

## Using Pinterest in the Fashion Design Course to Create an Interactive Virtual Community in Distance Learning

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### Abstract

The study's primary purpose is to verify the experience of the trainees in the Fashion Design course to create an interactive virtual community in distance learning using Pinterest, which is a social media and one of the tools of inspirational teaching techniques in art and design. The study also examines how trainees in fashion design are currently using tools to enhance their learning or for their use in both school and their daily lives, hence the importance of educational technology has emerged in the various art courses. The research focuses on samples of the number of trainees ranging around (85) in fashion design courses in different regions of the Kingdom of Saudi Arabia at the Hail Virtual Training Platform at the University of Hail in 2021. The research design is a qualitative case study method. Data was collected through a questionnaire, observation protocol, and a form to evaluate the results of remote training activities using Pinterest. The essential results answered the study questions, which were: 1) Analysis of the features of Pinterest and focused on the terms and types of sources in Pinterest. 2) Lesson planning using Pinterest as training activities in fashion design. 3) Evaluation of Pinterest by the trainees through the use of five criteria: "access", "usability", "privacy and intellectual property", "work and time management", "fun, innovation, and inspiration".

The criterion "fun, innovation, and inspiration" received the highest evaluation rate, and the study proved that Pinterest is a source of inspiration and innovation for the designer. Pinterest is the technical source for quotation and inspiration, as it is also flexible, speed of access, and diversity of ideas which helped designers to generate other ideas. It is one of the most critical tools of designs and arts because it contains images, videos, and various sites. Thus, the most important recommendation was to integrate social media as a means of modern technology in the curricula and courses related to arts and designs in general and fashion design in particular.

### Keywords:

Pinterest, Fashion design, Virtual community, Distance learning.

### INTRODUCTION

The importance of distance learning in educational institutions has emerged in the Kingdom of Saudi Arabia and throughout the world due to the spread of the COVID-19 Pandemic. The necessity of social distancing protects against transmission of the virus. Al-Kilani (1998) defined distance learning as an education open to all people, not restricted to a time or category of learners. Additionally, it is not limited to a level or type of education. It does not depend on

the confrontation between the teacher and the learner, but rather on transferring knowledge to the learner through multiple educational media wherever found instead of attending class.

Distance learning and online learning are synonymous terms that follow the same educational methods to provide various educational materials on the Internet, which brings together students, teachers, and educational materials in different locations through communication technologies and modern technology tools (Hazaymeh, 2021). Distance learning is the virtual environment that emerged due to the changes that have occurred in society, especially globalization and modern technology and communications tools. Distance learning has a role in the emergence of virtual institutions, which were able to transform the world with a physical printer into a virtual digital world. Muhammad (2020) classified the types of virtual communities according to the used technology, including electronic chat rooms, video sharing sites, blogs, electronic forums, and social networks.

Social networks are "applications on the Internet that provide a speed of communication and interaction between users through written, audio or video messages, and allow the ability to share ideas, opinions, news and suggestions among users" (Al-Badi, 2017, 3). Social networks are a source of inspiration and innovation. It is one of the most critical tools for designers and artists because it contains images and videos linked to different sites, one of the modern technical sources for learning arts and designs. The use of social networks is a growing phenomenon, and it is becoming increasingly important in both the private sector and academic life. Pinterest is considered one of the most popular networks among designers and artists in the United States of America. Visual images help users discover creative ideas and their preservation (Gonçalves, el. 2019). Social networks are tools to empower learners to use blogs to complement technology in the classroom or training such as Pinterest.

### **Research problem**

During COVID-19, distance training courses were spread in the fields of arts and designs, especially fashion design courses. Training activities should use Pinterest as a social media platform for the course content. With the presence of digital transformation and the tendency of young people to use technology all the time. Faculty members and trainers must use technology tools with educational activities to enhance education, and students can interact with each other. There is a need to keep pace with the developments of the times and integrate technology with education to achieve successful results in arts and designs in general and in the field of fashion design in particular.

### **Research importance**

- There are limited studies that focus on the use of Pinterest in art as one of the social media in Arabic references.
- The use of social media is vital in distance learning. Pinterest is one social media platform concerned with arts and design and the spread of fashion design photos and videos.
- Pinterest is a constant source of inspiration in all fields, especially in designs and arts. Virtual interaction and looking at great content can be a great source of inspiration for trainees through visual feeding using Pinterest.
- Connect with artists, designers, photographers, and other creative professionals worldwide through Pinterest, an inspiring online technology especially in the fashion design field.

**Research aims**

- Knowing the features of Pinterest as a social media platform.
- Use Pinterest as one of the training activities for arts and designs programs, especially the fashion design program, where specialized faculty members can use modern technology for distance learning.
- Evaluate Pinterest by five criteria as a social media platform in fashion design.

