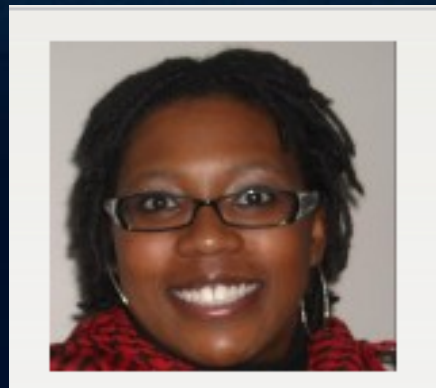


Teaching Social Media
VS
Using Social Media to Teach
Using Social Media to Enrich the Educational
Experience

Erika M. Pryor, Ph. D
Department of Communication



What is social media?

Social media is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers. [Andreas Kaplan](#) and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), and that allow the creation and exchange of [user-generated content](#)"^[1]. Businesses also refer to social media as [user-generated content](#) (UGC) or [consumer-generated media](#) (CGM). Social media utilization is believed to be a driving factor in the idea that the current period in time will be defined as the [Attention Age](#).

Social Media "Type" 1

CONTENT

New media platforms that facilitate the "connection" among and between users

- Facebook
- Twitter
- Myspace
- YouTube
- UStream
- LinkedIn
- Slide Share
- Meetup
- Blogs
- Discussion Boards

Social Media "Type" 2

PRODUCTION TOOLS

Digital media technologies that allow for the production -- often collaborative -- of "work"

- Google Documents; Google Wave
- Wikis
- Blogs
- Survey Monkey
- Hoot Suite*
- Tweet Deck
- Prezi
- Delicious*
- Digg
- Tungle
- Social URL

Social Media "Type" 3

MONITORING AND REPORTING TOOLS

Social media platforms that provide a way to evaluate the quantity (and to a lesser extent quality) of your social media efforts

- Google Alerts
- Google Analytics
- Social Oomph
- Bitly
- Hoot Suite
- Ping
- Seesmic
- IceRocket
- Technorati

Teaching Social Media

- The act of teaching individuals "how" to use social media
- Content, context, and disciplinary specific
- Frequently takes place in communication, marketing, internet marketing and business programs
- Focus on the functional aspects of new media technologies

Using Social Media To Teach

- Incorporating social media in ways that enrich the educational experience for students
- Using web based media technologies to enhance the ways educators go about teaching, advising, mentoring, and collaborating with one another and students

"Why Aren't They Teaching Social Media in College?"

Posted by Erika Pryor on January 16, 2010



"Why aren't they teaching social media?" This is a question I get asked a lot by business professionals in a variety of industries from new media technology, IT, marketing professionals, event planning, and public administration, as well as by other educators. Since I answer this question often, I thought it might be useful to write a bit about how I handle talking with others about the challenges of teaching (with and about) social media

Teaching Social Media vs Using Social Media to Teach

Social media and web communication strategists are wondering why college faculty are not *teaching* social media. I actually do not know the rate at which university educators are teaching with/about social media, but I do know it's happening, and I am

interested in learning from those that are engaging in this work. An important point to consider is that academics typically are well-versed in narrow slice of a larger discipline. This "speciality area" is complimented by knowledge about the history, theory, and relevant scholars of that larger research area. Although it may not sound like a lot –it is. This means that academics aren't teaching social media because social media is probably not their speciality area or may not even be closely related to the larger discipline. This gap between speciality area and social media means many are left wondering what it is and how to go about including it in an existing teaching approach.

3. **Anthony DiSanza said**



January 19, 2010 at 3:53 am

Actually, Social Media is being taught – in many universities. FullSail is a for-profit school that has an undergrad & grad program in internet marketing – where social media is a component – as does the University of San Francisco. I just started teaching Internet Marketing at The Ohio State University – where social media is one key component of an overall marketing strategy. There are several good coursebooks available – eMarketing (5th ed) by Judy Strauss is used at Ohio University; Internet Marketing (4th ed) by Dave Chaffey (see davechaffey.com) is what I use. I can give you more examples, but would suggest you see educause.edu – this topic is addressed there – many schools take this up and are looking for ways to use it – it’s just a matter of working with the structure they have and the tools they have. Using social media for the sake of social media isn’t the answer – how it integrates into one’s overall strategy is what’s important.

Reply

Erika Pryor said



January 21, 2010 at 4:20 am

Thanks so much Anthony for your feedback and useful resources. I too know that many educational institutions are teaching social media, and importantly, there is a distinction between teaching social media and *using social media to teach*. What stands out to me is that social media is changing the ways in which individuals and communities engage one another while also compressing time and space. I am excited at using these new strategies of engagement to help students understand how traditional education can be successfully merged with social media. I look forward to many more colleges and universities using social media as an additional educational resource.

