

# SUCCESSSES AND CHALLENGES OF USING SOCIAL MEDIA IN TEACHING AND LEARNING

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# WELCOME AND INTRODUCTIONS

- Stand up and order yourselves in a line:
  - By birthdate (month and date)
  - By comfort with social media



# WORKSHOP OBJECTIVES

By the end of this workshop, participants will be able to:

1. Describe and compare the purpose and format of four types of social media: Facebook, Instagram, Snapchat and Twitter.
2. Identify preexisting or new learning objective(s) that could be met using student interaction with social media.
3. Develop a strategy for incorporating social media into your classroom.
4. Analyze the benefits and drawbacks of using social media in teaching and learning.



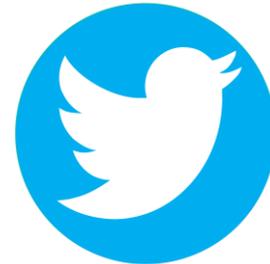
# SCHEDULE

- Introductions, form small groups
- Discover different types of social media (jigsaw)
- Course context, identification of relevant social media (worksheet)
- Break
- Course planning, development of social media strategy (worksheet)
- Benefits and drawbacks of using social media in teaching and learning (discussion)
- Evaluation

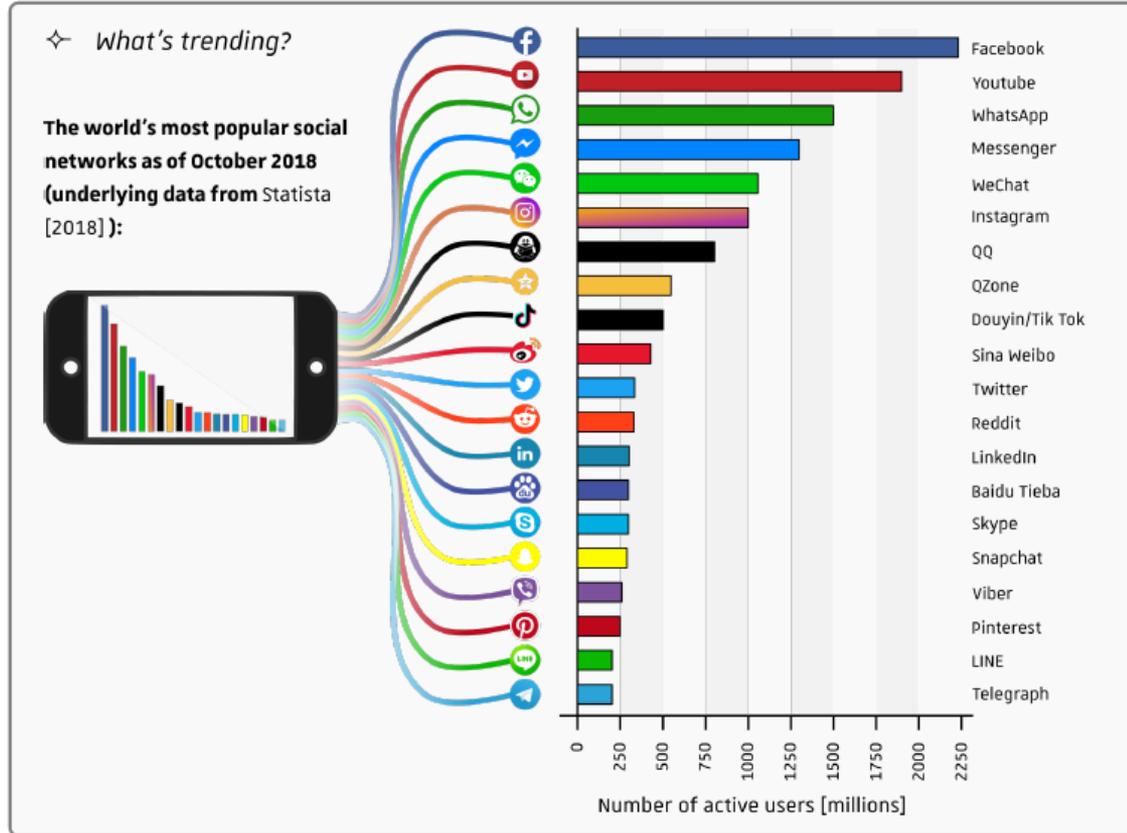


## WHAT IS SOCIAL MEDIA?

- Social media = internet-based applications, creation/exchange of user-generated content (Kaplan and Haenlein, 2010)
- Will focus on four examples in the first portion of the workshop: Facebook, Instagram, Snapchat and Twitter
- Feel free to use others when it comes to designing your lesson



# SOCIAL MEDIA USE



## DISCOVER DIFFERENT TYPES OF SOCIAL MEDIA

- You will each be handed a coloured piece of paper
- Form new groups (max. 4) with folks who have the same colour of paper as you
- Read through the paper on your own, write notes on questions on the back (5 min.)
- Discuss your answers to the questions with your group (10 min.)
- Return to original groups, share out what you learned (15 min.)

