

# Social Media for Teaching and Learning



<http://www.mitcholson.co.nz/digital-is-not-just-digital/>

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# Agenda

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- Digital Age Learning Ecosystem
- Instructional Methods of Teaching with an Online Focus
- Pedagogical Differences between Media
- Models for Social Media Selection
- Usage of Social Media Toolkit
- Implementation Scenarios
- Wrap-Up, Discussion and Conclusion

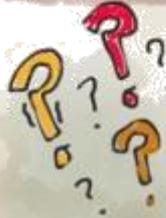


Main Reference: Bates, T. (2015). Teaching in Digital Age. BC Open Textbooks.  
<http://opentextbc.ca/teachinginadigitalage/>

SENSE OF COMMUNITY



ESSENTIAL QUESTIONS



CAPTIVATING DIGITAL CONTENT



ASSESSMENT FOR LEARNING



# DIGITAL AGE LEARNING ECOSYSTEM



MULTIPLE TECHNOLOGY TOOLS



DIFFERENTIATION AND ACCESSIBILITY



SUPPORTIVE CLASSROOM ENVIRONMENT



ENGAGING INSTRUCTIONAL STRATEGIES

DR. TIM CLARK  
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www.byotnetwork.com



# How “social media” is changing the way we teach?

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- When we move to blended learning or e-Learning, we are changing the learning environment.
- Instructors need a strong framework for assessing the value of different technologies.
- Instructors should decide how or when these technologies make sense for them and their students to use.



# Instructional Methods of Teaching with an Online Focus



# Old wine in new bottles

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## Designs to Enhance Classroom Models

- Recording Lectures
  - A form of homework or revision
  - Flipped classroom
  - MOOCs
- Learning Management Systems
  - Mostly text based and asynchronous
  - Flexible enough to be used in powerful ways
  - Still an advance over online design





Do you think that classroom design model needs to change for teaching in a digital age?



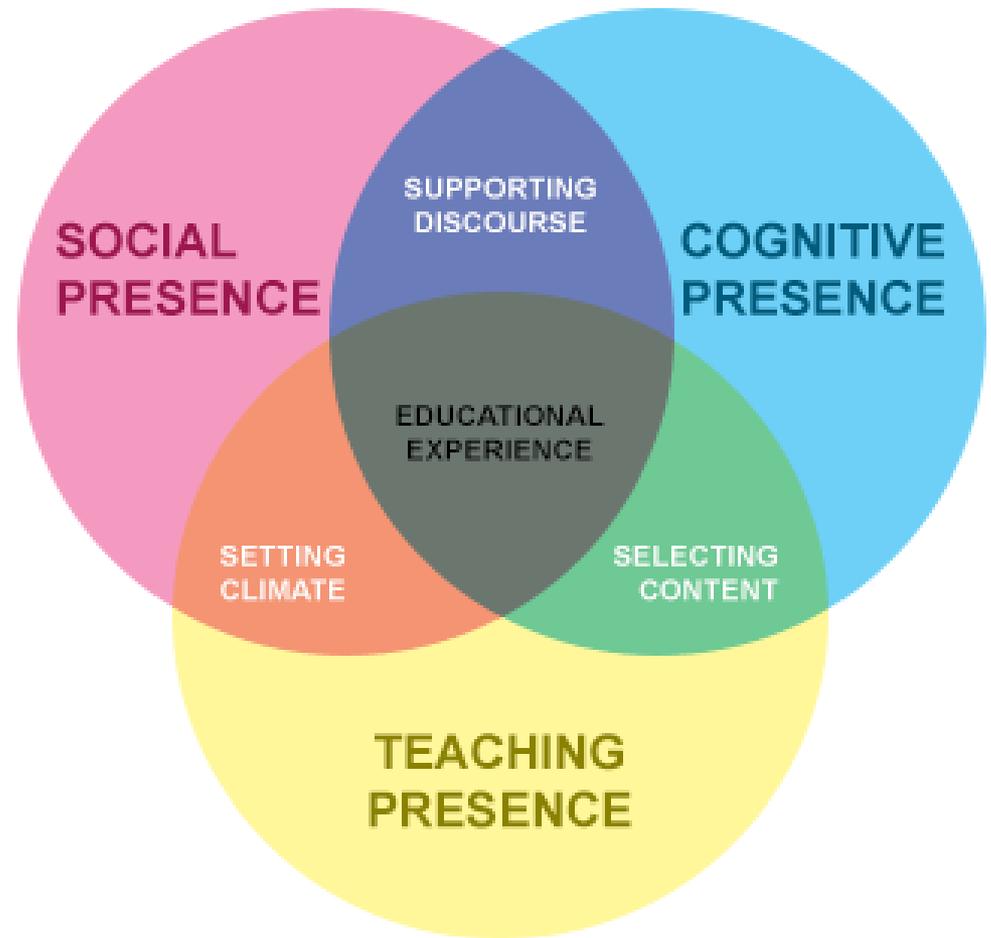
# Online Collaborative Learning



OCL theory provides a model of learning in which students are encouraged and supported to work together to create knowledge: to invent, to explore ways to innovate, and by so doing, to seek the conceptual knowledge needed to solve problems rather than recite what they think is the right answer (Harasim, 2012)

# Community of Inquiry (CoI)

An educational community of inquiry is a group of individuals who collaboratively engage in purposeful critical discourse and reflection to construct personal meaning and confirm mutual understanding (Garrison, Anderson and Archer, 2000)





Focusing on differences (if there is any), strengths and weaknesses of these models, does it really make sense to apply any of these models to online environments?



