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Social Media in Education

How to Use Social Software and Web2.0 Tools for Teaching and Learning

Marion R. Gruber

Eduhub Webinar

SWITCH

29th September 2011





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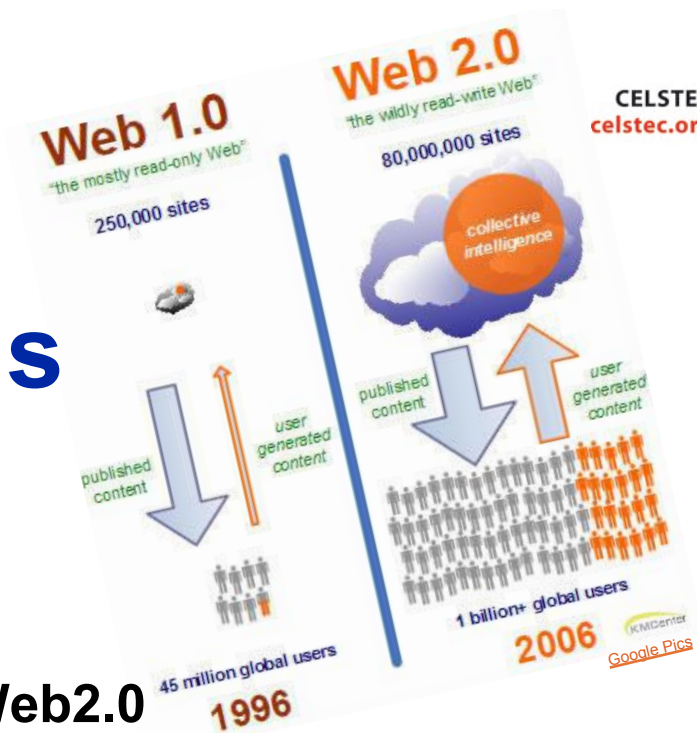
Webinar Structure

- Clarify terms
- What has been happening online?
- Characteristics of Social Media
- Overview of available web tools and services
- Identification of application scenarios in education
- Discussion about opportunities and limitations of the tools and services for their effective use
- Sharing experiences using social media in education



Definition of Terms

- **Social Web**
Web-based applications for social interaction in the internet
- **Social Software**
Software for communication and collaboration
- **Web2.0**
Further development of Web1.0 (version number)
- **Social Media**
Digital media and technologies for social interaction, communication, and creation and exchange of user-generated content





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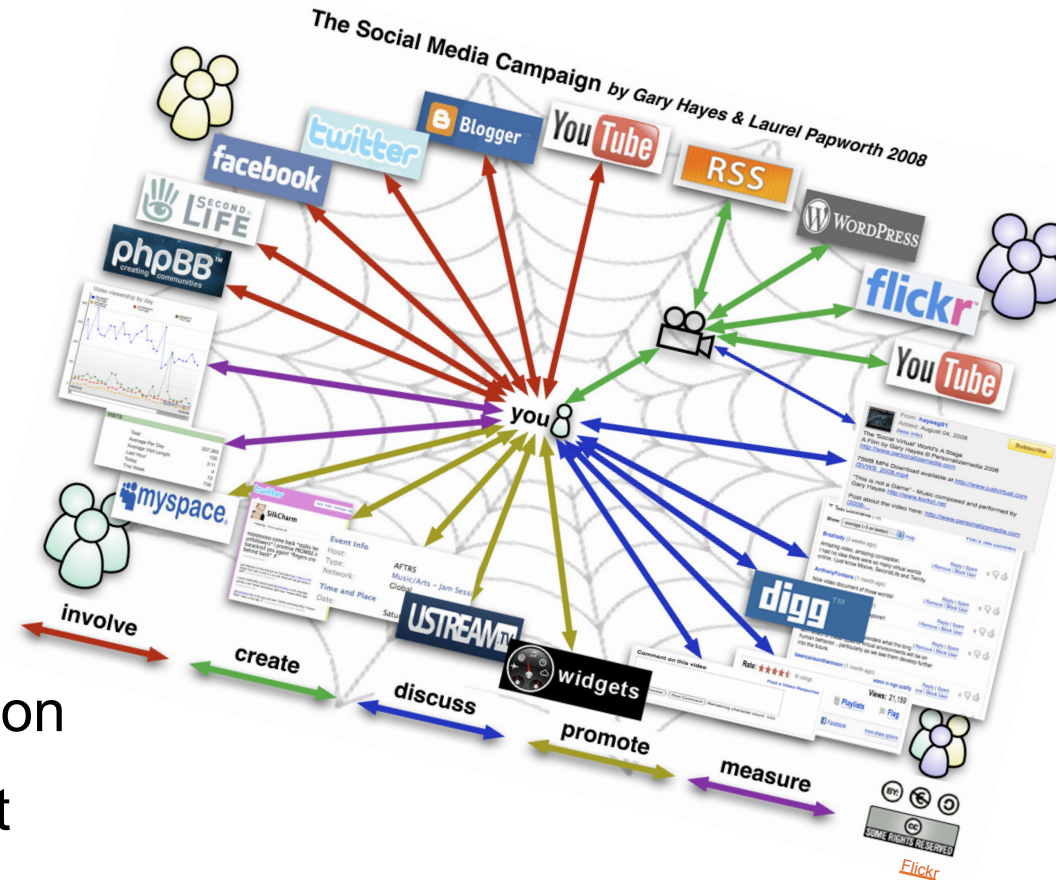
What has been happening online?

