

# Introduction to Web 2.0: Facebook, Texting, Twitter, Your Students, and You.

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# Exploring Emerging Technology Drop-In Session

[emergingtech.wustl.edu](http://emergingtech.wustl.edu)

There is a world of difference between the modern home environment of integrated electric information and the classroom. Today's child... is bewildered when he enters the nineteenth century environment that still characterizes the educational establishment--where information is scarce, but ordered, and structured by fragmented, classified patterns, subjects, and schedules.

Marshall McLuhan wrote this in 1967.

And he was only talking about the influence of television on the way young people behave and learn.

If NBC had run 24 hours straight since 1948, it would have published 500,000 hours of information.

You Tube Has Produced More  
Hours of Content in the Past  
Few Months.

# Information Overload?

- As of August, 2008, there were more 71 million blogs. That's 71 million more than in 2003.
- There are over 60 billion e-mail messages sent every day.
- 40 billion gigabytes of UNIQUE, NEW information will be produced this year. That's as much as 296, 000 Libraries of Congress.

This Information Explosion is  
Largely Due to One Thing:  
Web 2.0.

# Web 1.0

- The passive web
- Information was still thought of as something having physical form.
- Content was relatively static.

# Web 2.0, 2003-Now

- Also known as the “interactive” or “social” web
- Web 2.0 enables collaboration, organization, and interaction
- Web 2.0 puts seeking, organizing and creating content into YOUR hands, allowing easy creation, posting, distribution.
- It is online media that is interactive-anyone can make it, say something about it, and update it in **real time**.
- Web 2.0 is **highly mobile**-Wireless networks, iPhones, and Blackberries mean that the web is everywhere, all the time.



Slide Courtesy of Tanya Roth, Ph.D. Candidate, Department of History, Washington University in Saint Louis

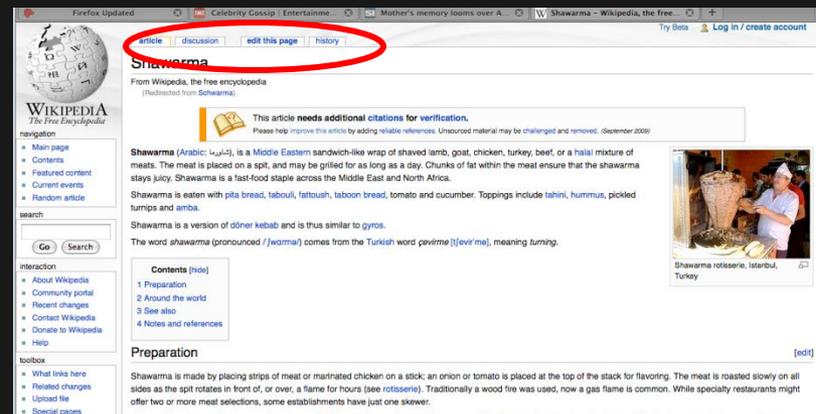
# Web 2.0 technologies: Blogs

- Blogs are online journals
- Posts appear in reverse chronological narrative
- Bloggers interact with readers through comments on their posts (which tend to be frequent)