# Competency-based Learning



Students progress through learning objectives as they demonstrate mastery of content, at their own pace.

It allows them to show what they know, as soon as they know it.

	Competency-Based Education	Traditional Education
<b>CURRICULUM</b>	Variable class structure, testing out of subject matter at different levels	Standardized class structure, regardless of prior knowledge
<b>CLASS COMPLETION</b>	Students finish as they are able	End of term
<b>AVERAGE TIME TO GRADUATE</b>	30 months* 	60 months 

\*Data is only from Western Governor's University



What factors are likely to influence you to adopt a competency-based approach to teaching?



# Communities of Practice (CoP)



(Wenger, 2014)

- Design for evolution
- Open a dialogue between inside and outside perspectives
- Encourage and accept different levels of participation
- Develop both public and private community spaces
- Focus on value
- Combine familiarity and excitement
- Create a rhythm for the community



Is there anything special needed for  
online CoP that would not be  
necessary in f2f community?





# Agile Design: Flexible designs for learning

How does a teacher/instructor respond to rapidly developing new content, new technologies or apps being launched on a daily basis, to a constantly changing student base, to pressure to develop the knowledge and skills that are needed in a digital age?

# The need for more agile design models

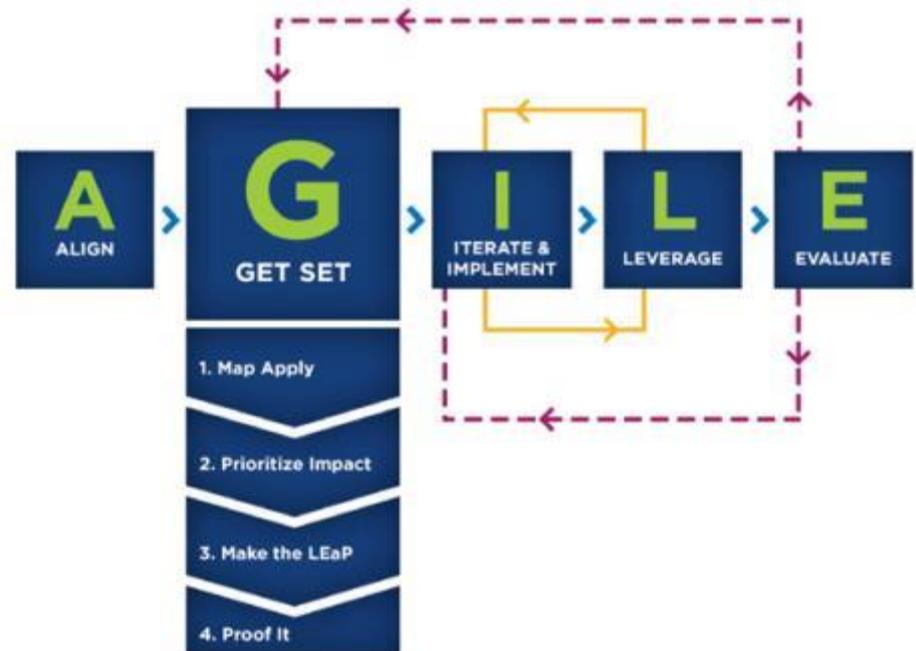
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- Instructors' work with ever new, emerging technologies, very diverse students, and a rapidly changing external world that puts pressure on institutions to change.
- Students need to develop the key knowledge management skills of knowing where to find relevant information, how to assess, evaluate and appropriately apply such information.
- This means providing students with the skills, practice and feedback to assess and evaluate such knowledge, then apply that to solving real world problems.
- Thus, learning environments need to be created that are rich and constantly changing, but which at the same time enable students to develop and practice the skills and acquire the knowledge they will need in a volatile, uncertain, complex and ambiguous world.



# Core Features of Agile Design Models

- Light and nimble
- Content, learner activities, tools used and assessment vary, according to the changing environment
- The design attempts to exploit the affordances of either existing or emerging technologies
- Sound, pedagogical principles guide the overall design of a course – to a point
- Experiential, open and applied learning





1. Do you think a 'agile'/flexible design approach will increase or undermine academic excellence? What are your reasons?
2. Would you like to try something like this in your own teaching (or are you already doing something like this)? What would be the risks and benefits in your subject area of doing this?