- Growing Internet usage
- Students spend less time watching TV (60%) and more time online (600%) than their parents
- 4 of the 10 most-visited web sites are Facebook, YouTube, Wikipedia, and Blogspot
- Facebook and Twitter and their millions of users
- 900.000 new blog articles everyday
- 110 billion minutes per day on social media



Characteristics of Social Web

- Communication
- Networking
- Interaction
- Participation
- Openness
- Collaboration
- Organisation of information
- Knowledge management





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Topics of Usage

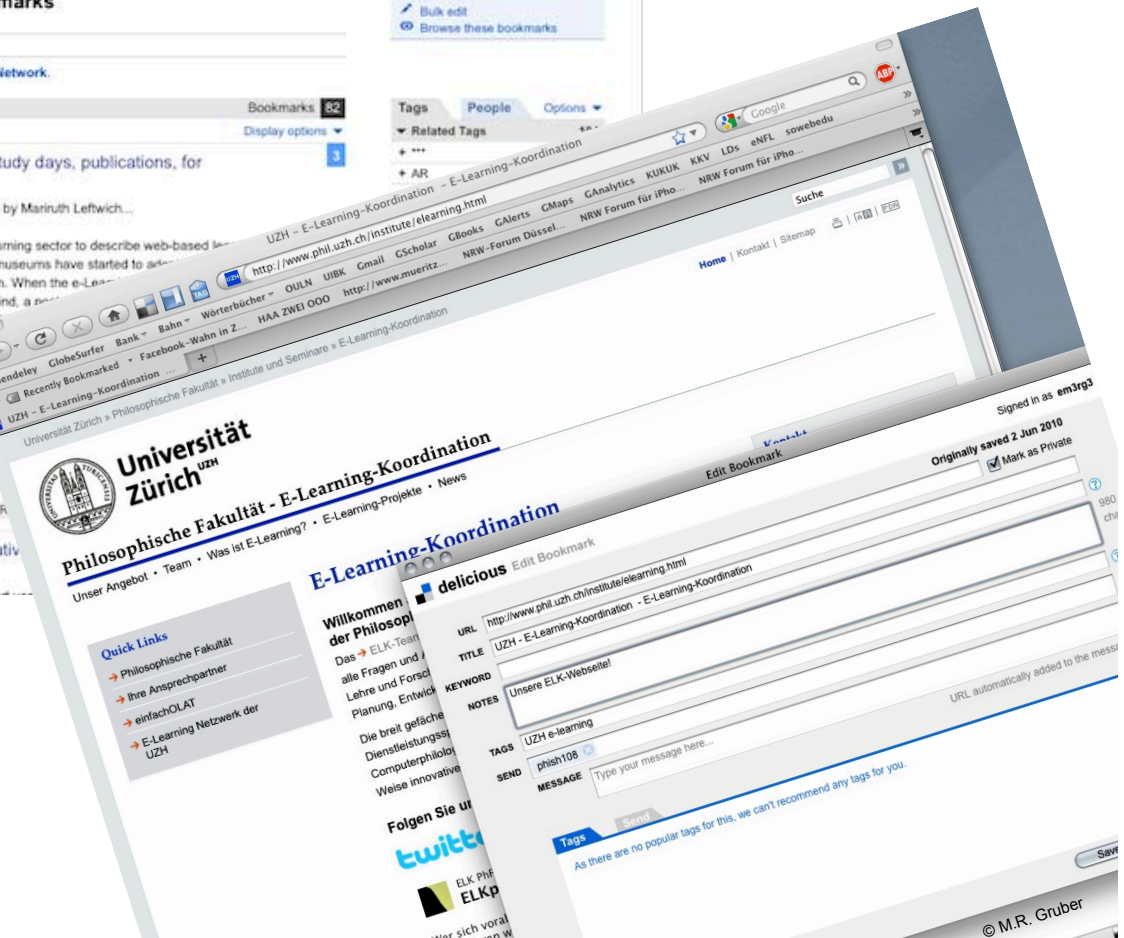
- Social Bookmarking
- Collaborative Idea Development
- Blogging (incl. Micro-Blogging)
- Collaborative Writing
- File Sharing
- Social Networking