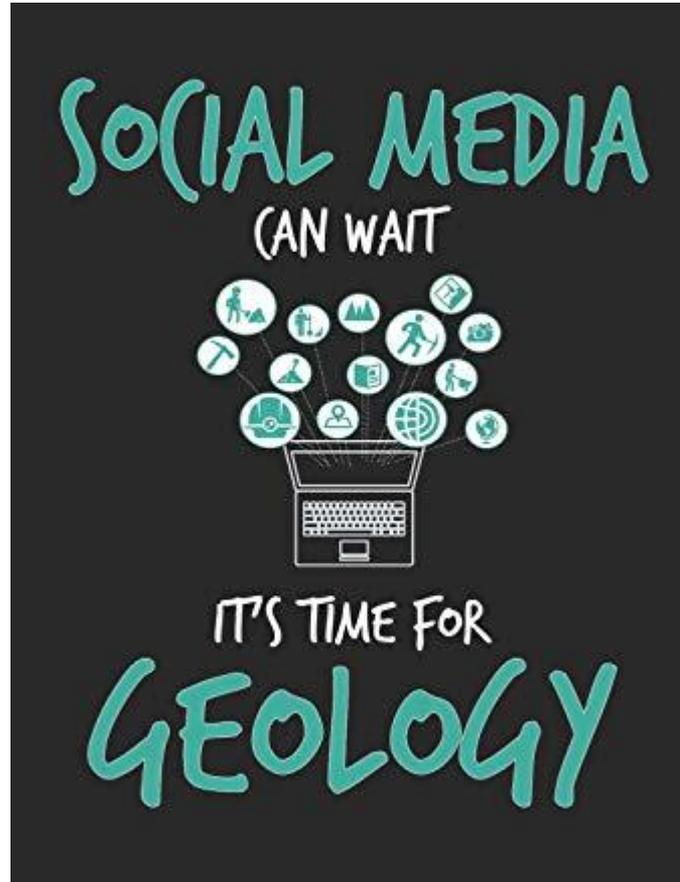


## WHAT COURSE WOULD YOU LIKE TO INTEGRATE SOCIAL MEDIA INTO? (15 MIN.)

- Fill out course context worksheet (~5 min.)
  - If you don't have a course readily in mind, think about a course that you have taught previously or would like to teach in the future
- When finished, discuss similarities and differences with your group, give each other feedback



**BREAK (10 MIN.)**



<https://www.amazon.com/Social-Media-Wait-Time-Geology/dp/1075648483>



## DEVELOPING A SOCIAL MEDIA STRATEGY FOR YOUR CONTEXT (35 MIN.)

- Fill out course planning worksheet (~10 min.)
- When finished, discuss similarities and differences with your group, give each other feedback



# ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA IN TEACHING AND LEARNING

- Discuss in your small group (15 min.)
  - Be prepared to share out
- Reconvene as a large group (15 min.)



## ADVANTAGES (PARTICIPANT GENERATED)

- Student engagement/motivation
- Phones are right there
- Apply skills elsewhere/teach others
  - Broaden other students' understanding
- Overlay information (annotate), making thought processes transparent, another layer of info
- Real life connection
- Ownership over their learning
- Critical thinking, high order thinking
- Increase creativity
- Fun!

## DISADVANTAGES (PARTICIPANT GENERATED)

- Have to have a phone (with service)
- Privacy
- ADA compatibility
  - Note: YouTube closed captions don't always work
  - Screen record and then post
- Technological literacy
- Risk of time off task
- Battery life, phone dying
- Not face to face, may have miscommunication
- May need extra support for peer interaction/connection
- Hard to replicate lab/field components digitally



# THANK YOU FOR YOUR PARTICIPATION!



- All materials available on the workshop site
- Please fill out the workshop evaluation (should have an email)



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