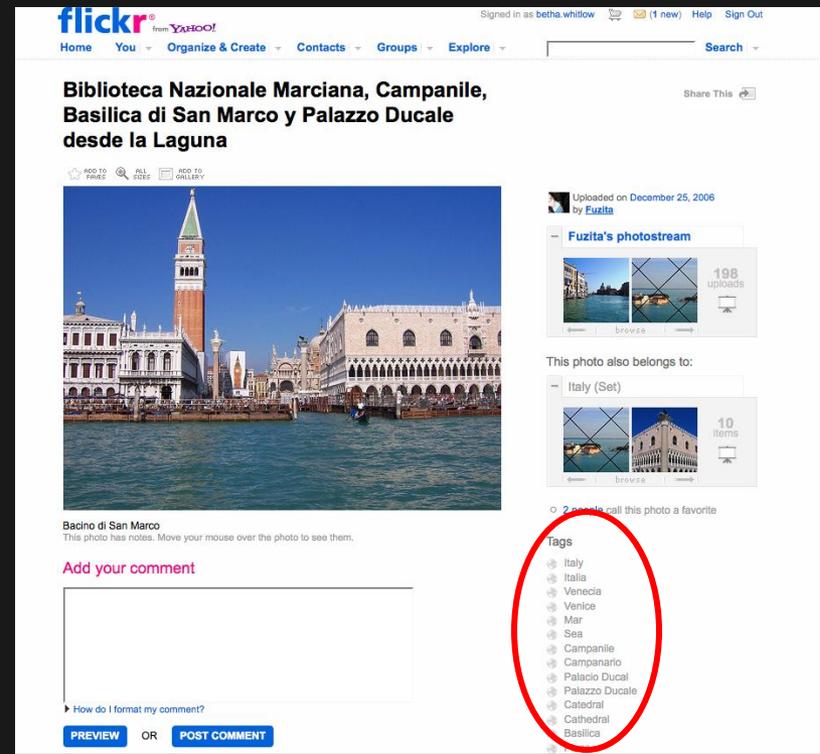
# Web 2.0 Technologies: Wikis

- Wikis are flexible, dynamic web pages that allow users to easily share, add, and edit information
- Think of them “online whiteboards” that records everything written on it
- On a wiki, information isn't erased, but revised



# Flickr

- Photosharing site
- Utilizes “tagging”: individual, descriptive words to assist in organizing and locating images



The screenshot shows a Flickr page for a photo of the Basilica di San Marco and Palazzo Ducale in Venice. The page includes a navigation bar with links like Home, You, Organize & Create, Contacts, Groups, and Explore. The main content area features the photo title, a large image of the Venetian scene, and a comment section with a text input field and buttons for 'PREVIEW' and 'POST COMMENT'. On the right side, there are sections for 'Uploaded on December 25, 2006 by Euzita', 'Fuzita's photostream' with 198 uploads, and 'Italy (Set)' with 10 items. A 'Tags' section is circled in red, listing various tags such as Italy, Italia, Venecia, Venice, Mar, Sea, Campanile, Campanario, Palazzo Ducale, Palazzio Ducale, Cathedral, and Basilica.

**Biblioteca Nazionale Marciana, Campanile, Basilica di San Marco y Palazzo Ducale desde la Laguna**

Uploaded on December 25, 2006 by Euzita

Fuzita's photostream 198 uploads

This photo also belongs to:

Italy (Set) 10 items

2 people call this photo a favorite

**Tags**

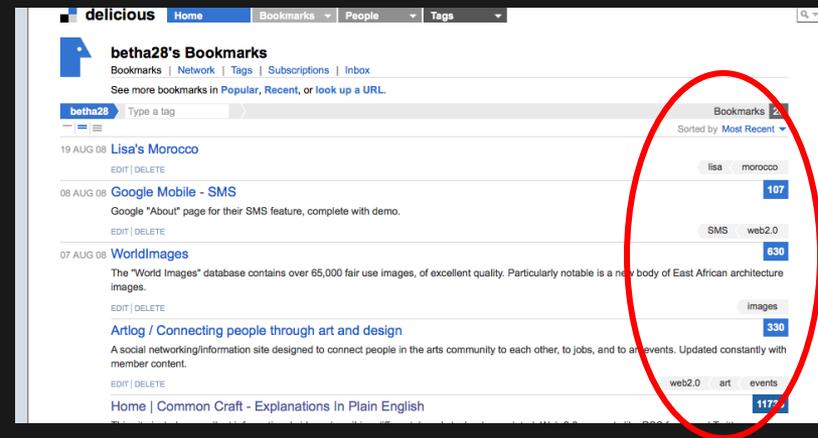
- Italy
- Italia
- Venecia
- Venice
- Mar
- Sea
- Campanile
- Campanario
- Palazzo Ducale
- Palazzio Ducale
- Cathedral
- Cathedral
- Basilica

How do I format my comment?

