

# **Learning with Social Media:**

## **Case Studies Using Social Media Tools**

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# Case Study

## 1: Recruitment

- University needs to
  - reach/attract students
  - viral Marketing
  - direct and targeted messages
  - get insights into student thinking

### FaceBook

- Over 500 Universities

### YouTube

- Posting interesting lectures for attracting students
- Effective in reaching students who are pre-disposed

# Case Study

## 2: Improving Research Skills/Teamwork of Students

- Professors
  - assigns a group project
  - creates “Walled Garden” for students in **Diigo** or **Delicious**
  - share directed resources
- Students
  - bookmark, highlight, make notes, and
  - share links
  - create library of links
  - connect to each other’s links
- Student centric method improves learning

# Case Study

## 3: Understanding Common Domain Vocabulary

- Professor
  - provides terms that are relevant in a course
  - assigns various terms to students to research for definition, proper usage, etc.
- Students
  - complete research outside of class
  - make brief presentation in class on important terms
  - improve the write-up based on class feedback
  - post terms in a **Wiki** called Glossary of Terms
  - have access to complete Glossary
- Complete and thorough
- Participation makes Glossary, a dead handout, come alive
- Students become proficient in the vocabulary of a domain

# Case Study

## 4: Group Discussion

- Professor creates class group in **FaceBook**
- Students
  - finish assigned reading
  - write a review paragraph online
  - post focused comments on the specific course goals outlined
- Professor
  - summarizes, covers missed points
  - provides higher learning
- Class becomes effective and useful
  - insights of peers who may not participate in class discussion
  - focus vast amount of reading to specific learning objectives
  - understand how disparate readings add up

# Case Study

## 5: Learning a Language/ Presentation Skills

### YouTube group in language class

- Professor
  - assigns focused learning objects
- Students
  - practice and video speaking exercises
  - upload videos when satisfied
- Peer pressure to practice and perform better
- Opportunity for reflective peer review

# Case Study

## 6: Parent Communications

- Principal tweets using **Twitter** to enhance communications
- All stakeholders receive timely information on their mobile devices on
  - school events
  - news
  - student accomplishments, and
  - innovations in the classroom on
- Continuous Parent Teacher meeting
- **Twitter** account exclusively for school communications to avoid being overwhelmed

# Case Study

## 7: School Communications

- **Facebook** by Student government members to reach Principal and to disseminate information
- Led to a **Blog** to share good things in school
- More effective than an infrequent report or year book



# Case Study

## 8: Fun Teaching

### Students (K-12)

- Secure discussions with classmates
- Fun playing educational games in **StudyBuddies** Playground
- See classmate's play
- Read electronic books in e-Library
- Parent's observe and facilitate child's learning

### Teachers

- Free
- Create assignments using web tools
- Grade homework with campus
- Share assignments and other content with fellow teachers
- Make learning fun
- Provide access to affordable electronic books

# Case Study

## Case 9: Virtual Class Room- Global Faculty

- Use of **Yugma** to provide a virtual classroom for MS in Learning Facilitation
  - provides *asynchronous* & facilitated sessions for review and remediation
  - Adjunct faculty use for tutoring and in managing e-office hours
  - one facilitator connects to multiple students from multiple sites
- Bring best instructors from all over the Globe
- Still provide live instructor/peer interaction
- Polling testing and quiz facilities in a facilitated session to improve effectiveness

# Case Study

## Case 9: Virtual Class Room – Program Delivery

- Creative writing program using **Yugma** and/or **Skype** for Teachers
- **Yugma** facilitated sessions for live demonstration techniques from remote locations
- Hosting of study groups or tutoring sessions
- Hosting of virtual common-interest groups or clubs
- Conduct training sessions, recorded webcasts
- Virtual class room setting – Voice, Video, Screen and Document Sharing, tests – polling and quiz
- Spontaneous collaboration by artists, writers, and designers

# Case Study

## Case 10: Foundation Repair Courses

WSP – Work Skills Program for improving employability

Pre-requisite for the MS in Learning Facilitation and Management

Social Media modules in the WSP to provide

### FaceBook –

- forum for new ideas for improvement
- interaction between students in a group learning setting

### Wiki

- additional assignments, glossary of terms, review

### Yugma

- facilitated sessions
  - repair and remedial work
  - with recruiters – subject matter experts
- Webcasts and recorded webcasts
- One–on–One coaching for students

# Social Media Suggestions

- KISS - Keep it Simple
  - start modestly
  - use widely used tool(s) in the community
  - increase adoption/proficiency before expanding to more tools
- Focus on type of communication, desired use of each tool(s)
  - do not try to do everything on every tool.
- Know your stakeholders (target audience) – what is common
- Use lowest common denominator tools for stakeholders
  - OS Apple / Android / Windows etc.
  - associated applications, and
  - utilities