Image source: http://digiredo.files.wordpress.com/

How Can We Use Social Media to Interact with Students in Science Education ?

Dr. Raul Pacheco-Vega

http://www.raulpacheco.org (Twitter: @raulpacheco)

(research)

http://hummingbird604.com (Twitter: @hummingbird604)

(personal/social media)

Preface

- For those of you in the audience who have used social media already – sorry, this talk may be a bit repetitious (however, the discussion can expand if needed).

- For those of you who have NO experience with social media – stop me at any time if something is unclear, ok?

SOCIAL MEDIA MARKETING MADNESS

My stance

- I am an *academic who uses social media tools,* not a *social media wonk who dabbles in academia*. I will be sharing my own experiences using social media platforms.
- I am a firm believer in the power of social media tools to connect with the public, and to interact with students inside and outside the classroom.
- However, I recognize it's not for everything.

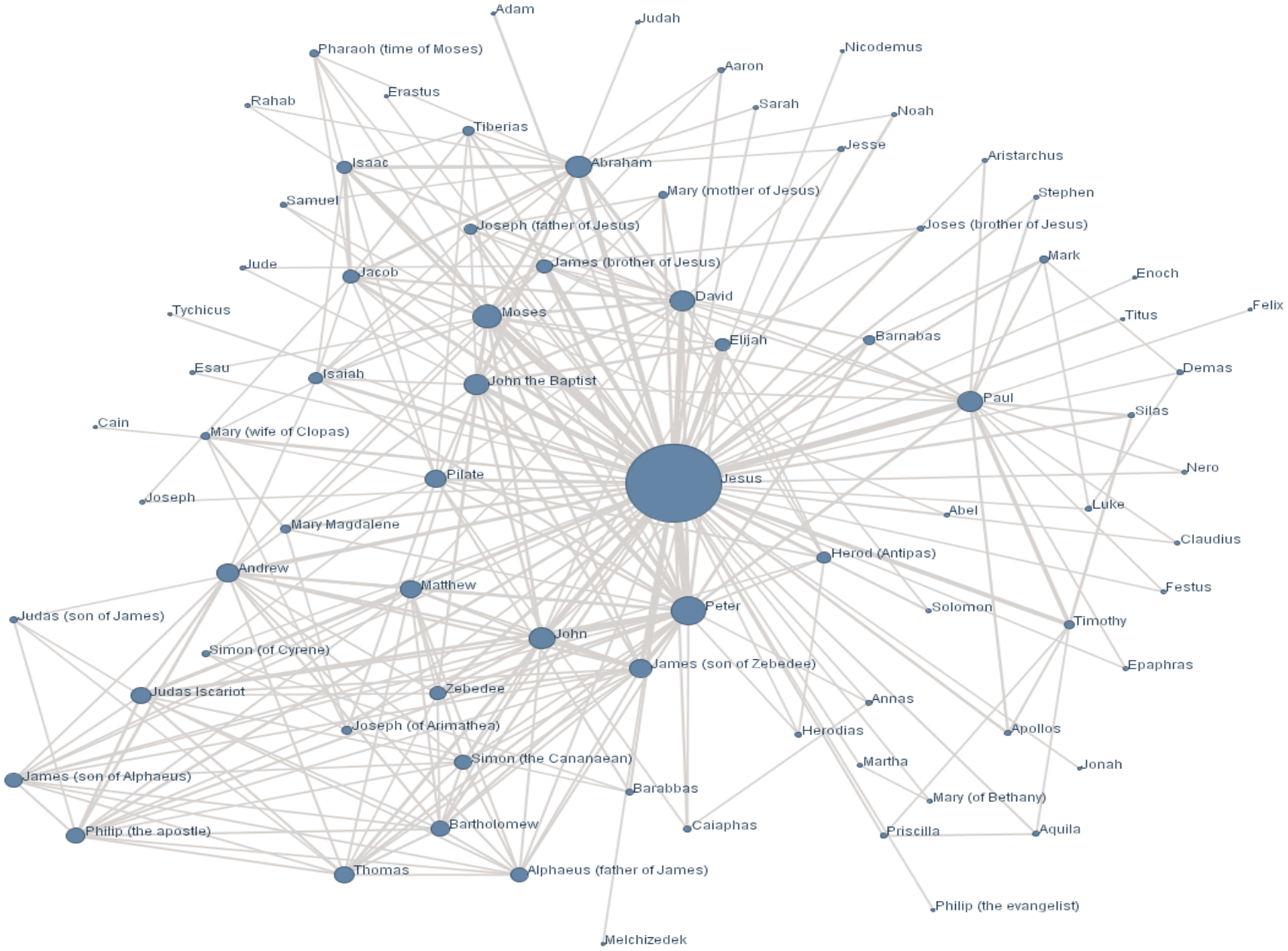
Social media and engagement in/outside of the classroom

- Kids use social media on an every day basis
  - Though maybe not all of them are aware of their digital footprint
- Socializing lessons
  - Collaborative environments where discussions and student-centered learning can happen

What I want you to get out of this talk

- Gain an understanding of what social media is, and its potential for use in the classroom.
- Think about possible ways in which you could use social media to connect with your own students.
- Understand the limitations of social media as well as think about specific boundaries within which they should operate.

Social network of the New Testament ☺



http://www.esv.org/blog/2007/01/mapping-nt-social-networks/

So, what is this thing you call...

Social media?

(a) It is **social**

- Allows you/enables you to create mu
  directional relationships.

(a) It is **media**

- Content generated is distributed via
  online (electronic) methods

Image at http://www.47project.com/2009/03/11/social-media-experts-you-have-lots-to-learn-grasshopper/

Social Media Landscape

Credit and source: http://www.fredcavazza.net/2008/06/09/social-media-landscape/

A few social media tools

- **Video-sharing sites**
  - YouTube
  - Vimeo
  - Viddler
- **Content Management Systems**
  - Blogger
  - WordPress
  - TypePad
- Wikis
  - PBWiki
- Podcasts (audio)
  - Podpress
- **Photo-sharing**
  - Flickr
- **Micro-blogs**
  - *Twitter*
  - Identi.ca
  - Laconi.ca

Social media tools specific for teachers (new-ish)

- Edublogs
  - WordPress blogs specifically for education
  - Can be private/public
- Edmodo
  - Like Facebook, but for teachers and students

TeacherTube

- Like YouTube, but for education
- Can be private/public

In my teaching...

- I use blogs (UBC Blogs, and my own) to keep the conversation coming
  - http://blogs.ubc.ca/poli351
  - http://www.raulpacheco.org
- I use Twitter to interact with my students, keep them up to date on what we discussed, and communicate fast.
  - http://www.twitter.com/raulpacheco

In my teaching ... (cont)

- Ironically, my students rarely use **Facebook** pages.
  - While most students are comfortable using Facebook, there's the barrier of not “friending” your professor/student.
  - Fan pages are seen as somewhat of a nuisance.

Social media enables dialogue...

