

Assessing the Challenges and Opportunities in Integrating Social Media in Curriculum Design in Jamaican Tertiary Institutions

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With the evolving landscape of education, particularly with the interplay between social media and education, there are ongoing discussions of integrating social media into institutions' curricula worldwide. This study examines the effectiveness of social media integration in Jamaican tertiary curricula to investigate the effects of student engagement, teaching strategies, and academic outcomes. The following research questions will guide the study – (1) What are the key challenges faced by Jamaican tertiary institutions in integrating social media into curriculum design? and (2) What opportunities exist for leveraging social media to enhance teaching and learning in the Jamaican tertiary context? The study will involve a sample of 50-100 educators and 500-1000 students at the tertiary level using a survey design mixed-methods approach through questionnaires and interviews. The data will be analysed using descriptive statistics and thematic analysis to identify patterns in the responses from the questionnaires and recurring themes from the interviews, offering insight into the challenges Jamaican tertiary institutions experience with incorporating social media into curriculum design. In addition, factor and regression analyses will determine which social media practices present the greatest opportunities for improving student engagement, instructional delivery, and collaborative learning. This research aligns with the conference theme “Transforming the Administration of Higher Education for Enhanced Sustainability, Inclusivity, and Technological Progress” by examining the impact of social media to promote inclusivity and technology-driven learning environments. The findings will offer practical recommendations for educators, administrators, and policymakers aiming to capitalize on digital platforms for curriculum reformation. Also, other tertiary institutions in the Caribbean are poised to gain from this study through the acquisition of strategies that can optimize the use of social media in ways that boost student engagement, academic integrity, and long-term sustainability in education. This study contributes to the ongoing dialogue on modernizing tertiary education by analyzing curriculum reform challenges and opportunities.