

ABSTRAK

The spread of social media is so pervasive that it can be used as media for learning. Learning features can be embedded in social media itself. Thus, features take an important role in social media in term of learning process. User-oriented and human-computer interaction become the characteristics for social media to support the learning process. The aim of this paper was to evaluate learning features that support those characteristics. The model of 7Cs was utilized to match with the type of features in web interface design with the 'Cs' component, including context, content, customization, community, connection, communication, and collaboration. Using a questionnaire, data were collected from 524 users who registered in social media for learning activities. SEM analysis was used to describe the fit model of 7Cs in order to support learning process in social media. The result concluded that social media could facilitate the learning process, especially in academic environment, through the usage of appropriate learning features.

Keyword :

Social media, 7C, learning feature