

Social Media and Economics Education: Addressing Challenges and Leveraging Tools for K–12 Educators

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EXECUTIVE SUMMARY

This case study focuses on the challenges and opportunities associated with integrating social media into the K-12 economics curriculum. Ms. Smith, a high school economics teacher, faced a number of challenges when implementing social media into her teaching practices, including issues related to student engagement, cyberbullying, and privacy concerns. However, she also recognized the potential benefits of using social media in the classroom, including increased student engagement, improved collaboration and communication, and enhanced access to information and resources. To address these challenges, Ms. Smith implemented a number of remedies and measurements, including providing professional development for teachers, establishing clear guidelines for social media use, providing technical support, encouraging parent involvement, and regularly assessing the impact of social media on student learning. Through her approach, Ms. Smith was able to effectively integrate social media into her economics curriculum and enhance student learning and engagement.

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INTRODUCTION

In recent years, the integration of technology in education has become increasingly important, with many educators recognizing the potential of social media platforms and interactive tools to enhance their teaching strategies (Al-Bahrani et al., 2015). Social media platforms, such as X (formerly Twitter) (Al-Bahrani et al., 2017; Harmon & Tomolonis, 2019; Middleditch et al., 2022), Facebook (Kirschner & Karpinski, 2010), LinkedIn (Brown & Pederson, 2020), and TikTok (Ding et al., 2023; Lai, 2021) have become a popular way for educators to share ideas, resources, and teaching strategies. Which enables students and teachers to collaborate and develop more engaging and effective educational materials. The field of economics education has been conscious that teaching impacts at earlier levels in student development influences major choices and career selection (Emerson et al., 2012). This understanding has driven economics educators to consider how to diversity teaching strategies beyond chalk-and-talk. Picault (2019) created an economics toolbox¹ to encourage the exploration of teaching that grows beyond the traditional classroom lecture. A goal of this work is to support relevant teaching methods and approaches and support lower costs for newer economics educators (Asarta, 2023; Wooten et al., 2021). This case study explores the impact of social media on economics education and the tools that educators can use to enhance student learning.

The use of social media in education has also been shown to have several benefits, including increased engagement and motivation among students, improved communication and collaboration among educators, and access to a wide range of resources and tools to enhance teaching strategies. Social media platforms also provide a space for educators to connect with other professionals in their field and share best practices, insights, and experiences (Chen, 2011).

In economics education, social media has proven particularly valuable, given the complexity of economic concepts and the challenges educators face in teaching them effectively. By leveraging social media platforms and interactive tools, educators can create more engaging and effective learning experiences for students, helping them better understand complex economic concepts and develop a strong foundational understanding of economics.

CASE

Social media has played a significant role in the education, providing educators with tools and resources to create a more engaging learning experience for students. In this case study, we will explore effective economics education topics for K-12 educators and the tools provided by social media to enhance their teaching strategies. The case

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