HOW TO INCORPORATE SOCIAL MEDIA IN EDUCATION

INTRODUCTION AND BACKGROUND

The topic of this project is how to incorporate social media in education. The intended audience are educators and anyone interested in finding out how to incorporate social media in their courses online or face to face courses.

PURPOSE:

The purpose is to discuss, present and give the learners steps on how to use social media in the face to face class and/or online courses to make learning more engaging, dynamic and more fun.

In order to incorporate social media sites or application, media sharing and collaborative sites in education one must know what is the extent of the knowledge of the users (educators and student). There is no doubt that student in this time are more tech savvy compare to educators. Although according to a research by Moran, Seaman and Tinti-Kane (2011) the awareness and usage vary greatly. There is not much difference between the awareness for age group or length of teaching. However, the level of usage has a big difference. Those who have been teaching for more than 20 years are less likely to use Social Media compare to those who are new in teaching. More experienced and older faculty doesn't seem to see the same level of usefulness as do younger educators. With that in mind, incorporating social media, media sharing and collaborative tools or sites in education can be challenging. But with the right attitude, support and training, an educator can have an ease of use and successful integration.

WHY IS THIS TOPIC (TECHNOLOGY OR CONCEPT) IMPORTANT?

Social media, media sharing and collaborative tools, and sites are here to stay. They will not be going away soon rather it will continue to evolve on how student and educators utilize these tools and applications. More and more students and younger generation educators will continue to use these tools in their classroom, may it be face-to-face, hybrid, blended or purely online course. The more we educate and disseminate information to our educators the better it is for them to utilize these tools and will have a better outcome. This is important because with the current type of learners we have – younger generation who utilizes online tools for education the better the chance that we can reach more type of learners and the more engaging the courses can become.

FORMAT AND REQUIRED TECHNOLOGY:

This project will be delivered using Canvas Learning Management System and it will be delivered in 6 modules online plus the assessment at the end.

Canvas Learning Management System will be used for the development and delivery. In the design it will use different media to developed and deliver the course. The project will be accessible online to the class and the teacher for evaluation.

LEARNING EXPECTATIONS:

At the end of this course the learners will be able to know how to incorporate social media in their courses online or face to face. Learners will hopefully be more open to the idea of incorporating social media in their courses to better engage students, invite more collaborations and in the long run make the educator better prepared to use new technology for their courses.

DISCUSSION (FUTURE TRENDS)

The future of social media, media sharing and collaborative tools/sites is already here and there being no turning back. It has the power to connect different types of learners and educators. The powers of these tools are massive with the right way of integration with online courses and the use of mobile devices to collaborate and communicate.

Media sharing tools and sites like Google tools (google docs, slides, sheets and forms) is being utilized not just for education but a lot of technology driven department and workplace use some part of it. Google docs is a great way to start collaboration in a classroom. Users only need a Google account which most users will more than likely have and the educator can give access to the documents. When a student is presenting a project, there is no need to bring a USB drive, one just needs to login to their google account and access their PowerPoint presentation. Needing to send out a survey for research? Student can utilize Google forms to set up questionnaire and integrate with Google sheet to manage the responses and analyze the data for reports.

Another media sharing site is YouTube. Educators can use videos that are relevant to their topic or create their own and upload it on YouTube for easy sharing to students.

Social media such as Facebook can be used by creating groups and adding your students to the group for collaborations. Posts discussions and let your student reply to the postings. Access is easy, student doesn't need to be limited to their access because they can login their account in Facebook and just go to the group and start postings. The use of Instagram to post images is something that a photography class can do. Educators can create an account geared specifically for the course, then post images taken by students and get feedback. It is also a way to showcase and create online portfolio. Student can use their own account to upload images/photos and create that as their own online portfolio.

Although with all of the hype in education about incorporating Social Media and the use of Media Sharing sites and tools, education is behind and still trying to catch up with technology. There is so much technology within reach and the education system is having a difficulty in

deciding which one to recommend and use. There are still questions such as "*how and why do learners participate and create content in digital learning spaces?*" How can educators use pedagogy, curriculum and policy in conjunction with social media and media sharing tools and sites? And lastly, do the students really engage and interconnect with each other during the creation and sharing of information?

CONCLUSION

The presence of social media in higher education is increasing as educator find ways to incorporate technology to engage their student and enhance learning not just through face-to-face but more so in online learning. A lot of scholar and researchers may argue that there is not enough evidence that the use of social media will be successful because the data gathered was limited to surveys and questionnaires. There are no definitive findings as how much is the impact and up to what extent of social media can actually help in the learning process.

On the other hand, the use of media sharing tools and sites such as Google tools and YouTube has been skyrocketing in use. A lot of educator uses YouTube to supplement their teaching with videos. Faculties are also using Google Docs for face-to-face and online collaboration.

These tools are widely used whether in the right way or not. And since they are already in use in education why not create resources to better equip educators on how to use these tools in the classroom or in their online course. With the right design of tutorials and modules, specific learning objectives and outcomes, the right questions to assess the validity and effectiveness, the integration and ease of use of these technologies will be a breeze.

PROJECT/COURSE STRUCTURE:

INTRODUCTION Module:
- What is social media? What are media sharing sites? What are collaborative sites?
- History of social media, media sharing sites and collaborative sites
- What is the importance of these different media?
- Why should it be incorporated in education?
- What are the social media, media sharing sites and collaborative sites will be covered?

MODULE 1: Facebook
- Description
- Why use this media/website?
- How to use it for education?

MODULE 2: Instagram
- Description
- Why use this media/website?
- How to use it for education?

MODULE 3: LinkedIn
- Description
- Why use this media/website?
- How to use it for education?

MODULE 4: BLOGS
- Description
- Why use this media/website?
- How to use it for education?

MODULE 5: YOUTUBE
- Description
- Why use this media/website?
- How to use it for education?

MODULE 6: GOOGLE DOCS
- Description
- Why use this media/website?
- How to use it for education?

ASSESSMENT MODULE
Will have 10-15 questions to measure the learner's ability to remember the information on about the different modules. The questions will cover all 6 modules.

REFERENCES

Gikas, J., Grant, M. (Oct 2013). *Mobile Computing Devices in Higher Education: Student Perspectives on Learning with Cellphones, Smartphones and Social Media.* The Internet and Higher Education. Vol 19. pp. 18-26.

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See next page for the structure/layout of the course.

Social Media, Media Sharing and Collaborative Sites in Education - How to Incorporate in your Teaching?

INTRODUCTION MODULE

MODULE 1: FACEBOOK	**MODULE 2: INSTAGRAM**	**MODULE 3: LINKEDIN**
MODULE 4: BLOGS	**MODULE 5: YOUTUBE**	**MODULE 6: GOOGLE DOCS**

ASSESSMENT   **REFERENCES**