

Social Media in Education

Part of the Internet Experience in Education

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Soft copy at http://podcasting.ie/research/social_media.ppt/

Topics

- Development of social media (cultural)
- Explosion of social media (tech)
- Pedagogical value (learning)

Background

- Tipperary Institute has used social media in education since October 2003.
- Started with directed readings of selected weblogs.
- Now students maintain blogs.
- Students collaborate through blogs in developing revision material identified as primetopics.

Culturally

- Top-down controls
- Bottom-up content
- Fear and loathing

Top-Down Controls

- Natural teaching model.
- Threatened by flat information flow.
- Crossflows are normal.

Bottom-up Content

- Quality information percolates.
- Creativity can spark from eureka moments.
- Education process distills content.
- With ICT, we tend to overplan.

Fear and Loathing

- Open gardens mean casual contact and social interactivity.
- Traditional education favours silos.

Technologically

- Make it more cognitive.
- Reduce technical demands.
- Simple and accessible.

Using Social Media

- Bebo
- MySpace
- Facebook
- Personal blog
- Discussion boards
- Twitter
- Jaiku

Evolved Communities

- Facebook
- LinkedIn
- Dopplr
- MyBlogLog
- Boards.ie
- del.icio.us

Social Media Tactics

- Teacher as Facilitator
- Reading Lists as nodes
- Discussion Notes in class
- Primetopics as highlights
- Revision notes
- Collaborative, ethical harvests
- Social learning log

Exploding the Myths

- Computer literacy means more than ECDL.
- Social media practises fold into internet literacy.
- Standard operating systems can edit, publish, and network.
- Electronic collaboration is not just pub talk or txt spk.
- Online blurs into real world.

More Myths: Process

- Virtual connections need stroking.
- Text-speak has a place.
- Groupware skills develop with groupware.
- Social learning happens.
- Active learning occurs.
- Monitored collaboration engenders creativity and initiative.

Social Learning

- Piaget's concepts apply here.
- Geneplore model of creativity is relevant.
- Produce well-rounded competent individuals as citizens of the future.
- Free thinkers connect through social media.

Pedagogical Value

- Interactive learning
- Social learning, not mechanistic method of indoctrination.
- Generative approach.
- Behalf of membership.
- Creative people learn quickly through social media.

Stoked by Industry

- VoiceSage
- Magnetic Time
- Globetech
- TouristR
- Sole traders who blog

Time-shifting and enablement

- Learning by meme
- Asynchronous learning facilitated
- Co-produced Revision Notes
- Connecting, conversing, linking and archiving can replace top-down learning.

Upcoming Developments

- Fourth year Facebook
- Third year audio community
- Second year blog and podcast
- First year social media observers

Glossary

- Bebo
- Blog
- Creative Commons
- Del.icio.us
- Google Groups
- LinkedIn
- Podcasting
- Spaces
- Typepad
- YouTube

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References

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Useful Links

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Questions?

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