- **Web 1.0**
  - Unilateral
    - (static webpages)
  - Traditional media
    - (I say, you listen)
  - Content generation from the website creator
    - (Top-down)
- ***Web 2.0***
  - *Multidirectional*
    - (dynamic websites)
  - *New media*
    - (I say, you say, we all say)
  - Crowd-sourced content
    - (Bottom-up)

Social media is an enabling agent

- *Finding* information
- *Learning* from other's stories
- *Building* trust and *strengthening* relationships
- ***Sharing* your story (*storytelling*)**

Facebook

facebook Home Profile Friends Inbox Raul Pacheco-Vega Settings Log out

View Photos of Me (6)
View Videos of me (1)
Edit My Profile

Raul Pacheco-Vega is exhausted. on Thursday clear

Wall | Info | Photos | +

Edit Information

Basic Information

Gender: Male
Birthday: 19 September
Looking for: Friendship, Networking

Edit

Education and Work

University (postgraduate): The University of British Columbia
PhD, Resource Management and Environmental Studies

Employer: The University of British Columbia

Pages See All (5)

- - - - - - - - **COCTEAU TWINS** - - - - - - - -
Musician

Twitter

twitter
Home Profile Find People Settings Help Sign out
What's happening?
140
Latest: I never teach my pupils. I only attempt to provide the conditions in which they can learn - Albert Einstein 8 minutes ago
Tweet
Home
mathewi I know a lot of people get irritated by those Paper.li, but I wonder how much they have contributed to its growth -- I would bet a fair bit
half a minute ago via TweetDeck
br_webb #ff @MuscleSF @crackliffe @isteve81 @Wally0726 @JJMacLean @Kitscub @thejjmg @usorthem3 @TrendsVancouver @scawley03 @skekoa @therealdavyb
less than a minute ago via HootSuite
hummingbird604
76,757 tweets
644 following
5,488 followers
570 listed
Who to follow
thenfb
National Film Board
Follow
gastonreport
Gaston Tartarin
Follow
view all
Home
@hummingbird604
Direct Messages 5,795
Dr. Raul Pacheco-Vega
Social media enthusiast
& Chief Content Creator,
Hummingbird604.com
blog:
http://hummingbird604.com
e-mail:

Show and Tell

- **Twitter**

(sparking conversations and tracking responses)

- **Facebook Fan Pages**

(exploring different audiences)

Four properties of information flow in social networking sites

- **Reciprocity**
  - Information flows bi-directionally and reciprocally. No reasonable human interaction is uni-directional all the time.
- **Durability**
  - Information that you put on the web, stays on the web. For a very, very long time.
- **Traceability (and accountability)**
  - Information that you put on the web, can be traced back.
- **Scalability**
  - Once information flows publicly, you can't stop its flow to other nodes. It's out in the open. And one wrong move can change how it's reproduced and perceived.

Partially and initially based on boyd (2009), adding my own thoughts

Some of my experiences
using social media in the classroom

Collaborative learning

- Group policy-analysis
  - Google Documents failed them.
    - Lost formatting
  - Blogs made their life difficult
    - Lost formatting
  - Wikis
    - Best platform for collaboration
    - UBC's wiki platform was harder for them to use
    - PBWiki.com

Interaction student/professor

- Most of my keener students use Twitter to communicate with me.
- If they need to ask me a quick question, they'll send me a Direct Message (DM).
- Generally, they feel that it's hard for them to tweet because *“I don't know what to say”.*
  - *Could be addressed with class-specific Twitter accounts (e.g. @POLI351)*

Discussion of in-class material

- Permanent platforms are best for this kind of discussion (e.g. Blogs, websites)
- Felt threatened with their privacy
  - "What if I say something stupid?"
  - Using pseudonyms or only their first name assuages concerns.
- Made it easier, though, to understand the material.

So what have I learned

- Presented my findings at a session earlier this year at Northern Voice 2010 (the social media conference, NxNW).
- Feedback from my students and attendees to the session was
  - “If you are going to social media-fy your course, make sure you're not overwhelming your students”.

How would I use social media if I were you?

Some examples...

- Tweet a question and compile answers (tracking using a specific hashtag)
- Post a discussion on a Facebook page and track the responses.
- Post a discussion question on your blog and have them comment and converse on the comments section.

In a nutshell ...

- Don’t be afraid of social media! ☺
- Test the tools, find what suits you.
- Dial up the privacy as much as you need.
- Don’t be afraid to ask questions – there is a whole community out there ☺

My 30 seconds elevator pitch suggestions

- **Go where the conversation is**
  - Choose a platform where conversations are more likely to happen
- **Drive the conversation where YOU want it to go**
  - In my case, most conversations happen on Twitter.
  - My students are ALL on Facebook, but rarely do they interact with me on my Facebook page.

No need for fear

- Dial up your privacy settings on every platform.
  - As you feel you may need to.
- Think before putting stuff out there on the web.
  - But not with a fear of “what's going to happen”. Just being careful.

Which platform to use, though?

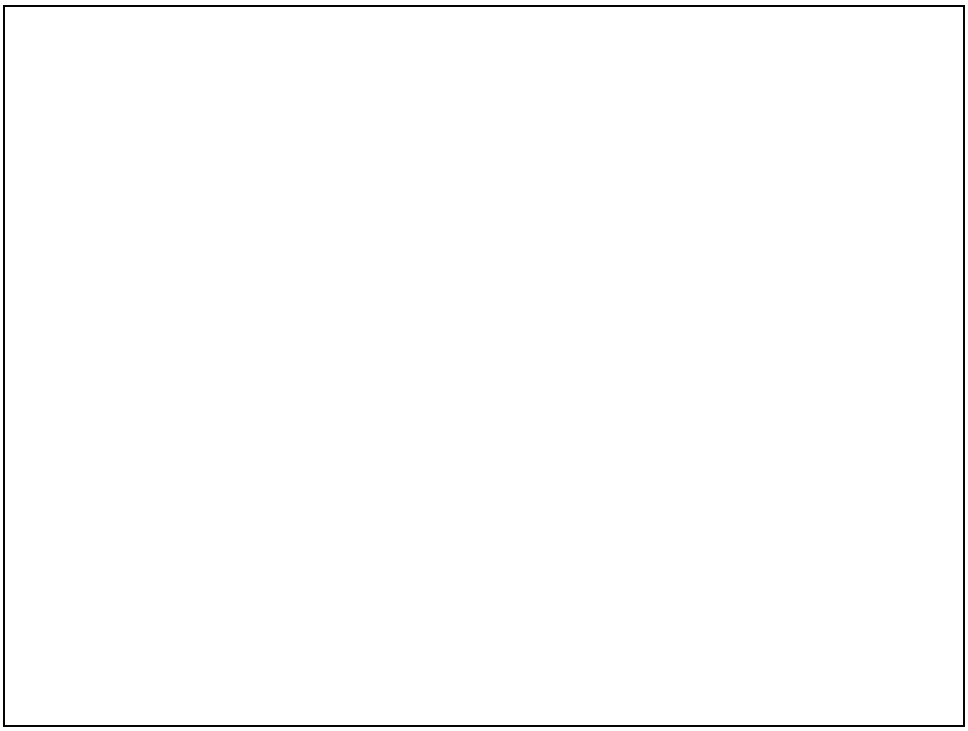
- Blog
  - Everything you do should point to your blog or website
- Twitter
  - Build conversations, follow interesting people
- Facebook
  - Where the normal folk are :) but beware that Facebook Pages may or may not drive traffic.

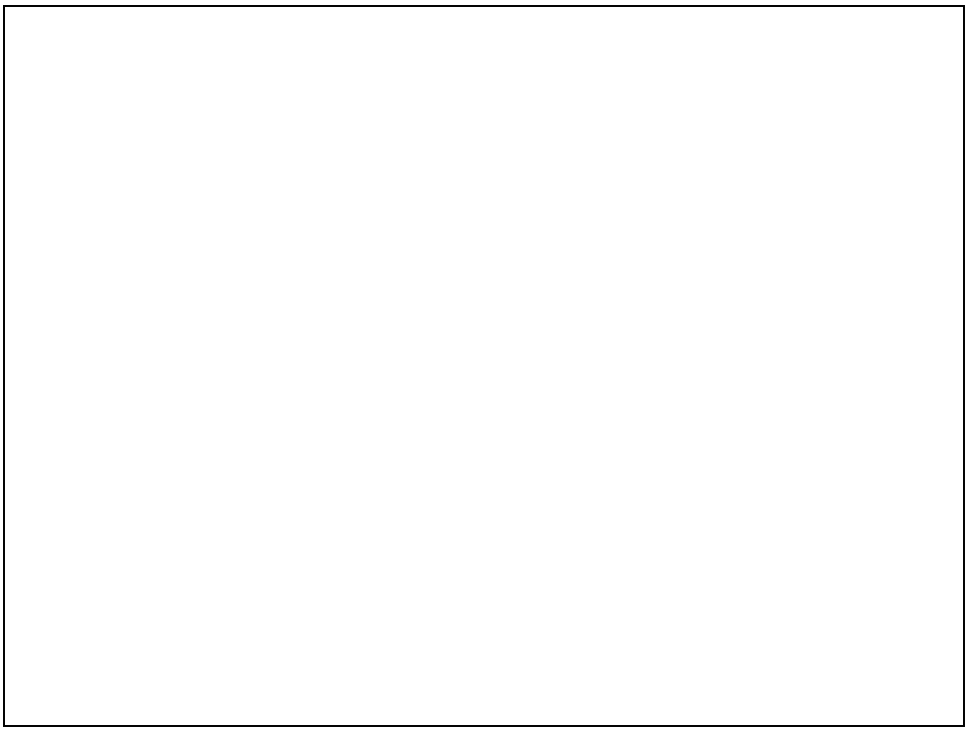
More resources:

