

Learning with Social Media:

Pedagogical Potential of Social Media

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Social Media:

Definition

Social interaction and networking through blending of technology & media

- Turns a Communication into interactive dialogues
- Creation and exchange of user generated content
 - co-creation of value
- Web based
 - online
- Uses publishing techniques
 - highly accessible, and
 - scalable
- Media
 - words
 - pictures, and
 - videos

Comprehensive List

Almost ...



Potential Applications:

In Education and Training

- **Employability** for the New world
- **Recruitment**
- **Research**
- **Sharing Information, interaction, collaboration, discussions**
(Reduce reliance on aging/dated/expensive Textbooks)
 - Blogs
 - Wiki
 - Publication
 - Linking/Sharing Resources
- **Learning through peer interaction, relationship building**
(Networking, Community, Social Aggregation)
 - Live Communications
- **Improved Methods of Learning**
(Simulation)
 - Virtual Worlds
 - Games for Learning
 - Multiplayer Online Training

Preparation for the New World:

Will you survive the next decade without knowing these?



Recruitment:

Common Use at Universities

FaceBook

- Over 500 Universities already have **FaceBook** presence
- Viral Marketing
- Direct and targeted messages
- Get insights into student thinking

YouTube

- Posting interesting lectures for attracting recruits

Research :

Increases Efficiency and Reach

Diigo

- “Walled Garden” for group privacy
- Bookmark, highlight, make notes and share links

Delicious

- Create library of links
- Connect to each other’s links
- Teacher also shares resources

Sharing Information:

Blogs

Blogs

- Students blog about college experience for admissions
- Faculty blog about Teaching, research
- Researchers collect relevant topics, information from experts
- Find like minded people in domain of interest

Sharing Information:

Wiki

Websites editable by a “member”

- Users *share* privileges
 - editing
 - upload files, and
 - adding links
 - protect
- For projects, brainstorming and sharing work
- Professor can control access (“Walled Garden”)

Wikispace

PBWorks

Sharing Information: Publication

Create and publish own multi-media content for wide dissemination

Facebook

YouTube

Delicious

StoryBird

– Books shared for comments

Sharing Information: Collaboration

Yugma

- Virtual Meetings / Classes
- Asynchronous / Asynchronous learning
- Chat

Twiducate

Edmodo

Primary Pad

- Using a real-time word processing pad
- Link for students to click and add to the page
- Public pads are free, also paid accounts

Sharing Information:

Backchannel Discussions

Backchannel: online, real-time discussion alongside a live event

- Real time review as something is happening
- Often no moderation
- Sometimes embedded in a **Blog** or **Wiki**

Today's Meet

Cover it Live

Twitter

- Use mobile device using a hashtag for discussion

Sharing Information: Networking

FaceBook

YouTube

Twitter

Flickr

Blogs

Introduction for Social Media by Grade Level *

**Mary Beth Hertz*

Grades K-3	Grades 4-6	Grades 7 & 8	Grades 9-12	Higher Ed
Wiki	Wiki	Wiki	Wiki	Wiki
StoryBird	StoryBird			
Primary Pad	Primary Pad	Primary Pad	Primary Pad	
Twiducate (3)	Twiducate	Twiducate		
Edmodo (3)	Edmodo	Edmodo	Edmodo	
	Drop.io	Drop.io	Drop.io	Drop.io
	Diigo	Diigo	Diigo	Diigo
	Cover it live	Cover it live	Cover it live	Cover it live
	Gaggle	Gaggle	Gaggle	Yugma
		Delicious	Delicious	Delicious
		Ning	Ning	Ning
		Twitter	Twitter	Twitter
			Today's Meet	Today's Meet
				Facebook

Good Place to Start for Education*

**Social Media Classroom (SMC)*: Howard Rheingold

<http://socialmediaclassroom.com>

- Free
- To introduce social media into the classroom
 - Forums
 - Blogs
 - Wikis
 - Chat
 - Social bookmarking
 - RSS
 - Microbloggin
 - Widgets
 - Video conferencing, and
 - more
- How to for each of the above