# Pedagogical Differences between Media



# Thinking about the pedagogical differences of media

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The six key building blocks of media are:

1. face-to-face teaching
2. text
3. graphics
4. audio
5. video
6. computing (including animation, simulations and virtual reality)



# Five Critical Questions to Select & Use Appropriate Media/Technologies

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1. What is my underlying epistemological position about knowledge and teaching?
2. What are the desired learning outcomes from the teaching?
3. What teaching methods will be employed to facilitate the learning outcomes?
4. What are the unique educational characteristics of each medium/technology, and how well do these match the learning and teaching requirements?
5. What resources are available?



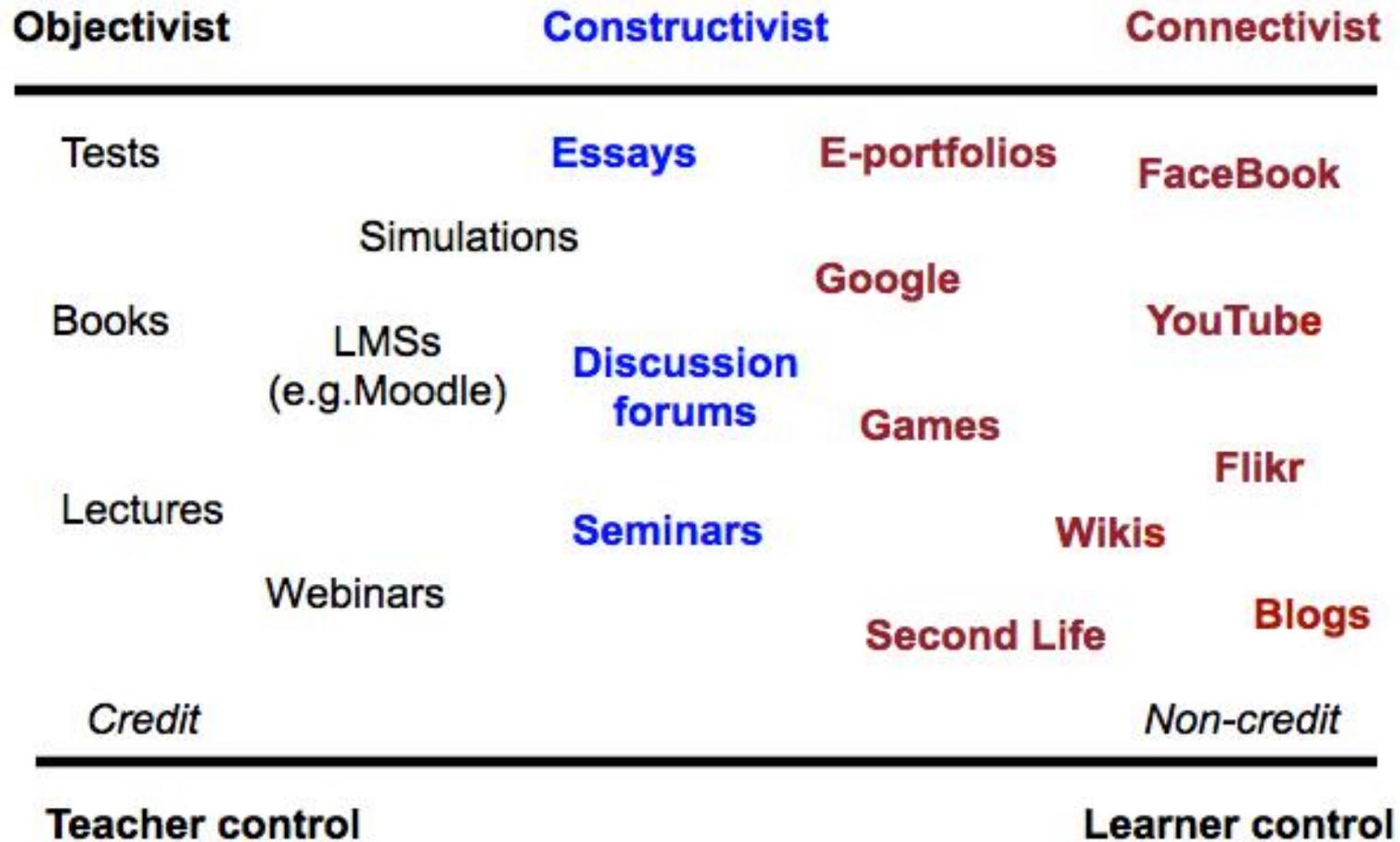
# Identifying the unique educational characteristics of a medium

- There are three core elements that need to be considered when deciding what media to use:
  - content;
  - content structure; and
  - skills.