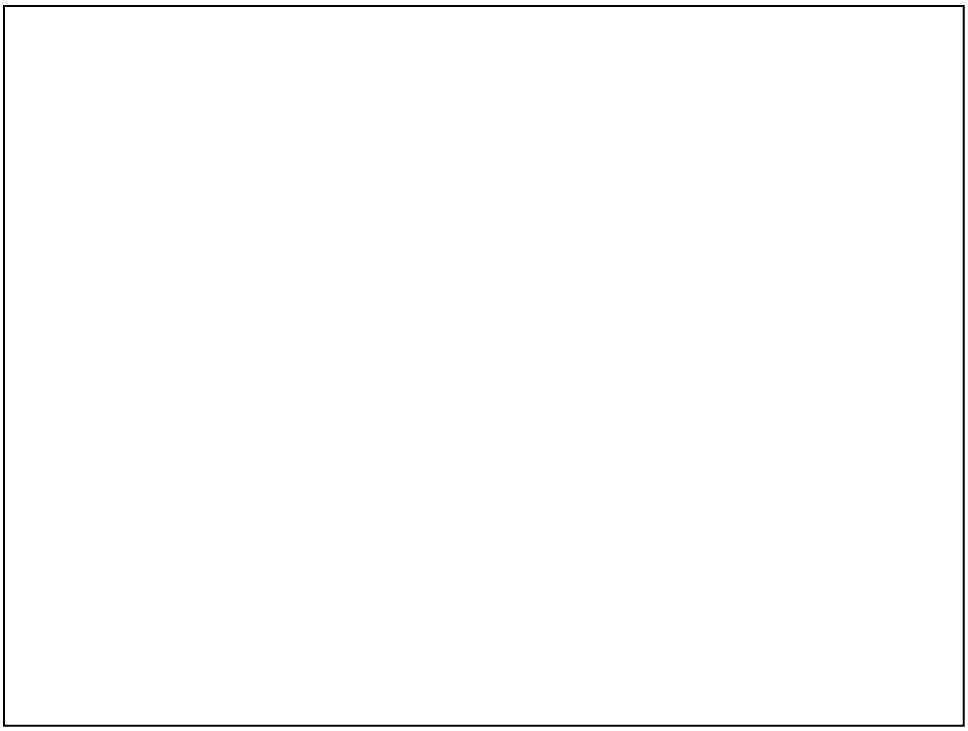
- ***EdChat on Twitter***
  - #EdChat
- ***Social Media Club Education***
  - #SMCEDU
- (me)
  - :-)

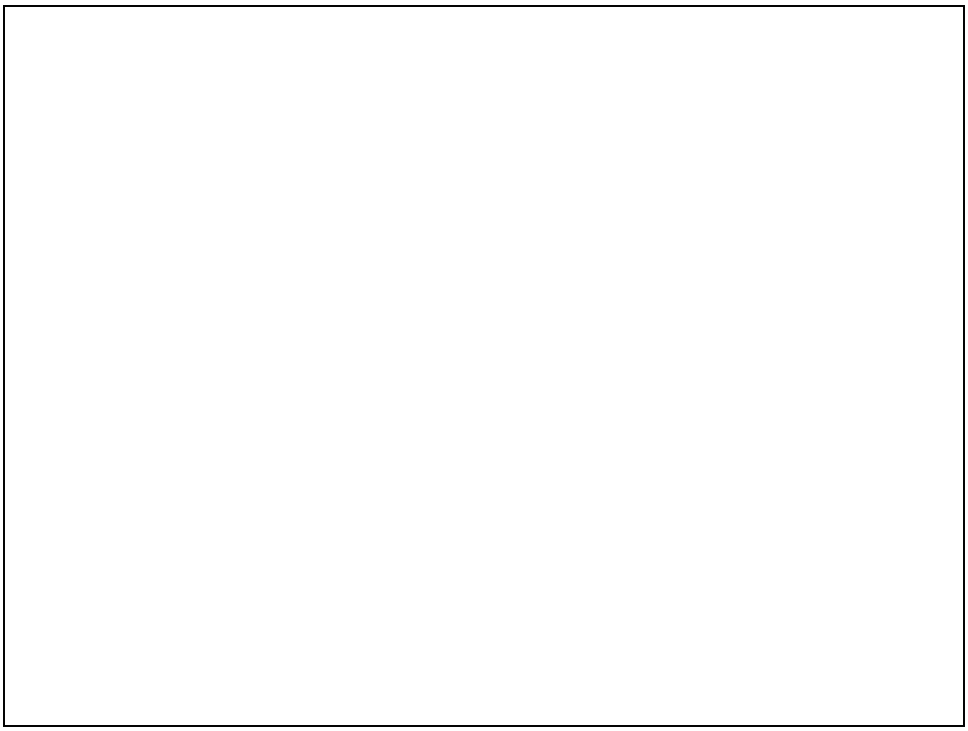
Thanks for listening!

- ***Raul Pacheco-Vega, PhD***
  - How to contact me:
    - Via email
      - hummingbird604@gmail.com for social media matters
      - raul.pachecovega@gmail.com for my enviro research
    - Via contact form on my blogs
      - http://hummingbird604.com social medial/personal
      - http://www.raulpacheco.org research
    - Via Twitter
      - http://www.twitter.com/hummingbird604 social media
      - http://www.twitter.com/raulpacheco research



