Using Social Media
Inside and Outside the Classroom

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Agenda

- What are Social Media
- Why Social Media
- What are Educators Doing?
- Specific Resources
What are Social Media

- Technologies that shift from pushing content outward to inviting participation, conversation, and sharing
- New ways to foster dialogue with and between students
Why Use Social Media?

- Engage students inside and outside the classroom
- Foster a community of learners
- Flip your course
  - Lectures outside of class
  - Homework/Activities Inside of class
Fears About Social Media?

Barriers to use: Submission integrity at the top

Barriers to Faculty Use of Social Media – 2012

- Integrity of student submissions
- Concerns about privacy
- Separate course and personal accounts
- Grading and assessment
- Inability to measure effectiveness
- Lack of integration with LMS
- Takes too much time to learn or use
- Lack of support at my institution

Very Important | Important
--- | ---
0% | 10% | 20% | 30% | 40% | 50% | 60% | 70% | 80%
It's not 1989. The excuse "I'm not good with computers" is no longer acceptable.
What Are Educators doing?

- 88% of college faculty use Social Media
  - primarily use/assign videos

- 30% of all college and university students now take at least one course online

http://plsevents.pearsonlearningsolutions.com/plsevents/social-media/agenda.jsp
The Usual Suspects

- Facebook
- LinkedIn
- Twitter
- Blogs/Wikis
- YouTube
- Pinterest
Facebook

- Foster Community (large classes)
- Ask for notes
- Get clarification
- Post relevant videos and images
- Form study groups
- Congratulate students

Facebook

- Groups
  - Private
  - No private information shared with students
    - Unless friends

- Fan Page (similar to user profile)
  - Public
  - Indexed by Google
Facebook Assignments

- Add comments to post
- Submit written assignments
- Answer questions
- Peer review
- Work with students in other classes/departments/universities/countries

- Others?
LinkedIn Assignments

- Develop Professional Network
- Participate in Group Discussions “Ask the Pros”
- Endorsements for top scores on assignments/tests
- Others?
<table>
<thead>
<tr>
<th>Dialogic</th>
<th>In-class Back Channel</th>
<th>Outside of Class Discussions</th>
<th>In-class Directed Discussion</th>
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</thead>
<tbody>
<tr>
<td>Uses: ad hoc class discussions, real-time commenting, recording divergent viewpoints</td>
<td>Uses: extend class discussions, exchange comments about readings or questions about assignments</td>
<td>Uses: Open or guided questions with student responses collected for later analysis</td>
<td></td>
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<tr>
<td>Benefits: engages less vocal students, archives otherwise ephemeral comments</td>
<td>Benefits: community building, continuity between class sessions</td>
<td>Benefits: engages all students in discussions in large lecture classes</td>
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<tr>
<th>Monologic</th>
<th>Tracking Activities</th>
<th>Lightly Structured Activities</th>
<th>Metacognitive/Reflective Activities</th>
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<tbody>
<tr>
<td>Uses: find and follow instructor, experts in the field, or key topics</td>
<td>Uses: solicit course feedback, offer ambient office hours, poll class, language or writing practice</td>
<td>Uses: students report on self learning, articulate their difficulties, recap the most valuable lesson of the day</td>
<td></td>
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<tr>
<td>Benefits: exposure to the larger cultural conversation about the class material</td>
<td>Benefits: flexibility, availability, scalability</td>
<td>Benefits: fosters critical thinking</td>
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<tr>
<th>Institutional communication</th>
<th>Instructor Communication</th>
<th>Pedagogical Communication</th>
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<tbody>
<tr>
<td>Uses: community outreach, alerts, announcements</td>
<td>Uses: announcements, syllabus changes, reminders</td>
<td>Uses: sharing timely links and resources</td>
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<th>Passive</th>
<th>Student Activity</th>
<th>Active</th>
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Twitter Uses

- Broadcast Updates to Students
  - Assignment Reminders
  - Change in Class Schedules

- Back Channel During Presentations
  - See what students think about your class
  - Have students comment on other students
    - And comment on that
  - ...research data?
AutoTweet

- [http://timoelliott.com/blog/powerpoint-twitter-tools/instructions#twitterupdate](http://timoelliott.com/blog/powerpoint-twitter-tools/instructions#twitterupdate)

- Post each slide as you advance
- Get feedback from students
- Improve slides
Twitter Assignments

- Create Twitter Background Skin
- Tweet in foreign language
- Tweet ‘in character’ at points in book or history
- Have a group meeting using only Twitter
YouTube

- We love to watch videos in class
  - Any favorites?

- How often do you make them?
Making Videos For Class

- Animoto - [http://animoto.com/education](http://animoto.com/education)
  - Short segments
  - Use to assign projects
  - Montage of class activities for reflection
Screen Capture

- Jing/Captasia
  - Create a “how-to” for SPSS
  - Show how to install/use new software
  - Students create “how-to”
  - Build a library of talks to help flip your class

- Add questions during a video

http://www.techsmith.com/jing.html?gclid=CJXjqgqslK0CFZNY7Aod9isO4Q
http://www.techsmith.com/camtasia-features.html
http://www.techsmith.com/jing-camtasia-studio.html
Pinterest

- Share relevant or interesting web resources
  - Many of my sources can be found here:

- Recommended reading
- Assign students to find X unique sources
- Use a peer review
Pinterest

- Share relevant stories, information, images, etc
- Recommended reading
- Peer Review of Videos/documents/etc
- Gather X examples of _______

http://pinterest.com/pointparksoc/video-peer-critique/
Social Media in the Classroom

- Using Pinterest in Higher Education
- Engaging Students Through Social Media
- Using Twitter with PowerPoint
- Going to the #Almo now, I hope reinforcements are on the way!
- Role Playing with Social Media | Digital Learning Environments
- Re-imaging school TED Talks
- TED2011 | Let's Use Video to Reinvent Education

Badges

- http://openbadges.org
Gamifying Education

- Social Media can help to ‘gamify’ your classroom
- Use EXP points instead of Points
- Perks for certain levels
  - 10% bonus on next assignment
  - Turn in one assignment late
  - If anyone gets 2000EXP on assignments entire class gets 10EXP
- Extra Credit → EXP
  - Save/Load: restart presentation with no penalty
  - “Buy” points with EXP: 10EXP = 1 extra credit point
Edmodo

- Combines elements of Facebook, Twitter, and Blogger
- Create and give badges
http://www.edmodo.com
Social Media

- Engage Students

- New types of assignments

- Foster community with teacher and other students

- Flipping classroom
Links

- http://www.polleverywhere.com/
- http://timoelliott.com/blog/powerpoint-twitter-tools/instructions
- http://www.techsmith.com/
- Animoto.com
- Edmodo.com
Questions?