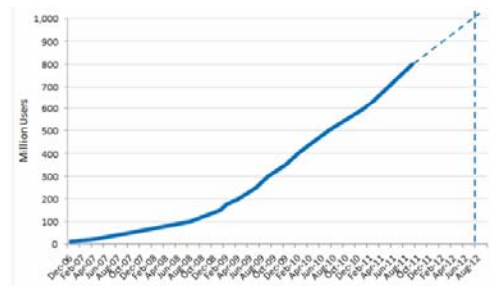


facebook®

for Facilitating

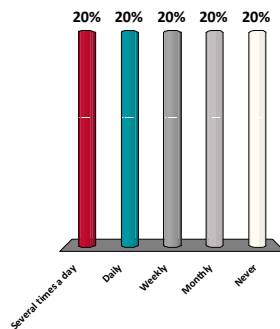
Gillian Fielding and Amina Helal

Context



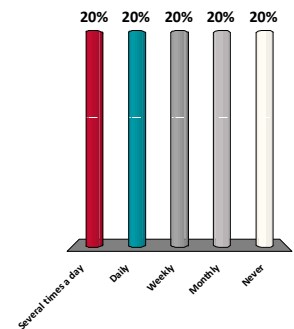
How often do you use Facebook personally?

1. Several times a day
2. Daily
3. Weekly
4. Monthly
5. Never



How often do you use Facebook professionally?

1. Several times a day
2. Daily
3. Weekly
4. Monthly
5. Never

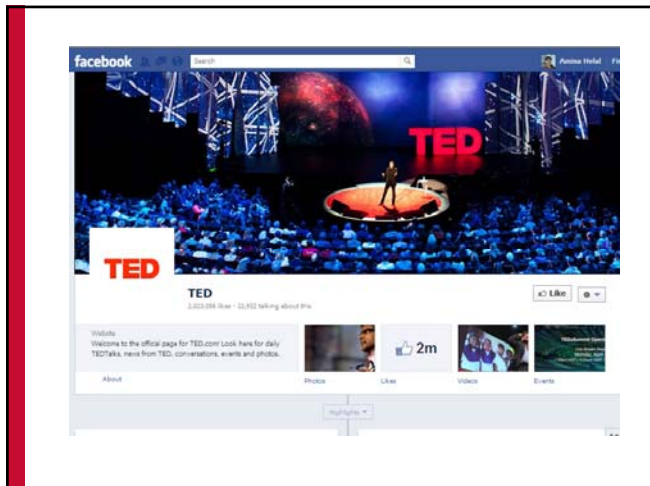


Facebook to augment classroom activity

- Support (status or chat)
 - What date is the assignment due to?
 - I don't understand meaning of x!
- Announcements, eg
 - *Today's session is cancelled due to the snow!*
 - *Today's lecture notes are now in the vle*
 - *Watch my lecture on YouTube before next class*
- Reminders
 - *Don't forget your assignment is due on Weds*
- Discussions
- Build groups for specific classes/topics
- Post photos/videos of activities, PBL, field-trips

Facebook for support

- Ease project



Facebook for distance learning

What?

- Short (approx 2 hour), non-accredited course
- QR codes
- "Students" – 30/21
- Small study

Why?

- Where learners are at
- Innovative use

Facebook for distance learning

What worked

- Platform worked reasonably well
- Easy to use
- Regular access
- No additional log-ins
- Sharing ideas across subject areas
- "Page", attracted random "students"
- Ownership issues

Facebook for distance learning

What didn't work quite so well

- Cultural change
- Distraction
- Facebook changes eg timeline
- Lack of discussion
- Designing backwards!
- Navigation of notes, closing/opening

Lessons learnt for next time

- More facilitation

The screenshot shows a Facebook page for 'QR codes: A short course'. At the top, there's a search bar and navigation tabs for 'Timeline', 'Born', and 'Highlights'. Below the header, there's a poll asking 'What do you want to get out of this course?' with options like 'To see how this course works in Facebook', 'To find out about QR codes', 'See what Gillian's been up to!', and 'I'm just plain addicted to QR codes'. Below the poll, there's a post from 'QR codes: A short course' dated 2 January, titled '1. What is a QR code?'. The post includes a video player and a comment from Veronica Le Cheminant.

This screenshot shows a different part of the Facebook page. It features a quiz titled '1b. Self-check Quiz: What does QR stand for?' with options for 'Quick response', 'Quick read', and 'Quiet response'. Below the quiz, there's a post from 'QR codes: A short course' dated 2 January, titled '2. How to scan a QR code'. The post includes a video player and a comment from Amina Helal.

Group Exercise

In your group discuss and address these issues.

- Group 1:** Facebook own the rights to any materials on there
- Group 2:** Facebook changes too often
- Group 3:** Facebook invades social spaces

Questions?

Further reading

- QR codes: A short course
- Stephen and Missy Heppell
http://www.heppell.net/facebook_in_school/
- Social Media for Trainers: Techniques for Enhancing and Extending Learning, Jane Bozarth, Pfeiffer, 2010
- Facebook for Educators

Page/Profile or Group

| | Profile | Page | Group |
|----------------------------|---|---------------------------|--------------------------|
| <i>Example</i> | <i>Joe Zippert</i> | <i>The Red Cross</i> | <i>School Alumni</i> |
| Viewable by | Customisable with privacy settings | Public | Private or Public |
| Connection | Friend | Like | Join |
| Approval to Connect | Friends need approval from you | Unlimited likes | Invite only or unlimited |
| Post Representation | Person | Organization | Person |
| Contact Supporter | Message | Update | Message |
| Where to Create | facebook.com | facebook.com/pages/create | facebook.com/groups |
| Insights (tracking) | No | Yes | No |
| Custom URL | Yes (good to register soonest as like domain names these will go) | Yes. After 25 Likes | No |

Benefits

- Popular
- People are already on Facebook
 - Average user spends 700 minutes per month
- Users check regularly
- User friendly
- Functionality
- Pushes tutor feeds to the learners
- Set up requires no specialist skills
- Free

Drawbacks

- Distraction
- Cultural
- Not designed for learning
- "Taking the social out of social media"
- Owned by Facebook
- Changes to Facebook out of your control
- Deciding between Groups and Pages
- When creating the course it had to be done backwards, so as to appear in the correct order, ie from 1 to 10.
- Invading learners space – not all see it like that

Facebook vs VLE/LMS

| | Facebook | Blackboard |
|------------------------------|---------------------|-----------------|
| Communicating | | |
| Chat | Y | N |
| Email | Y | Y |
| Discussions | Comments | Discussion tool |
| Messaging individuals/groups | Y | Y |
| Posting links to webpages | Y | Y |
| Posting videos | Y | Y |
| Note storing | Y | ? |
| Sharing documents | ????? | Y |
| Scheduling events | Y | ? |
| Hosting documents | Y | |
| Quizzes | Y poll tool limited | Y |

Other uses

- Marketing
 - ICT Training
 - Gathering customer's thoughts
 - Dialog with customers
 - Quizzes,
- Capitalise on informal learning