Social Media

Socially Interactive and Peer Based Pedagogies

Nisha Malhotra, VSE
Judy Chan, LFS and CTLT

Session is not recorded; We will share Google slides at the end of the session. Answers and resources will be added to the last slide in the deck.
Facebook? Twitter? Instagram? Youtube? What's the value of social media (SM) in teaching and learning?

It enhances Student engagement with the content and their peers.
Learning Objectives:

By the end of this hour, we hope that you will be able to:
- Review the construct of various social media platforms.
- Assess the use of SM & how it can be leveraged to enhance student engagement.
- Recognise challenges and drawbacks.

Plan:
1. Present Statistics and trends around the use of these platforms.
2. Showcase a few accounts.
3. Brainstorm adaptations
4. If time permits, explore future trend on students' preference of one social media platform over another.
5. Our pre-Covid-19 plan was to help you set up social media accounts
Please respond with the polling function.

Qs. Do you use social media for educational purposes?

1. Yes
2. No
Qs. Which platform do you most frequently use for teaching? Choose only one; limit of BB Ultra polling

1. Facebook
2. Instagram
3. Twitter
4. YouTube
5. Others, please share this in the ‘chat’
How about Privacy?

UBC’s Student Privacy Guidelines that Apply to Social Media:

- Cannot be mandatory.
- Inform our students of your learning goals & the information about the platform you will use
- Allow option to use aliases
- Alternatives

https://wiki.ubc.ca/Documentation:Student_Privacy_and_Consent_Guidelines/Instructor_Use_Summary
<table>
<thead>
<tr>
<th>SM</th>
<th>Purposes</th>
<th>Similar sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>Social Networking</td>
<td>Linked-in, Whatsapp</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>Photo Sharing- mostly</td>
<td>Snapchat, Pinterest,</td>
</tr>
<tr>
<td></td>
<td>Video sharing -recently</td>
<td></td>
</tr>
<tr>
<td>TWITTER</td>
<td>Micro-Blogging</td>
<td>Tumblr</td>
</tr>
<tr>
<td>YOUTUBE</td>
<td>Video-Sharing</td>
<td>Vimeo, Twitch</td>
</tr>
</tbody>
</table>
# Social Media Platforms

<table>
<thead>
<tr>
<th>SM</th>
<th>Frequent Uses by Educators</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>Facilitate Group Work</td>
</tr>
<tr>
<td></td>
<td>Discussions</td>
</tr>
<tr>
<td></td>
<td>Virtual Communities</td>
</tr>
<tr>
<td>INSTAGRAM (IG)</td>
<td>Announcements</td>
</tr>
<tr>
<td></td>
<td>Review course material</td>
</tr>
<tr>
<td></td>
<td>Add visual appeal to Course Content</td>
</tr>
<tr>
<td>TWITTER</td>
<td>Introduce students to broader conversations about a topic</td>
</tr>
<tr>
<td></td>
<td>Communicate with experts, community members outside class</td>
</tr>
<tr>
<td>YOUTUBE</td>
<td>Video Tutorials; Video Lessons</td>
</tr>
</tbody>
</table>
Most sites have SM share buttons

Journals; News websites; Blogs and many more.
Social Media - Use

2016 nationally representative survey of 790 American teens aged 13-17
94% use social media platforms.
Student’s Attitude to Social Media

Social media makes me feel...

- Connected to my friends: 78%
- More informed: 49%
- Connected to my family: 42%
- Supported: 19%
- Like I always need to show the best version of myself: 15%
- Overloaded with information: 10%
- Like I am missing out: 9%
- Overwhelmed: 9%
- Other: 6%
- Alone: 4%

Percent teens age 13-17 who use social media

Source: AP-NORC Teen survey Decrease 2016, National Level.
Trends in Canada

2013- classroom-based survey of 5,436 students in grades 4 through 11, in every province and territory,

