EXPLORING BA STUDENTS EXPECTATIONS USING SOCIAL MEDIA

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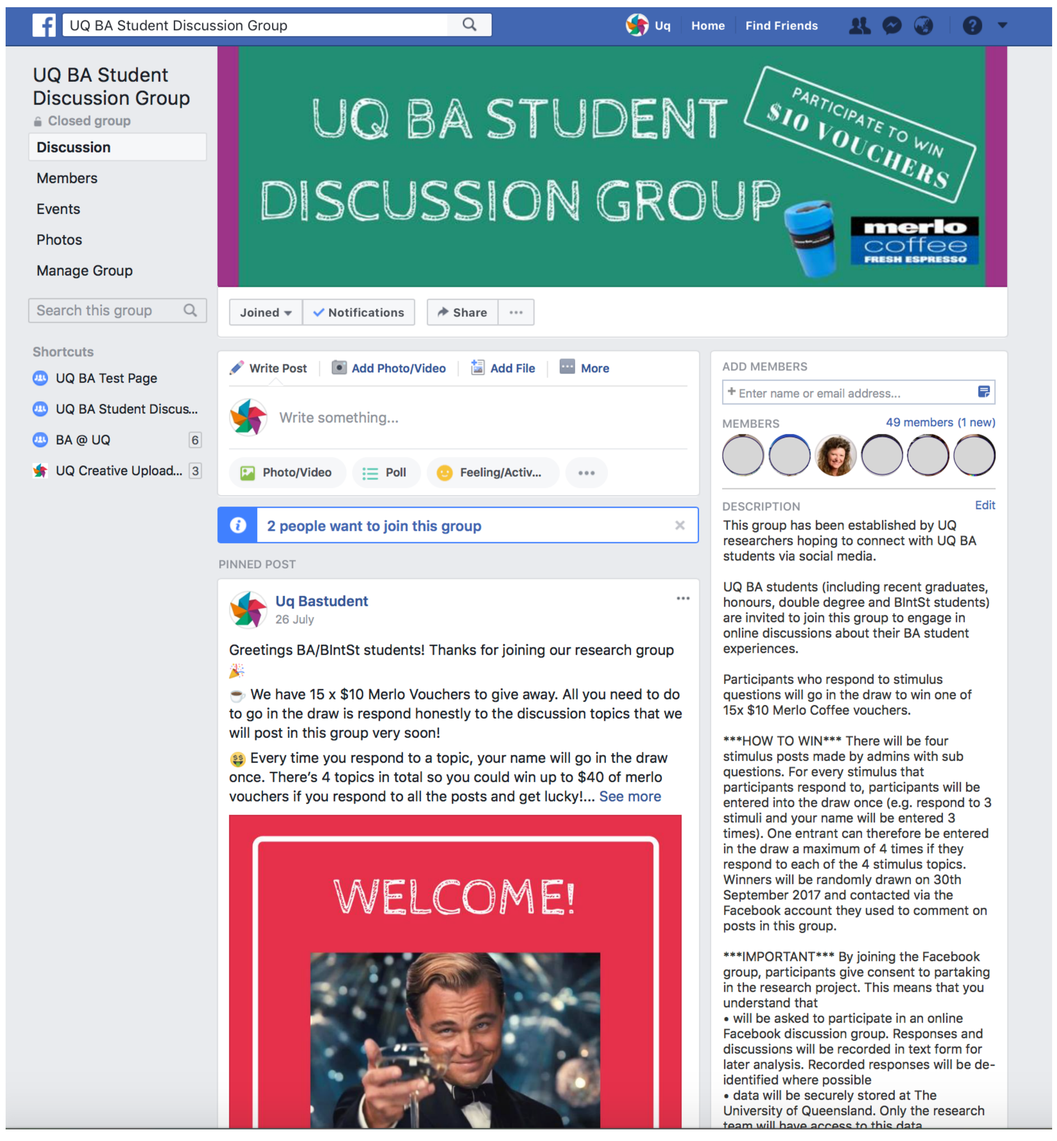

INTRODUCTION

Social media platforms provide exciting opportunities to conduct research with wider participation and increased researcher-participant interaction. This project focused on using social media to investigate the expectations and outcomes of BA students. It is a pilot project related to Dr. Deanne Gannaway's National Fellowship. Preliminary findings from our project support the need to re-imagine the place of the future Bachelor of Arts at a program-level and to develop strategies to enable cross-discipline, whole-of-program conversations.

RESEARCH QUESTIONS

1. Why do BA students study a BA degree?
2. What do BA students expect to do with their degree after they complete the program?
3. Do BA students in later years expect different outcomes compared to the 1st Year BA students?

FINDINGS

TOPIC 1

- ❑ Interests, Freedom, Flexibility & Customised
- ❑ Employability values & skills
- ❑ Cultural & Humanity values

"I was looking for a mix of academia and creativity (Law/BA) that has broad employment options across a variety of fields/positions"

TOPIC 2

- ❑ Positives – similar
- ❑ Negatives – diverse

Lack cohort connection, structure and degree program to follow

No standardisation

METHODOLOGY

LESSONS LEARNED:
- Social media marketing

CHALLANGES:
- Ethics proposal
- Participant incentives

SOCIAL MEDIA AS A RESEARCH TOOL & A RESEARCH FIELD

ADVANTAGES:
- Large audience reach
- Ongoing interactions
- No time and location constraints

DISADVANTAGES:
- De-identification of participants
- Missing information

A response from an international student who has majored in Psychology and Criminology…

At the start of the degree: "I chose this degree as I thought it would equip me with the necessary skills I needed for the workforce after graduation, such as communication skills and understanding how human nature works."
At the completion of the degree: "However, downside is that I don't think my BA degree prepared me fully enough for the working world after I graduated since I'm having trouble finding work. I wish that my BA degree had allowed more practicality and hands on experience rather than just normal assignments all the way."

WHAT'S NEXT?

1. Social media competition
2. Virtual interviews
3. Data analysis

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