Social Bookmarking

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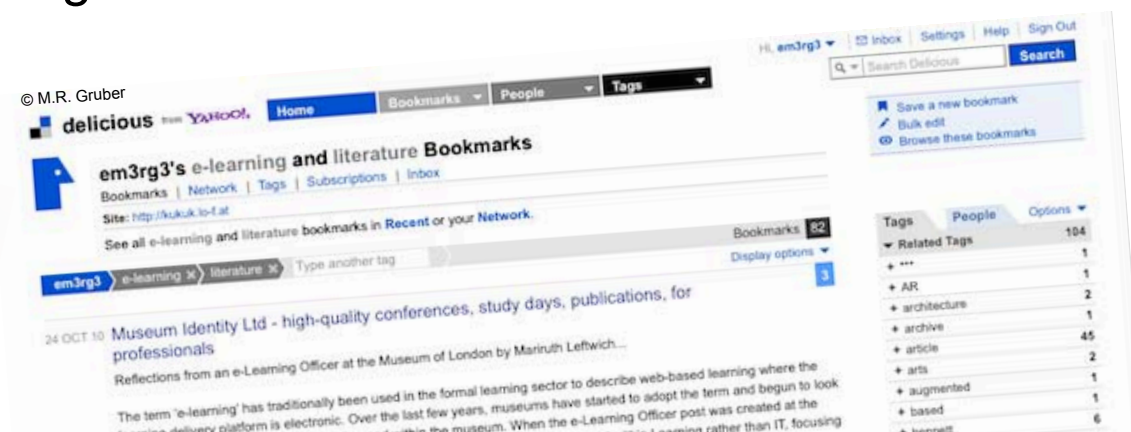
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What is Social Bookmarking and how does it work?

- Method to organise, store, search, reorganise, and comment resources
- 'Tag' resources via the internet
- Access your resources via the internet (independent to device and workplace)
- Access from any Web browser
- Collaboratively indexing internet resources in social bookmark networks





