

Social Media in Education:

Bringing Your Classroom to Life

UWI Research Expo 2013

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Presentation Outline

- **What does the term “social media” mean?**
- **What does research tell us about social media in education?**
- **How can we use social media in the education?**



Social Media Defined

- Refers to “a set of online tools that support social Interaction among users.”

(UWI, Social Media Policy, 2013, p. 1)

- Internet Users include students, faculty, sponsors and other stakeholders in education.



Common Social Media (SM) Internet Tools

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- Facebook (UWI)
- Twitter (UWI)
- You Tube (UWI)
- Skype (UWI)
- LinkedIn
- MySpace
- Flickr
- Slideshare
- Blogs and Wikis



SM Research in U.S. Higher Education

- **Mostly young adults (18-29 yrs) use SM sites**
- **Students prefer closed Facebook group than page**
- **Higher interaction for SM use than in F2F classes**
- **Those teaching online more likely to use SM**
- **LinkedIn > Facebook in use for social and professional connections by faculty in 2013**

SM Research in U.S. Higher Education

- **SM used for personal (64%) rather than teaching (34%) purposes by faculty**
- **Younger faculty lead in use of SM in teaching**
- **Higher use of SM in Faculty of Humanities and Arts than Mathematics and Computer Science**
- **Blogs, wikis, podcasts, and videos frequently used in teaching by faculty**
- **Facebook most popular Internet tool among social networking sites**

SM Research in U.S. Higher Education

http://www.pewinternet.org/~media//Files/Reports/2013/PIP_Social_networking_sites_update.pdf

<http://www.pearsonlearningsolutions.com/assets/downloads/pdfs/pearson-social-media-infographic-2012.pdf#view=FitH,0>

<http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010>

<http://www.facultyfocus.com/articles/edtech-news-and-trends/college-faculty-survey-finds-their-use-of-social-media-has-evolved/>

How can SM be used in Education?

➤ A hastag in Twitter “is “ a word or group of characters preceded by the hash (or number) sign, #.” Pacansky-Brock, p. 94). Usually used at conferences or classes to help members hone in on only messages with that hastag from among all the others being posted in Twitter.

➤ [How to create a hastag video](#)

➤ <http://facebook.com/mobile>

➤ Testimony of [Twitter in the Classroom](#)



Facebook: Educators & Community Leaders

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- **Be aware of Institution's Social Media Policy**
- **Understand SM extension of teens' life**
- **Respect teens' online space**
- **Be aware of Facebook restrictions such as 13yrs< cannot own FB account**
- **Users must have authentic identities**
- **Encourage critical thinking among teens**

http://fbhost.promotw.com/fbpages/img/safety_resources/ffeclg.pdf

Learning Theories for Digital Age

Connectivism

- connect to info sources online
- currency is priority
- synthesizing information critical