<table>
<thead>
<tr>
<th>Site</th>
<th>Content</th>
<th>Percent of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube.com</td>
<td>Video sharing</td>
<td>75%</td>
</tr>
<tr>
<td>Facebook.com</td>
<td>Social networking</td>
<td>57%</td>
</tr>
<tr>
<td>Google.ca</td>
<td>Search engine</td>
<td>31%</td>
</tr>
<tr>
<td>Twitter.com</td>
<td>Microblogging / Social networking</td>
<td>24%</td>
</tr>
<tr>
<td>Tumblr.com</td>
<td>Blogging / Social networking</td>
<td>12%</td>
</tr>
<tr>
<td>Instagram.com</td>
<td>Media sharing / Social networking</td>
<td>10%</td>
</tr>
<tr>
<td>Minecraft.com</td>
<td>Gaming</td>
<td>8%</td>
</tr>
</tbody>
</table>

K-12 Teachers survey across Canada (2015)

Students’ use of social media prior to UBC

Respondents: 4,043 K-12 teachers
(8%) 333 - Kindergarten, (58%) 2,343 - Elementary, (34%) 1,367 - Secondary

- Use social networking for educational purposes outside of the classroom:
  - Secondary - 25%
  - Elementary - 15%

- Platforms used
  - Twitter (72%)
  - School’s own Social networking platform (59%)
  - Facebook (44%)
  - Instagram (25%)

Source:
Percentage of internet users accessing selected social media platforms in Canada as of May 2018

- Facebook: 80%
- LinkedIn: 45%
- Google Plus: 40%
- Instagram: 39%
- Pinterest: 36%
- Twitter: 35%
- YouTube*: 27%

Online Survey
1,500 respondents
18 years and older
Link:
Small Group Discussion

- Are you using any medium currently?
  – Reasons for adapting / relevance for your course content?
  – Benefits and challenges of these media for different teaching activities.
We are breaking out into small groups:

Before we break up, here are some tips:

- Pay attention to your group #
- Turn your video and audio on
- There should be at most 6 people in each group; you may have less
- Please assign different roles:
  - Notetaker, don’t worry about filling out all the boxes
  - Reporter, report a couple highlights
  - Time keeper, 10 minutes
- We will try to give you a signal before bringing you back (10 min)
Sharing
by ‘reporter’
FACEBOOK

Common uses

Easy to Share/Upload:
   Files; datasets
Share from the internet:
   News; journal articles- click of an icon.
Announcements, Online Polls, Ask questions, Schedule meetings.
Group Discussions; Group writing activities.
Student participation:
   Like, comment, share articles from the web
   Peer review - Provide feedback
   Asynchronous presentations
      Share, upload group projects & presentations, peer annotation
Facebook groups resemble an online café with walls to the rest of the online community, allowing students to (a) chat in real-time, (b) discuss in virtual-time, and (c) share materials through straightforward file upload.
INSTAGRAM

Post Images or Videos of Course material
- **Feed** - stays on your wall/space *(Gallery)*
- **Story** - disappears after 24 hrs - Unless you highlight it.

Enhance student experience & engagement with appealing pic/videos
- Stickers and Filters to modify images, Create collages
- **Boomerang**: adds ‘dazzle’ factor with photos in a forward or reverse loop
- **Rewind** - Feature where Videos plays in reverse
- Interactive poll stickers - students can vote & see real-time results

Students’ participation:
- like, comment and respond to others comments.
INSTAGRAM

Post Images or Videos of course material:

-Feed - stays on your wall/ (Gallery)
-Story - disappears after 24 hrs unless you highlight it.

- Highlighted Story displayed
INSTAGRAM

Share News directly from accounts “you follow “ or weblinks

Disseminate Information/Make Announcements

Students’ participation:
- like, comment and respond to others comments.
INSTAGRAM

Enhance student experience & engagement with appealing pic/videos

- Stickers and Filters to modify images, Create collages
- **Boomerang** - adds ‘dazzle’ factor with photos in a forward or reverse loop
- **Rewind** - feature where Videos plays in reverse
- Interactive poll stickers - students can vote & see real-time results
Even Economics can be Artful
More about the Platform

- Open camera
- Direct Message
- Home-Feed
- Camera Page (smartphone)
- Account Activity
Create your own content:

- Video Tutorials
- Lesson Plans
● Playlist - Collection of Videos that will be played in a loop.
   ○ Playlist for a course, topic, lecture

● Curate Course Content from other Youtube videos

● Live Streaming - Live stream discussion with an expert in your field or an interview.
Scale and Counting
3,446 views • Jan 3, 2014

Base 2, base 3, and base 10 counting.
SHOW MORE
Twitter

- You can think of this as a mix between Facebook and Instagram
- Limited text.
- Share, comment, respond to students.
Econ_Concepts
@NishaEcon
Economist & Senior Instructor @UBC Vancouver School of Economics. Tweets on: Economics | Trade | Policy | Micro | Econ101 | Econ355 | ubcVSE | UBC_Arts
Canada econ101.sites.olt.ubc.ca Joined September 2013
567 Following 590 Followers

STAT 545 at UBC
@STAT545
UBC Statistics course in data wrangling, exploration, and analysis with R; Taught by @JennyBryan
Vancouver, BC stat545.com Joined September 2014
34 Following 2,331 Followers

You Retweeted
Econ_Concepts @NishaEcon · Feb 8
Labor statistics / Data Source - canpoli Database

Statistics Canada @StatCan_eng · Feb 7
Labour Force Survey, January 2020: Employment increased by 35,000 (+0.2%) in January, all in full-time work. The unemployment rate fell 0.1 percentage points to 5.5%. ow.ly/4Nry50ygj6b

Pinned Tweet
STAT 545 at UBC @STAT545 · Sep 2, 2014
Full disclosure: tweets from this account will be a mix of interesting data science stuff and STAT 545A / STAT 547M course minutiae.
Benefits

My experience
• Higher participation and discussion rates.
• A greater number of problem solving, and other requests made.

What others find.
• Emertxe, Bangalore, argue for five benefits: Learning and Networking, Creative Expression, Global Exposure, Employment Opportunities, and Social Media Marketing.
• Gleason and Gillern (2018) argue that our use of social media in classrooms can positively influence internet citizenship as practiced by our students.
Checklist for Social Media in classrooms

Does UBC have social media guidelines?

- Cannot be mandatory
- Inform our students of our learning goals
- Option to use aliases
- Alternatives

https://wiki.ubc.ca/Documentation:Student_Privacy_and_Consent_Guidelines/Instructor_Use_Summary
Recommendations

- Use separate account for teaching
- Keep the posts relevant to the material currently covered in lectures
- Respond to comments or designate others to respond
- For discussion - set the trajectory by providing focused questions or responses to group Qs
Questions?

We like to invite participants to chime in with their experiences.
DAILY TIME SPENT USING SOCIAL MEDIA
AVERAGE DAILY TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA ON ANY DEVICE

JAN 2020

PHILIPPINES 03:53
COLOMBIA 03:45
BRAZIL 03:31
NIGERIA 03:30
INDONESIA 03:26
MEXICO 03:25
ARGENTINA 03:24
KENYA 03:23
SOUTH AFRICA 03:20
EGYPT 03:11
U.A.E. 03:10
THAILAND 03:09
TURKEY 03:08
RUSSIA 02:57
MAURITANIA 02:55
INDIA 02:51
VIETNAM 02:48
VIETNAM 02:45
ROMANIA 02:44
U.S.A. 02:43
PORTUGAL 02:42
TURKEY 02:40
SPAIN 02:39
IRAQ 02:36
SAUDI ARABIA 02:35
TUNISIA 02:34
ISRAEL 02:31
KOREA 02:30
U.K. 02:29
DENMARK 02:28
GEOGRAPHICAL 02:27
JAPAN 02:26

SOURCE: GLOBALWEBINDEX (Q3 2019). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.
References

- Top 5 benefits of social media for students, Emertxe Blog- A blog by a Information Technology School in Bangalore: Retrieved May 1st, 2020,
- N. Malhotra (2013) Experimenting with Facebook in the college classroom, Faculty Focus, 2013
- Instagram and Snapchat are Most Popular Social Networks for Teens; Black Teens are Most Active on Social Media, Messaging Apps | APNORC.org https://shar.es/aHU68S Retrieved 1st April 2020.