

Making Online Class More Social With Facebook

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<https://twitter.com/angieyoo411>

Faculty Showcase

BEST PRACTICES

NJEdge.Net

College Online Courses

- Growing demand for online courses and programs.
- 17 % increase in online enrollment and more than 4.6 million college students have taken online courses in 2010 (Parry, 2010).
- Public institutions are most likely to believe that online education is key to their long-term strategy (Parry, 2010).



Challenges

- Teachers often face the challenge to create an interactive class online with the absence of fact to face interactions with students (Shea, Pickett & Li, 2005).



Solutions?

- Multimedia technologies?



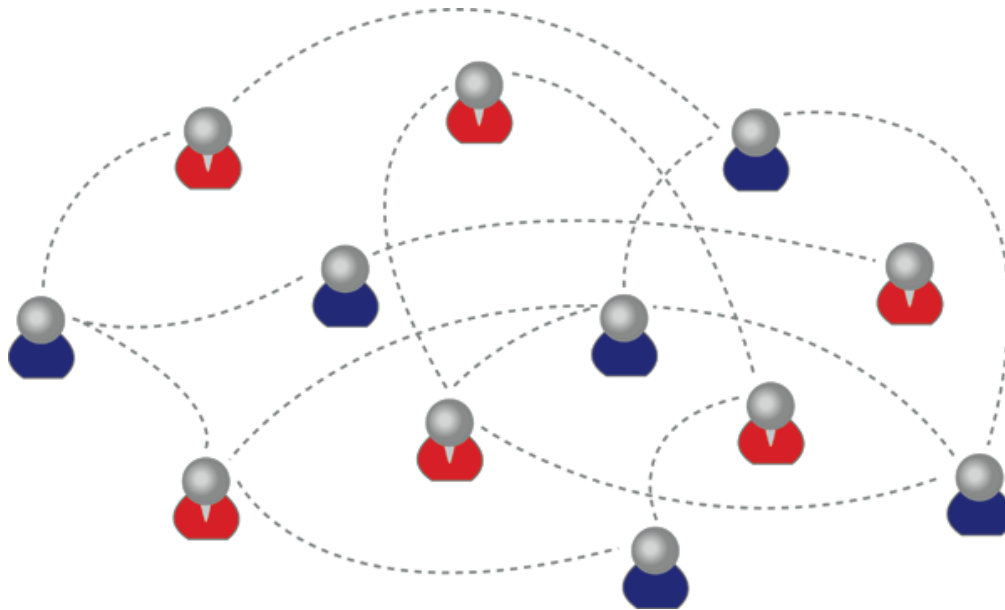
Social Media



- Potential advantages of social networking technologies to enhance the interactions in online classes (Bosch, 2009; Mason & Rennie, 2008)

Social Network Theory

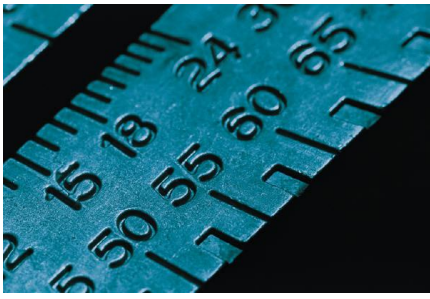
- Social networks provide channels for the flow of information (Michener, DeLamater & Myers, 2004).
- Knowledge structures and processes are constituted by relations among actors in the social networks (Knoke & Kuklinski, 1982).



Purpose of Study

- To examine the role of social media as an educational tool.
- To understand the role of Facebook in online courses.





Methodology

- **Case Study**
 - An empirical inquiry that investigates a contemporary phenomenon within its real-life context (Yin, 1984).
 - Facebook discussion page was created for summer 2011 online course



Blackboard = Major Course Page

The screenshot displays the Blackboard 9.1 interface for a course. At the top, the user is identified as Kyung-Hyan Yoo, with navigation links for My Places, Home, Help, and Logout. The course ID is 201125-PCOM715-80, and the page title is Course Material. The left sidebar contains a navigation menu with the following items: Announcements, Syllabus, Faculty Information, Course Material, Assignments, Tools, and Final quiz. Below this is the COURSE MANAGEMENT section with a Control Panel and various management options. The main content area shows a 'Course Material' folder containing several items: 'Introduction: June 21' with an attached PDF file, and four 'Reading' folders for June 22, June 23, June 27, and June 28, each with a brief description of the reading material.

Blackboard 9.1

Kyung-Hyan Yoo My Places Home Help Logout

WPUNJ Courses Student Support Faculty Support Library IRT Content

201125-PCOM715-80 Course Material

Course Material

Build Content Create Assessment Add Interactive Tool Assign Textbook

Introduction: June 21
Attached Files: PCOM 715 1 Introduction.pdf (1.007 MB)

Reading 1: June 22
Reading materials for June 22.
Integrated Communication & Social Media

Reading 2: June 23
Reading materials for June 23.
WOM Marketing

Reading 3: June 27
Reading materials for June 27.
What is Social Media?