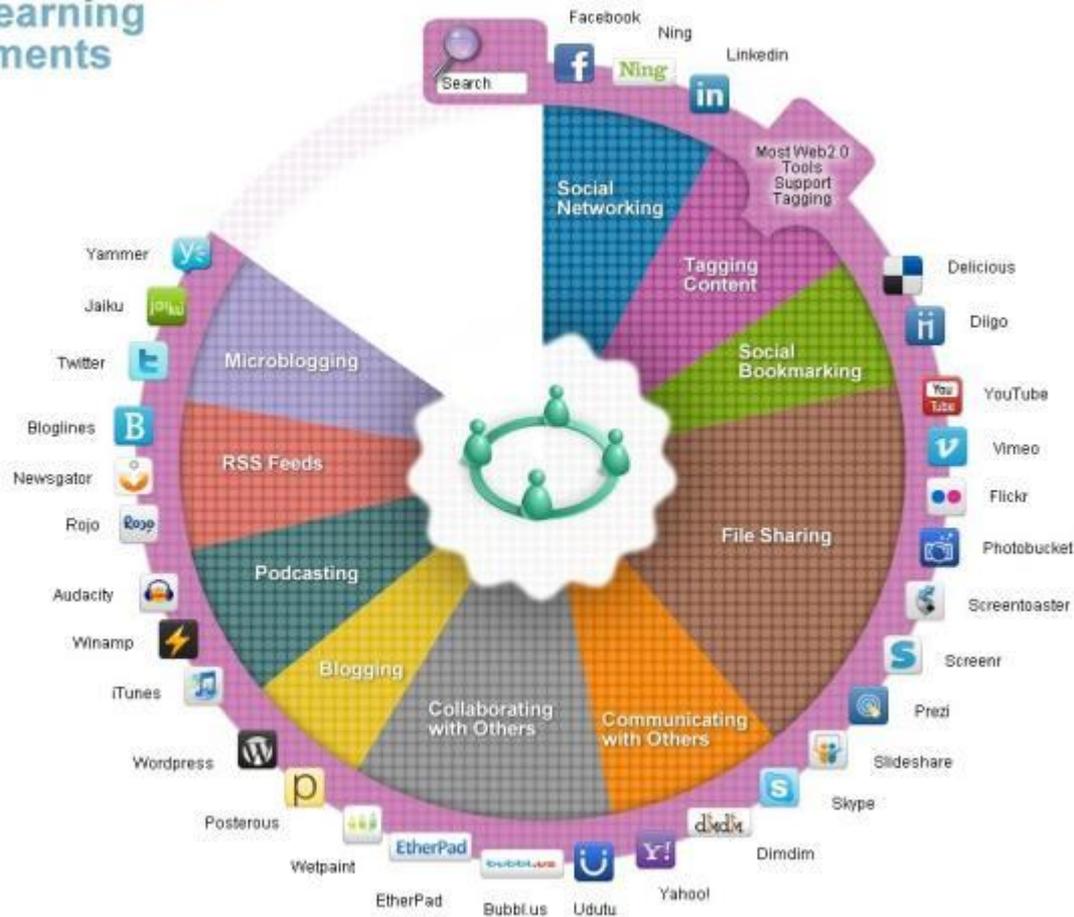
# A Framework for Analysing the Pedagogical Characteristics of Educational Media

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# Social Media

## Elements for Constructing Social Learning Environments





As a group work, identify and discuss Pedagogical Characteristics of Social Media for a Teaching Module/Course