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Tools and Services

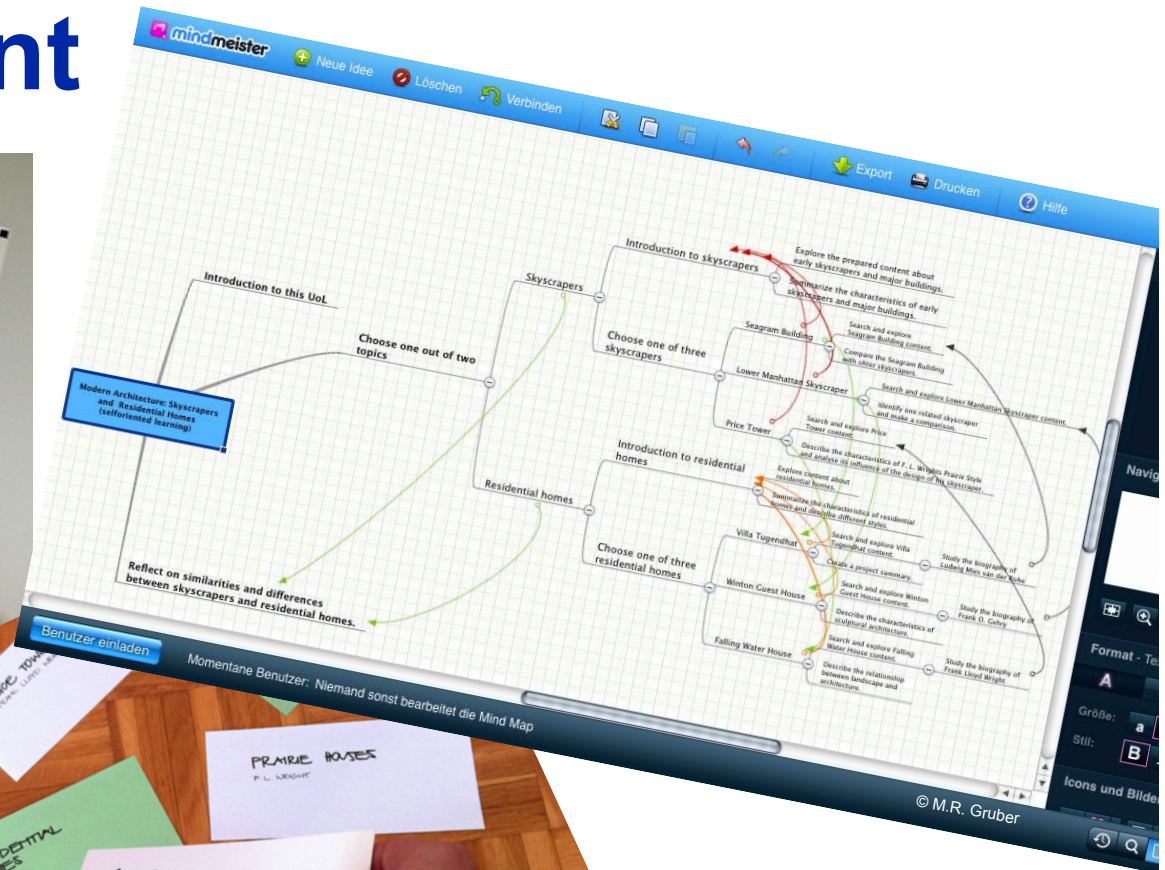


Application Scenarios for Teaching and Learning

- Search online resources like pictures, videos, presentations, and literature in working groups or individually
- Send recommendations to 'friends'
- Rate resources
- Build-up search networks