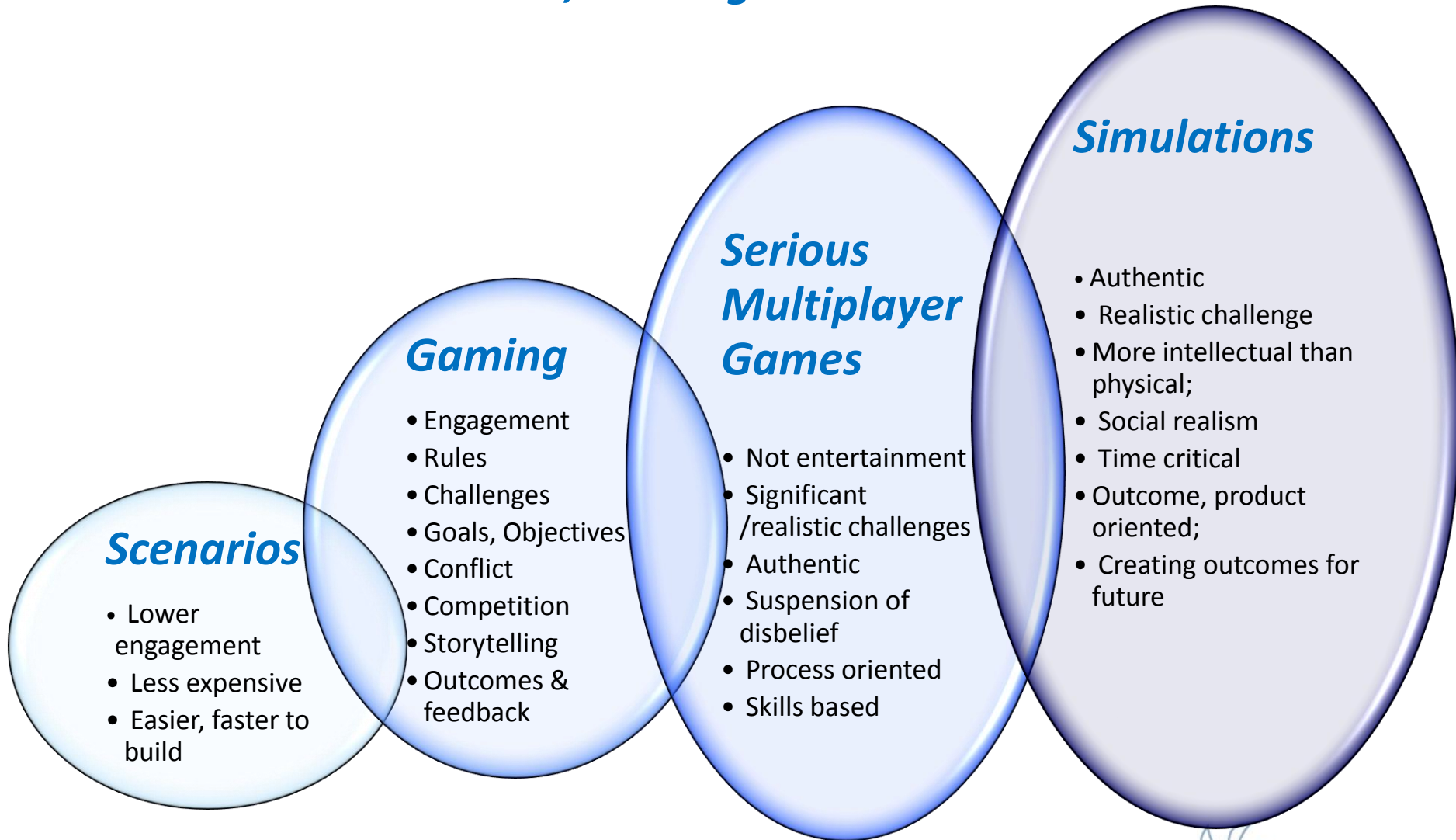
Fee Based Tools in Learning:

