

# FACULTY 2.0

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Ingrid Sturgis 9/23/11

# Trends in education

- 1 million children (2 percent of the K-12 student population) are participating in some form of online learning
- 27 states offer statewide virtual schools that allow students to take a class online
- 24 states and the District of Columbia offer students the opportunity to attend a virtual school full-time.

# Trends in education

- As students become more and more connected to each other through various online mediums, they're also becoming more untethered, with laptops and smart phones keeping them physically apart.
- "Web 2.0 paradigm" of "immersive environments" and dynamic information could upend traditional pedagogies and even the way students learn.
- That could mean that some professors might have to play catch-up

# College students and gadgets

## College students and their gadgets

*Percentage of all adults in each group who own different devices*

	All adults	Non-students, 18-24	Undergrads	Grad students	Community College
Cell phone	82%	89%	96%	99%	94%
Desktop computer	60	58	59	73	67
Laptop computer	52	64	88	93	70
iPod or mp3 player	45	69	84	86	72
Game console	41	64	58	49	61
e-book reader	5	4	9	7	4
Tablet computer	4	4	5	5	4

Source: Pew Research Center's Internet & American Life Project 2010 tracking surveys. All include landline and cell phone interviews. N for all adults=9,769; n for 18-24 year old non-students=717; n for four-year undergrads=246, n for grad students=112, n for community college students=164.

# NEOMILLENNIAL LEARNING STYLES

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# Student trends

- New methods of interacting with information will become more ubiquitous
- Students growing up with different expectations and preferences for acquiring knowledge and skills
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- Less emphasis on "sage on the stage" linear acquisition process focusing on a "single best source"
- More focus on "active learning" that comes from synthesizing information from multiple types of media

# Social media trends

- 83% of Americans have mobiles
- 42% have smart phones
- 4,500,000 Android devices activated daily
- Foursquare just passed 10 million users
- Twitter 200 million, 1 billion tweets/day
- Face book 800 million active users
- Google+ passed 43 million users
- Google search 1 billion users

# Adapt or die?

- How can educators adapt their teaching methods to emerging technologies?
- And should they?

# PROFESSORS' USE OF TECHNOLOGY IN TEACHING

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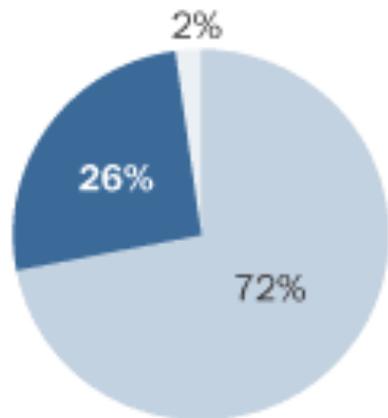
# Professors' Use of Technology in Teaching

Percent of faculty who

Never use it

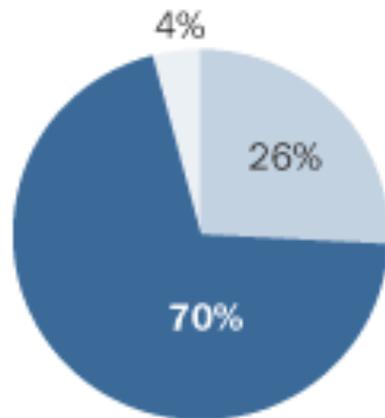
Use it at least some

Do not know what it is



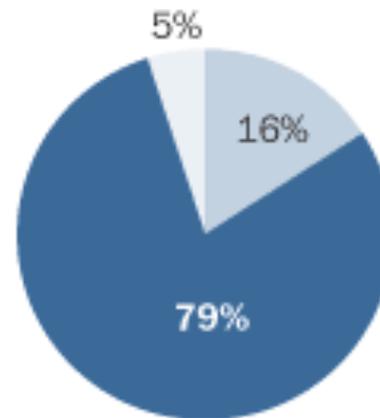
**Course management systems**

WebCT, Blackboard, Desire2Learn, Sakai, etc.