# Models for Social Media Selection



Book



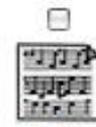
Journal /  
Magazine



Film or  
Video



Music  
Recording



Music  
Score



Sound  
Recording



Map



Manuscript



2D Art

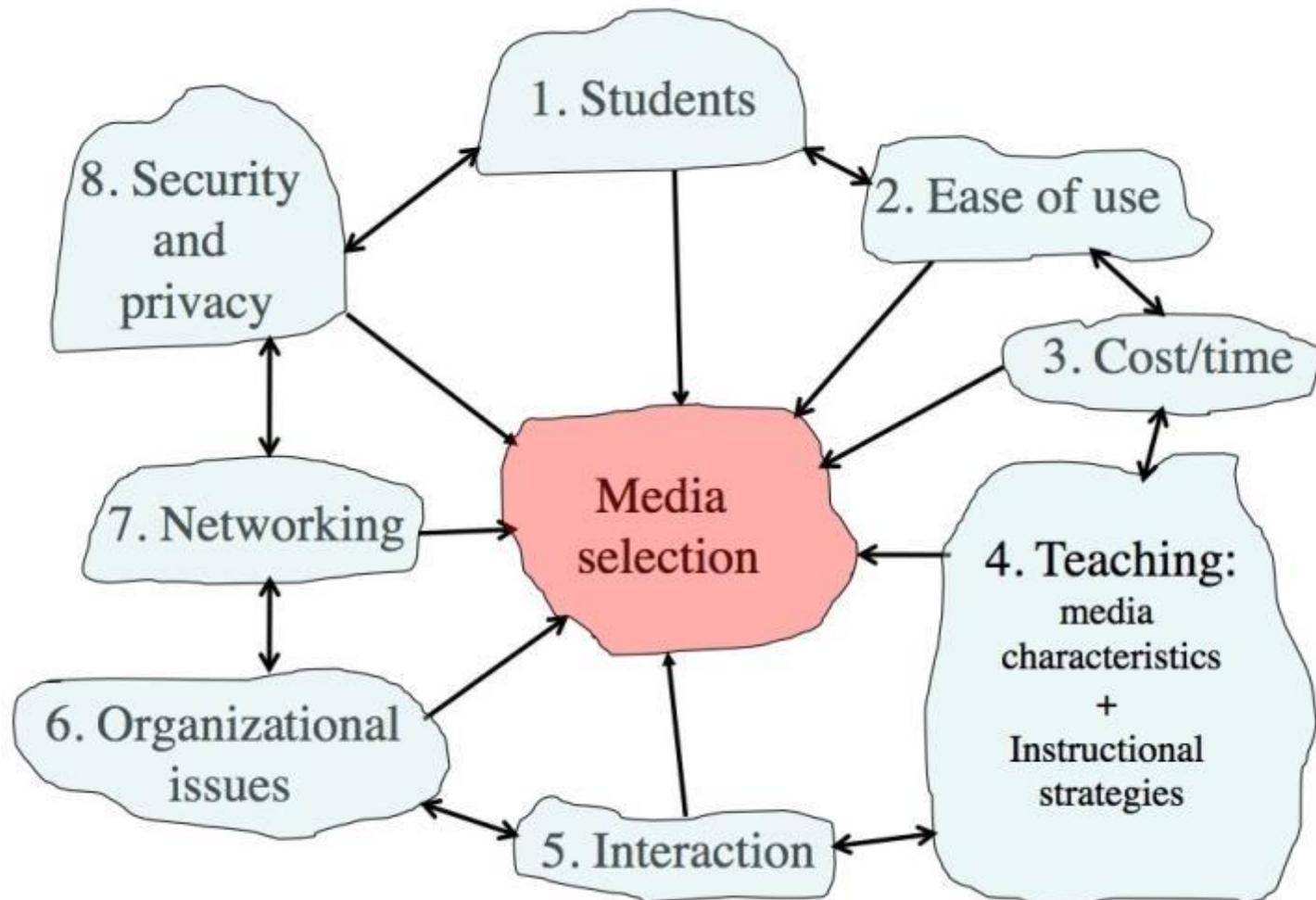


3D Object



Kit

# Media Selection



# Social Media Suggestion





Do you think that these aspects are sufficient for the right decision about which media to choose and why?



# Hands-on Practice

Let us use «Social Media Toolkit»

<http://socialmediaforeducation.org/>



The screenshot shows the homepage of the 'social media for education' website. The header includes the logo 'social media for education' and navigation links: Home, How it works, About, Query Wizard, Who we are. There are also icons for various social media and educational tools. The main content area features a central illustration of a person sitting at a desk with a computer, surrounded by icons for 'INSTRUCTIONAL DESIGN', 'LEARNERS', 'LEARNING OUTCOMES', 'CONTENT', and 'TECHNOLOGY INTEGRATION'. The text 'Social Media for Education' is prominently displayed. Below this, a paragraph states: 'This website is designed for the instructors in higher education who are interested in how to utilise Social Media for Education. We will provide you with guidelines on how to use social media, tailored to your instructional setting, based on educational and pedagogical theories.' Two buttons are visible: 'How It Works?' and 'Get started now'. The footer includes language options (English, Turkish, Русский) and social media icons (Forum, Instructional Tips, Share, Facebook, Twitter, YouTube).



# Implementation Scenarios



# Classification of Social Media



## Social Networks

- Contacting/sharing info, experience, thoughts with friends and other individuals through personal profiles.



## Social Bookmarking

- Managing, saving and organising web sites and resources online.



## Research Services

- Conducting research and academic studies.



## Media Sharing Tools

- Uploading/sharing various types of media (e.g. Audio, video, still pictures) and creating/sharing animations/simulations



## File Sharing Services

- Uploading/storing/sharing different types of files



## Live Communication Services

- Live audio-visual communication



## Collaboration-Based Services

- Conducting collaborative and group work with different partners



## Blogs and Micro-Blogs

- Broadcasting periodical posts or discussions on a specific theme

# Social Media



Social Networking Services	Media Sharing Services	Document Sharing Services	Live-Communication Services	Collaboration Services	Blogging & Microblogging Services
Bridging and sharing any information for people in similar interest for all social interest.	Uploading and sharing media such as video, audio, photo, and also preparing and sharing animation and simulation	Uploading and sharing documents in different formats	Lived-communication	Working as a group and studying collaboratively	Focusing on a topic and discussing with short updates
Facebook Google+ LinkedIn	Youtube/Vimeo Flickr/Picasa Pinterest Glogster Animoto/goAnimate/Xtranorma	Slideshare Prezi Dropbox Google Drive Webspiration Ustream	Hangout Skype Viber Dimdim	Wiki Google Drive Zoho	Tumblr Edublogs Twitter Wordpress Blogger Scoop.it

# Social Networking Sites: Facebook

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Facebook is a social platform or social networking site that connects people all over the world.