Level of Interactivity



Gaming Continuum:

Scenario, Gaming to Simulation



e- Learning: Courses to Apps

Apps

PROFIT EVALUATOR

File Exit About

- Home
- Basic Data
 - Client Data
 - Country
 - Labor Cost
 - ANG Contact
- Operational Data
 - Herd History
 - Milk & Milk Pricing
 - Product Availability
 - Ration Data
 - Health & Reproduction
 - Heifer Module
- Results
 - Sensitivity Analysis
 - Report

MILK COMPOSITION			
	FAT(%)	PROTEIN(%)	SNF(%)
PRE-INTERVENTION	3.50	3.10	8.00
POST-INTERVENTION	3.50	3.10	8.00
PERCENT RESPONSE	100%	100%	100%
SENSITIVITY TEST LEVEL	3.500	3.100	8.000

HEALTH INCIDENCE (%)				
	MILK FEVER	KETOSIS	RP/METRITIS	LDA
PRE-INTERVENTION	7.00	17.00	15.00	7.00
POST-INTERVENTION	7.00	17.00	15.00	7.00
PERCENT RESPONSE	100%	100%	100%	100%
SENSITIVITY TEST LEVEL	7.000	17.000	15.000	7.000

REPRODUCTION				
	HEAT DETECTION RATE(%)	CONCEPTION RATE(%)	PREGNANCY RATE(%)	BENEFIT PER COW (US\$ / year)
PRE-INTERVENTION	25.00	50.00	12.50	
POST-INTERVENTION	35.00	60.00	21.00	0.00
PERCENT RESPONSE	100%	100%	100%	100%
SENSITIVITY TEST LEVEL	35.000	60.000	21.000	0.000

	PRE-INTERVENTION	POST-INTERVENTION	Sensitized
Added Herd Profit Per Year	-	\$ 18,452	\$ 18,452
Added Profit Per Cow Per Year	-	\$ 185	\$ 185
Return on Investment	-	NA	NA
EFFICIENCY MILK LBS./ DMI	1.73	1.81	1.81
Income Over Feed Cost / Lactating Cow	\$ 6.42	\$ 6.99	\$ 6.99

Courses

renewable energy
we are renewable energy.

About Conference Center What We Do News Room Publications Sponsorships Member Center

ACORE Webcasts Conference

Watch it today!

- Phase II on Capitol Hill Policy Forum on December 4
- Member of the Month The University of Minnesota-Morris
- RETECH 2009 Las Vegas Convention Center, February 25-27

UPCOMING ACORE EVENTS

- RETECH 2009 Feb 25 2009 - Feb 27 2009
- REFF Wall Street Jun 23 2009 - Jun 25 2009

PHASE II WEBCAST

WATCH THE PHASE II POLICY FORUM

RECORDED
DEC 4 WASHINGTON D.C.

Why JOIN?

What's New at ACORE?

Policy Makers and Renewable Energy Experts Packed Phase II Policy Forum on Capitol Hill Dec 4th

Phase II Policy Forum to be Webcast
The Phase II Policy Forum will be webcast live, December 4 from Washington D.C. The goal of the

Scenarios:

How would you respond to this situation?

Weapons of Mass Destruction
Role-Playing Simulation



Congratulations!
You have completed the assessment.
See the following feedback for areas that need improvement.

