

# Social Media Engagement Metrics for Assessing Learning Effectiveness in OBE

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## Abstract

This chapter explores the integration of social media engagement metrics as a means of assessing learning effectiveness within the framework of Outcome-Based Education (OBE). The rise of digital platforms has transformed how students engage with learning content, making it essential to evaluate these interactions through innovative assessment tools. Social media, with its widespread use in educational contexts, offers valuable data that can be mapped to specific learning outcomes. This chapter presents a comprehensive framework for aligning engagement metrics, such as likes, comments, shares, and participation rates, with academic achievements in OBE systems. Key challenges in standardizing these metrics are discussed, including the diversity of platform functionalities, privacy concerns, and biases inherent in digital engagement. Ethical considerations surrounding the collection and use of learner data for assessment purposes are critically examined, highlighting the need for transparent, responsible practices. Case studies from various educational settings illustrate the practical application of this framework, demonstrating how social media engagement metrics can enhance educational assessment, promote student engagement, and support personalized learning. Institutional readiness, policy implications, and the necessity for faculty training are also addressed, offering a roadmap for the successful implementation of social media-based assessment systems. The findings underscore the potential of social media engagement metrics to transform traditional assessment models and support more dynamic, learner-centered educational environments.

**Keywords:** Social Media Engagement, Outcome-Based Education, Learning Outcomes, Educational Assessment, Data Privacy, Ethical Considerations.

## Introduction

The rapid digital transformation in education has opened new avenues for engaging students beyond traditional classroom settings [1]. Social media platforms, once primarily designed for personal interaction, have become powerful educational tools. They facilitate the exchange of ideas, collaboration among peers, and access to diverse content that can enrich the learning experience [2]. The challenge of assessing the effectiveness of student engagement on these platforms remains a significant barrier [3]. Outcome-Based Education (OBE), which focuses on measuring the achievement of defined learning outcomes, presents an opportunity to integrate social media metrics into the assessment process [4]. This chapter explores how social media engagement can be mapped to learning outcomes within the OBE framework, offering a novel approach to evaluating student success. By aligning social media activities such as comments,

shares, and posts with academic objectives, educational institutions can gain a clearer understanding of student engagement and progress [5].

The adoption of social media engagement metrics for assessing learning outcomes in OBE requires a robust framework that can accurately measure and interpret the data generated by students [6]. Social media platforms generate vast amounts of engagement data, ranging from passive consumption (such as likes and shares) to active contributions (like comments, discussions, and content creation) [7]. The challenge lies in selecting and standardizing these metrics to ensure they effectively reflect the intended learning outcomes [8]. The alignment of social media metrics with educational objectives requires careful consideration of the types of engagement that are most indicative of students' cognitive, affective, and behavioral development [9]. This chapter outlines a comprehensive framework for mapping these metrics, aiming to provide a structured approach to leveraging social media data in academic assessments. The goal is to establish an assessment model that is both reliable and relevant, ensuring that social media engagement is not only tracked but used to inform educational decision-making [10].

One of the key challenges in integrating social media engagement metrics into assessment frameworks is the diversity of platforms and the variety of user interactions they support [11]. Social media tools such as Twitter, Facebook, LinkedIn, and Instagram each offer unique features that cater to different forms of engagement, from brief comments to multimedia sharing and collaborative projects [12]. This diversity creates a complex landscape for measuring engagement, as not all types of interaction are equally valuable or indicative of learning [13]. The interpretation of engagement data must account for the varying purposes students have when using these platforms. Some students may engage with course content passively, while others may participate more actively in discussions or collaborative projects [14]. It is essential, therefore, to develop metrics that reflect both the quantity and quality of student interactions, ensuring that these metrics align with specific learning outcomes such as critical thinking, collaboration, and communication. This chapter examines the challenges involved in defining and standardizing engagement metrics and provides insights into how these challenges can be addressed to enhance the accuracy of assessments [15].