**Study questions**

1. How can the instructor benefit from the capabilities of Pinterest in designing educational activities in the fashion design course?
2. What are the trainees' opinions and evaluation of the Pinterest tool as one of the social media platform in fashion design in distance learning?

**The limits of the study**

- The role of Pinterest as one of the social media platforms in the training program in fashion design through training activities in distance learning.
- This study is limited to trainees participating in a fashion design course from different regions of the Kingdom of Saudi Arabia in a distance training course at the Hail Virtual Training Platform at the University of Hail in Saudi Arabia.
- This study had a limited time in November of the 2021 academic year after obtaining the Standing Committee for Research Ethics approval.

**LITERATURE REVIEW****Distance Learning and the Virtual Environment**

Distance learning is a system implemented by the educational institution to deliver the educational or training material to the learner at any place and time through various technology tools. The term "distance education" covers multiple forms of study at all levels that are not under the constant and immediate supervision of teachers who are with students in lecture rooms or the same building, but which nonetheless benefit from the planning, direction, and teaching of the educational organization (Süğümlü, 2021).

Students in the virtual environment or community communicate with the teacher through direct communication and the Internet, and students obtain academic materials from the teacher via the Internet (Schlosser and Simonson, 2009).

Distance education is institutional education in which students, teachers, and learning materials from different locations are brought together through information communication technologies. Distance education continues with time and location constraints and removes constraints of time and place (Aslan, et., 2021).

Distance learning requires the use of many technologies. Virtual reality refers to a computer representation that creates a file that visualizes the world that appears to our senses similar to the real world. The virtual community can transfer information and experiences to the minds in a more interactive way (Alfares, 2021). The environment or the virtual community is flexible, as the trainees can access it at any time and place where the Internet is available. It facilitates the process of communication with each other.

### **Social Media and Art**

In the middle of the twenty-first century, the trend began to turn to the emergence of electronic social networks. Social media consists of a set of communications and interactions. Most of these focus on how people meet in a virtual electronic place and achieve a form of communication through chat services and exchanging information and ideas. Then provide an easy dissemination mechanism for those ideas through free pages or websites that are not financially secure. They are defined as websites over the Internet that allow individuals to establish social networks by introducing themselves, their interests, orientations, and choosing their friends within groups that may be open or private. It also allows the exchange and dissemination of materials. Written texts, images, videos, and a set of tools can facilitate communication (Jaber, 2015).

It was also known as social websites that try to present a virtual reality for meeting friends, acquaintances, and families and simulate the natural reality on the ground after it became challenging to reach. Subscribers have experiences, knowledge, information, files, photos, and videos and provide many other services to their users, such as e-mail, private messages, and instant chats (Al Saifi, 2021). People meet friends of different ages and races and from all over the world, bringing them together with their interests, activities, thinking, and culture.

Social networks are defined as platforms and websites on the Internet that enable users to produce content themselves, conduct a two-way interaction with information and its source. As social media helps to find common interests among the pioneers of these sites, social networks have become the first factor in creating a new marketing environment through which many products are published to attract many users to these sites (Al-Nahas & Adel, 2021).

### **Pinterest as a Tool of Social Media**

Pinterest was founded in 2010 in San Francisco, California, USA. Pinterest is a visual discovery engine that helps people find things they like and might as well find things that they like to do, like diving, places they might like to visit, like tropical islands, and clothes they might want to wear, like fashion (Gonçalves, el. 2019). Pinterest is ranked the third most popular social networking site in the United States, after Facebook and Instagram. It is a photo-sharing website that allows users to create and manage photo collections based on themes such as events, interests, and hobbies; Users indicate that photos are visually pleasing to them somehow. More specifically, it presents users with a set of digital files for pinboards, or just user boards, known as "Pinner," save bookmarks of web content, known as pins, to boards. The Pin can be shared between panels and is visualized by an image that summarizes what the Pin represents. The site takes the user to the main web page that hosts the image and related content by clicking on the Pin. pins are very diverse, and the amount of content and themes is large. One of these headings is Art and Design, which includes fashion design (Gonçalves, el., 2019).

Pinterest is a social networking feature of this network that is built around the activity of collecting digital images and videos. Users use photos to panels, groups curated around specific artistic themes. Users can comment and link to the image source, and when the Pin is created, other community members can add, like, or re-pin comments.

## METHODOLOGY

The method is the descriptive method, which describes the educational phenomenon. The descriptive process in this research is the presentation of the literature and the analysis of one social media, Pinterest, and getting to know the students' views through the questionnaire.

### The study population

The study population included the trainees participating in the fashion design course at the Hail Virtual Training Platform at the University of Hail in the Kingdom of Saudi Arabia in 2021.