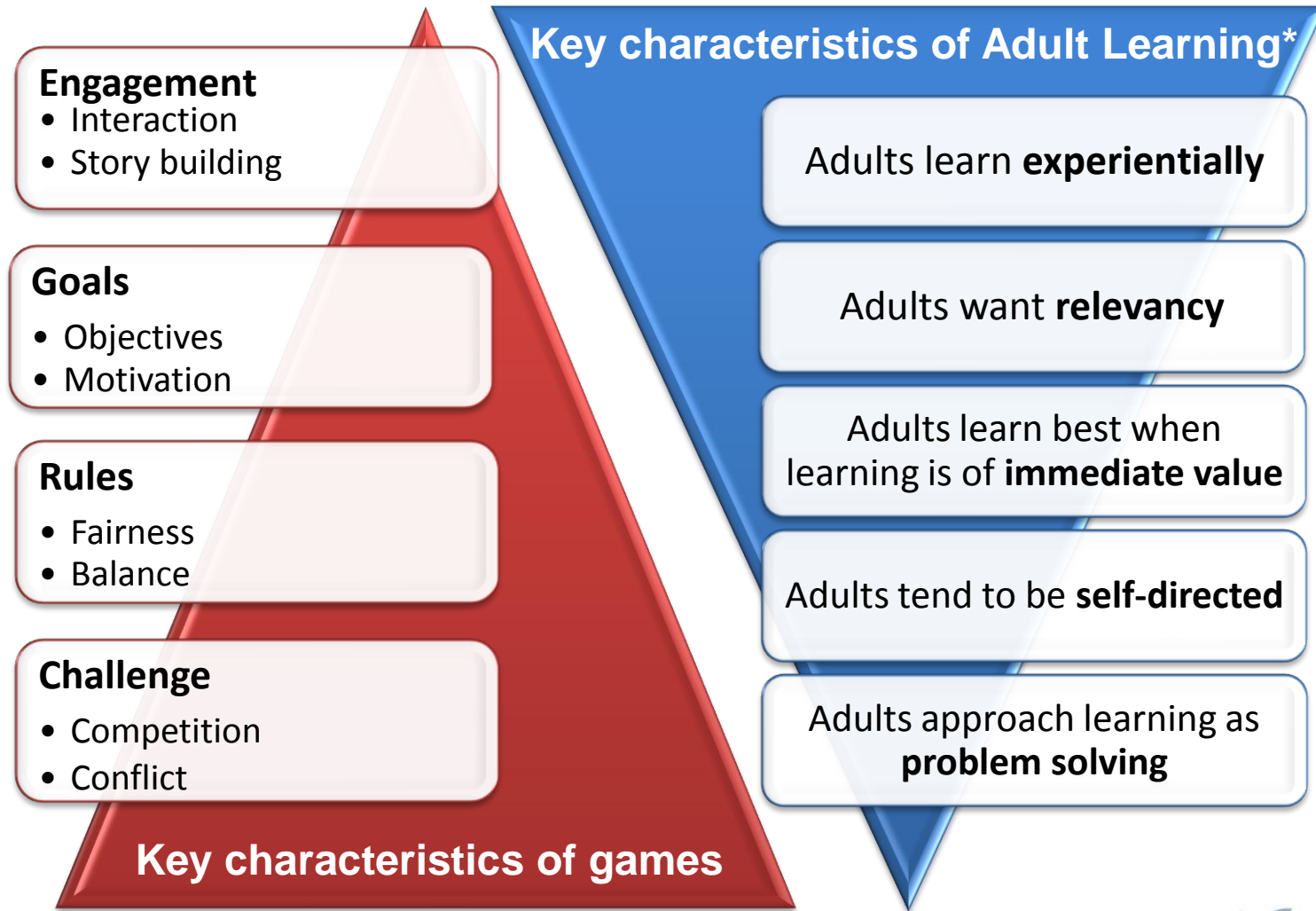
- Identify Threat: Correct
- Self Protect: Correct
- Notify Authorities/
Request Assistance: Correct
- Deny Access: Correct

