

# Social Media in Education

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Part of the Internet Experience in Education  
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Soft copy at [http://podcasting.ie/research/social\\_media.ppt/](http://podcasting.ie/research/social_media.ppt/)

# Topics

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

# Background

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- 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

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

# Top-Down Controls

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

# Bottom-up Content

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

# Fear and Loathing

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

# Technologically

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



# Using Social Media

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

# Evolved Communities

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

# Social Media Tactics

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- 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

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- 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

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- 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

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- 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

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

# Stoked by Industry

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



# Time-shifting and enablement

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

# Upcoming Developments

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

# Glossary

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

# Download This

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- Download this presentation at [SlideShare.com](http://SlideShare.com)
- Google for “Social Media in Education” and follow the links.

# References

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# Useful Links

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- doc.weblogs.com
- edu.blogs.com
- www.insideview.ie
- del.icio.us
- www.flickr.com
- [www.myspace.com](http://www.myspace.com)
- [www.bebo.com](http://www.bebo.com)
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# Questions?

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