Papert, 1991

Constructivism

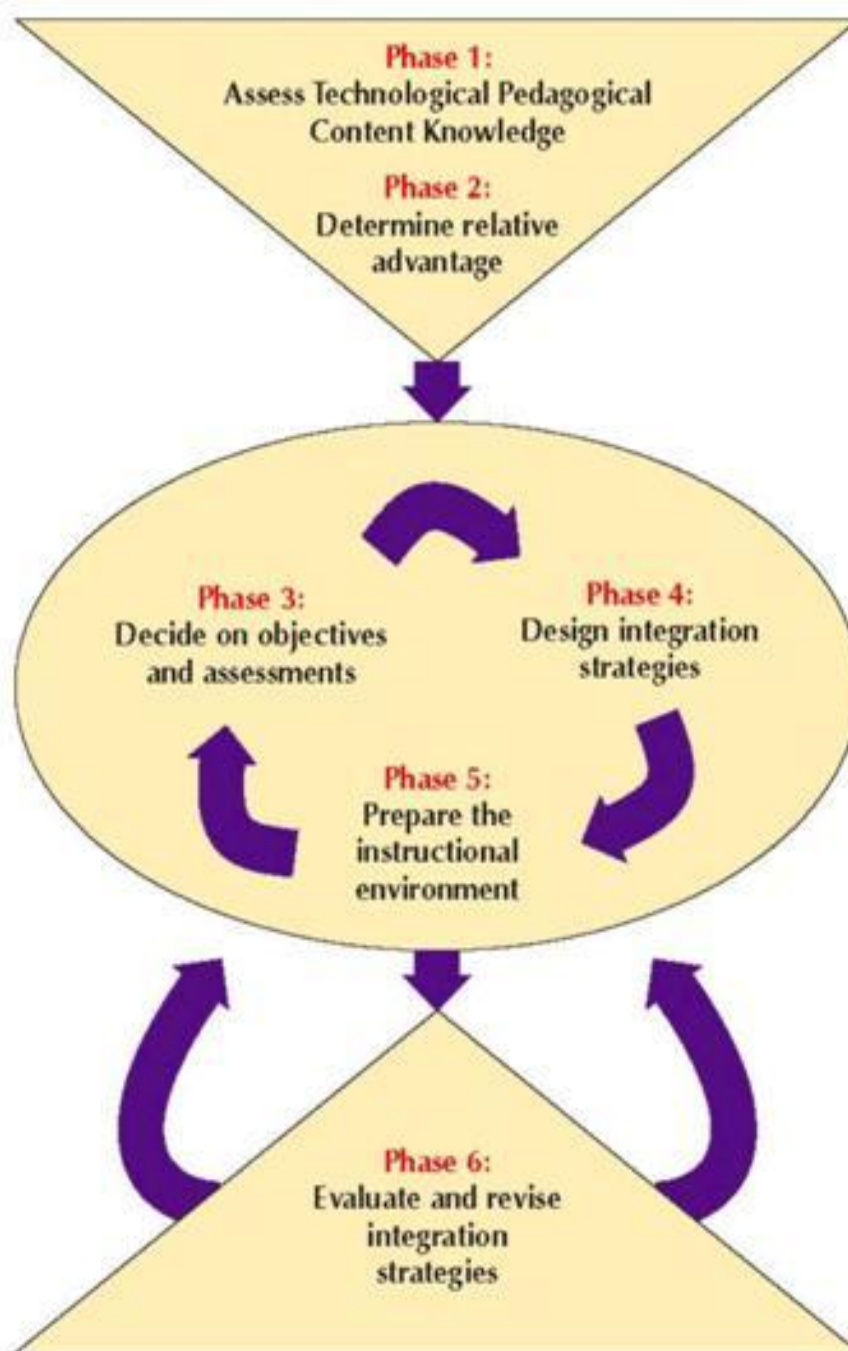
- self-direct and collaborative construction of knowledge
- Learning Involves problem solving

Siemens, 2004

Engagement

- authentic learning activities
- collaboration in groups
- Learning involves problem solving