Restart Simulation

WMD CHECKLIST

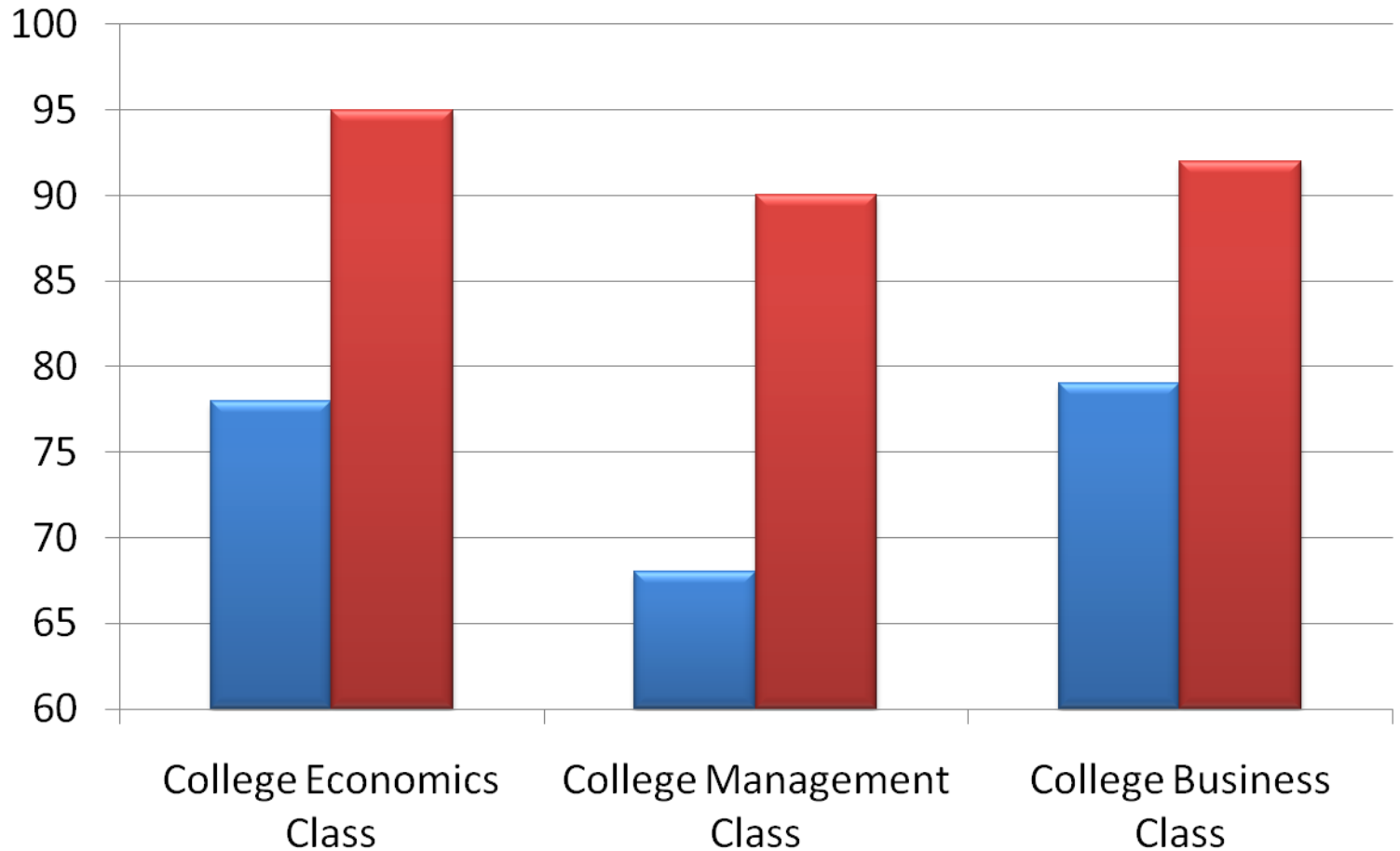
replay

Gaming Characteristics: Complimentary to Learning



*Knowles, M. S. (1970). *The modern practice of adult education: From pedagogy to Andragogy*. Englewood Cliffs: Prentice Hall.