### The study sample

According to registration in the fashion design course in distance education in the virtual training platform at the University of Hail in Saudi Arabia. The research methodology is to conduct a sample of the participating trainees, whose number of trainees ranges around 85 trainees. They represent girls (100%), it was found that the sample was distributed in terms of degree by (28.2%) high school, (9.4%) diploma, (57.6%) bachelor and (4.7%) Masters. The sample was distributed in terms of age with (29.41 %) less than 18 years old, (23.52%) 18-24 years old, (42.35%) 25-34 years old, (4.70%) 35-44 years old. In terms of the geographical area, the different cities of the Kingdom of Saudi Arabia varied for ease of participation in the course remotely. Table (1) below includes the details of the geographical area as follows:

**Table (1) The sample of female trainees participating in the training course by geographical region in the Kingdom of Saudi Arabia**

#	Cities	%
1	Riyadh	%11.76
2	Jeddah	%5.88
3	Hail	%23.52
4	Al-Qassim	%7.05
5	Dammam	%10.58
6	Al Ahsa	%3.52
7	Tabuk	%5.88
8	Al Jowf	%2.35
9	Al Qatif	%4.70
10	laith	%3.52
11	Taif	%7.05
12	Najran	%3.52
13	Afif	%2.35
14	Ras Tanura	%1.17
15	Hafar Al-Batin	%1.17
16	Al Bahah	%5.88

### The collected data and analysis

- There were data collecting tools such as: Questionnaire (survey), Observation protocol, and A form to evaluate the results of distance training activities using Pinterest.

- Closed questions: The closed questions included five criteria: 1) access, 2) usability, 3) privacy and intellectual property, 4) work and time management, 5) fun and innovation in design.
- Open question: What are the opinions of the trainees on Pinterest as one of the social media in fashion design in distance learning?
- Pinterest analysis through the use of the observation protocol and a form to evaluate the results of the training activities remotely.
- The questionnaire for the trainees, then analyzing the data, extracting the results and making recommendations.
- Frequency and percentage to describe the study and all statistical transactions were performed using SPSS.

## RESULTS

Answer of the First question: This paper focuses in particular on analyzing the features of Pinterest using the observation protocol and evaluation cards. It focused on the terms and types of sources in Pinterest, which are as follows:

### **First: The Terminology of Pinterest:**

Pin, Board, Followers, Following, Repin, Like, Comment, Category, Source.

### **Second: Type of sources in Pinterest:**

Image & videos, Blogs, Online Magazine, Company, Infographic, Covers of e-books/book, Slides /Presentation.

### **Third: Lesson planning using training activities:**

- Introducing students to the Pinterest platform.
- Choosing a theme (fashion design).
- Description of the course (training program).
- The main objective of the course (training program).
- Detailed objectives of the course training program.
- Use Pinterest to build a virtual community.
- Create Pinterest content.
- Create boards for the classes and webinars for teaching.

**The researcher used the questionnaire (survey) after completing the program to answer the second question, which states: "What are the students' opinions and evaluation of the Pinterest tool as a social media in fashion design for distance learning?"**

- Closed Questions: Closed questions included five criteria for evaluating Pinterest: 1) access, 2) usability, 3) privacy and intellectual property, 4) work and time management, and 5) fun, innovation and inspiration. Each criterion contains a (yes, maybe, no) where 3 marks are given for yes, 2 marks for maybe, and 1 mark for No. The following results appeared in the tables (2), (3),(4),(5),(6).

**Table .2 The first criterion: Access.**

#	Items	Average	Std. Dev.	%
1	Pinterest can be accessed by Windows & Mac users, and it features fast digital image search.	2.8	1.4	94%
2	View Pinterest in a variety of web browsers where the site takes the user to the primary web page that hosts image and related content.	2.8	1.3	93%
3	Pinterest is a free platform.	2.7	1.3	91%
4	Pinterest can be around for a while.	2.6	1.0	85%

**Table 3.The second criterion: Usability.**

#	Items	Average	Std. Dev.	%
1	There is a Pinterest application in smart devices such as iPhone iPad, Android.	2.9	1.5	96%
2	Pinterest has a powerful help section that helps with ease of use.	2.8	1.4	94%
3	Pinterest is an interactive virtual community.	2.8	1.3	93%
4	You must create an account to use Pinterest.	2.8	1.3	93%
5	Before using Pinterest, you must download and install the program on computer (Software).	1.9	0.4	64%

