**UNE L&T Symposium 2025 – Presentation Synopsis**

**1. Title of Presentation:**

[*The Role of Social Media Tools in Modern Education*]

**2. Presenter(s) Name(s) and Affiliation(s):**

[*Subashini Perera, Lecturer in Economics, UNE Business School*]

**3. Main Takeaways:**

 ***Takeaway 1:*** [*Embedding YouTube-stylised Echo360 videos that target key learning outcomes helps alleviate reading fatigue and time-related study pressures, while increasing motivation by transforming everyday screen time into purposeful learning through a familiar, social media–inspired format*].

***Takeaway 2:*** [*The project highlights that social media inspired tools, such as YouTube-stylised Echo360 videos, enhance student engagement and enable timely feedback, which can be monitored in real time through analytics including views, likes, comments, and interaction patterns]*.

**4. Application in Educational Contexts:**

***Teaching Methods:***

* *Embedding 2-4 short-form Echo episodes into each myLearn topic block provides a flexible and engaging alternative to traditional pre-recorded lectures, presenting complex content in a more accessible, visual, and student friendly format for time constrained learners.*
* These weekly podcasts feature animations, infographics, Echo polls, and links to official resources, aiming to enhance students’ participation, deepen conceptual understanding, and improve assessment completion and overall academic success.

**Assessment:** NA

**Student Engagement:**

* Visually engaging episodes through Echo Mobile Application support flexible, mobile friendly access, enabling consistent weekly participation and deeper comprehension for diverse learners including online, mature age, and working students.
* Each episode will utilise echo Video interactive features, such chat to share ideas, like and comments, to foster active participation and peer engagement, while also providing measurable data to inform continuous improvement in student engagement and teaching practices.

**Curriculum Development:** NA

**5. Valuable Sources and References:**

**Source 1:** [[*https://doi.org/10.1007/s43545-022-00537-y*](https://doi.org/10.1007/s43545-022-00537-y)*– This study highlights how social media enhances engagement, flexibility, and learning in modern educational environments.*]

**Source 2:**[ [*https://echo360.com/articles/how-to-improve-education-outcomes-using-video-in-higher-education/*](https://echo360.com/articles/how-to-improve-education-outcomes-using-video-in-higher-education/)*– This webpage provide insights of how to maximise the impacts of video content in education*]

**6. Weakness and Area for Future Research:**

**Weakness:** [*This applied experimental research is limited by its reliance on project specific outcomes and the availability of approved funding.*]

**Future Research:** [*collaborate with the university’s media team and securing internal/ external funding*]