Kearsley & Sheiderman, 1999

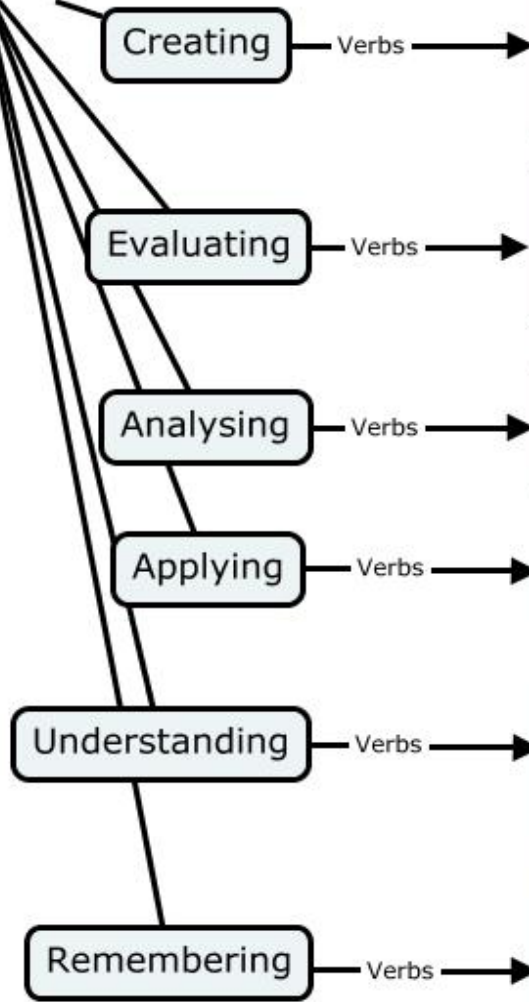


Technology Integration Planning

Roblyer
2010

Bloom's Digital Taxonomy

Key Terms



HOTS Higher Order Thinking Skills

- Designing, constructing, planning, producing, inventing, devising, making,** programming, filming, animating, blogging, video blogging, mixing, re-mixing, wiki-ing, publishing, videocasting, podcasting, directing, broadcasting
- Checking, hypothesising, critiquing, Experimenting, judging, testing, Detecting, Monitoring,** blog commenting, reviewing, posting, moderating, collaborating, networking, refactoring, testing.
- Comparing, organising, deconstructing** **Attributing, outlining, finding, structuring, integrating,** mashing, linking, validating, reverse engineering, cracking, media clipping
- Implementing, carrying out, using, executing,** running, loading, playing, operating, hacking, uploading, sharing, editing
- Interpreting, Summarising, inferring, paraphrasing, classifying, comparing, explaining, exemplifying,** advanced searches, Boolean searches, blog journaling, twittering, categorising, tagging, commenting, annotating, subscribing.
- Recognising, Listing, Describing, Identifying, Retrieving, Naming, Locating, Finding,** bullet pointing, highlighting, bookmarking, social networking, social bookmarking, favouriting/local bookmarking, searching, googling.

LOTS Lower Order Thinking Skills

- COMMUNICATION SPECTRUM**
- Collaborating*
 - Moderating*
 - Negotiating*
 - Debating*
 - Commenting*
 - Net meeting*
 - Skyping*
 - video conferencing*
 - Reviewing*
 - Questioning*
 - Replying*
 - Posting & Blogging*
 - Networking*
 - Contributing*
 - Chatting*
 - e-mailing*
 - Twittering/Microblogging*
 - Instant messaging*
 - Texting*

Ongoing Research in Secondary School



Lead Researcher: Sandhya Gunness, University of Mauritius

Facebook Research in Secondary School

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Problem Statement:

- English official language but Mauritians prefer the French-based Creole
- Limits children's English vocabulary, creativity, and imagination
- Waning competence in a secondary school of children's use of written English language within academic context

Facebook Research in Secondary School

Purpose Statement:

- To use Facebook to promote and enhance the reading and writing skills of lower secondary (Form III) students in Mauritius.
- Following a socio-constructivist and learner-centred approach, allowing for collaboration
 - paper investigates the extent to which students will feel interested and motivated in using Facebook
 - Extent to which using Facebook improves their performance and competence in using English language by a fusion of the formal (classroom) and informal learning spaces.

Methodology

1. *Purposive Sampling*

Class of 40 students at Form III level at the Sodnac State Secondary School.

2. *Preliminary Survey* (questionnaire)

To gather *Quantitative Data* on general use of social networking sites among these students

3. *PowerPoint Presentation*

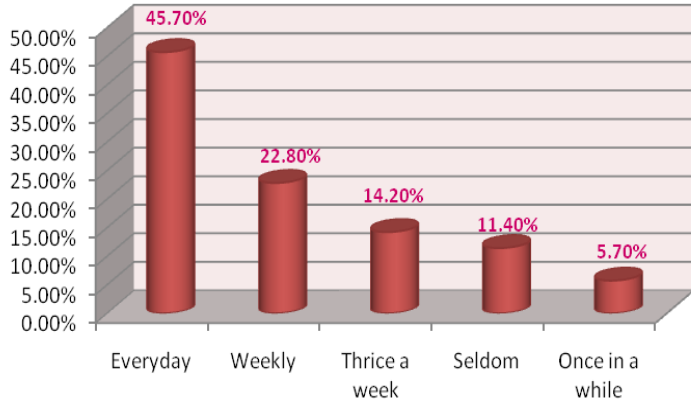
To initiate (for some) how to create an account and to navigate through Facebook.

