

## USING SOCIAL MEDIA IN EDUCATION: PINTEREST AS AN EXAMPLE

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### Abstract

Pinterest is a social media platform that uses visual markup and people use it to create a personalized wall and share the materials such as videos, texts, links that they interest in. People prefer using Pinterest for personal growth, to reach people, news, photos, and text easily in their interests. In this way, they can contribute field that they interested in. In terms of personal development; information gathering, organizing, sharing, contributing are really important, but for formal education, there is no so much research that observe the benefits of this platform as supportive material. The use of Pinterest as social media that is rapidly spreading and this study is based on the acceptability and satisfaction of teachers and students towards using this social platform in education. Moreover, the study shows the role of social media in education general, introduces Pinterest basically and covers the application details of this social media usage in education. This study is kind of research proposal for the purpose of using Pinterest in formal classroom environment. The aim of study is to shed light on whether Pinterest can be used in education efficiently and effectively, perceptions of teachers and students regarding the use of this media and how educators can benefit from this platform. This research will be implemented with qualitative research method. The research will be a case study. The intended research design is METU College 6<sup>th</sup> class students and biology teachers constitute the sample of the study. Class consists of 16 students. The purpose of the using this sampling is appropriate infrastructure of school for the use of social media and the class size is in appropriate number for the current sample of the study. Both quantitate and qualitative data will be collected. Intended research will be completed two months later.

**Keywords:** Pinterest, Social Media, Collaborative Learning