

THE USE OF A SOCIAL NETWORK SITE IN CULINARY EDUCATION

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ABSTRACT

There is no mistaking that social network sites have become a pervasive presence in our everyday life. Many studies have been conducted on how general population networks like Facebook and Twitter may be valuable in academia, but no studies have been conducted on how a niche population network may be valuable in academia. Using students from a culinary class at the University of Missouri, this study explores how a social network site could be valuable in several aspects of the course. This study takes existing paper based homework assignments and transitions them into a social network site, Spicipe.com. By first evaluating student attitudes toward the paper based system and then evaluating attitudes after the treatment toward the social network system this study was able to conclude that there is a statistically significant difference between value of the paper based system and value of the Spicipe system. Students showed a strong preference for the social network system and these results held true across several majors.