4. Students propose discussion topics and debate on the class Wall on Facebook.

5. Finally, a Quantitative Analysis

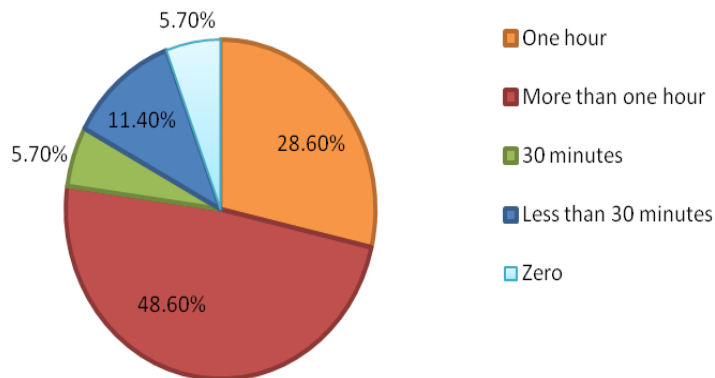
Through online questions to assess the new mode of teaching and learning through Facebook

SURVEY



Question 1: How often do you use Internet?

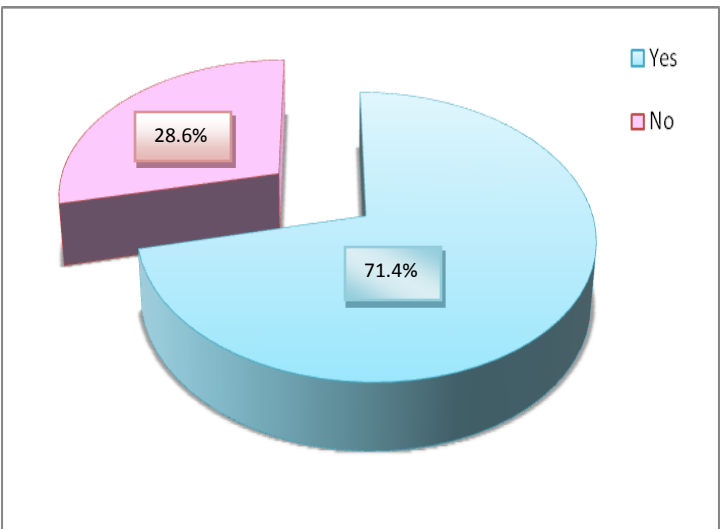
- 45.7% use internet everyday.
- A very strong indication of the impact of the digital world
- Also an indication that these pupils (of 14-15 years old) are most probably aware of SN (as we will see below).



Question 2: How much time do you spend on SN sites daily?

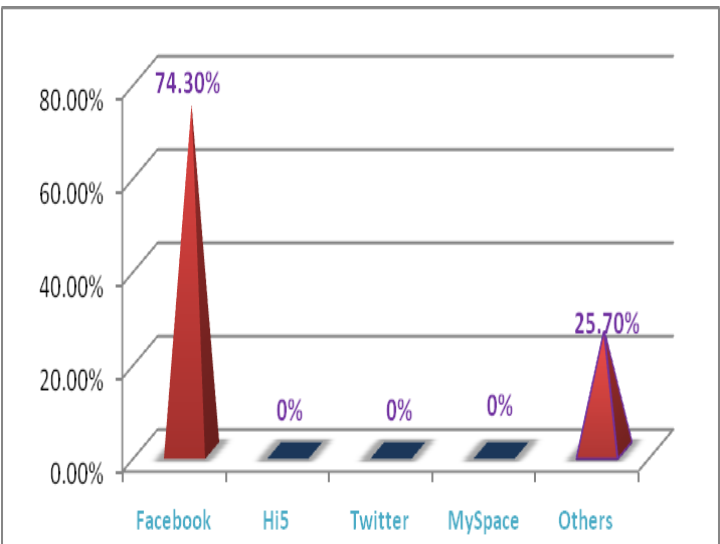
48.6% are very devoted and passionate users of SN sites.

