

Examples

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Social media use has grown exponentially over the last few years and universities are exploring whether social networking technologies can be used to engage and retain students and enhance the student learning experience. Previous research indicates that postgraduate students worldwide are interacting and sharing content on social media. It has become increasingly significant for academics working in higher education to explore the opportunities these new technologies can bring to universities, educators and students. Despite the popularity of social media with postgraduate students, a number of universities have yet to carry out significant measures to incorporate social media into the student learning experience. In consequence, this study aims to further explore the impact of social media on postgraduate student retention and the enhancement of the learning experience, through distributing online surveys and conducting an in-depth focus group. The findings indicate that social media networks have the potential to be used as a supportive tool to improve the student learning experience and the study acknowledges that universities can use social media as an effective student retention strategy. If the recommendations made in this study are implemented by universities, it will allow them to have a more coherent and effective strategy to manage social media channels to engage with postgraduate students.

2.1 Introduction to Literature Review

This chapter will include a literature review and sources of relevant information relating to the aims of this dissertation to enable a critical evaluation of the impact of social media on postgraduate student retention and enhancement of the learning experience. The research in this section will increase the researcher's knowledge of the research topic and broaden their opinions and perspective (Byrne, 2016). Meanwhile, this study is of an exploratory nature and it is not the intention of the author to identify a definitive answer. There is a significant amount of literature that discusses the potential impact that social media can have on transforming higher education learning. Firstly, this chapter aims to analyse and critically evaluate the

impact of social media referencing how it can affect postgraduate student performance and engagement. Secondly, this chapter will look at whether universities should consider using social media to enhance postgraduate students' experience and to improve student learning.

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Change within organisations is an inevitable process, and if not managed appropriately can have detrimental effects on all involved, and runs the risk of failing (Barron, 2013). Literature reviewed demonstrates support for consultation and engagement throughout change process can produce more successful results. This research is concerned in understanding change management within a Secure Children's Home, which is a local authority public sector organisation.

The research focuses on a particular case study within the Home, concerned with the change management process that took place through implementing a new staff rota for employees to work on. Analysis of existing Literature established the value of inclusiveness, and explored the strategies and types of change with consideration given to economic approach, organisational development and combined approach. Importantly, as Hillside is a public sector organisation the research identified the most traditional approach in public sector organisation is the top-down economic approach through a strategic management process (Ferlie et al (1996). However the way that this change project was managed demonstrated qualities of a combined approach as it utilised traits from both the top down and bottom up approaches (Hayes, 2015). Although research on change management in secure settlements proved limited, this research adopted Lewin's (1951) force field analysis and three-step model, and through the planned combined approach.

2.1 Introduction

This chapter will define and evaluate literature relevant to this dissertation by exploring relevant research papers, academic journals, theories, models and case studies considered applicable to the history of change management. Specific consideration will be given to leadership and engagement from employees and other

stakeholders. This literature review will review case studies in related settings and will consider how transferrable the key principles identified are.

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Britain's young workers are; concentrated in sectors characterised by precarious working conditions and high staff turnover, at particular risk of being low paid, and are more vulnerable to exploitation than other groups of workers. Therefore, it is important that young people have a voice at work. So why is it that only 16.2% of young workers are part of a trade union?

The economic development in the UK over the past 50 years has seen a retreat from manufacturing and rise in the service sectors. British trade unions have struggled to adapt to the challenges of the new economic environment. Recent union trends suggest that the decline in union membership has slowed but still remains at the lowest point since 1995.

This dissertation sets out to critically evaluate the affiliation between trade unions and young workers, initially by reviewing the relevant academic literature which has directly informed the primary data collection exercise. 51 young workers (18-30) were surveyed to obtain their experiences at home, in work, and their involvement with trade unions. Additionally, three trade union representatives were interviewed to collect data from experienced practitioners in the field.

The data collected provides an interesting insight the working lives of young workers in Britain today. This confirmed that young workers generally show low levels of engagement with trade unions, have a lack of understanding of the benefits and protections that trade unions can offer them. Although 80% of respondents suggested that trade unions are relevant in today's working environment, the vast majority have never been a member of a trade union. This directly highlights weaknesses in the current union recruitment strategy which is preventing young workers from becoming trade union members.

2.1 Introduction

The purpose of this chapter is to conduct a review of the available literature, which underpins and informs the data collection exercise. Relevant literature sources include; journal articles, academic textbooks, government publications, literature and guidance published by trade unions and the Trade Union Congress (TUC). The chapter will retain a specific focus on declining union membership, aging trade union membership, the key issues that prevent young workers from joining trade unions, with considerations of the implications of the macro business environment affecting trade unions today.

Literature Review Activity: Extracts from real literature reviews

1. Underline: Where the student has commented on the literature they are reviewing (rather than just presenting what the literature has said)
2. Circle- Where the writer has used language to avoid a 'black and white', right/wrong type of judgement
3. Using the list on the critical writing in a literature review slide decide how the writer has shown criticality by assigning a number 1-8 (can assign more than one number)

Extract 1: MSc dissertation 'Informing study participants of results of randomised controlled trials: view of researchers and participants'.

Since even summary clinical trial results may have positive or negative implications for the participant, the distinction between providing and offering results is important. According to Cockayne (2005), the fact that not every participant wishes to receive study results emphasises the need for investigators to give patients the choice to 'opt out' of the process. Rigby and Fernandez (2005) analysed survey responses from 158 investigators attending an international haematology meeting and found that only 48 (30%) researchers had formal plans for returning results to participants. Of these, most (73%) planned to give participants the choice of receiving the results or not, but the remainder presumably intended disclosing the findings regardless of whether participants wanted them or not. The study by Rigby and Fernandez usefully includes a sample of opinion from researchers across the globe but is limited because it involves investigators of studies other than clinical trials (e.g. cohort, case control, observational, surveys and case reports). However, the authors found that investigators of clinical trials exhibited the highest support rate (73.5%) for the practice of offering study results compared with other investigators, which gives greater credibility to using the data in this context.

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Chapter Two – Literature Review

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- 2.2 – Strategies for managing change
- 2.3 – Need for Change
- 2.4 – Types of change
 - 2.4.1 – Frequency of change
- 2.5 – Theme One – Employee perception of 'readiness to change'
- 2.6 – Theme Two – Understanding the impact of the rota on work-life balance
- 2.7 – Theme Three – Perceptions of improved quality of practice from the training days on the current rota
- 2.8 – Theme Four – Perceptions of consultation and management of the care staff rota
 - 2.8.1 – Managing change through consultation and engagement
- 2.9 - Summary

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