PREVIEW OR POST COMMENT

# Web 2.0 Technologies: Social Bookmarking and Collaborative Annotation

- Social Bookmarking technology like Delicious allows for aggregation and tagging of website bookmarks in an online, communal environment
- Collaborative Annotation takes social bookmarking one step further, allowing users to also comment directly on web pages



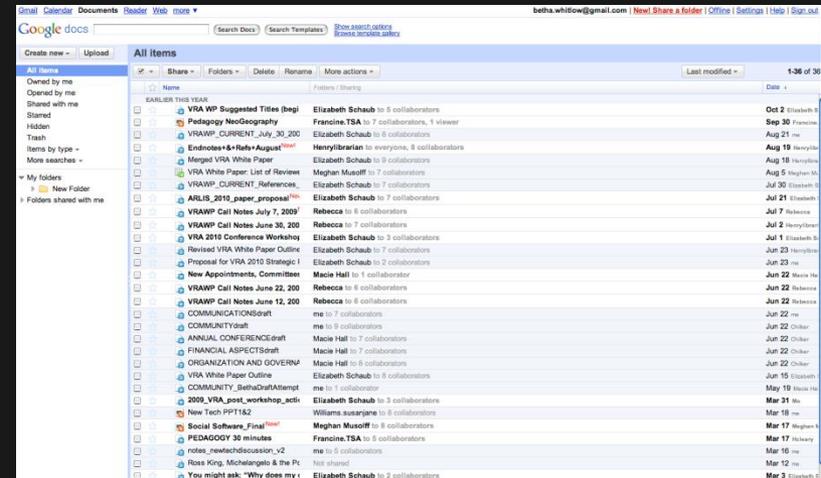
# Web 2.0 Technologies: RSS

- RSS (Real Simple Syndication) brings information to you
- “Feeds” from your favorite internet sources are brought to you in your “reader,” like Google Reader



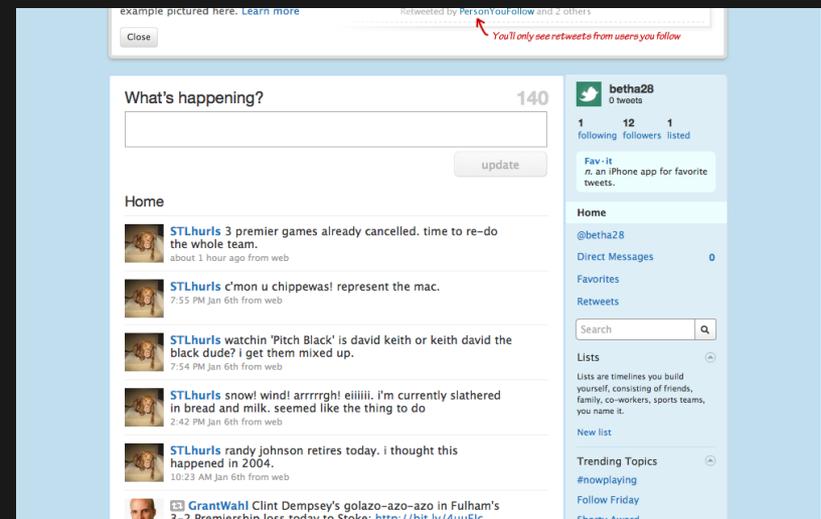
# Web 2.0 Technologies: Google Docs

- Provides word processor and other applications in an online environment
- Allows for creation, editing, and collaboration
- Saves revision history