- A clear indication of the fact that students are moving along the latest technological development and are fluently using the interactive environment of Web 2.0.



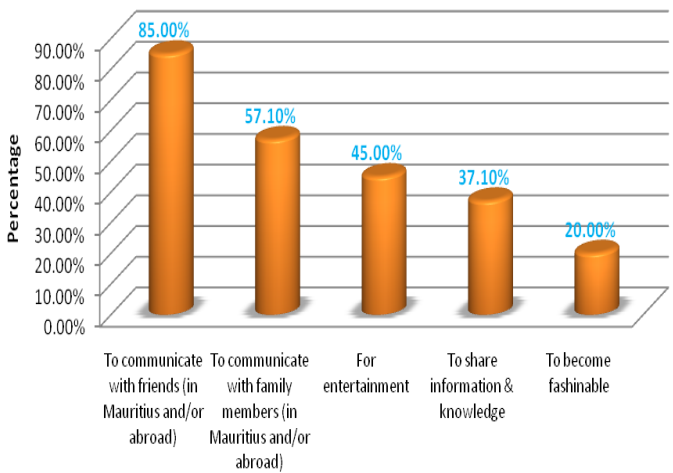
Question 3: Do you have a Facebook account?

Most students are avid users of Facebook. Even those who do not have internet connection at home, do have a Facebook account!



Question 4: Which Social Networking site do you use more frequently?

Facebook is the most popular SN.
 Indication: Facebook is one of the most socially acceptable social networking sites for college students.
 Can we venture to say that it is the Facebook Epidemic?...



Question 5: Why do you use social networking sites?

Most of the students use SN sites to keep in touch with friends locally and abroad.

It shows the emergence of a new culture where teenagers' needs to connect to people of their choice and to maintain those connections are acute.

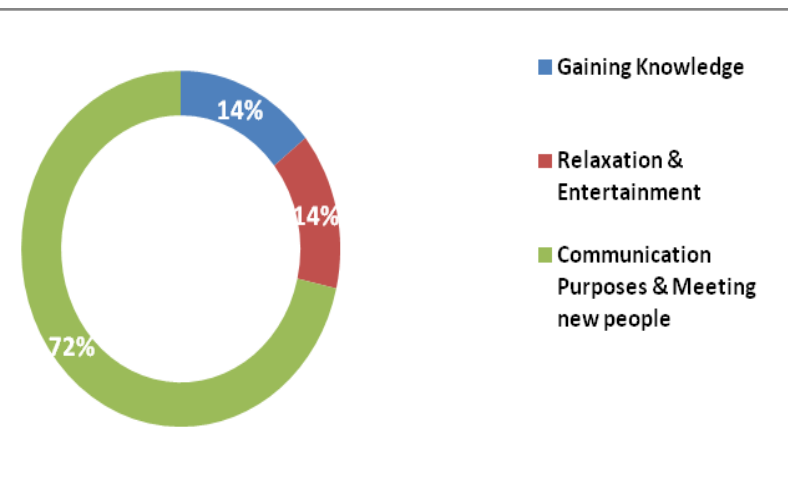
A new form of socialization

Question 6: How have social networking sites helped you so far?

Question 6 was an open ended question and all the answer fall into the three above categories.