Reading 4: June 28
Reading materials for June 28.
Key stats and trends of Social Media

COURSE MANAGEMENT

Control Panel

- Content
- Course Tools
- Evaluation
- Grade Center
- Users and Groups
- Customization
- Packages and Utilities
- Help

Facebook Discussion Group

facebook  Search

 **Angie Yoo**

FAVORITES

-  News Feed
-  Messages
-  Events
-  Find Friends



 **WPUNJ PCOM715 Discussion Group**

 Closed Group Search this group

 Write Post  Add Photo / Video  Ask Question

Write something...

 Summary- This article from Mashable highlights a recent study conducted by Get Satisfaction that aims to continue the dialogue on why people follow brands through social media. Their research, highlighted in the infographic, concluded that the top reason people follow brands on online is for special offers or deals.

Question- This past week we read about ways to create good content. Does the information provided in the article's infographic support these modes of "best practices" in content creation? What is more important, the vehicle (video, audio, game, or wiki and widget) or the deliverable message when creating engaging content?

 **Why Do People Follow Brands? [INFOGRAPHIC]**
mashable.com

What makes people want to follow their favorite brands on friend-focused networks such as Facebook? Get Satisfaction has the answers.

 Like ·  Comment ·  Unfollow Post ·  Share · July 3, 2011 at 1:56pm

 View all 12 comments

Missed more here too...

 Migdalia: That's sort of the point i was trying to make. Both the vehicle and the message are important, but, as you say, not

MORE ▾

Use of Facebook page

Ice-breaker on the 1st day of Class



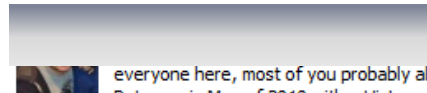
Angie Yoo

Hello, everyone. I am Angie Yoo, your instructor for this course. This group will serve as a place for our resource sharing, casual conversation, Q&A etc.

Your first assignment for FB discussion group => Introduce Yourself! Please share some of your background and also your expectation for the course etc.

Welcome aboard! :)

[Like](#) · [Comment](#) · [Unfollow Post](#) · June 18, 2011 at 4:47am



and since I have already had class with everyone here, most of you probably already knew my name. I graduated from William Paterson in May of 2010 with a History degree and quickly decided to continue school and get my Master's degree in Professional Communication. It was a weird switch but by the time I decided to change my career goals, I had already met my requirements to graduate from undergrad. Since I went straight into grad school, I have not had much 'professional experience' as Jill so nicely put it and have only really had part time retail jobs. As for this class, it will be my fifth PCOM course and my first one solely online so I'm both excited and a little nervous to see how it goes. I'm looking forward to discussing some interesting topics with my classmates, some of whom I have already gotten used to talking to online in our first summer class.

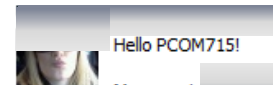
[Like](#) · [Comment](#) · [Unfollow Post](#) · June 21, 2011 at 3:04pm



Angie Yoo John, welcome aboard. Look forward to having a productive discussion here!

June 22, 2011 at 1:53am · [Like](#)

Write a comment...



Hello PCOM715!

My name is [redacted], although everyone knows me by now. I graduated from William Paterson in May 2006 with a B.A. in Communication; my concentration was Interpersonal Communication. I decided to get my Master's degree in Professional Communication to increase my knowledge and understanding of the field as well as to increase my qualifications. Many companies lack Professional Communication skills and I want to be able to successfully impact the company I work for using my degree. I'm expecting to learn a lot of useful information and engage in interesting class discussions. Good luck everyone!

[Like](#) · [Comment](#) · [Unfollow Post](#) · June 21, 2011 at 1:52pm



Angie Yoo Diane, glad to have you in class. Hope you find this class helpful.

June 22, 2011 at 1:52am · [Like](#)

Write a comment...

Virtual Office Hours



Angie Yoo

I am live on our group page right now until 11 a.m.

[Like](#) · [Comment](#) · [Unfollow Post](#) · June 24, 2011 at 8:58am



Angie Yoo

I am available on our group page right now until 11p.m. today.

[Like](#) · [Comment](#) · [Unfollow Post](#) · July 8, 2011 at 9:01am



Class Discussion

Summary- This article from Mashable highlights a recent study conducted by Get Satisfaction that aims to continue the dialogue on why people follow brands through social media. Their research, highlighted in the infographic, concluded that the top reason people follow brands on online is for special offers or deals.

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View all 12 comments

i Missed more here too...

Migdalia: That's sort of the point i was trying to make. Both the vehicle and the message are important, but, as you say, not everyone has the same taste. Thus in practice, one usually wins out over the other and at ...

[See More](#)

July 9, 2011 at 2:07pm · Like

Angie Yoo Great discussion. For this discussion, I just want to add one comment. As David asked, message factors (here we talks about contents itself vs. vehide) influence people's message acceptance and engagement. This is not just true for social ...

[See More](#)

July 15, 2011 at 12:30pm · Like

Summary: This video explains what makes Twitter different from other social networks. Twitter's emphasis on real-time updates is its main attraction. Microblogging allows a user to communicate to the world in short bursts of 140 characters or less. Users can also follow the people that they know or admire and find out what they are doing. It's simple and provides everyone with a forum to speak his or her mind.

