

Using Social Media to Engage Learners

Dr. Patrick O'Connor

Dr. William Kist

Literacy Outside the Classroom

Some students who can't seem to focus on academics can spend hours outside of school on tasks they find engaging, be it video games, art, car repair or extracurricular activities.]

Social Media to Engage Learners.

- National Dropout Prevention Center
- January 13, 2015
- William Kist, Ph.D. and Patrick J. O'Connor, Ed.D.
- Kent State University

Social Media are Engaging

- Interactive and social media technology can stimulate the interest of bored students and the participation of shy students. Web-based instruction can motivate students by creating more opportunities for active choice and collaboration.

Multiple Strategies Needed

- No single strategy will work to motivate all students. Motivating students often requires a combination of strategies that address the specific reasons why a student has become disengaged from school. A comprehensive effort between students, schools and home/family is needed].

Tale of Two High Schools

1. “A high school’s status is tied to its rigor. The tougher the better. . .The new reality for high-achieving students: work crazy-hard in high school and cruise in college. In high school, they pile on the college-level A.P. courses, face reading lists that can’t realistically be completed, and tackle complex advanced ideas once reserved for undergraduates.”
2. 40 percent of college students take remedial courses.

New York Times, “The Incredibles,” January 7, 2007; The Commission on the Future of Higher Education, 2006

- 14%

children 5-8 say they are low-frequency readers

- 50%

15-17 year-olds say they are low-frequency readers

Scholastic/Yankelovich poll, June, 2006

- 65%

Children 5-8 think reading for fun is very important

- 40%

Teens age 16-17 think reading for fun is very important

Scholastic/Yankelovich poll, June, 2006

- Three times as many boys (than girls) think that reading for fun is “not at all” important.
- Fewer boys than girls say they enjoy reading for fun and read on a regular basis.

Scholastic/Yankelovich poll, June, 2006

The Tipping Point

- As of 2006, people under 18 spend more minutes per day reading from a screen than they do reading from a page.

» Don Leu, University of Connecticut

Reading From a Screen is Different

- Reading from a screen is a multi-modal experience (includes print, design, still images, moving images, sound, advertising)

- Reading from a screen is more social

- Reading from a screen is more mobile

Of BuzzFeed's 100 million visitors in February, 2014, over 50 percent were from mobile devices

["Buzzfeed aims content at viewers' emotions" Cleveland Plain Dealer, March 21, 2014](#)

“Social Media and Young Adults”

www.pewinternet.org

- 73% of wired American teens now use social networking websites, a significant increase from previous surveys. Just over half of online teens (55%) used social networking sites in November 2006 and 65% did so in February 2008.

Social Networking Sites and Our Lives

[Pew Internet and American Life Project, June, 2011](#)

- Facebook users are more trusting than others
- Facebook users have more close relationships
- Facebook users are much more politically engaged than most people and more open to opposing points of view
- Facebook revives “dormant” relationships

Texting

- The median number of texts (i.e. the midpoint user in our sample) sent on a typical day by teens 12-17 rose from 50 in 2009 to 60 in 2011.
- Much of this increase occurred among older teens ages 14-17, who went from a median of 60 texts a day to a median of 100 two years later. Boys of all ages also increased their texting volume from a median of 30 texts daily in 2009 to 50 texts in 2011. Black teens showed an increase of a median of 60 texts per day to 80.
- Older girls remain the most enthusiastic texters, with a median of 100 texts a day in 2011, compared with 50 for boys the same age.
- 63% of all teens say they exchange text messages every day with people in their lives. T

http://www.pewinternet.org/~media/Files/Reports/2012/PIP_Teens_Smartphones_and_Texting.pdf

Snapshot of Reading 2013: People are Still Reading Books!

- More adults in America read at least one book in 2013 than did so in 2012 (76%, up two pts.)
- E-book reading is on the rise, but print-book reading is far more popular (69% read a print book in 2013 vs. 28% read an e-book)
- The younger the age group, the higher the percentage who read with some form of e-book
- Women read more than men over all formats (Women, 82%; Men, 69%)

[Snapshot of Reading in 2013: Pew Internet research Center](#)

People Are Reading in Different Ways Than in the Past

Amazon.com now sells more
Kindle e-books than paperbacks.

<http://web.resourceshelf.com/go/resourceblog/63621>

Make Sharing a Priority

- It's not about hoarding

If you take a good picture . . .
share it!

