SUCCESSES AND CHALLENGES OF USING SOCIAL MEDIA IN TEACHING AND LEARNING

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Earth Educators’ Rendezvous – July 18th 2019
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

What’s trending?

The world’s most popular social networks as of October 2018 (underlying data from Statista [2018]):

- Facebook
- Youtube
- WhatsApp
- Messenger
- WeChat
- Instagram
- QQ
- Ozone
- Douyin/TikTok
- Sina Weibo
- Twitter
- Reddit
- Linkedin
- Baidu Tieba
- Skype
- Snapchat
- Viber
- Pinterest
- LINE
- Telegraph

Williams and Krippner, 2019, Volcanica
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.)

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)