

Social Media and Language Instruction

Multimedia in Language Teaching
Workshop Series

03/25/2010

Na-Rae Han

Social Media?

- **Web 2.0:** (2004 – present) web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration (source: [Wikipedia](#))
- The current landscape:
 - Facebook
 - Twitter
 - MySpace
 - Digg
 - Wikipedia
 - You Tube
 - Del.icio.us
 - Flickr
 - Technorati
 - Linked in
 - WordPress
 - Blogger



Facebook

- <http://www.facebook.com>
- What can be done with Facebook?
 - Create a “Facebook Group” for your class
 - Post announcements, send group/individual messages
 - Schedule events
 - Share multimedia content and web links
 - Post homework and class notes
- Benefits
 - Inviting, comfortable and informal atmosphere
 - Most students are already users
 - Promotes collaboration
 - Engages students outside of class
 - Keeping class up-to-date and relevant



How to Create a Course Group on Facebook

- Reference:

- http://www.youtube.com/watch?v=1QYOoCG_zbA
- <http://www.wikihow.com/Create-a-New-Facebook-Group>

- Steps

1. Create a Facebook account (if you don't already have one)
2. Create a group
 - Provide course name, description
3. Customize course group
 - Set administrative options, access
4. Invite your students to group
5. Set up Discussion Board, post topics, add web links



Tips and Considerations

- Personal vs. class account
 - Worried about your privacy? Consider creating a separate Facebook account for your classroom activities
- Manage privacy settings
 - If using one account, create multiple groups for friends and assign separate access levels, including “limited access”
 - Ask students to do the same!
- Stay active – be sure to update your class page regularly

Tutorials, resources, articles

- 100 Ways You Should Be Using Facebook in Your Classroom
 - <http://jeffreythomas.wordpress.com/2009/10/28/100-ways-you-should-be-using-facebook-in-your-classroom-online-college-tips-online-colleges/>
- Facebook group: Educators using Facebook
 - <http://www.facebook.com/group.php?gid=7036945291>
- Mazer, J. P., Murphy, R. E., & Simonds, C. J. (2007). I'll see you on "Facebook": The effects of computer-mediated teacher self-disclosure on student motivation, affective learning, and classroom climate. *Communication Education*, 56(1), 1-17.
 - <http://www.informaworld.com/smpp/content~content=a769651179&db=all>
- Course Requirement: Friend Your Professor on Facebook (*The Chronicle of Higher Education*, Nov 2009)
 - <http://chronicle.com/blogPost/Course-Requirement-Friend/8827/>

Bloggging for Language Courses

- Benefits
 - ... Same as those for Facebook
 - And more! (see below)
- Why choose blog?
 - Blogs are more focused on content creation (cf. Facebook)
 - Writing blog posts is a natural medium for practicing writing in target language
 - Provides extra reading practice
 - Provides an optimal space for pre-class/post-class discussion
 - Separated from online socialization, less privacy-related concerns
- Examples:
 - <http://pwmartin.blog.uvm.edu/180/>
 - <https://blogs.otis.edu/filmandlit/>
- A You Tube tutorial:
 - <http://www.youtube.com/watch?v=ZRJviNEjAjw>

Popular Blog Host Sites

- Sites:
 - WordPress
 - <http://wordpress.com/>
 - Blogger
 - <http://www.blogger.com/home>
 - 21Classes
 - <http://www.21classes.com/>
 - Tailored for classroom blogs

Blogging: Tips and Resources

- Blog basics
 - <http://teachingtoday.glencoe.com/howtoarticles/blog-basics>
- How to Use Blogs in the Classroom
 - http://www.ehow.com/how_5265754_use-blogs-classroom.html