The Flickr logo is displayed in a white rectangular box. The word "flickr" is written in a bold, lowercase, sans-serif font. The letters "f", "l", "i", "c", "k", and "r" are blue, while the letter "r" is pink. A small "TM" trademark symbol is positioned to the upper right of the pink "r".

flickrTM

If you read a good book . . .

. . . share it!

www.goodreads.com



- . . . or

amazon.com[®]

The Amazon logo, featuring a curved orange arrow pointing from the letter 'a' to the letter 'z'.

If you see a good film . . .

. . . share it!

<http://imdb.com>



If you hear a good tune, share it!



Spotify[®]

Create and share playlists



If you see a good video . . .

. . . share it!






Setting up Twitter Feed for Your Class


- Tweeting out great examples of student work to a worldwide audience
- Last names and pictures of students aren't used (unless there is a parent-signed release form)

Using Twitter to Follow World Events

Recent Typhoon

Volunteers Rate Damage in Tweets

#YolandaPH: Map Tour by StandbyTaskForce and GISCorps (DHN Members) A story map   

This map was produced using a selection of photos processed by the MicroMappers Platform and locations are approximate. 

Reuters Photo: Vehicles can be seen piled up in the streets of Tacloban City in central Philippines
<http://t.co/lqPiet3Zb3>

Tacloban City, Philippines

Ormoc City, Philippines

Tacloban Airport, Philippines

Tacloban City, Philippines

Tacloban City, Leyte

Tacloban City, Leyte

Facebook post Spurs Ukrainian revolt

November 21, 2013

Mustafa Nayem



If You Don't Have Much Technology

- Do face-to-face activities that involve principles of digital reading and writing and social networking (especially when the classroom is “flipped”). (See Chapter 2 of *The Socially Networked Classroom*, by William Kist)

- Snowball activity: Discussion of blogging and audience
- Birthday/sequencing activity: discussion of nonlinearity

Blog as Learning Log

EVAN'S MULTI-MODAL BLOG

WEDNESDAY, DECEMBER 9, 2009

Little Victories

"This time, I'll be sailing."

So, that's it. The semester's over, and I only have one left. I think it's fitting to close out with Matt Nathanson's "Little Victories." I've been anxiously awaiting this final week.

This particular class has been an interesting ride for me, more so than any of the others. I've learned a lot about myself as a writer, teacher and person. I've learned that if I allow myself too much room to think, I'll be engulfed. I learned how to clear up enough time in a day to have for myself. I learned how to push past writing obstacles and just write. I learned that I won't be a terrible teacher. Of course, I've learned interesting and unique ways to teach; and I've used some of those strategies already.

Aside from learning that I hate people who drive, I think the

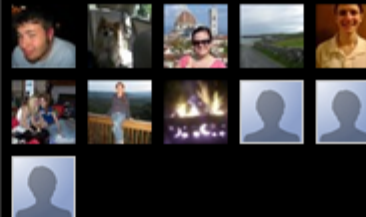
FOLLOWERS

 Follow

with Google Friend Connect



Followers (11)



Already a member? [Sign in](#)

BLOG ARCHIVE

▼ 2009 (43)

▼ December (4)

Little Victories

Year of the Black Rainbow

Move from Blogging to Micro-blogging

- Twitter
- Facebook
- Pinterest

Create an Account for your Class

- Create a Twitter account for a class you're teaching.
Example from Marty Jencius for his Psychopath class:
@CHDSPsycho
- Have students set up accounts if they don't have them and follow each other and the class account
- Require students to post a link to something related to class X times per week
- Require students to "Reply" to X number of students per week, plus the class account



youthvoices

I'm posting a few days late, (a lot of days late) but it does serve me one advantage: I have seen the first round ... <http://bit.ly/9HPAQn>

7 minutes ago from twitterfeed

Lately, life has been pretty stressful. With school, sports, friends and family I feel like I don't have enough ti... <http://bit.ly/aLBnPP>