Reply

How I attempt to use social media

Generally

- To facilitate collaborative learning among and between students
- To build and develop community
- To cultivate a sense of empowerment
- To reach students on their own terms while moving them towards common educational goals
- To learn to use new media technologies beyond their social function

Racialized Perspectives in Media

Blackboard:

- Disseminate course materials
- Course assignment grades
- For quizzes and exams
- Collection of assignments
- Posting of class notes

Racialized Perspectives in Media

Facebook Fan Page

- Knowledge of enrolled students/classmates (S/I)
- Application of course concepts outside class (S/I)
- Participation in class discussions (S/I)
- Cultivates student-to-student engagement (S)
- Discussion of media beyond scope of class discussion (S/I)
- Encourages students to stay informed on media events (S)
- Facilitates additional instructor-to-student interaction (S/I)



Denison University COMM 239 For those that may not be familiar with the Killing Us Softly series, here is a clip. Many pieces of the documentary are available on YouTube.



Killing Us Softly part 1 of 4

www.youtube.com

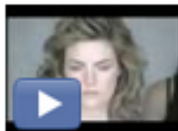
Jean Kilbourne's pioneering work helped develop and popularize the study of gender representation in advertising. Her award-winning Killing us Softly films have influenced millions of college and high school students across two generations and on an international scale. ...

February 15 at 5:34pm · Comment · Like · Share



Alex Daniels Model before and after make-up

http://www.youtube.com/watch?v=gRV_X_PGPaA



Ce fac machiajele dintr-o femeie urata!!!!!!!!!!!!!!!!!!!!!!!!!!!!

www.youtube.com

Trebe neaparat sa va uitati la asta , you most see this video , a model girl , before and after makeup.

February 15 at 4:18pm · Comment · Like · Share · Report

View all 4 comments



Kelly McBride Folkers this was the video that i had mentioned in class on monday. it's so scary to me.

February 16 at 4:05pm · Delete · Report



Maggie Madocks I'm pretty much speechless after watching this, you never realize how much photoshopping gets put into a photograph

February 16 at 9:26pm · Delete · Report

Write a comment...



Maggie Madocks I'm sure most of you have heard about the luge death in the Olympics this past weekend but if not here is an article and a video of the crash.

http://www.huffingtonpost.com/2010/02/12/nodar-kumaritashvili-cras_n_460474.html



Nodar Kumaritashvili Crash VIDEO: Luge Slider DEAD In Olympics Accident (GRAPHIC PHOTOS)

www.huffingtonpost.com

Nodar Kumaritashvili, a Georgian luge slider competing at the Vancouver Olympics, died today after crashing during a training run and hitting a metal pole. He was 21.

February 14 at 10:10pm · Comment · Like · Share · Report



Jesus Gomez Zach Huttie Here is an article focused on sports fans.

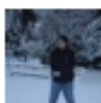


Opinion: Sports fans on steroids

www.sptimes.com

Tampa Bay's news, shopping and information source brought to you by the St. Petersburg Times and tbt*.

February 5 at 8:20am · [Comment](#) · [Like](#) · [Share](#) · [Report](#)



Jesus Gomez Zach Huttie i found something that might interest you.



ESPN.com - SPECIAL - Anabolic steroids

espn.go.com

There should not be a controversy over anabolic steroid use in athletics -- non-medical use of anabolic steroids is illegal and banned by most, if not all, major sports organizations. Still, some athletes persist in taking them, believing that these substances provide a competitive advantage. ...

February 5 at 8:18am · [Comment](#) · [Like](#) · [Share](#) · [Report](#)



Jason Swanson Brendan Sullivan you might enjoy this...

HeinOnline

heinonline.org

13 Pac. Rim L. & Pol'y J. 127 (2004) From Mao to Yao: A New Game Plan for China in the Era of Basketball Globalization; Lane, Dustin C. This article was cited by 3 articles in HeinOnline's Law Journal Library What is Hein's ScholarCheck?

February 5 at 1:25am · [Comment](#) · [Like](#) · [Share](#) · [Report](#)



Brendan Sullivan Jason Swanson This looks interesting...

IngentaConnect Capitalizing the big man: Yao Ming, Asian America, and the China ...

www.ingentaconnect.com

In summer 2002, Yao Ming, the Chinese basketball player from Shanghai, was drafted by the Houston Rockets as the overall first-pick. His advent to the NBA quickly brought about a phenomenal impact, both economically and culturally. ...

February 5 at 1:21am · [Comment](#) · [Like](#) · [Share](#) · [Report](#)



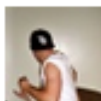
Zach Huttie Jesus Gomez

Hope this helps Jesus!

versita.metapress.com

versita.metapress.com

February 4 at 11:36pm · [Comment](#) · [Like](#) · [Share](#) · [Report](#)



Evan Nicholson Adam Bodary I hope this article will assist you in your research for your paper. Enjoy.