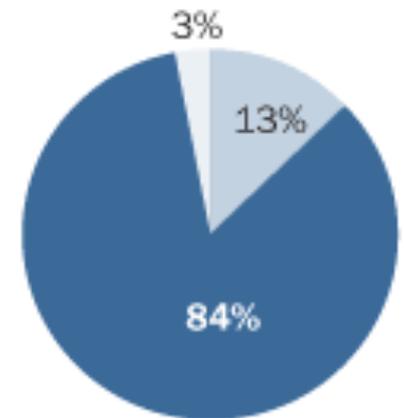
**Plagiarism detection tools**

Turnitin, DOC Cop, etc.



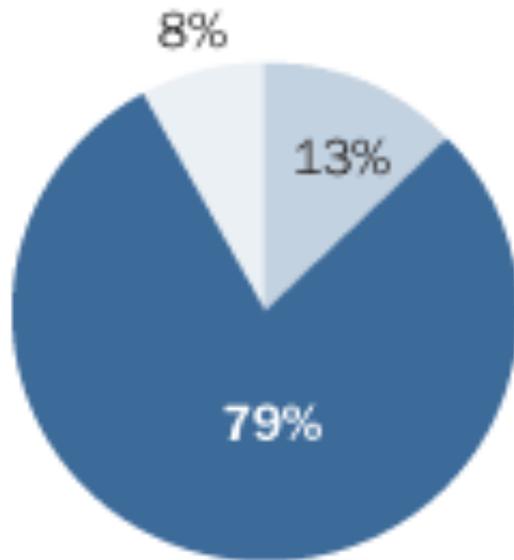
**Collaborative editing software**

Wikis, Google Docs, etc.



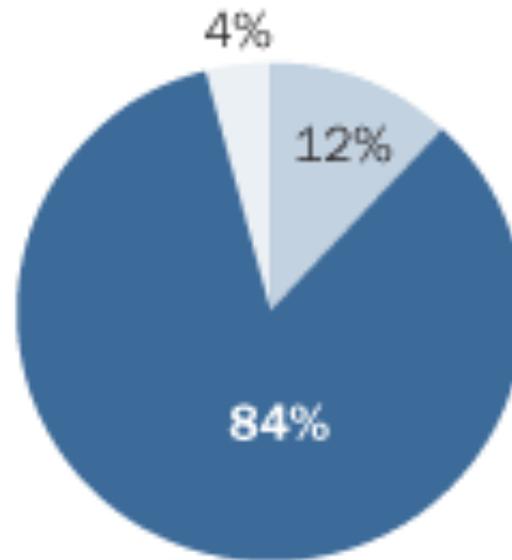
**Blogs**

# Professors' Use of Technology in Teaching



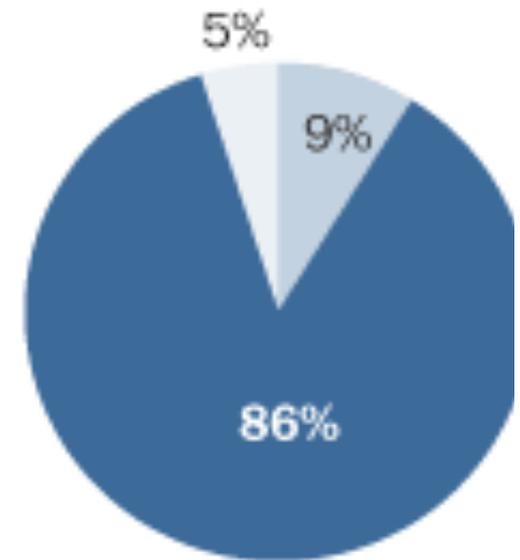
## Student response systems

Clickers, wireless learning calculator systems, etc.



## Videoconferencing or Internet phone chat

Skype, TeamSpeak, etc.



## Video games, simulations, or virtual worlds

Ayiti, EleMental, Second Step Civilization, etc.