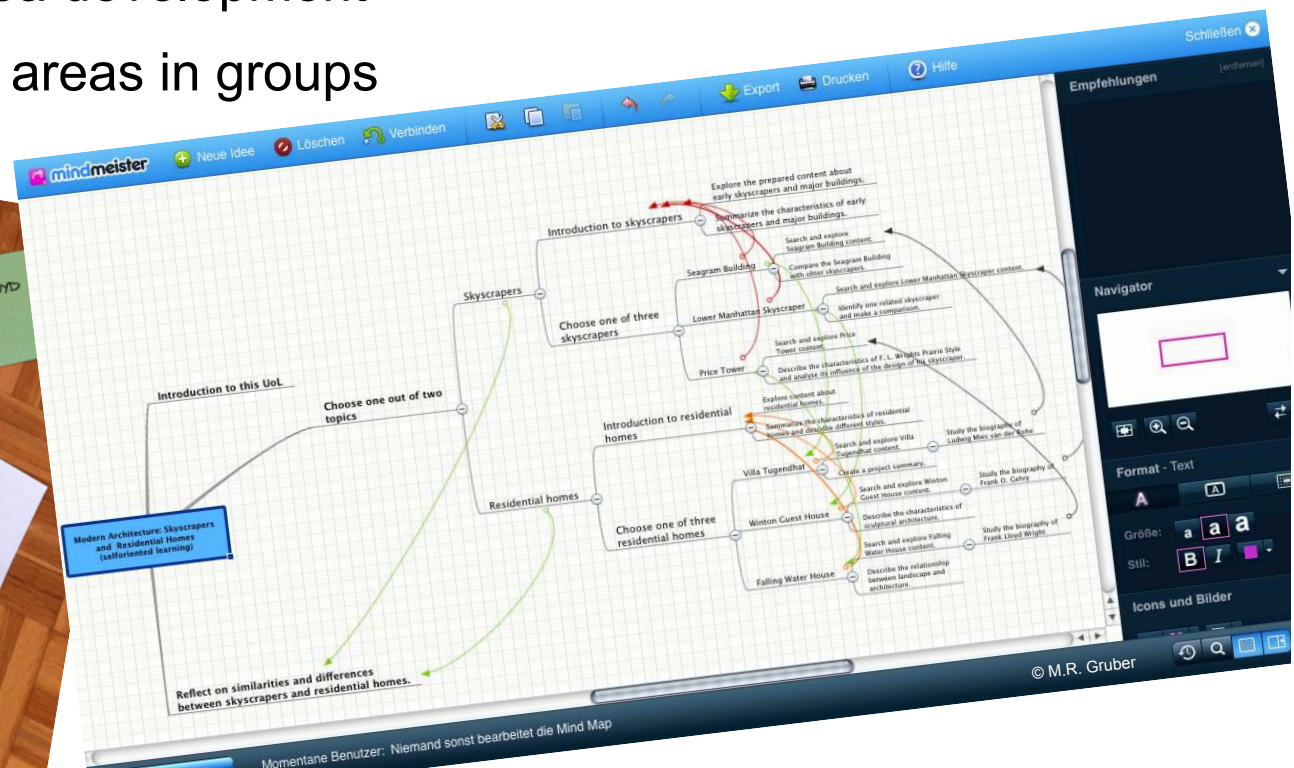
Collaborative Idea Development





What is Collaborative Idea Development and how does it work?

- Develop collaboratively ideas in a virtual environment
- Positive feedback, constructive criticism, and motivation are important for idea development
- Acquire subject areas in groups





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Tools and Services



Application Scenarios for Teaching and Learning

- Collect prior knowledge
- Brainstorming
- Collect ideas
- Visualise complex topics
- Allocate responsibilities



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Blogging



e-Learning Podcast der ETH Zürich

elearningblog.tugraz.at/archives/253

Home Über/Impressum Open Content Students' projects Wo Sind Wir

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LATEST DOCS ON SCRIBD

- Open Educational Resources als Lifelong-Learning-Strategie
- The Influence of Web 2.0 on Technology Enhanced Learning

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behindthebeats

RT @wollepb: Balacheff: "Even if you're stupid, you continue to learn" - learning is anytime #jtelws2010

wollepb

me too RT @wollepb: Balacheff: "Reality is never what we think it is" #jtelws2010 - Really like to quote him :)

Skevie_Deme

RT @wollepb: Word Cloud from 2nd day on Twitter of #jtelws2010 http://mic.ir/p/7AgNoy

beh_i_at

RT @wollepb: Word Cloud from 2nd day on Twitter of #jtelws2010 http://mic.ir/p/7AgNoy

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Chrome Ablage Bearbeiten Darstellung Verlauf Lesezeichen Fenster Hilfe

Twitter / Start

twitter.com/#!/IPZuser

IPZ

@IPZuser Zurich, Switzerland
Department of Political Science, University of Zurich
http://www.ipz.uzh.ch/

259 Tweets 2 Following

Über @IPZ

Timeline Favoriten Following Followers Listen =

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"Evidence-Based Policy: A Concept in Expansion" by Kathrin Frey published in German Policy Studies http://bit.ly/fcL3Fd
14 Jan.

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"Diffusion everywhere: dumb and dumber edition" PoliSciZurich blog http://bit.ly/fiCxnN
4 Jan.

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@polit_uzh: Folien der Prüfungsvorbereitungstutorate des Vereins sind auf der Homepage: http://bit.ly/ehNOtp
4 Jan.

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International PhD student guide http://bit.ly/fJTowW

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What is Blogging and how does it work?