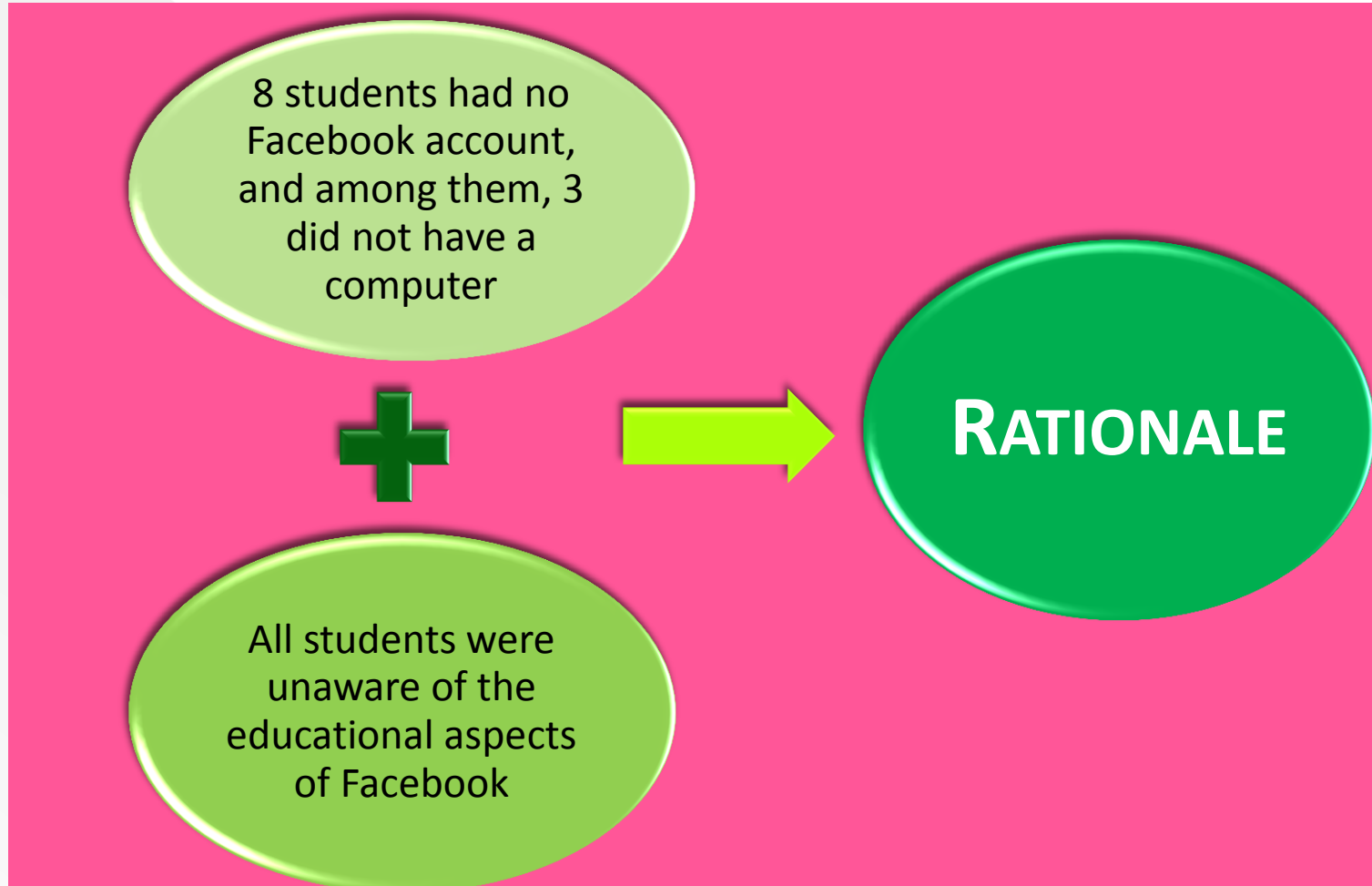
SNS serve its primary purpose, that of being a medium of communication.

It is a platform for these students to meet people and make friends to share common interests or simply to socialise.



Strategy Adopted

PowerPoint Presentation at SSS Sodnac



1.

Introduce Facebook to students; giving and showing them step by step instructions (including snapshots) on how to open an account on Facebook and to navigate through the site.

2.

