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

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Exploring Emerging Technology Drop-In Session

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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.

Dr. Michael Wesch, Kansas State University
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.
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
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 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.

Statistics Provided by Dr. Michael Wesch, Kansas State University
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 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

News Feed:
- Steven Smith Chopped salad & artichoke ravioli at Katie's Pizzeria on Clayton – photo at http://twitxr.com/theroyale
- Susan Hegar well, the salad with fried artichokes and pistachios screams at me every time I'm there. 41 minutes ago
- Write a comment...

In Box - Messaging:
- Karen Grubbs Glick Swears that Jan from "The office" is sitting across the restaurant from me in New Orleans....
- David Glick Confirmed by the waitress. That, and she was giving me the eye like most celebrities do.
- Karen Grubbs Glick Confirmed..... asked the waitress- it was Melora Hardin.
- Becky Winka OMG, how cool. take a pict
- Write a comment...

Requests:
- 1 event invitation
- 1 friend suggestion
- 1 group invitation
- 5 other requests

Suggestions:
- Wendy Chandler Mc Neese
- Jamie Sidwell

Sponsored:
- Your holiday favorite?
- Which flavor is your favorite?

Events:
- Mi Madre is visiting St. Louis! Today 6:30pm

Connect With Friends:
- invite friends to join Facebook.
- To find people you know who are already using Facebook, check out the Friend Finder.
Facebook Profile Page

What's on your mind?

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.
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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