- Weblog = 'Web' (world wide web) + 'Log' (logbook)
- Posts: blog entries in chronological order
- Comment function for communication
- Feed-Reader: subscription to special services to read the posts
- Connection to other social web services like Twitter, Facebook, Slideshare, YouTube

Microblogging

Special form of blogging (Twitter)

Twitter: Write, favour, and retweet messages (tweets), reply to messages, follow/following



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Tools and Services

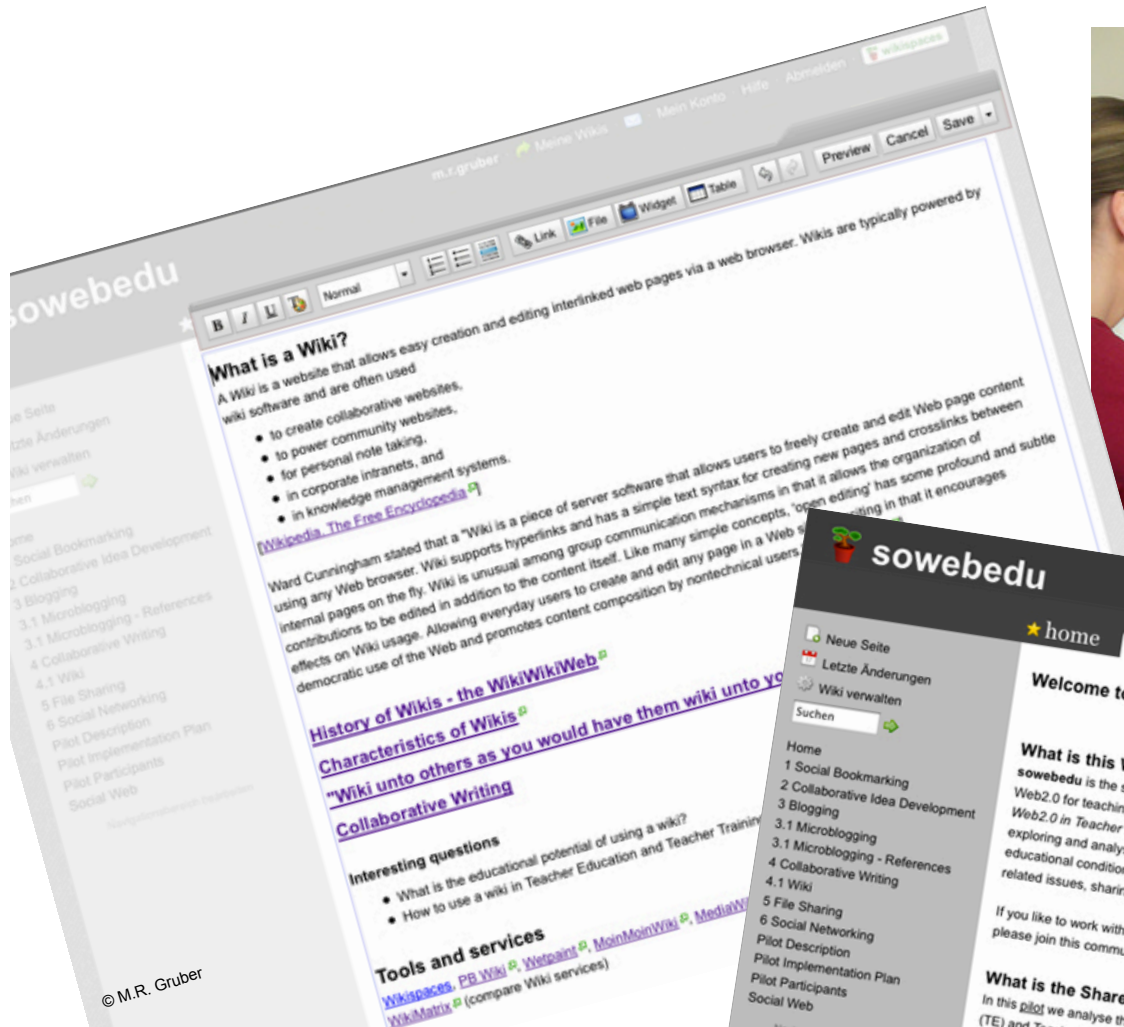


Application Scenarios for Teaching and Learning

- Learning diary to plan, monitor and reflect studies
- Organisation and documentation of lectures, projects or master thesis
- Plan and organise practical activities (field trips)
- Collect Ideas
- 'Soft' form of e-Assessment



