BACKREAD CHRONICLES: THE PROBLEM WITH GROUP CHATS

by:
Jethro M. Nocom
Teacher III, Hermosa National High School

Philippines had been tagged as one of the highest-ranking countries in terms of social media usage globally. Sanchez (2020) claimed that on average, Filipinos spent almost four hours in using social media, daily. Moreover, Sanchez found out that the Philippines bagged the spot of having the highest number of social network users across Southeast Asia.

Among the different social media platforms used by Filipinos, one of the most famous is Facebook. Another survey of Sanchez (2020) found out that Facebook had become the leading social media platform among internet users in the Philippines in the 3rd quarter of 2019. Moreover, in January 2020 alone, Rodriguez (2020) further revealed that around 96% of the population had accessed the said social media app.

Facebook is a social media networking site where users make their own profiles, upload different files such as photos, videos, recordings, and even add various attachments compatible with its platform. Facebook has been affecting almost everyone in the country – from socialization, communication, entertainment, business, and education.

In the emergence of the Covid-19 Pandemic, one of the highlighted roles of Facebook is its function for professional communication. With the alternative work arrangements, Choa (2020) stated that in a survey which aimed to discover the changes in communication in companies, 83% of the employees revealed that they are using virtual communications more now, than before, due to the demands of the new normal. Moreover, virtual chats and real time communications are one of the commonly used...
tools of communications nowadays - such are features easily accessible for Facebook users.

Managers and leaders have been utilizing the fast pace and comfortability features of Facebook in communicating and managing members of their organizations. One of the most common Facebook features applied in managing, and communicating, with employees is its Messages feature. Islwyn (2011) claimed that managers are using Facebook messaging in sending quick communications with the employees. Moreover, Facebook messaging is an easy platform for collaboration especially for small or short-term projects or tasks.

However, the instant messaging fast-paced feature embodies disadvantages. Duncan (2020) enumerated five disadvantages of messaging for business communications: (a) productivity issues, (b) security issues, (c) ineffective tool for mass communication, (d) problematic system for archiving, and (e) controlling issues.

In line with this, managers who incorporate the usage of Facebook as an alternative communication and management platform tend to utilize another feature – Facebook Groups. Facebook groups are rather more organized and more controlled compared to instant messages. The posting and managing of content tend to be more systematic as it can be controlled by the administrators. Islwyn (2011) added that Facebook groups can be a valuable collaborative tool that can enhance communication within your business, allowing employees to share information, images, and questionnaires in a message-board-like environment.

Moreover, in April 2019, Facebook introduced a new group feature, which is the social learning group. Buchholz (2019) explained that Facebook social learning group allows group administrators to format the content of the group and create partitions/clusters in a form of “units”. This further allows administrators to organize the content of the group to sub-units that specifies contents, and components of the group.
With the promising nature of Facebook’s social learning group, may it become a solution to the disadvantages occurring in group chats?

References:


https://elearningindustry.com/social-learning-group-facebook-set-up