# WHY USE TECHNOLOGY IN TEACHING

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# Disruptive technology

- Not going away
- More changes to come
- Creativity will be rewarded – jobs, careers, reputation
- Will alter higher education as we know it

# TOOLS YOU CAN USE

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Twitter

# What good is Twitter?

- Twitter can help academics make and maintain connections with people in their fields
- Find out about interesting projects and research
- Crowdfund questions and technical problems
- Make a Twitter list of the students in your class

# Build your network

- Twitter you can follow anyone you want.
- You don't have to confirm or deny new followers.
- The best way to start building a network, then, is to start following people you find interesting.
- If you can find just one or two initial folks to follow
- then can you click on "View All" under their followers' avatars in the right-hand column.

# Who to follow

twitter  Home Profile Messages **Who To Follow** isturgis

Who to follow

[View Suggestions](#) **Browse Interests** [Find Friends](#)

Select the topics you are interested in. Find a few people you want to hear from, then follow them.

Art & Design · Books · Business · Charity · Emmy Awards (Staff Picks) · Entertainment · Family · Fashion · Food & Drink · Funny · Government · Health · Music · NFL (Staff Picks) · News · Science · Sports · Staff Picks · Technology · Travel · Twitter

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# Twitter

- Private messages
- Retweeting (RT)
- Hashtags (#)
- Mention (@)
- Tiny url or bit.ly (140 characters)
- Geolocation
- Managing social media
- Tweetdeck, Twirl, CoTweet, Hootsuite
- Built in search
- Who to follow: Muckrack, Twellow, lists, wefollow

# TOOLS YOU CAN USE

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Facebook

# Facebook

- Setting up account
- Profile (friend) vs. Page (like) vs. Group (member/join)
- Fan page for brand, product, company
- Group page for special interests
- Privacy settings
- Separate friends for work and play (Account>friends)
- Sharing content on Face book
- Resource: [www.facebook.com/journalists](http://www.facebook.com/journalists)

# Using search in Facebook

- Facebook Search
- People Search
- Facebook Groups
- Events
- Pages: Similar to Groups, search by keywords.

# TOOLS YOU CAN USE

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- LinkedIn



# LinkedIn

- Company pages: <http://www.linkedin.com/companies>
- People search: <http://www.linkedin.com/search>
- LinkedIn profile: <http://learn.linkedin.com/journalists/>

# TOOLS YOU CAN USE

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Google +

# TOOLS YOU CAN USE

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Google/Google +

# Google Docs

- Create or import spreadsheets and presentations in addition to documents.
- You can edit it, save it, export it, and print it to your heart's content.
- documents can be shared with collaborators.
- Create Your Syllabus With a Spreadsheet and a Calendar App
- Create attendance app
- Create forms that create spreadsheets of data
- Create online quizzes/surveys
- Use Google phone to create an online message

# Google calendar

- Scheduling across time zones
- Let people know if their attendance is required or just preferred
- Reschedule events with ease with Smart Rescheduler lab

# Tools You can use – Google +

- Stream
- Sparks
- Hangouts
- Circles

# Circles

- Circles users can assign each new contact to a “circle” and can create as many circles as they like.
- Each time they post an update, they can easily select which circles get to see it.
- Keep work and family, friends separated

# Stream

- Clicking on its name will display a stream of the latest content on that topic in your home page.
- The stream is:
- Place to have meaningful conversations
- Centralizes all the content people have shared with you, as well as the people who are trying to share with you, but who aren't yet in your circles.

# Sparks

- “Sparks” gathers the latest content on any topic you like, similar to a Google News search.
- After saving your news topic, you can access that feed by clicking on its name (located on the left side under Sparks in your home page). It will display a stream of the latest content on that topic in your home page.
- Use it the same way you would use an RSS feed to gather research.

# Hangouts

Use this video-chat feature of Google Plus to hold office hours online.