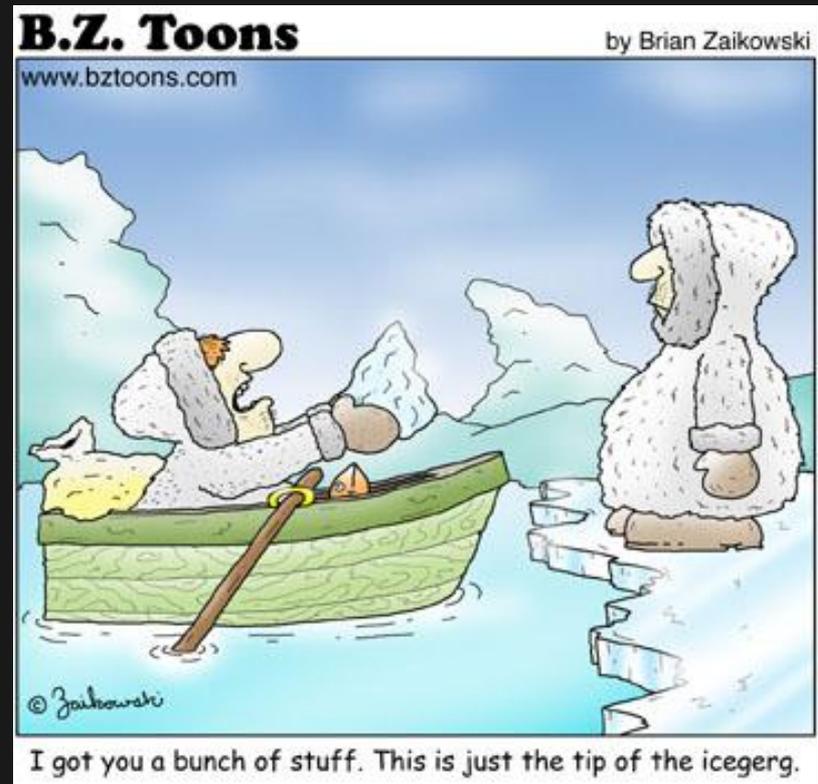
# Web 2.0 Technologies: Twitter

- Twitter is a a microblogging platform where messages (tweets) are posted in 140 characters or less
- On Twitter, communities are built around tweets (less about who you know than what you have to say)



# Web 2.0 Technologies: Tip of the Iceberg

- Augmented Reality software
- YouTube
- Personal Digital Assistants (PDA's)
- And last, but not least, Facebook



# Our Students Live in a Web 2.0 World

# Call me?

- Students text more than they phone. The average 13-17 year old texts 1740 times a month.
- 42 percent of students can text blindfolded.
- Students now access the internet more over PDA's than they do computers. (Only 12 members of Amherst College's Freshman class had desktop computers).

# The Web 2.0 Youth (Gen Y, Millineals)

- I complete 49 percent of the readings assigned to me.
- Only 26 % seem relevant to my life.
- I'll read 8 books this semester, 2300 web pages, and 1281 Facebook pages.
- I will write 42 pages for class assignments...and 500 pages of e-mail.

# Web 2.0 Student and Time

- I get 7 hours of sleep a night.
- I spend 1-1/2 hours watching t.v each day.
- 3-1/2 hours online
- 2 hours on my cell phone
- 3 hours in class
- 2 hours eating
- 2 hours working
- 3 hours studying

That's 26.5 hours

Students Are Multi-Taskers.  
And Much of That Multi-  
Tasking Occurs Online.

Average amount of a time a  
wired person spends on a task?

3 minutes

# What is network deprivation?



Make no mistake: Students are  
online and connected to others, all  
the time.

# Your Average Wash U Students

L, female, 22 (Blackberry always on, compulsive Facebook checker, uses text and IM to communicate with friends, laptop for schoolwork)

M, male, 20 (Iphone always on, checks Facebook as often as he checks e-mail, prefers calling to texting, isolates himself to get work done)

E, male, 23 (Sends updates on Facebook regularly, keeps Facebook open along with e-mail and Gchat when he works, stops work approximately every 15 minutes, starts day by logging into Gchat)

Out of all of Web 2.0 technologies, Facebook is the most widely used.

# A (Very) Brief History of Facebook

- Founded by Paul Zuckerberg in 2004.
- He is now 25 years old, and worth 3 billion dollars.

In September 2008, there were  
100 million Facebook users.