## Educational Features

- Encourages student participation and engagement in a relaxed, friendly and inviting environment
- Promotes a feeling of comfort and relaxation during learning
- Fosters collaboration, communication and social interchange among students
- Engages learning outside the classroom



**About Lord Byron**  
Public Figure

George Gordon Byron, 6th Baron Byron, FRS, commonly known simply as Lord Byron, was an English poet and a leading figure in the Romantic movement. Among his best-known works are the lengthy narrative poems Don Juan and Childe Harold's Pilgrimage, and the short lyric "She Walks in Beauty".

Byron is regarded as one of the...

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1,175,027 likes · 29,000 reviews

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**EDUCATIONAL CHALLENGES IN...**  
Public Group

Joined · Share · Notifications

Write Post · Add Photo / Video · Create Poll · More

**Joining online communities**

**Modeling online constructive behaviours**

<https://chadhyams.files.wordpress.com/2012/08/business-man-with-superman-shadow.jpg>

**Müge Adnan**  
December 5, 2015

Check it out guys 🙌

**Podcast Generator**  
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December 2, 2015 · Müge

For transferring Audacity files into MP3 via:

Main - MP3 for Audacity(BU) - LAME and FFmpeg Libraries for Audacity, the Free and Open Source...  
Audacity de Audacity: the Free and Open Source...  
LAME (Audacity) - LAME

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**Creating groups**

**Using apps**

<http://cdn2.hubspot.net/hub/176530/file-18533345-jpg/images/facebook-apps.jpg>

**WHAT DID YOU LEARN TODAY?**

**Making it a lesson and learning**

[http://ohlmanngroup.com/wp-content/uploads/2012/08/photo\\_26-210x310.jpg](http://ohlmanngroup.com/wp-content/uploads/2012/08/photo_26-210x310.jpg)

# Document Sharing: Google Drive

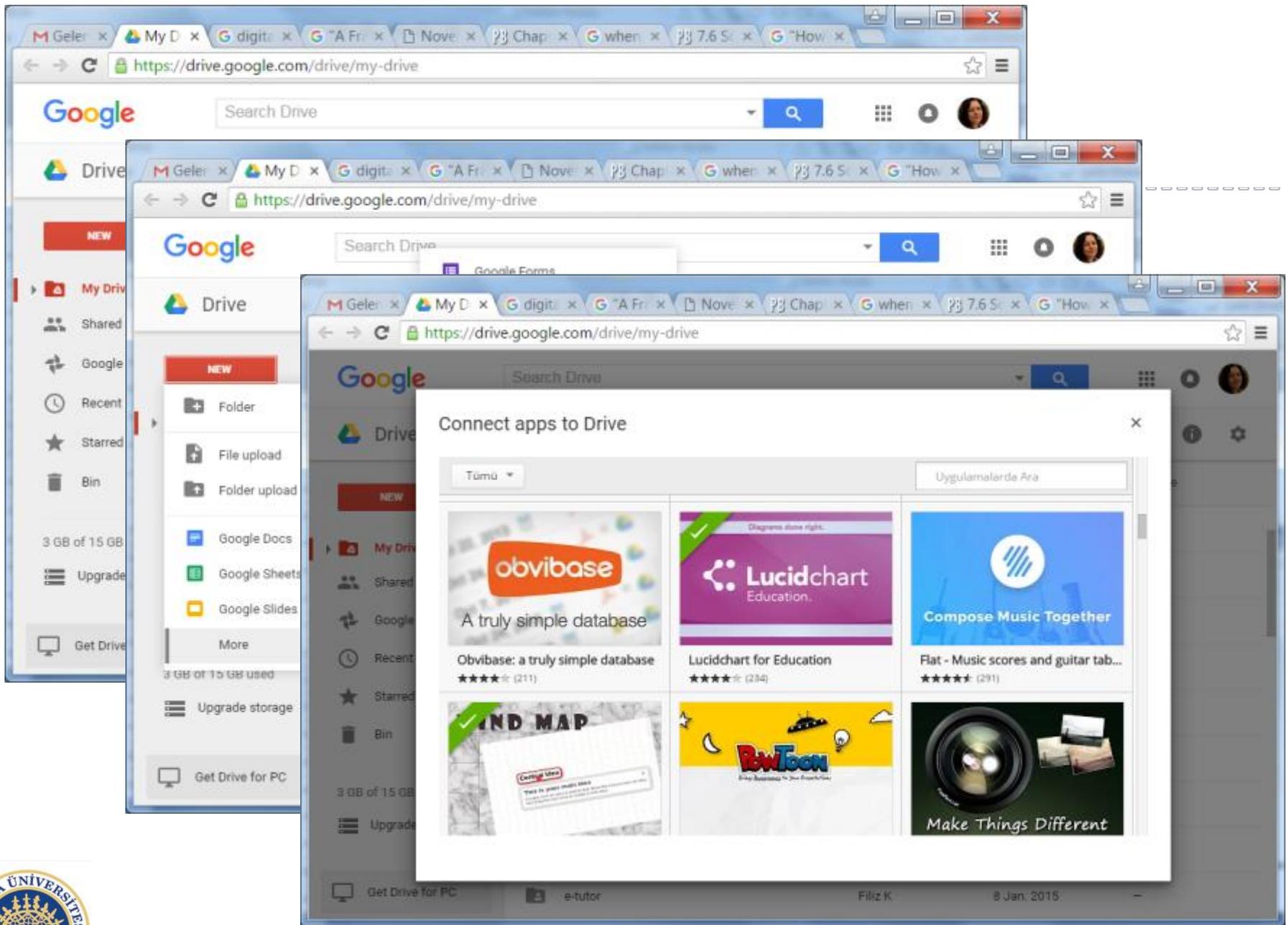
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Google Drive is a file sharing and synchronization service provided by Google. It is a personal cloud storage system where storage is online, not on your computer, and access is possible from anywhere with an internet connection. People can also work on documents together.

