

Social Networking Sites as an Educational Tool: The Facebook Group Feature as an Alternative to Learning Management Systems in Teaching and Learning

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ABSTRACT The ever-growing use of social networking sites (SNSs) can make them potentially effective for meaningful learning in higher education. Accordingly, this paper investigates faculty members' perceptions of the Facebook Group (FG) feature as a possible alternative to the current learning management system (LMS) at Prince Sattam bin Abdulaziz University (PSAU), Saudi Arabia. Data on faculty members' perceptions was collected via an online survey. The findings from this study indicated that FG was perceived by faculty members as a convenient learning environment that could be used in lieu of a traditional LMS. The findings also showed that some FG features display a close affinity to an LMS. However, some FG drawbacks are also noted. This study draws the attention of faculty members to FG as an alternative to the LMS, as well as the attention of the university administrators who are interested in cutting on expenditure to use free products.