Blogs, Wikis & Online Social Networks: Promoting Learning with a New Generation of Social Media

6-10-12

Cynthia C. Gadbury-Amyot
Poll #1

How many of you currently use social media tools such as Facebook or Twitter?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Responses</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>50</td>
<td>65.8%</td>
</tr>
<tr>
<td>No</td>
<td>26</td>
<td>34.2%</td>
</tr>
<tr>
<td>Total</td>
<td>76</td>
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</table>
• Social media is transforming society from business to presidential campaigns. Preparing our students for this brave new world can seem daunting. This session will frame the social networking phenomenon as it applies to higher education and address questions such as “Why change?”
• Social media employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content. Examples: Blogs, Wikis, Twitter etc.
### Poll #2

**Do you allow the use of laptops in your classroom?**

<table>
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<th>Responses</th>
<th>Percent</th>
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<tbody>
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<td>71</td>
<td>83.5%</td>
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<tr>
<td>No</td>
<td>14</td>
<td>16.5%</td>
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<td><strong>Total</strong></td>
<td><strong>85</strong></td>
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Poll #3

Do you allow the use of smartphones in your classroom?

<table>
<thead>
<tr>
<th>Answer</th>
<th>Responses</th>
<th>Percent</th>
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<tbody>
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<td>No</td>
<td>65</td>
<td>73.9%</td>
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<tr>
<td>Total</td>
<td>88</td>
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</table>
Adult gadget ownership over time (2006-2012)

% of American adults age 18+ who own each device

John Dewey

• Believed that education depended on action-knowledge and ideas emerge only in situations where learners have to draw upon their own experiences that have meaning and importance to them.

• Dewey would have LOVED social media!!
Social Media Explained;-)

• Foursquare – people can use mobile devices to interact with their environment, e.g. users can post their location at a venue and connect with friends

• Instagram – is a free photo sharing app that allows users to take a photo, apply a digital filter, then share it on a variety of social networking services – a distinctive feature confines photos into a square shape, in homage to both Kodak Instamatic and Polaroid cameras.
Social Networking Explained

• Pinterest – is a pinboard-style social photo sharing website that allows users to create and manage theme-based imagine collection such as events, interests, hobbies and more. Their mission is to “connect everyone in the world through the ‘things’ they find interesting.

• Last FM – is a music website much more powerful than Pandora with much more information

• G+ - Google Plus is a social networking and identity service – rival to Facebook???
Why Change???
(Reich, 2011)

• Social media are transforming our world – education needs to change, too
• Social media are promising platforms for developing 21\textsuperscript{st} century skills
• Students are engaged by the use of technology in the classroom
Figure 1a. The Stages of Technology Adoption

- Innovators: 2.5%
- Early adopters: 13.5%
- Early majority: 34%
- Late majority: 34%
- Diehards: 16%

Rogers
• So how do I decide as an educator if I am going to implement social media into my teaching and learning?

• *Perceived Attributes theory.* There are five attributes upon which an innovation is judged: that it can be tried out (*trialability*), that results can be observed (*observability*), that it has an advantage over other innovations or the present circumstance (*relative advantage*), that it is not overly complex to learn or use (*complexity*), that it fits in or is compatible with the circumstances into which it will be adopted (*compatibility*).
Digital Natives’ Aren’t Necessarily Digital Learners

• Myth 1: Digital natives are automatically digital learners
• Myth 2: “It” is here so we “should” be using it
• Myth 3: Cyberspace is the new classroom
• Myth 4: Today’s students are multitaskers

(Brian Cowan – CHE, 2011)
Cindy’s thoughts on distance learning and technology in teaching (for what they are worth...)

- Technology in teaching for the sake of technology is not a good reason to incorporate – needs to add value to the learning experience for both faculty and students
- Technology doesn’t make the “good” teacher great and unfortunately doesn’t make the “bad” teacher good
- Good teachers enrich and guide the learning experience regardless of delivery modality
What does research tell us?

• Students do need to be instructed on use (French et al. 2003).

• Dual encoding theory supports information received from more than one sensory channel is retained better. (Paivio 1986; Mayer and Moreno 2003)
Poll #4

Have you ever talked to your students about managing their online reputation?

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<thead>
<tr>
<th>Answer</th>
<th>Responses</th>
<th>Percent</th>
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<tbody>
<tr>
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<td>53</td>
<td>89.8%</td>
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<tr>
<td>No</td>
<td>6</td>
<td>10.2%</td>
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<td>Total</td>
<td>59</td>
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Poll #5

**Does your institution have a social media policy?**

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<thead>
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<th>Answer</th>
<th>Responses</th>
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<tbody>
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<td>24.3%</td>
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<tr>
<td>Not Sure</td>
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<td>29.7%</td>
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<td><strong>74</strong></td>
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Register Now

Program Details
Online Requirements
Participant Comments

What best describes you?

- A new educator eager for the latest teaching methods and strategies to help your students succeed?
- A private practitioner who’s considering a new career path - or one who has already taken the leap, now preparing for a faculty position?
- A mid-career professor who wants to get retooled for a new generation of learners?

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Guest Editorial
August, 2010 edition

Dental Hygiene Education—Maintaining Basic Fundamentals While Advancing the Profession

By Cynthia C. Gadbury-Amyot, MSDH, EdD

“Technology alone does not enhance instruction—never has and never will. Pedagogy is what matters—always has and always will.”
—Robert M. Diamond, 2008
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