## Educational Features

- Sharing any type of document easily with your students
- Improving collaborative working in real-time
- Improving the writing process of individuals and as a group
- Giving ongoing and simultaneous feedback to the students in an easy way





# Blogging and Micro Blogging Services:

## Tumblr

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Tumblr is a microblogging platform and social networking website. The service allows users to post multimedia and other content to a short-form blog. Users can follow other users' blogs, as well as make their blogs private. Much of the website's features are accessed from the "dashboard" interface, where the option to post content and posts of followed blogs appear.

### Educational Features

- Enhancing students discussion and critical thinking levels
- Promoting students' participation
- Promoting collaboration, communication and social interchange among students
- Getting engaged about learning outside the classroom



SEARCH  Find It »

## Edutech for Teachers

Cool Tools for the 21st Century Classroom

July 12

### Scale Your Images with Ease!

Recently, I was attempting to load an image to a web site, but the file was way too large so I received an error message. Of course, I then accessed one of my go-to tools for getting the job done: [Scale Your Image](#). I have previously written about this awesome resource, but I thought I should bring back some tech-y!

So, whenever you need a quick and easy way to resize an image without having to use a full-size image editing tool like Gimp or Photoshop, then be sure to check out [Scale Your Image](#). This free utility allows users to upload an image, specify the desired dimensions and then download the resized image. [Scale Your Image](#) also provides users with rotation and zooming tools as well as the option to save in one of three file formats: jpg, png and gif.

It's that simple! Be sure to add this gem to your teacher techbox!

**Classroom Connection:**

Use [Scale Your Image](#) when you (or your students) want to reduce the pixels and/or overall size of an image for print, email and/or use in web sites, wikis and blogs.

[Print Friendly](#)

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..while it is true that highly literate people have large vocabularies and often great grammatical dexterity, they have come to those skills by reading and writing a great deal, in authentic ways." --P.L. Thomas, professor of Education, Furman University author of The Becoming Radical

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[edutech4teachers.edublogs.org](http://edutech4teachers.edublogs.org)

<http://www.mrswatersenglish.com/>

# Media Sharing Sites: Glogster

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Glogster is a creative multimedia platform and media sharing site, designed to offer creative, secure and adaptive learning situations for students and instructors.

## Educational Features

- Provides students with options to demonstrate what they know
- Collaborating students can create products using writing, media and visual literacy skills
- Increases motivation by providing a learning environment with an element of fun
- Engages students, inspires curiosity and creative problem solving for any project or lesson
- Motivates students to have fun while being more effective
- Connects everything between school and home
- Say goodbye to boring old PowerPoint!