Allows up to 10 people in a video chat

Host chats with students

# TOOLS YOU CAN USE

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- Feed readers

# RSS/Real Simple Syndication

- RSS readers help journalists to stay on top of things. Follow websites and blogs without having to manually check websites daily. Get a ton of news and story ideas in minutes.
  - Used to publish or aggregate content -- blog entries, news headlines, audio and video—in a standardized format.
  - Delivers new content from a chosen site to a feed reader of your choice.
  - Users can subscribe to updated information on your site
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- Feedly
  - Bloglines
  - Feedburner
  - Google Reader/Google Alerts/Sparks
  - Bloglines
  - Netvibes

# TOOLS YOU CAN USE

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Blogs

# Blogs

- An independent publishing platform
- Personal connection with students
- Embrace the power and accept the responsibility of being a publisher
- Learn how to use technologies are transforming media
- Create an online resume that shows you can do new media

# Blogs to try

- Tumblr
- Wordpress
- Blogspot

# OTHER TOOLS YOU CAN USE

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# Other social media

- Tweetdeck/Hootsuite
- Foursquare
- Coveritlive
- Social Bookmarking
- Groups
- Flickr/Picasa
- Branchout

# WHERE TO START?

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# Where to start

- Get gmail account
- Set up blog – blogger, graduate to wordpress
- Get Google +
- Set up Facebook
- Set up Twitter
- Set up smartphone to interact

# Verify & confirm

- Facebook, Twitter, Google + or any other type of social media source needs to be treated the same as any other and not taken at face value.
- As the old journalists' adage goes, if your mother says she loves you, check it out. The same goes for tweets, status updates and wall posts.

# Creating Communities/Branding

- Find influencers
- Regular interaction on Twitter, Facebook and other social media allows people to come to trust you with information.

# Ethics

- There are no secrets in cyberspace. Presume your tweets, status updates or other content on these sites will go further reach than you intended.
- Everybody is not a friend --- understand the motives of people who are seek to friend/follow you.
- Always include a link and make sure the link works

# OTHER TOOLS

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Data, social bookmarking, smartphones,  
podcasting, surveys

# Data visualization

- Interactive time lines: Dipity, Timetoast, Timerime,
- Tableau Public – free data viz tool
- Google Charts and Gadgets, from start to finish (spreadsheet to embedded chart), called “Data Visualization for Non-Programmers.”
- Resources: Sites like Infosthetics, Flowing Data, and Visual Complexity are great resources for the latest in data visualization and forums for journalists and designers.

# Social bookmarking

- Online Bookmarks Digg, Mixx, StumbleUpon, Reddit help keep and organize your Web bookmarks.
- Use bookmarks to build voting circles.
- Submit good content to those sites regularly and build up a network of friends who will vote for the content you submit. Eventually, you can become a traffic driver which comes in handy when you really want to push people to a particular piece you've written

# Smartphones

- Computer in a handset
- Impact of iPhone: Full HTML browsers becoming commonplace

# You Tube/Podcasting

- ▶ Objectives: Instruction, government information, entertainment (Dancing cockatoo!)
- ▶ Podcasting: Publishing MP3 audio files on the web to be downloaded onto computers or MP3 players such as iPod or mp3 players, iTunesU

# NEXT STEPS

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# If you had to choose 3 things

- Use Google – alerts, gmail, etc.
- Try LinkedIn
- Tweet with Twitter
- Facebook friends

# Resources -- storage

- Zoho
- Dropbox
- Google Docs
- Box.net

# Resources

- <http://techcrunch.com>
- <http://mashable.com>
- <http://www.mediabistro.com/10000words>
- <http://www.readwriteweb.com>
- <http://www.blackweb20.com>
- <http://multimedia.journalism.berkeley.edu/>
- [http://www.kcnn.org/resources/journalism\\_20/](http://www.kcnn.org/resources/journalism_20/)
- <http://www.poynter.org/column.asp?id=67&aid=156905>
- Help A Reporter Out: <http://www.helpareporter.com>
- ProfNet

# Resource list

- <http://www.chrisg.com/authority-maven-rss-productivity-tips/>
- [http://mindymcadams.com/guest/socialmedia07\\_2009.htm](http://mindymcadams.com/guest/socialmedia07_2009.htm)
- Online News Association
- World Press Freedom Institute
- International Press Institute

# About Your Trainer

- Ingrid Sturgis
  - Assistant Professor/New Media at Howard University
  - Fellow: The Knight Digital Media Center's Web 2.0 Training for Journalists
  - Fellow: Dow Jones Multimedia
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# THANK YOU INGRID STURGIS

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