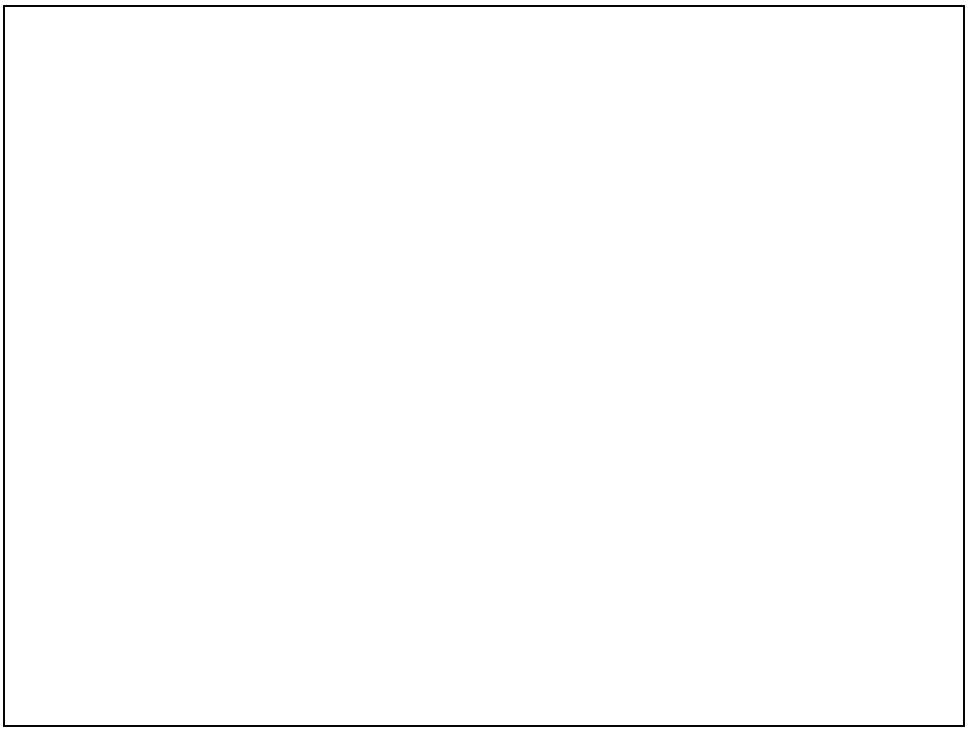


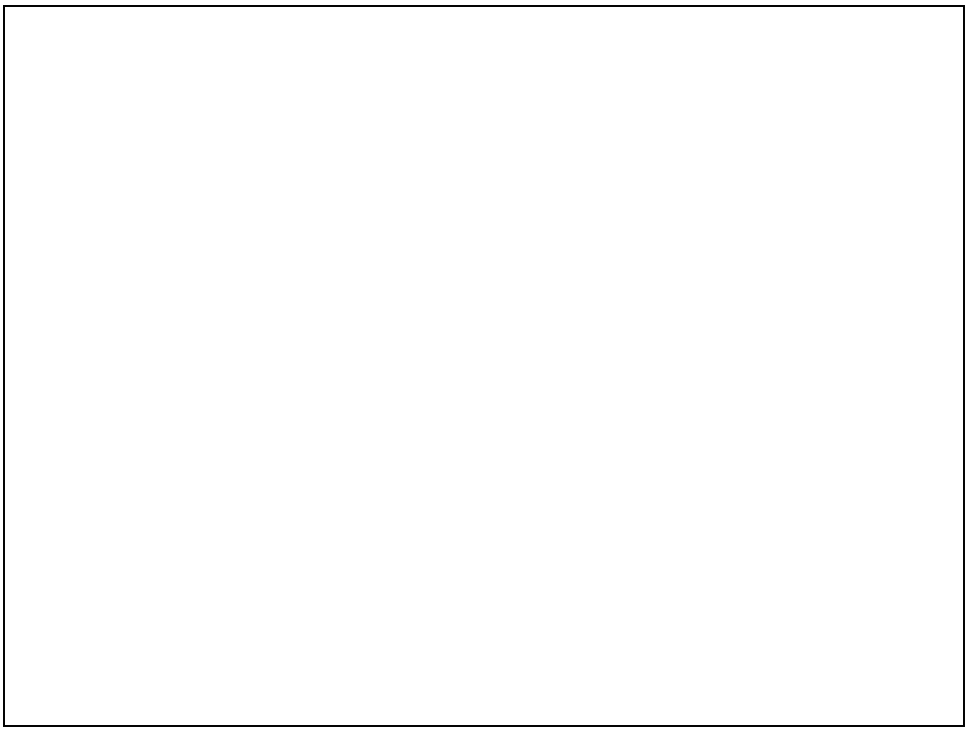


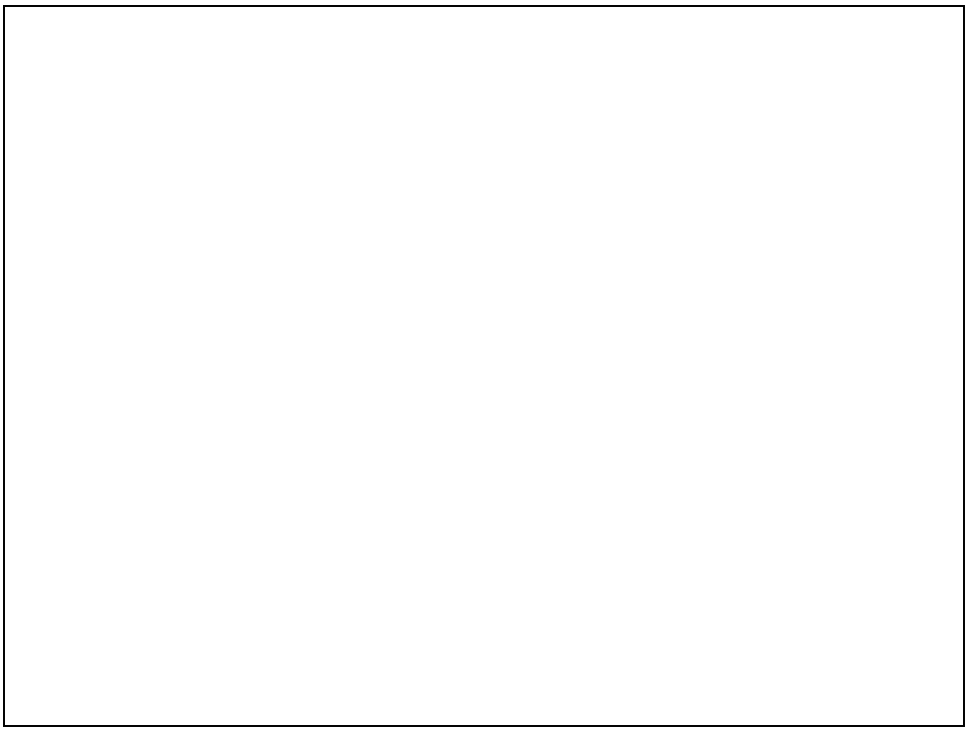


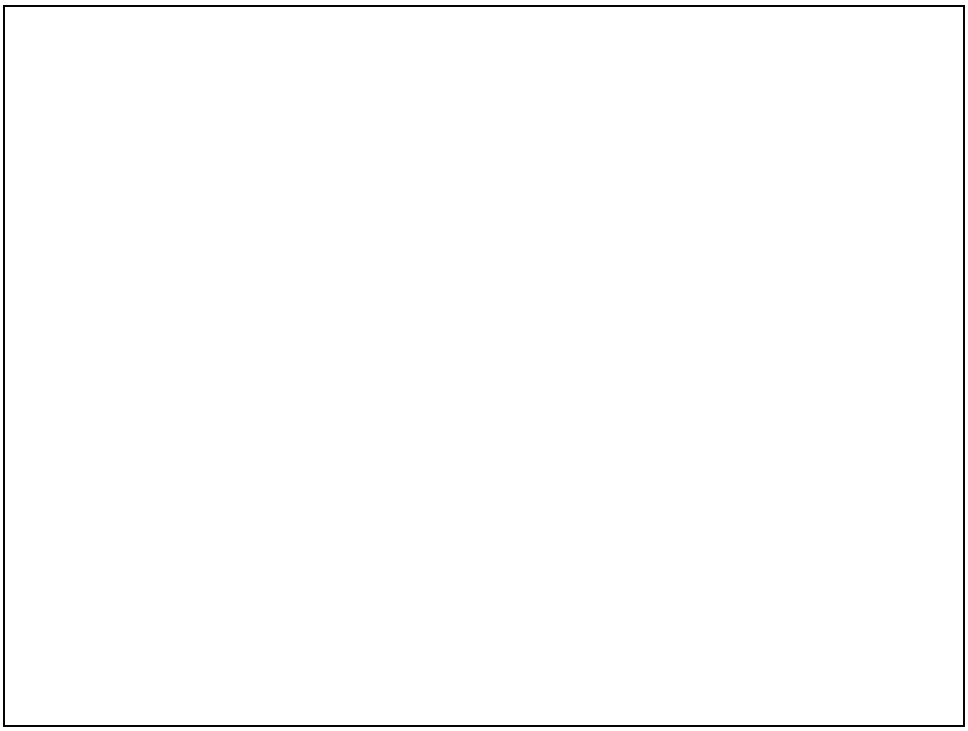
Social media and engagement in/outside of the classroom