Collaborative Writing



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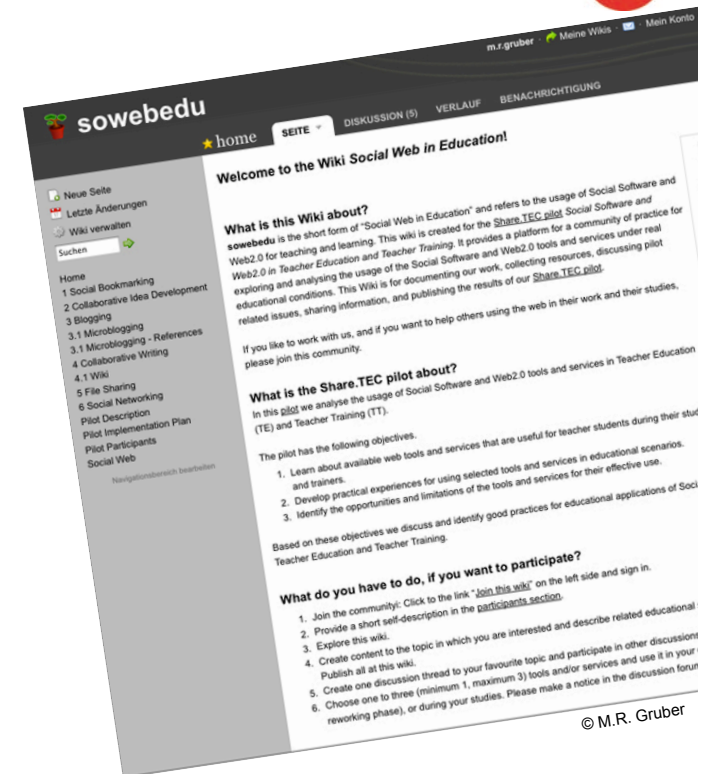


What is Collaborative Writing and how does it work?

- Write collaboratively in a virtual environment
- Authors create, add and modify text
- Integrate pictures, graphics, and tables

Wiki

- WikiWikiWeb
- Create and edit interlinked web pages easily in a web browser
- Integrate text, graphics, pictures, video, slides or links
- Communicate in discussion forums or via e-mail





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Tools and Services

Google docs



PmWiki

Application Scenarios for Teaching and Learning

- Renovate lecture related topics
- Expose group work
- Prepare a group presentation
- Create a multimedia Learning Environment
- Create together a project paper

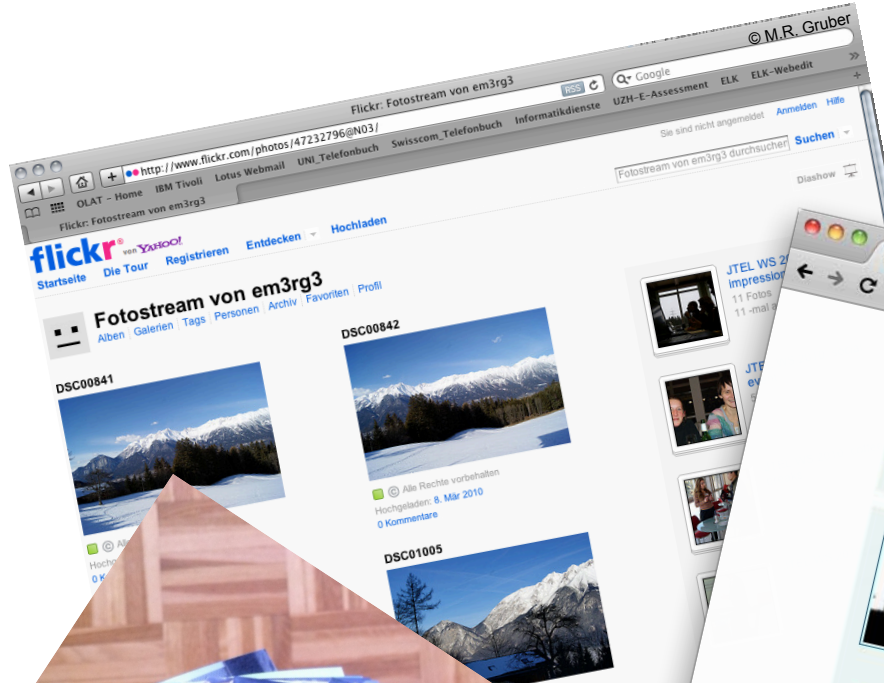


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File Sharing





What is File Sharing and how does it work?