By February 2009, there were  
175 million Facebook users.

Today, there are more than  
300 million users.

# What is Facebook?

- Facebook is a social networking site, I.e a site that fosters connections between people with common affiliations, friends, and interests.
- Until recently, Facebook was accessible only to college students.
- Now, 50% of Facebook users are over the age of 35.
- 99% of the 2008 freshman class at Amherst College entered with a Facebook Page.

# Facebook Home Page

News Feed

In Box-Messaging

Requests

Ads

Events

The image shows a screenshot of the Facebook home page with several red arrows pointing to specific sections:

- A red arrow points from the text "News Feed" to the "News Feed" section on the left side of the page.
- A red arrow points from the text "In Box-Messaging" to the "Inbox" link in the top navigation bar, which shows a notification of 46 messages.
- A red arrow points from the text "Requests" to the "Requests" section on the right side of the page.
- A red arrow points from the text "Ads" to a sponsored advertisement for Starbucks.
- A red arrow points from the text "Events" to the "Events" section on the right side of the page.

The Facebook home page layout includes:

- Navigation Bar:** Home, Profile, Friends, Inbox (46), Search, and user profile information (Betha Whitlow, Settings, Logout).
- Left Sidebar:** Pages, Status Updates, Photos, Links, and More.
- News Feed:** A section titled "What's on your mind?" followed by posts from Steven Smith, Susan Hegger, Karen Grubbs Gulick, David Gulick, Karen Grubbs Gulick, Becky Winka, and Whitney Walters Woodward.
- Right Sidebar:** Requests (1 event invitation, 1 friend suggestion, 1 group invitation, 5 other requests), Suggestions (Wendy Chandler Mc Neese, Jamie Sidwell), Sponsored (Starbucks advertisement), and Events (Mi Madre is visiting St. Louis!).

# Facebook Profile Page

What's on your mind?

facebook Home Profile Friends Inbox 46 Betha Whitlow Settings Logout Search

**Betha Whitlow**

Wall Info Photos +

What's on your mind?

Attach: [Icons] Share

Options

RECENT ACTIVITY

- Betha commented on Bryna Campbell's photo.
- Betha and Michael Rao are now friends. Comment Like
- Betha and Jeanette Mills are now friends. Comment Like
- Betha commented on Brad Fratello's status.

**Brad Fratello** are Halloween photos going up anytime soon?  
Yesterday at 3:18am · Comment Like · See Wall-to-Wall

**Betha Whitlow** You know, sweetie, we didn't do a great job of taking them this year. My camera battery died, and Dave...well, let's say he was enthusiastic until the beer started flowing a little too freely. I'll dig up some for you to see from other people's pages. Welcome back!  
about a minute ago · Delete

Write a comment...

RECENT ACTIVITY

- Betha commented on Emily Burns's status.
- Betha commented on Stephanie Parrish's status.
- Betha and Sujata Dey are now friends. Comment Like
- Betha commented on Karen Grimes Petersen's status.

**Visual Resources Association**  
In this note: Betha Whitlow

PRESS RELEASE 10/28/09 VRA White Paper Advocating for Visual Resources Management in Educational and Cultural Institutions  
PRESS RELEASE October 28, 2009 Contact: Visual Resources Association White Paper Task Force...  
October 28 at 4:37pm · View note

RECENT ACTIVITY

Create an Ad

**St. Louis's 1-Day Deal**

1 ridiculous coupon emailed to you each day. 50%-90% off St. Louis's best restaurants, spas, events & more.  
Like

**See Who Searched for You**

Find out instantly who searched for you on FindMySchoolFriend. It's fast, free and easy.  
Like

Write something about yourself.

**Information**

Relationship Status:  
In a Relationship

Birthdays:  
December 23, 1968

Hometown:  
Saint Louis, MO

**Friends**  
137 friends · See All

Mindy McGuffee · Mara Hermano · Erendira Quintana Morales

Sujata Dev · Stenhanie · [Others]

Applications [Icons]

Mara Hermano · Chat (10)

The Wall

# Facebook Essentials

- Friending
- What's on your mind?
- The Wall
- Photo Album
- Status Updates
- News Feed

What if Facebook were live?