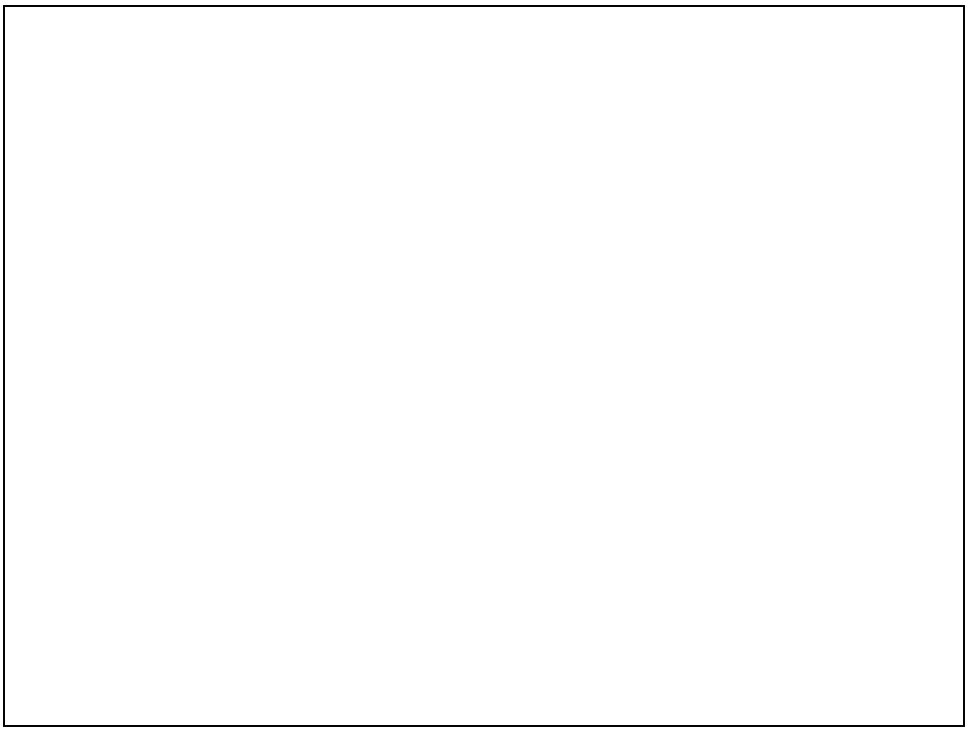
- Kids use social media on an every day basis
  - Though maybe not all of them are aware of their digital footprint
- Socializing lessons
  - Collaborative environments where discussions and student-centered learning can happen