Gaming for Learning: Results are Proof



■ Avg Scores w/o Game

■ Avg Scores w/Game

GameWare:

Avatars and Simulation



GameWare:

Case: Learning to Respond to Emergencies

Applied Radiological Response Techniques
Solid State Detectors

Training

Missions


Emergency Deployment

When an emergency response situation occurs, your first task is to ensure the response vehicle is as well-equipped as possible based on the information at hand.

In this training module, you will:

- conduct a spot inventory check based on the initial response call information provided,
- determine whether additional radiological sensing instruments are needed, and
- determine whether additional Personal Protective Equipment should be added to the inventory.

When you've completed the Training module, the status above will indicate "COMPLETE". However, if your performance in a Mission needs improvement, the status will revert to "INCOMPLETE" and you will need to review the Training module before you can return to "Missions".



PREREQUISITE: NONE
STATUS: NOT AVAILABLE

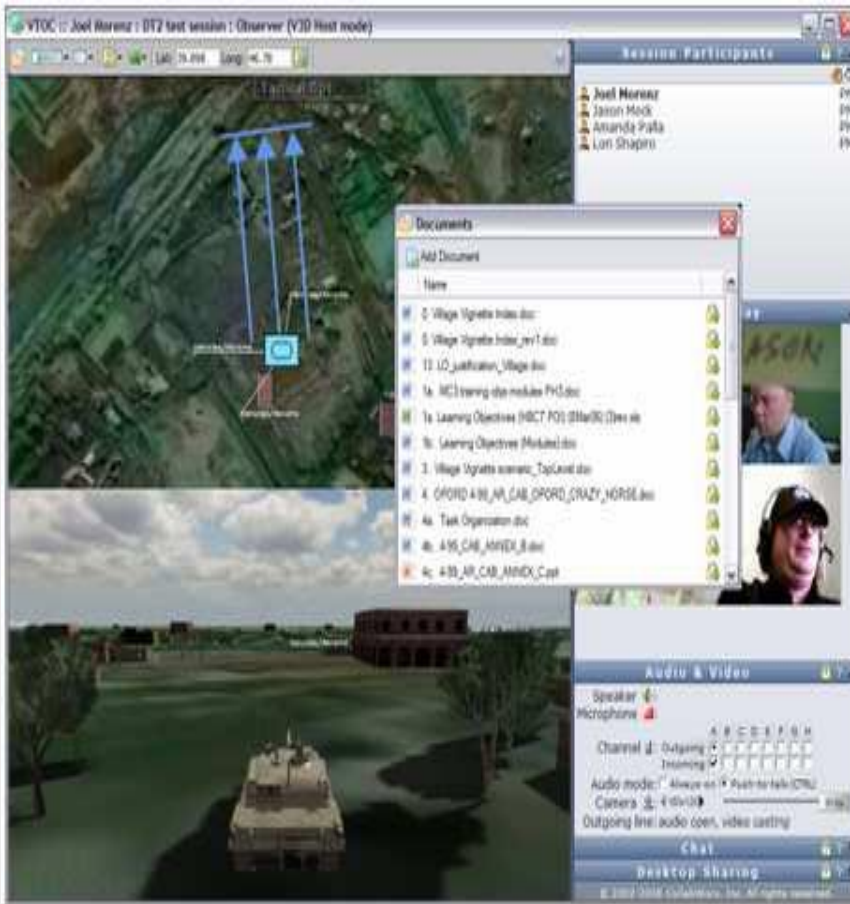
Start

UNCLASSIFIED