Facebook is one of a suite of tools students use to build and connect to a community of their choosing.

What is the impact of Web 2.0  
culture on students?

# Impact of Web 2.0 on Students

- Students are constantly occupied by media and each other. It is a surprisingly exclusive, self-contained realm, despite reports to the contrary.
- Students are self-analytical and self-expressive, but may be less likely to engage deeply with others in person or in written expression.

# Impact of Web 2.0 on Students

- Students construct elaborate identities for themselves.
- It is increasingly difficult for students to “make the break” (from high school friends, from parents)
- “Growth through loneliness” is lost with Web 2.0.

# Class of 1987



Laura Thomas



Belinda Thomason



Lana Thomason



Linda Thompson



Julie Thorson



Angela Tilford



John Walker



Erin Weaver



Lisa Weaver



Robin Werring



Suee Cardella arrives, eager for class.



Kathryn White



Betha Whitlow



Jane Wickham



Tracy Williams



Mary Winkelback



Anita Wood



Leo Zlotro



Paul Zurligo

PHOTOS NOT AVAILABLE  
 Michael Auerkamp  
 Seth Clark  
 Mandy Dorian  
 Tracy Doss  
 Mazy Hamell  
 Kelly Justice  
 Doug Mall  
 Doug Sell  
 Sam Smith  
 Patrick Whitney

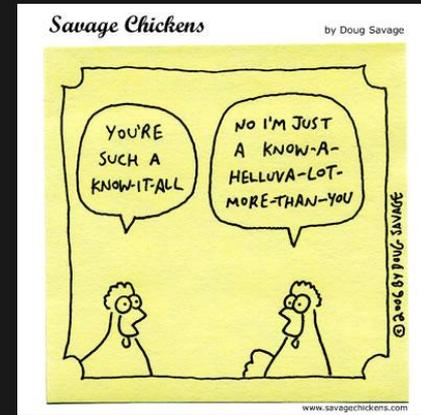
# Impact of Web 2.0 on Students?

- The lines between what should be public and what should remain private are blurred.
- Traditional social contracts are being abandoned.
- To a certain extent, the world of Web 2.0 is a “Lawless Frontier.”

# Impact of Web 2.0 on Students

- They think they know how to use technology.
- They don't know as much as they think they know.

# What's a poor teacher to do?



# Much of what you did before to be a good teacher still applies!

- Knowing what you are up against is half the battle.
- Be advised that things we think are self-explanatory increasingly are not. Students need guidance in things we consider basic: technology etiquette, using the library, office hours, how expect to communicate with them.
- Lecture classes that incorporate more interaction and group activities
- Encouragement one-on-one interaction
- Counteracting Knowingness and their fear of experimenting in public view by doing what you've always done: engaging, asking questions, pushing them beyond their comfort zones
- Teaching assistants are very valuable allies

# To Implement or not to implement Web 2.0 Technologies

- If you use the technology, can you use it well?
- Can you explain clearly how the technology will serve your instructional goals?
- Are you willing to teach the technology to your students?
- Are you committed to handling student resistance?
- In short, are you willing to be a role model, tech support, and cheerleader for how this technology works in a teaching and learning context?

# Course blogs

- Individual or group blogs
- Google blogger
- Topics might include commenting on lectures, picking topics from a list, etc.
- A combination of “forced” and spontaneous blogging
- How to grade?

# Course Wikis

- Wiki to build a collaborative set of class notes
- Wiki to support group or collaborative projects

# Google Docs

- Sign up sheets
- Working with a student on multiple revisions
- Students sharing a document with select peers for peer review
- Documents shared for collaborative presentations, cooperative writing assignments

# Twitter

- Class chatter
- Classroom community
- Seeing what's happening in the world (Public Timeline)
- Word search
- Following a professional
- “The Telephone Game” on Twitter

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