39 minutes ago from twitterfeed

i just wanna be successful <http://bit.ly/9aSy7z>

about 1 hour ago from twitterfeed

i wanna be successful and happy <http://bit.ly/cPFwnS>

about 1 hour ago from twitterfeed

Name Youth Voices

Location Global

Web <http://youthvoice...>

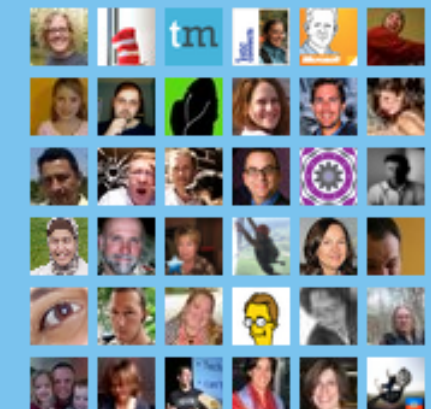
Bio Youth Voices is a meeting place where students share, distribute and discuss their digital work online. Contact: @paulallison

1,051 following 962 followers 14 listed

Tweets 9,593

Favorites

Following



Create your own hashtag event

Invite outsiders to attend

See if you can get “experts” to attend and reply

Twitter as Back Channel

- Use the pound sign (aka “hash tag”) for your class

#kistnewlit

Use Facebook at School

- Get permission from administrators and, probably, Board
- Communicate with parents

Steps of Facebook Project

- Discuss with students the difference between a personal and professional Facebook account.
- Have students set up a professional Facebook account.
- Teacher should set up a professional Facebook account as well.

- Students should use first names only or pseudonyms.
- Students should use avatars—any picture other than their own.
- Teacher sets up groups within Facebook for various purposes.

Groups in Facebook

- Teacher and students form writing groups and comment on each other's writing.
- Teacher and students form literature circles to discuss books.



Wr Kist
View My Profile

- News Feed
- Messages
- Events
- Photos
- Friends (1)

- Applications
- Games

Groups

Friends' Groups

More ▾

Friends Online

No one is online.

Groups

+ Create a Group



An Abundance of Katherines

8 members



Tangerine Group 2

10 members



Tangerine Group 1

8 members



The Absolutely True Diary of a Part-Time Indian Group 2

8 members



The Absolutely True Diary of a Part-Time Indian Group 1

8 members



Wintergirls Group 3

10 members



Post #1

Wdp Frerilsd wrote

on November 13, 2009 at 6:12am

[Report](#)

Post your feelings on the overall book now that we're finished with it.



Post #2

Wdp Frerilsd wrote

on November 13, 2009 at 6:33am

[Report](#)

I really enjoyed the overall book, it was a pretty easy read and it wasn't boring at all either. At times it was a little predictable but other times it was totally unpredictable. The book analyzed all the main characters really well and showed different sides of each of them. I never really knew what was coming next, which is always a good thing in reading a book. The beginning started off a little bit slow but it took off quickly after that. I also liked how it did "flashbacks" almost. It would go back to past memories either with Hassan and Colin's friendship or Colin's relationships with Katherines. It was easier to understand the characters' feelings when you knew what happened in their past and how that could've effected their feelings.



Post #3

Wdp Geyer wrote

on November 13, 2009 at 7:25am

[Report](#)

I somewhat enjoyed the overall book. At times, I felt as though it was a really quick read, and at other times, I felt as though the pages just kept getting longer and more boring. I liked how Colin used events that were currently happening to him to reflect back on his past girlfriends named Katherine. I also thought it was clever how there were footnotes at just about every page also. Most of the time, I felt that they were extremely helpful, because there were times where some of the things Colin said made absolutely no sense to me.

If you don't want to be on the Internet,
use other free learning management
systems

- Collaborize
- Edmodo.com
- Schoology.com
- Sophia.org
- Open Class (Google)
- Blackboard/Learn
- Blendspace.com
- Moodle

Use Apps for Annotating (“Close Reading”)

Subtext

Pad 2:43 PM 28%
SHELF A FROZEN WONDER | TIME FOR KIDS 3 New

A Frozen Wonder | TIME For Kids

It began as just an ordinary day for Yevgeny Salinder. The 11-year-old boy was taking a walk near his home in central Russia when suddenly the extraordinary happened. Yevgeny found animal limbs sticking out of the frozen ground. The boy told his parents, who immediately contacted scientists. When experts began digging out the buried creature, they discovered it was a 30,000-year-old woolly mammoth.