Overview of educational aspects of Facebook

AIM OF PPT PRESENTATION

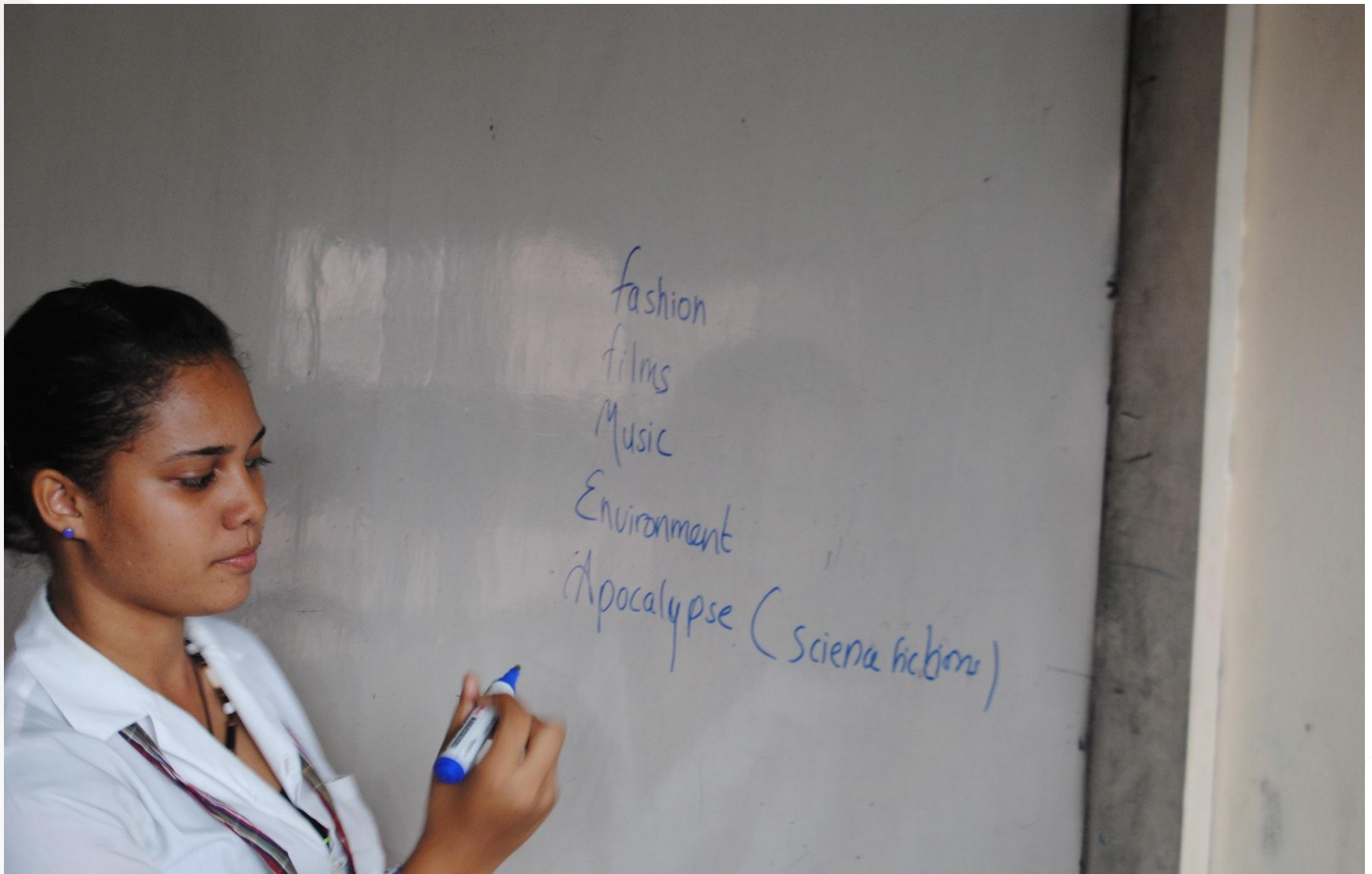
3.

How we are going to Facebook to help students improve their writing skills and further develop their creativity individually and collaboratively.

Eg: reading resources posted for them, glossary of terms, individual and collaborative writing, etc

4.

Step by Step instructions on how to go about doing the various activities on Facebook



[Creating a Facebook Account](#)



Participation Question

- **Why do you think mostly young people are attracted to Social Media ?**
- **What would adult learners gain from Social Media in education?**
- **How do the research findings compare with your experience, prior reading, or other relevant social issue in education?**