**Table 4.The third criterion: Privacy and Intellectual Property.**

#	Items	Average	Std. Dev.	%
1	You can save a copy of the design or image on your desktop for archiving purposes.	2.8	1.4	94%
2	Pinterest protects your personal data such as your email address when creating an account.	2.7	1.3	91%
3	Pinterest allows you to retain the intellectual property rights to the content you create.	2.6	1.0	86%
4	Pinterest allows access to your saved work.	2.2	0.6	72%

**Table 5 The fourth criterion: Workload and time management.**

#	Items	Average	Std. Dev.	%
1	Pinterest can be used at any time.	2.9	1.5	95%
2	Pinterest can be used anywhere.	2.9	1.5	95%
3	Pinterest supports private and public commenting (group and individual comments).	2.6	1.0	87%
4	Pinterest provides a business tracking feed via email.	2.6	1.0	86%

**Table 6 The fifth criterion: Fun, innovation, and inspiration.**

#	Items	Average	Std. Dev.	%
1	Pinterest allows you to be creative during the learning process.	2.9	1.5	96%
2	Pinterest increases awareness of the interrelationship between tech and art.	2.9	1.4	95%
3	Pinterest lets you show creativity in your learning product.	2.8	1.4	95%
4	Pinterest encourages you to see the experiences of experts in the field of design.	2.8	1.4	95%

The questionnaire included an open question: "What are the trainees' opinions on Pinterest as a social media for distance learning of fashion design?". The use of social networks is a growing phenomenon, and it is becoming increasingly important in both the private sector and academic life. Social networks are used as tools to enable users to interact socially and to enhance teaching and the educational process at a distance. Social networks and blogs complement much technology used in the classroom, such as YouTube, Instagram, Snapchat, Twitter, Pinterest, and other modern social media. The trainees mentioned some of the essential points that helped them learn from Pinterest, as follows:

- Pinterest is considered a social media source of inspiration and innovation for the designer. It is one of the most critical tools of designs and arts because it contains images, videos, and various websites, which is one of the modern technical sources for quotation and inspiration.
- Flexibility, speed of access, and diversity of ideas helped generate other ideas.
- The effectiveness of Pinterest is to create a marketing environment for the products of small projects and to achieve profits from the sale of fashion design products.
- A visual or educational tool for collecting digital images and clips by learning about fashion design step by step and showing videos explaining the method of drawing and coloring in fashion design.
- Pinterest is a fun and educational source of attraction for students or trainees, and it is considered one of the essential modern teaching and training methods for teachers.

## DISCUSSION

- The "fun, innovation and inspiration" criterion got the highest rating, and the study proved that Pinterest is a source of inspiration and innovation for the designer.
- The ease and speed of searching for different ideas in fashion design and other topics.
- It is a virtual environment for sharing photos and a source of inspiration and quotes for the fashion designer.
- It's social because classmates or friends can see what you're up to, comment, and share their photos.



- Students can build a fashion design board Pinboard filled with ideas that the student might miss. It has a tidy set of virtual boards instead of a bloated file folder with ripped magazine pages.
- It is digital collections and photo-based social tools, discovery, and access.
- By searching on Pinterest, students can see the experience of fashion experts around the world.
- Ease of linking the activity of Pinterest with the objectives of the visual arts curriculum
- Pinterest helps students self-learning by watching videos and photos with steps of design and types of fashion.
- Pinterest helps create a fun interactive, and participatory environment among students of fashion design; Where each participant can enrich his page or account with information about arts and designs in its various tracks, which he/she wishes to present to others.
- Low cost, ease of use, and flexibility, as the Pinterest platform provides a virtual (collective) environment that brings together members according to their interests in a specific topic such as fashion design.
- Pinterest allows individual interaction and supports self-learning in any place or time when Internet service is available.
- You can use the Pinterest website or download the application on iPad, iPhone, Android.

### **RECOMMENDATION**

- Introduce the role of social media for the fashion designer in particular and the arts and designs in general and help designers sell their products via technology tools.
- Integrate social media into the educational process of arts and designs.
- Provide training courses for faculty members and teachers to train them on how to use social media to teach arts and designs.
- Integrate Pinterest as a new technology tool in the curricula and courses related to arts and designs.

### **CONCLUSION**

Technology has become an integral part of our lives, and when applied in the education stream, technology can enhance traditional learning and teaching methods. Visual aids and other technological tools, along with teaching, help students understand the topic better and create a higher retention rate. Educators can use social media such as Pinterest to improve student learning networks, fashion design skills, and retention of information in fashion design courses. Through this study, students used several tools to experience online interaction and learning. Some fashion design students viewed technology positively as they received information about the latest trends in fashion designs through technology and could use it in the future to run an online business. However, it was found in this study that students of fashion design prefer to use technology tools while learning about fashion design. Students need professional trainers trained to teach fashion design with technology in the classroom using tools such as digital portfolio websites, software programming for arts, and drawing devices.

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