- Share and exchange data files (photos, videos, documents, or slides)
- Organise and archive data files
- Use different devices (device-independent)
- Vote and comment data files
- Connect with other services (Twitter, Facebook, wiki, blog, Slideshare, or YouTube)





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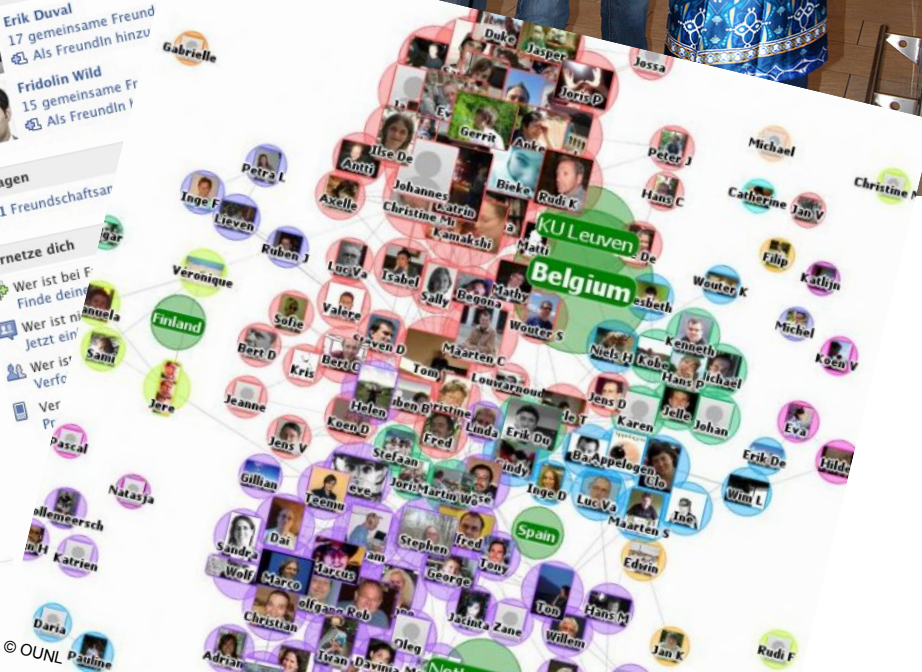


Application Scenarios for Teaching and Learning

- Search pictures, videos, presentations, articles
- Collect, share, discuss and archive data files (online repository)
- Document events or field trips (photo stream, video channel)
- Upload students presentations into Slideshare. Group assessment via 'Slide Casting'



Social Networking



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What is Social Networking and how does it work?

- Online grouping of individuals (research groups, leisure time groups, study groups)
- Internet platform for interaction, communication, participation, gather and share first-hand information and experiences
- Develop friendships or professional alliances or interest groups
- Informal and non formal teaching tool, instructional or course tool, and communication device
- Topics and interests are varied and rich





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Tools and Services



Application Scenarios for Teaching and Learning

- PR and marketing for institutions, study groups or projects
- Communication and interaction for language learning in a social network
- Preparation of a book or a study project in a working group
- Most popular networks (Facebook, Google+), for students (StudiVZ), for academics (Academia.edu, Mendeley), and business networks (LinkedIn, Xing)



Top 10 Tools for Learning 2011

1. Twitter
2. YouTube
3. GoogleDocs
4. Skype
5. Wikipedia
6. WordPress
7. Prezi
8. (Edu)Glogster
9. Facebook
10. Dropbox



Jane Hart



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Opportunities, Limitations, and Challenges





Opportunities, Limitations, and Challenges

- Solutions must meet the educational needs
- Plan your time and prepare your resources carefully
- Prepare for maintenance
- Train the services to your learners before they use them (authoring, netiquette)
- Support and guidance are important (tutor, moderator).
- Train relevant skills and competences
- Use media and communication channels of your target group
- Identify and apply new opportunities and work simplifications of educational processes



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Share.TEC
teacher education resources

CELSTEC
celstec.org



ELK-Blog

<http://blogs.uzh.ch/elkphilfak/>

Sowebedu-Wiki

<http://sowebedu.wikispaces.com/>

Sowebedu-Blog

<http://sowebedu.wordpress.com/>





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