Secondary Research Summary

Canadian universities, especially U of T, suffer from a lack of student engagement. This lack is heightened by the fact that about a quarter of University of Toronto students are international, which means that for many of them, language barriers and culture shocks make it difficult to interact with other students. Online platforms make it easier for students to find events and ways to engage with the community, but in the end, word of mouth is still the best way to get them more engaged. Though there is a lot in the literature praising platforms like Facebook for their abilities to connect students, there is not a lot suggesting how Facebook can improve, especially in terms of making events more accessible to students who may not have many connections on Facebook to begin with. These students may include international students who are new to the country and therefore have not established a network yet.