

Facebook as a method to promote a mind-set of continual learning in an ambulatory care pharmacy elective course

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The use of online resources and social media is a common place among college students and practicing pharmacists. To capitalize on this trend, a Facebook group was created in a Doctor of Pharmacy elective course to promote a mindset of continual professional development and learning outside of the didactic curriculum. Doctor of Pharmacy students in their third professional year who were enrolled in an ambulatory care elective course were included in this group. A survey was developed to assess the use of Facebook to promote a mindset of continual learning. This survey was administered anonymously during the first and last weeks of the elective course to gauge students' changing perspectives toward the

use of social media to promote a continual-learning mindset. The survey results indicate a significantly higher level of agreement by students that Facebook allowed them to stay up-to-date with pharmacy information and improved their confidence in locating new information relevant to pharmacy practice, and that it could be used as an effective educational tool. This study indicates Facebook has potential as an auxiliary education source for traditional didactic pharmacy curricula. It improved students' perception of their knowledge and confidence in discussing up-to-date pharmacy information with each other and faculty. It also provided some guidance about the importance of learning new information in pharmacy practice. The application of Facebook, or other social media, in pharmacy education could provide enhanced faculty and student communication by capitalizing on a means of information delivery that current students are already accustomed to.

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