Our research provides educators in interior design with insights on the use of social media platforms by students as a capable tool in our field and the importance of incorporating social media platforms in interior design courses.

Methodology: The researches designed a survey instrument focusing on social media platforms uses by interior design students, the purpose of using them, the advantages and disadvantages of using social media, and the involvement of the department and educators in social media. This online survey was shared through a Google form among interior design students in the State of Kuwait. The data gathered by the study is presented and interpreted in the form of numerical values, which are exhibited in the form of charts and tables.

Major Results: The results acquired by the researchers from the survey confirmed the heavy usage of social media and student dependencies on them to acquire information and resources to help them in their interior design studies, having numerous advantages for using social media, and the deficiency of the department and faculties in involvement in social media and encouraging student to use social media in their studies. Overall, Instagram, snapchat, and Twitter were used the most between interior design students. The majority of the students follow accounts and designers related to the design field in social media, use social media to gather information about interior design more than books and references, and have developed their skills and knowledge in interior design. The advantages of using social media were due to their up-to-date information, richness of resources, and ease of access to information and experts in the field. Although the majority of departments lack presence in social media, almost all student prefers for their educators to have presence in social media platforms to be considered a reliable source of information for them. The research shows that social media plays a major role in interior design awareness for students, accessing social media platforms frequently for ideas, inspiration, and other source of information.

Keywords :

Interior Design, social media, education process

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