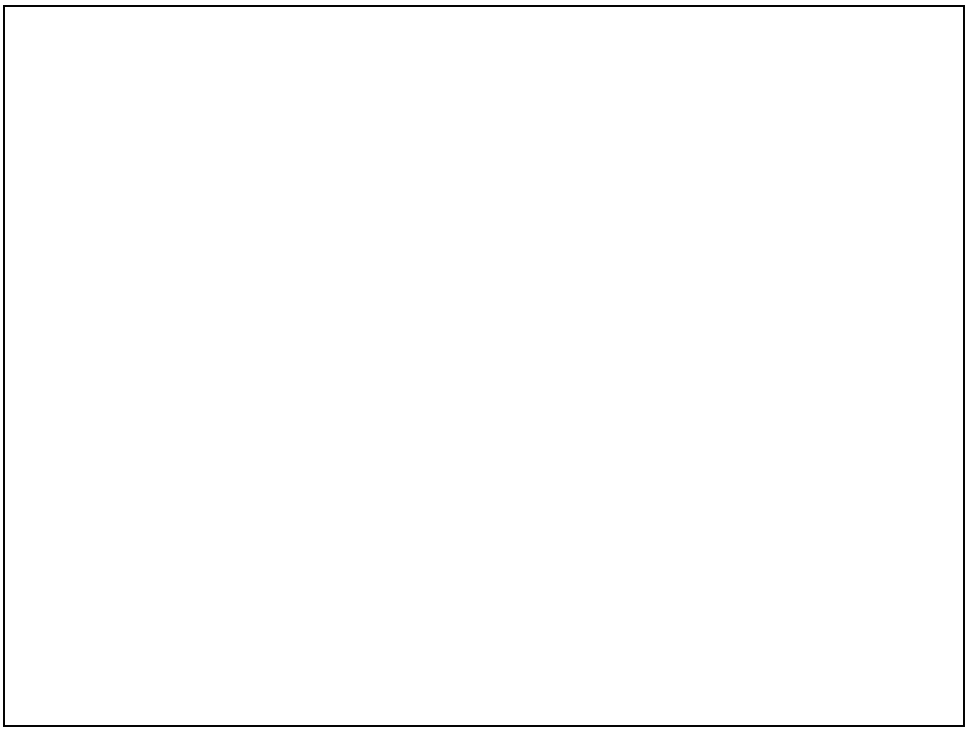










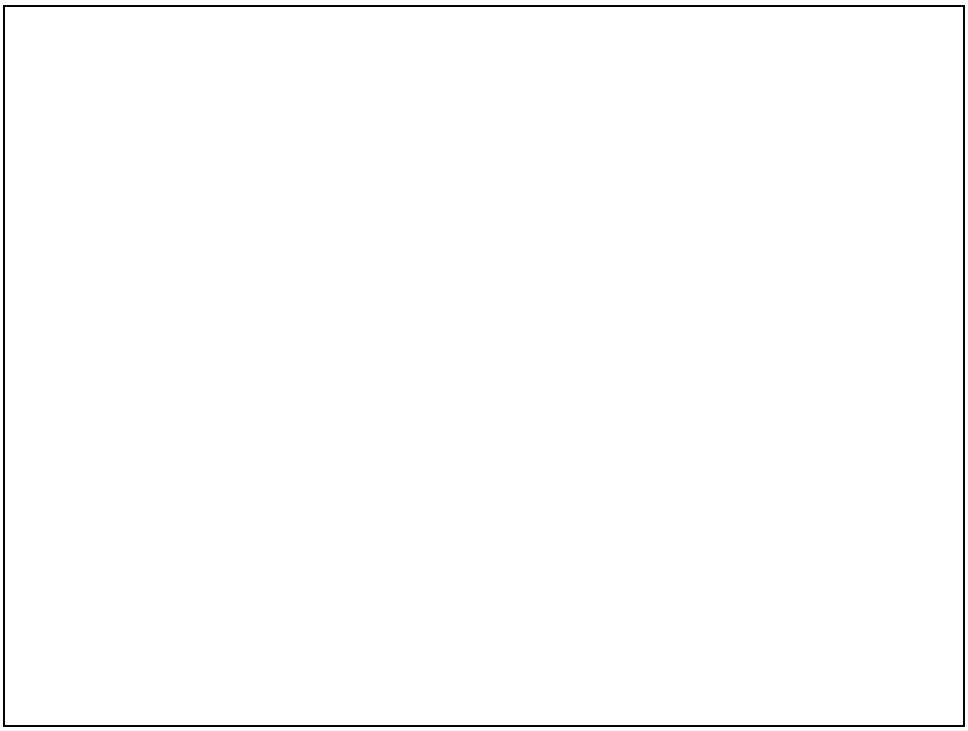


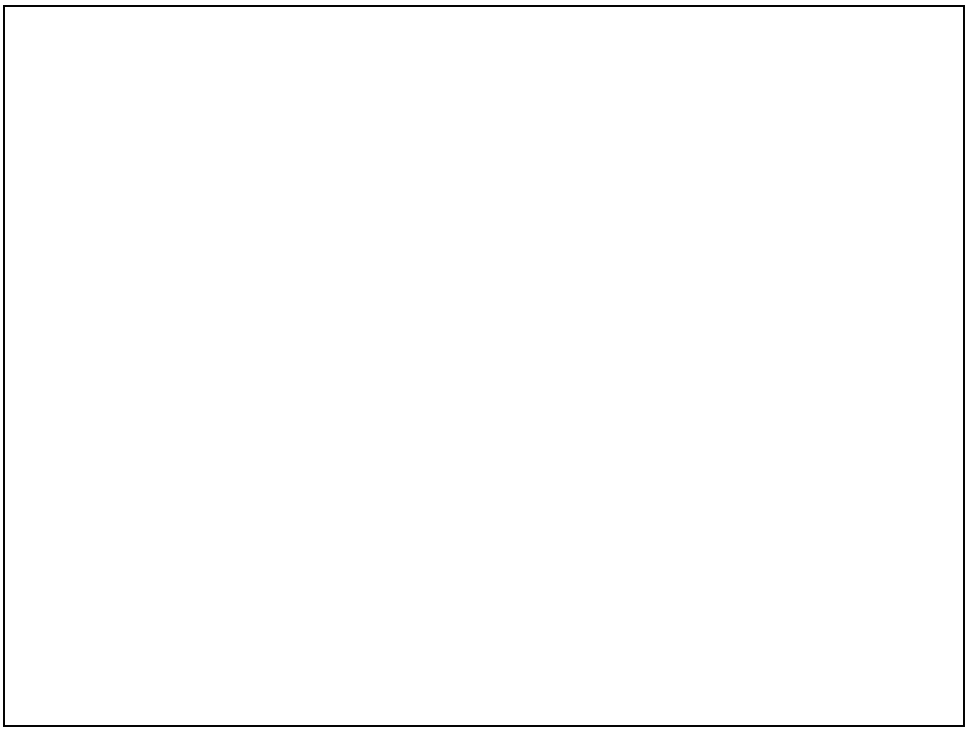
In my teaching...

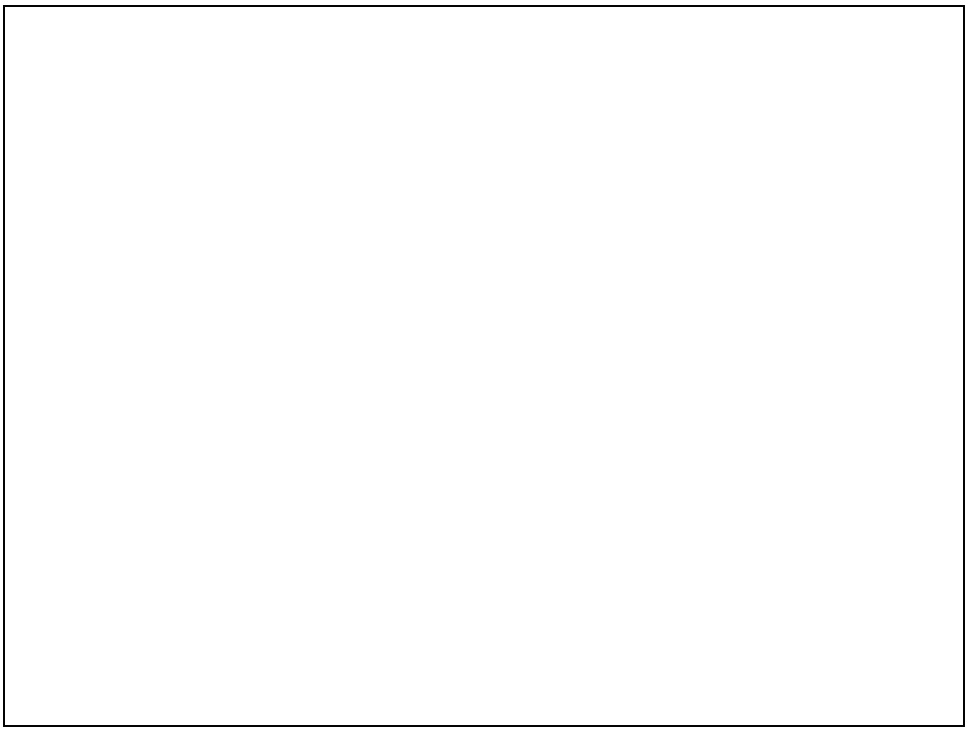
- I use blogs (UBC Blogs, and my own) to keep the conversation coming
  - http://blogs.ubc.ca/poli351
  - http://www.raulpacheco.org
- I use Twitter to interact with my students, keep them up to date on what we discussed, and communicate fast.
  - http://www.twitter.com/raulpacheco

In my teaching ... (cont)

- Ironically, my students rarely use **Facebook** pages.
  - While most students are comfortable using Facebook, there's the barrier of not "friending" your professor/student.
  - Fan pages are seen as somewhat of a nuisance.