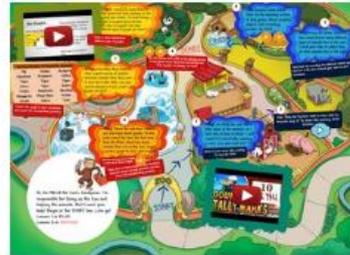


Social Studies  
World History



Waterloo 200 - The battle that changed the world  
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No category  
No topic



Data Stage 1  
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Science  
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Science  
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Thomas Edison  
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# Live-Communication Services: Google Hangout

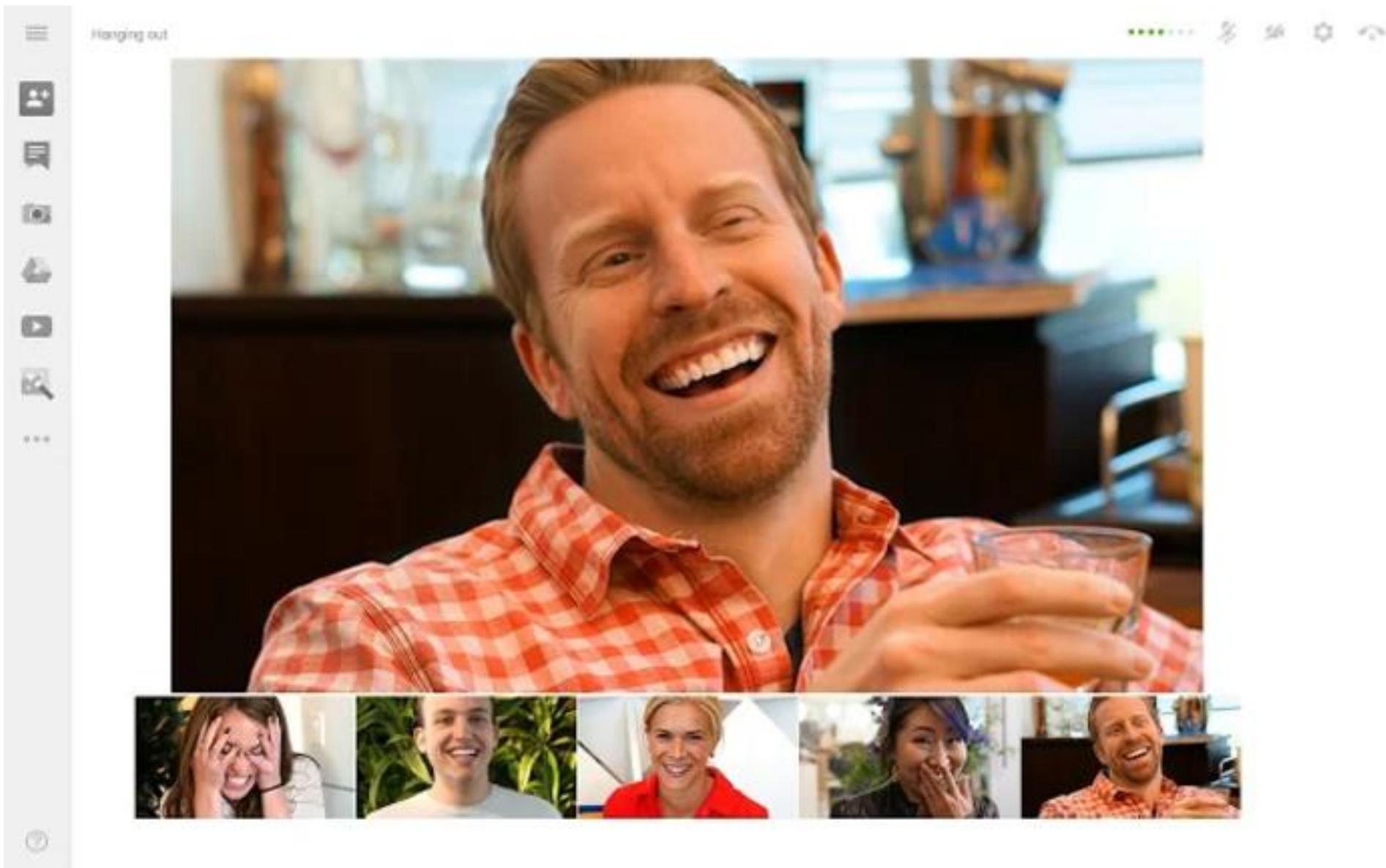
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Google Hangouts is an instant messaging and video chat platform developed by Google. Hangouts allows users to hold conversations between two or more users. The service can be accessed online through the Gmail or Google+ websites, or through mobile apps available for Android and iOS.

## Educational Features

- Increases class participation.
- Lets students chat, Tweet or share their feedback without fear of being put on the spot.
- Every class lecture or discussion is archived and available on the YouTube Channel for asynchronous learning.
- Improving class engagement and satisfaction





Source: <http://hangouts.en.softonic.com/>



# Collaboration: Wiki Spaces

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Wiki Spaces is a free web hosting service where people can write and discuss on a web page either individually or collaboratively.

## Educational Features

- Improving students' outcomes by immediate, relevant, and direct insight into student engagement and contribution.
- Improving student engagement with the chance of quick and flexible communication as individuals and groups.
- Obtaining a deeper knowledge of the subjects
- Students work by active and engaged learning.
- Easier monitoring of students' performance on discussions and writing.



# Collaborate...



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Education

OR



Everyone Else



# Wrap-Up, Discussion and Conclusion