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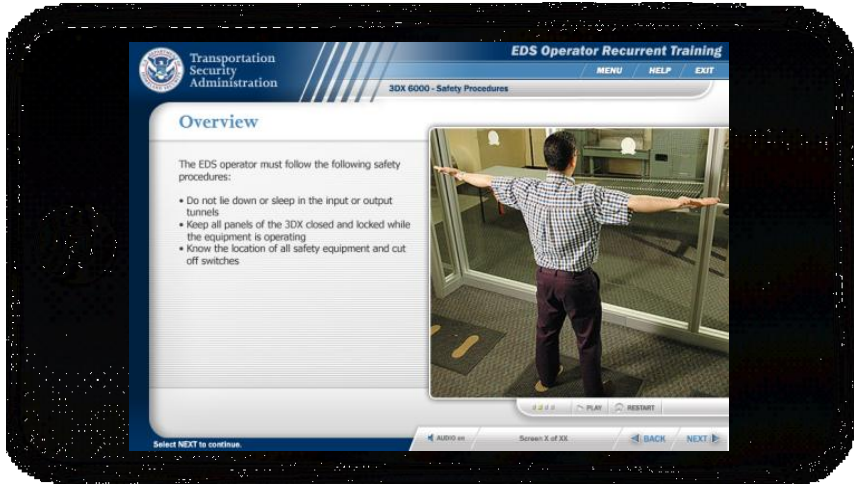
Simulation:

Persistent Learning Environment



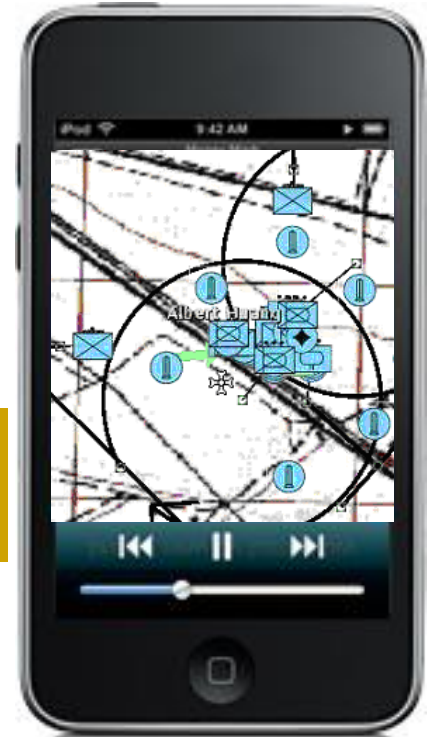
- Global players
- Deliberate learning environment for participants
- Experiential training in any location.
- Train more people in less time than traditional exercises

Mobile Learning: Delivery on Mobile Devices

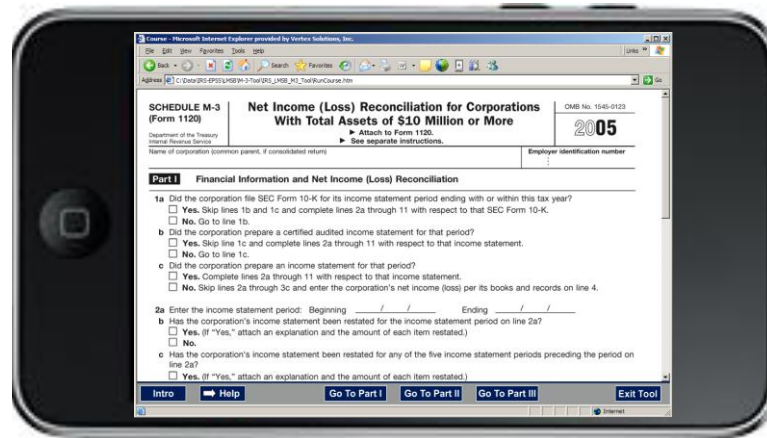


Course
Content

Scenarios



Performance
Support



m-Learning: Just in Time, Just enough

Iraqi Arabic

Introduction

CULTURE
Learn
Practice

VOCABULARY
Learn
Practice

MISSIONS
Situation 1
Situation 2

"Please" & its Gesture
In Arab countries, "please" may occur at the beginning or end of the request.

ardjook
ارجوك

- "I beg you" is the literal meaning and used to say Please for both formal and informal situations.

- "ardjook" is usually accompanied with a gesture. Sometimes the gesture is used alone without saying the word.

Gesture Variation

Expression 1 Expression 2 Expression 3



e- Learning



m- Learning

Performance Support:

Case: Providing Real Time Language and Culture Communication