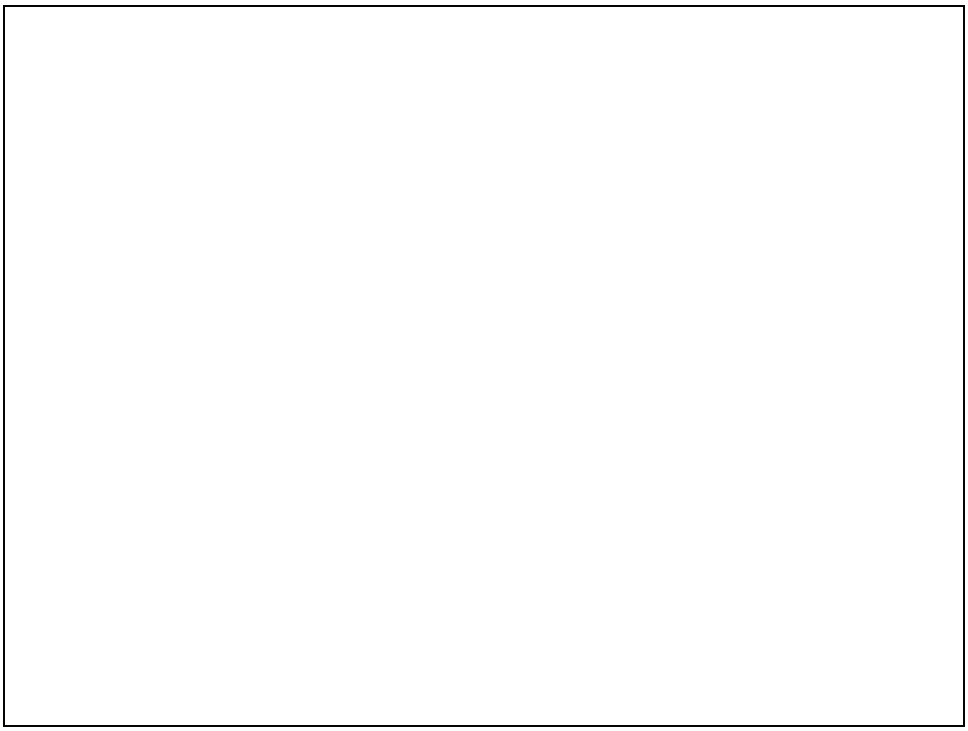


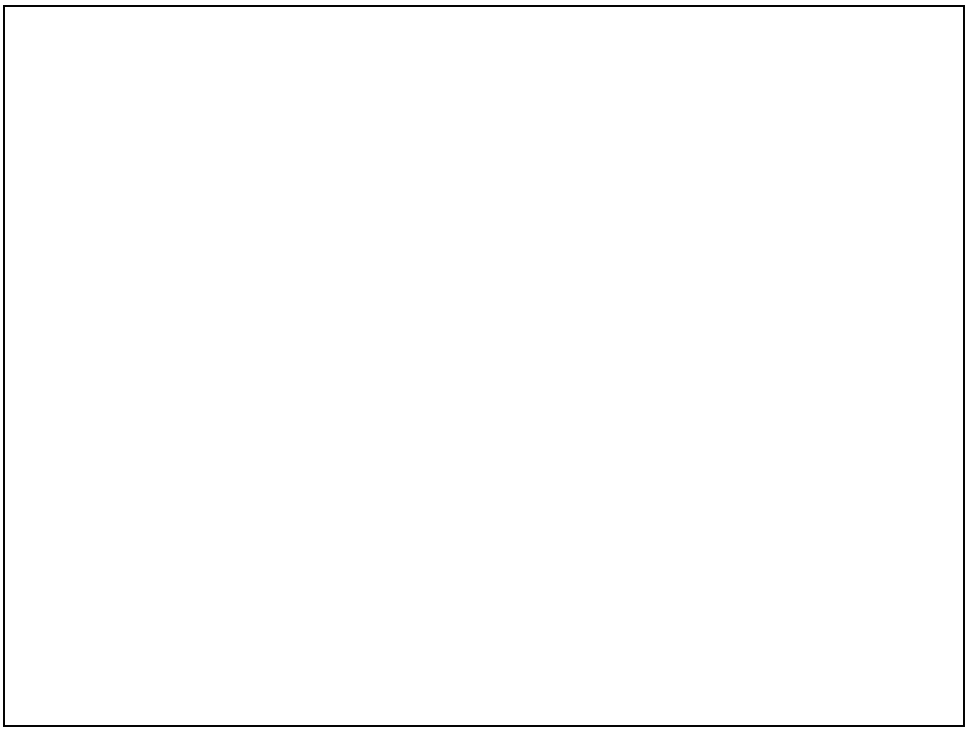




Twitter

twitter
Home Profile Find People Settings Help Sign out
What's happening?
140
Tweet
Latest: I never teach my pupils. I only attempt to provide the conditions in which they can learn - Albert Einstein 8 minutes ago
Home
mathewi I know a lot of people get irritated by those Paper.li, but I wonder how much they have contributed to its growth -- I would bet a fair bit
half a minute ago via TweetDeck
br_webb #ff @MuscleSF @crackliffe @steve81 @Wally0726 @JJMacLean @Kitscub @thejjmg @usorthem3 @TrendsVancouver @scawley03 @skekoa @therealdavyb
less than a minute ago via HootSuite
hummingbird604
76,757 tweets
644 following
5,488 followers
570 listed
Who to follow
thenfb
National Film Board
Follow
gastonreport
Gaston Tartarin
Follow
view all
Home
@hummingbird604
Direct Messages 5,795
Dr. Raul Pacheco-Vega
Social media enthusiast
& Chief Content Creator,
Hummingbird604.com
blog:
http://hummingbird604.com
E-mail:





Some of my experiences
using social media in the classroom

Collaborative learning

- Group policy-analysis
  - Google Documents failed them.
    - Lost formatting
  - Blogs made their life difficult
    - Lost formatting
  - Wikis
    - Best platform for collaboration
    - UBC's wiki platform was harder for them to use
    - PBWiki.com

Interaction student/professor

- Most of my keener students use Twitter to communicate with me.
- If they need to ask me a quick question, they'll send me a Direct Message (DM).
- Generally, they feel that it's hard for them to tweet because *"I don't know what to say".*
  - *Could be addressed with class-specific Twitter accounts (e.g. @POLI351)*

Discussion of in-class material

- Permanent platforms are best for this kind of discussion (e.g. Blogs, websites)
- Felt threatened with their privacy
  - "What if I say something stupid?"
  - Using pseudonyms or only their first name assuages concerns.
- Made it easier, though, to understand the material.

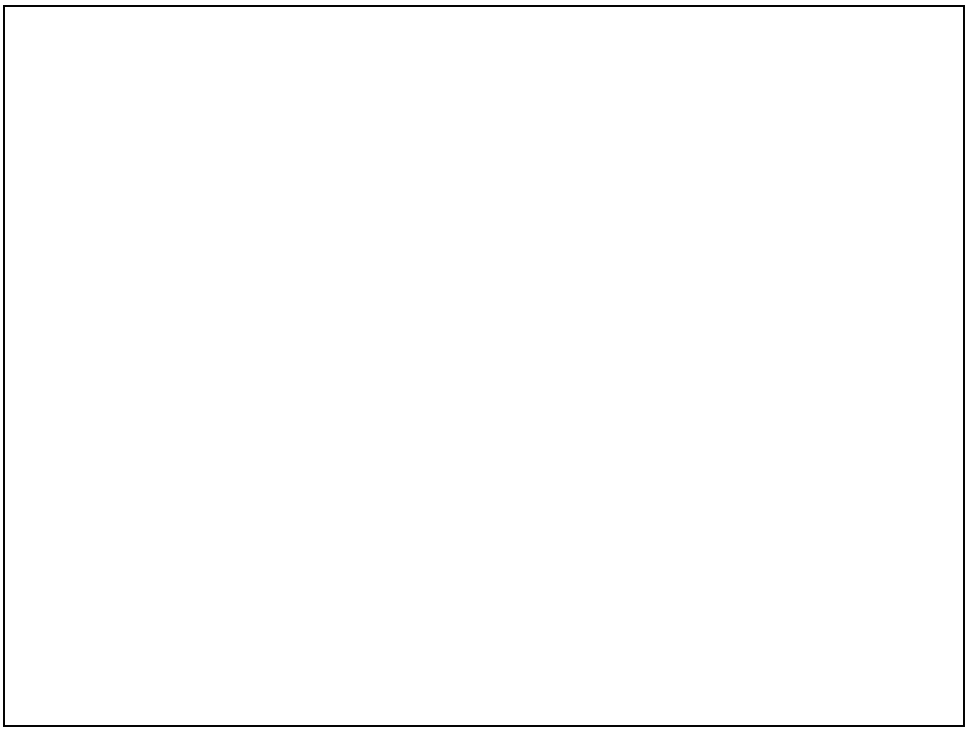
So what have I learned

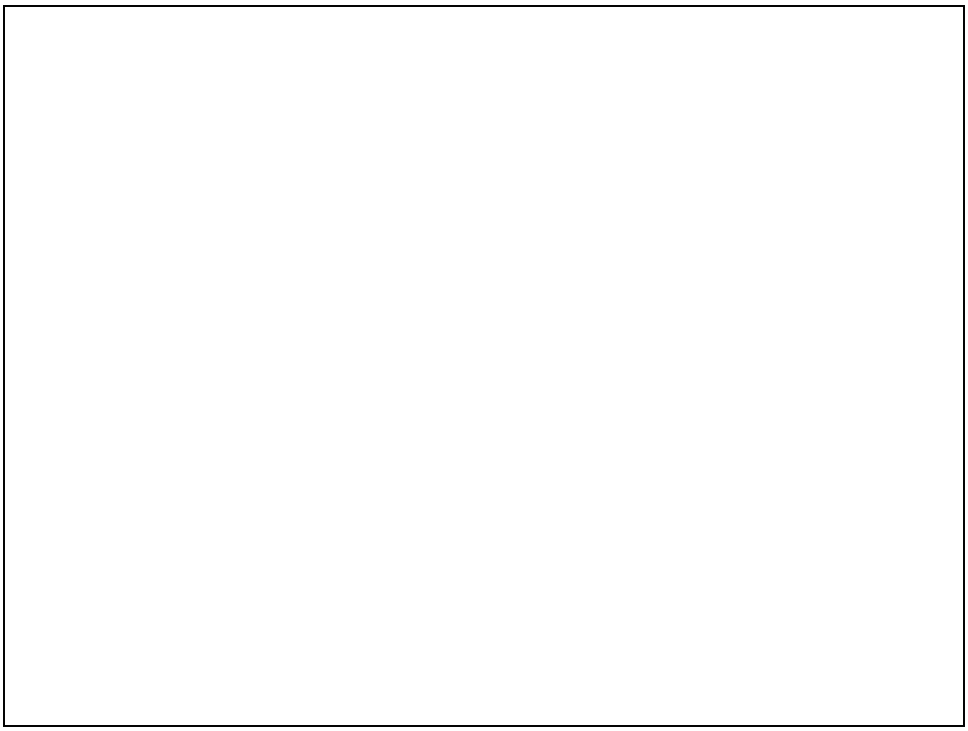
- Presented my findings at a session earlier this year at Northern Voice 2010 (the social media conference, NxNW).
- Feedback from my students and attendees to the session was
  - "If you are going to social media-fy your course, make sure you're not overwhelming your students".

