Social Media in Education
Social Media is...

- Participatory
- Community oriented
- Built on open access and shared content
Forrester Research’s Social Technographics Ladder

Base: US online adults

Source: North American Technographics* Empowerment Online Survey, Q4 2009 (US)
*Conversationalists participate in at least one of the indicated activities at least weekly.

Source: Forrester Research, Inc.
Why Bother?

Source: Forrester Research's Consumer Technographics data.
Part of Forrester's Groundswell content.
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Types of Social Media

- Blogs
- Social Networks
- Media Sharing
- Microblogging
- Wikis
- Social Bookmarking
Blogs in the Classroom

- Website with content organized by date in reverse chronological order
- Easy to set up
- Frequently updated
- Typically free to produce
  - Wordpress
  - Blogger
  - Edublogs
Blog Project Example:

The Wedding Talk

Chino's Wear

The Aging Impasse

Heart and mind struggles in elder care.
Social Networks in the Classroom

• Social networks
• Top social networks:
  – Facebook (1.2 billion users)
  – Google+ (500 million users)
  – LinkedIn (225 million users)
  – MySpace (25 million users)
  – Ning (90,000 active networks)
Social Network Example: Google+

University Debate Competition plan

Our Goals
What do we want to work on and learn the next few months?
- Tia: Experience staying cool when debating on aggressive tone
- Elizabeth
- Winy-You
- Josh

Set up a Hangout with your students to review their work. Or launch a Hangout with peers to discuss your upcoming journal article.

Hangouts with Extras also allow you to share your screen or collaboratively edit Google Docs.

Share your screen and collaborate with Hangouts with Extras
Media Sharing in the Classroom

• Just a few of the sites that host user-generated multimedia content

  – Photos
    • Flickr
    • Instagram
    • Pinterest
  – Presentations
    • SlideShare

  – Video
    • YouTube
    • Vimeo

  – Really short videos
    • Vine
    • Instagram
Media Sharing Example: Digital Storytelling
Microblogging in the Classroom
Microblogging Examples: Twitter

• Backchannel Discussion

  Michele Robin @WndrGrl
  It seems I really slack off on my FB posting between 3-5 am.
  wolfr.am/1gDECWJ via @sharethis #stansberry450

  Robert Balash @prequel2success
  sit by who you want to, on n airplane, at sporting events and even shows seatid.com #stansberry450

  shana mahilo @SMahilo
  RT @KDYke_ Missing my best friend! #UAwsh #stansberry450
  @SMahilo pic.twitter.com/aKQ5mwDPK9 <--literally just cried cause I miss her so much:(

  Kelsey Dyke @KDYke_
  Missing my best friend! #UAwsh #stansberry450 @SMahilo
  pic.twitter.com/tGi78KAMn3

• Professional Development

  – #edchat
  – #edtech
  – #flipclass
  – #elearning

  www.insidehighered.com/twitter_directory
Wikis in the Classroom

- Database that can be edited by users
- System to develop, share, and edit information
- Facilitates collaboration
- Much more than just Wikipedia
  - Wikispaces
  - PBworks
Wiki Example: Collaborative Content Development

• Create a class...
  – Instruction manual
  – Research Paper
  – Textbook
  – Guidebook

I've learned that you shouldn't go through life with a catcher's mitt on both hands; you need to be able to throw something back.

Maya Angelou
Social Bookmarking in the Classroom

• Collection and collation of online content
• Popular social bookmarking sites:
  – Delicious
  – Digg
  – Reddit
  – Pinterest
Social Bookmarking Example

- Create a web-based “textbook” using online content
- Build links to visual content using Pinterest
- Create a list of links to web content on Delicious
- Vote up high quality content on Digg or Reddit
• Blogs
  – www.wordpress.com
  – www.blogger.com
  – www.edublogs.org

• Social Networks
  – www.facebook.com
  – www.plus.google.com
  – www.LinkedIn.com
  – www.MySpace.com
  – www.ning.com

• Media Sharing
  – www.flickr.com
  – www.instagram.com
  – www.slideshare.net
  – www.YouTube.com
  – www.Vimeo.com
  – www.vine.co

• Microblogging
  – www.twitter.com

• Wikis
  – www.wikispaces.com
  – www.pbworks.com

• Social Bookmarking
  – www.delicious.com
  – www.digg.com
  – www.reddit.com
  – www.pinterest.com