What would you like to do?
Highlight Discuss Add Quote Google Activities

Extraor The mammoth has been named Jenya, which is a nickname for the discoverer's Russian name, Yevgeny. Scientists say Jenya died at the age of 16. He is 6 feet 6 inches tall, and weighs 1,100 pounds. Since some mammoths may have been as tall as 13 feet, scientists are taking note of Jenya's size. "He was pretty small for his age," says Professor Alexei Tikhonov of the Zoology Institute in St. Petersburg, Russia. What is also unusual about this mammoth is his missing left tusk. The loss of a tusk would have made fighting difficult for Jenya. Experts think a crack in his remaining tusk means that the mammoth may have been hunted by humans.

The well-preserved state of Jenya is what makes this discovery especially extraordinary. Much of the carcass still has scraps of flesh, fur and organs intact. The mammoth also has a massive hump of fat on his back. The fat helped mammoths keep warm during the frigid Arctic winters. The condition of Jenya's body will allow scientists and experts to learn more about woolly mammoths. With enough information, one day it may be possible to recreate this prehistoric wonder.

4 of 4 End of chapter



Mary Song

Reading Oliver Twist For the next couple of weeks!
Check the book for small assignments.

Settings | Logout

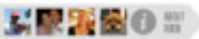


🔄 Add Books & Done Auto



The Fault in our Stars

John Green



Preview It 50 New >

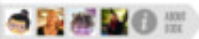
On Page 35 | 3 Notes >

Add Review



Alice's Adventures in Wo...

Lewis Carroll



Read It

On Page 1 >

Add Review



The Art of Racing in the...

Garth Stein



Preview It

Set Reading Status >

Add Review



Between Shades of Gray

Sepetys, Ruta



Preview It 7 New >

On Page 16 >

Add Review



Creating Innovators

Tony Wagner



Preview It 10 New >

On Page 2 >

Add Review



Crucible, The

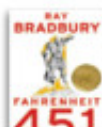
Miller, Arthur



Read It

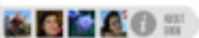
Already Read >

My Review



Fahrenheit 451

Ray Bradbury



Preview It 48 New >



Freakonomics

Steven D. Levitt and Stephen J. Du...



Preview It

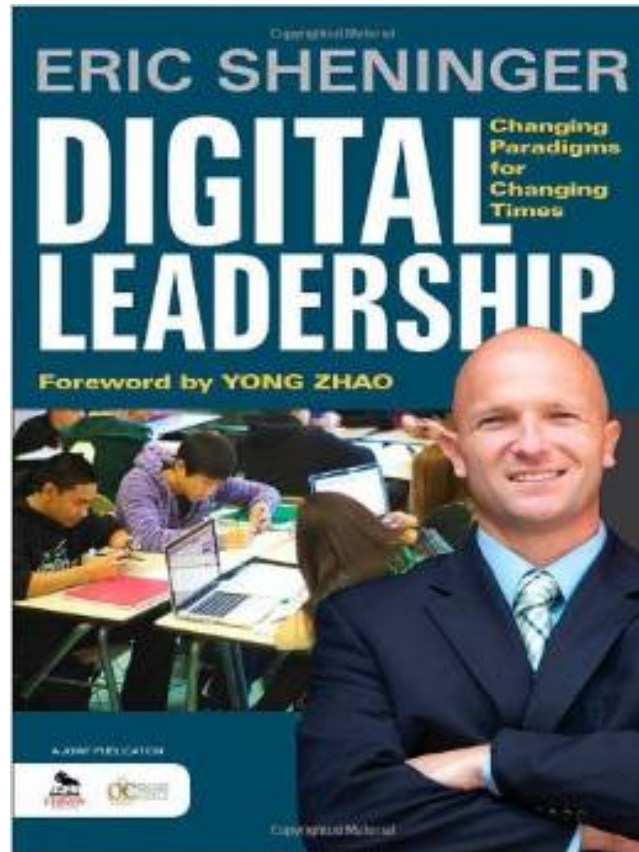
Apps for Self-Curating and Exhibiting Learning



- “Capture Anything”
- “Access Anywhere”
- “Find Things Fast”



Schools Using Social Media



- Eric Sheninger (@E_Sheninger)
Spotswood, NJ
Systemic use of social media

Copyright © 2010

The Socially Networked Classroom



Teaching
in the
**NEW
MEDIA
AGE**

William Kist

Foreword by
Kylene Beers

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Contact Information

- William Kist

wkist@kent.edu

@williamkist

Pat O' Connor

poconnor@kent.edu