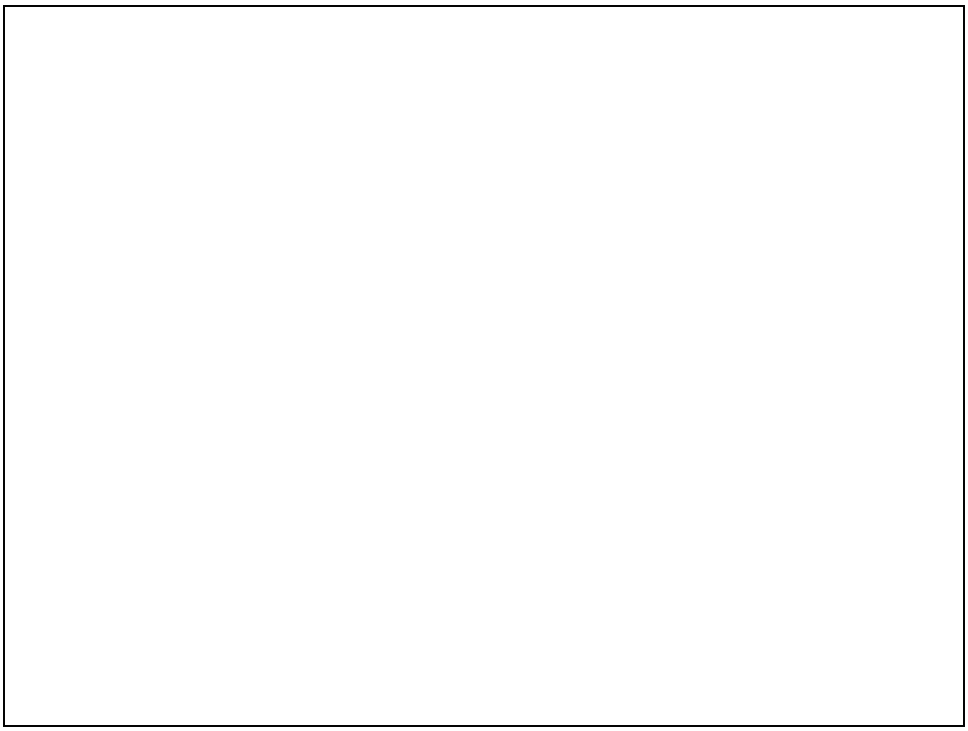
How would I use social media if I were you?

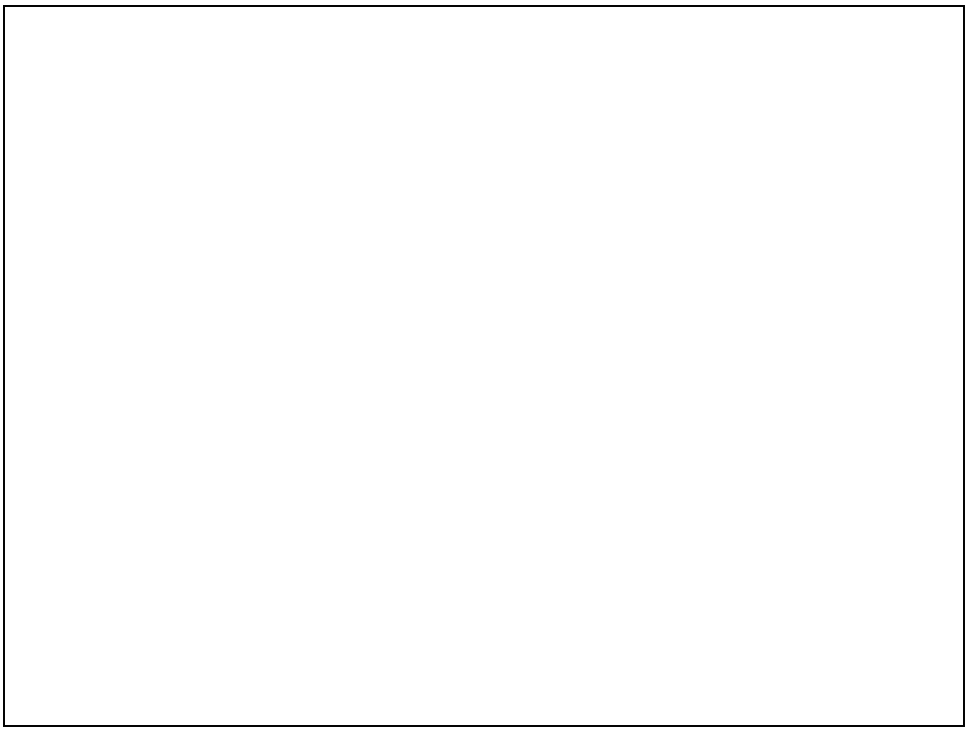
Some examples...

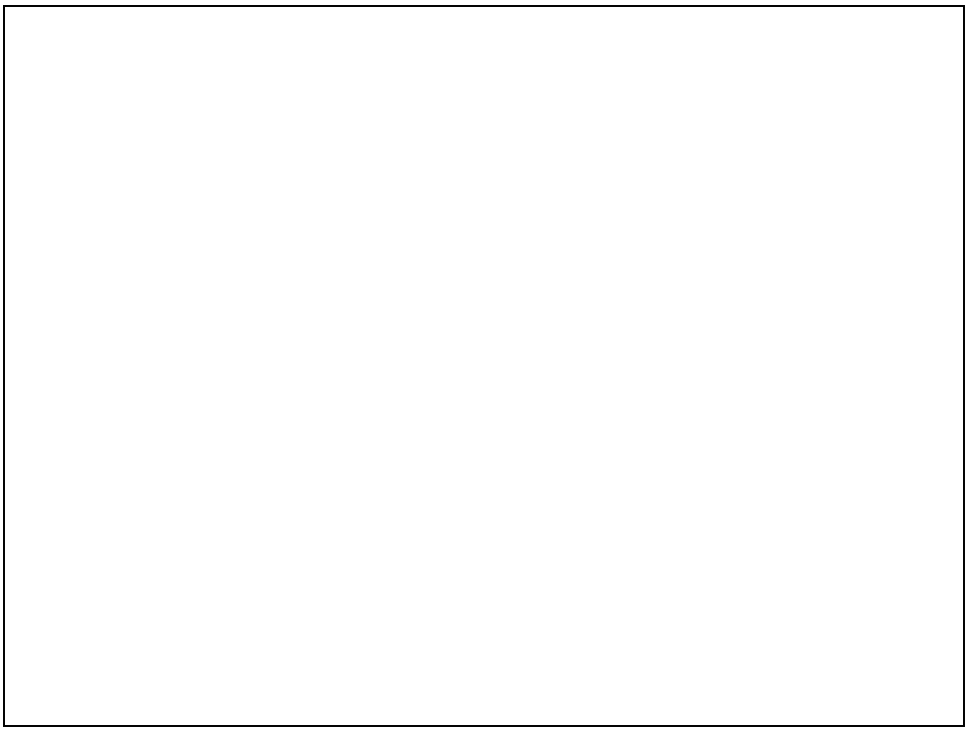
- Tweet a question and compile answers (tracking using a specific hashtag)
- Post a discussion on a Facebook page and track the responses.
- Post a discussion question on your blog and have them comment and converse on the comments section.









More resources:

- ***EdChat on Twitter***
  - #EdChat
- ***Social Media Club Education***
  - #SMCEDU
- (me)
  - :-)