Public Speaking: For Students by Students

Wordpress Blogs

- Semester long small student work groups (S)
- Student groups create v-blog entries of common "student-centered" public speaking moments (S)
 - Roommate Conflict; Student Teacher Grade Dispute; and Research Presentation
- Each student creates a textual blog post to accompany v-blog entry (S/I)
- Profile posts (S/I)
- "What is this blog" posts (S/I)



Chelsea Boehmer is a junior at **Denison University**, majoring in Studio Art. Post-college, she hopes to find work as a character designer or an animator at a major company—hopefully **Pixar** or **DreamWorks**. She realizes that this is a long shot; however, she is sometimes too stubborn or stupid to know when to give up. Regardless, she is still applying for an internship at the aforementioned companies this summer, so we'll see how that goes.

She is originally from the Dallas area, but decided to attend college in Ohio for several reasons, one of the more prominent ones being she was curious to see what seasons were like. So far, she dislikes winter with the entire core of her being. Unfortunately, this being Ohio, winter sprawls over half the year

—thus leaving the poor Texan miserable for a good, solid six months. The other main reason Denison University piqued her interest is the fact that there is an outstanding art program here.

FEBRUARY 3, 2010

Let's Get Real

Addressing the Public: Denison Style is an opportunity to express what we feel are important aspects of public address. This is not the opinion of one individual, but a collective effort of five students. We will cover what to do, what not to do and how to effectively communicate in multiple settings. The negotiations of writing this very blog will in and of itself exemplify the very nature of the blog's purpose; to express ourselves in a public forum. The readers should expect an alternative and creative approach to discussing these topics. Multiple different Medias such as video, print and audio will be used to display scenarios and subsequently utilized for analysis. As the technological and social media transitions into a new age of digital communication, the voice of our generation is becoming increasingly important to bridging the gap of both traditional and modern means of public communication. We intend to explore the commonalities and differences of the social interactions and pioneer new theories and concepts to achieve effective communication.

Pedagogical Goals

- Students as "resource people"
- Students as "knowledge holder & producer"
- Relationship between *speaking and writing*
- Intellectualization of particular DU "student experience"
- Hyper-reflection on public speaking process
- Community bonding and development
- Practice public speaking more

Using Social Media to Debrief: Blogging

Students Read the Syllabus

Although many students read the course schedule of the syllabus throughout the semester, and maybe parts of the syllabus in class when the instructor goes over the document, I get the impression that they frequently don't review the course overview, course goals, and accompanying policies as the semester continues. So, when I say I saw Students Read the Syllabus in class, without prompting as a way to understand what their blog was supposed to be about — I was elated and a little tear came to my eye.

Witnessing Sparks of Creativity

Admittedly, I'm equally excited about *Witnessing Sparks of Creativity* as I am about students reading the syllabus. As I circulated through the small groups answering questions and quelling anxiety, I heard the exciting and innovative ideas students were working through in an attempt to provide a valuable resource for other students about likely public speaking moments in college. *Witnessing Sparks of Creativity* was so exciting because frequently, form and structure of research assignments often become barriers for some students to creatively approaching assignments. This means I have read a lot — and I mean a lot — of unmemorable papers. I want students to be creative and inventive within defined guidelines and I believe teaching this course in this way provides an outlet not only for myself, but also the students to be creative — and this means more interesting assignments. Yay!

Collaborative Learning



I am a tremendous advocate of *Collaborative Learning* and the greatness that comes from the opportunity to create something new with others. My position notwithstanding, moving students to embrace enthusiasm about *Collaborative Learning* is challenging. I don't know that I've got a solution or formula, but I've structured the semester-long work groups with both individual and group work aspects that are dynamic.

Using Social Media to be More Productive: The Tungle Experiment

? Notes:

Each week on your page will show the availability you choose, minus any busy events you have for that week.

Visitors will only be able to select available times to propose for meetings, and only propose durations within the min and max you set.

My availability

Personal details

Other public profiles

Save | Discard changes

When do you want to be available?

Edit your weekly availability below by adding or removing times.

Don't worry - Tungle will automatically block out your busy times later so you won't be double booked.



For how long?

Visitors may propose meetings that are

between 30 minutes and 30 minutes

in duration.

Next: Edit personal details

(GMT-05:00) Eastern Time (US & Canada)



Dr. Erika Pryor
Assistant Professor
Denison University

work: 740.540.8528

email: drerikapryor@gmail.com

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9am							9am
10am							10am
11am						10:30am - 12:00pm	11am
12pm							12pm
1pm							1pm
2pm		1:30pm - 3:00pm		1:30pm - 3:30pm			2pm
3pm							3pm

A Few Other Sites...

Denison University COMM 239

<http://www.facebook.com/pages/Granville-OH/Denison-University-COMM-239/191802332353?ref=nf>

Survey Monkey

<http://www.surveymonkey.com/MySurveys.aspx>

Public Speaking Denison Style

<http://lkcb.wordpress.com/>

Public Speaking 101

<http://speech101.wordpress.com/>

Slideshare

<http://www.slideshare.net/guest0e6a3713/using-social-media-to-teach>