Question: How has Twitter changed the way news is spread? Provide an example of news that broke through Twitter if you can. Is Twitter helping or hurting business communication such as PR, marketing, advertising, etc?



Twitter in Plain English
www.youtube.com

<http://commoncraft.com/> A quick and plain English intro to the micro-blogging service Twitter. Follow us: <http://www.twitter.com/commoncraft> This video comes in ...

Like · Comment · Follow Post · Share · July 11, 2011 at 9:30pm

View all 6 comments

Ok, I have to admit...I'm a Twitter loser. I have an account that I started over a year ago and every once in a while, I receive an email alert that someone is now following me on Twitter...I have a total of 5 (I think) followers. Why would s...

[See More](#)

July 12, 2011 at 11:30pm · Like

Jill: The speed with which news travels on Twitter is definitely its greatest aspect. If something is such a major topic like Osama Bin Laden's death, everyone will hear about it on Twitter almost instantly. His death being unknowingly live...

[See More](#)

July 14, 2011 at 10:33pm · Like

Write a comment...

Trend Watch

Facebook Video Chat



Angie Yoo

Facebook introduced video chat. Zuckerberg said current FB users reach 750 million! He called this trend as the "Law of sharing". FB introduced three things - Group chat, New chat design and video calling. Check this out!



Facebook Live
apps.facebook.com

Like · Comment · Unfollow Post · Share · July 6, 2011 at 8:28pm

View all 7 comments



Angie Yoo John, you are the real witness of FB growth. That will be a good story to share with your grand children. haha :) Yes. It will be really fun to watch another stage of social media.

July 7, 2011 at 2:59am · Like · 1



Angie Yoo Just read an interesting article that says Myspace already introduced Skepe powered calling service 3 years ago and failed. As mentioned in the article maybe users weren't really ready for it back then. How about FB? Right timing? Let's see. :)

<http://mashable.com/2011/07/06/myspace-skype-partnership-2/>

July 7, 2011 at 3:12am · Like

Write a comment...

Google+



Angie Yoo

Last week, Google introduced a new social network service. This is the third time Google tries social media service following google buzz and wave. This time they basically copy current social network model. :) But they added many interesting features like circle, sparks etc. Currently this service is in a field trial stage and by invitation only. Will it be a big player in social network field? We will see. Visit the link to learn more.



Official Google Blog: Introducing the Google+ project: Real-life sharing, rethought for the web

googleblog.blogspot.com

Like · Comment · Unfollow Post · Share · July 7, 2011 at 2:22am

View all 5 comments



Angie Yoo Google+ is another venue for social media communicators. How can we use this new channel? Some early insights - The marketing and PR implications of Google+ <http://www.prdaily.com/Main/Articles/8808.aspx>

July 7, 2011 at 4:13am · Like



Michael Fredella I feel Google + may attract users who seek for an alternative to Facebook, another option that differs from the "couch like atmosphere" of using FB, separating from the "younger folk". There are social boundaries that shouldn't cross. Ru...

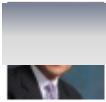
[See More](#)

July 7, 2011 at 4:40pm · Like

Write a comment...


Q&A

Questions



Hi Dr. Yoo, In regards to the video posting...where can i find instructions describing what is needed for the learning link. I know i read it somewhere and can't seem to find it.

Like · Comment · Unfollow Post · June 24, 2011 at 10:36am

 View all 3 comments



Angie Yoo Both in syllabus or introduction pdf file for June 21st.

June 24, 2011 at 10:51am · Like



Angie Yoo I just post an example above. Hope it gives you a better idea.

June 25, 2011 at 12:47pm · Like

Write a comment...

Answers



Angie Yoo

Video & learning link assignment example: This is an example to give you an idea for the assignment. I am sharing just an article link here. But you are required to share 1) video and 2) article/story link (Two postings). Hope this helps you better understand the assignment.

Description: This short article introduces an interesting idea regarding social media communication. Some researchers argue that social media "is actually isolating us from real human interactions" while many disagree with the argument. This article briefly discusses these two different views.


Discussion question: What's your opinion? Do you agree with professor Sherry Turkle? Why or why not?



[BBC - World Service - World Have Your Say: Do social networks make us 'less human'?](http://www.bbc.co.uk)

www.bbc.co.uk

Cyber-scepticism - the idea that social media is distancing people from reality and each other is part of what some are calling an 'intellectual backlash' against the values...

 Like · Comment · Unfollow Post · Share · June 25, 2011 at 12:46pm

Personal Touch



PS.New  family member....Sonny!



 Unlike · Comment · Unfollow Post · June 21, 2011 at 10:47pm

 You like this.

 View all 3 comments

 **Angie Yoo** Awww... SO cute!!
June 22, 2011 at 1:55am · Like

 Yes...only one for now. Little bro went home.
 One step at a time.
June 22, 2011 at 7:22am · Like

What I Learned..

- Limited to use as a major educational communication tool.
- **Add value** to online course
 - Encouraging class Discussion: **Two-way Communication**
 - Familiar interface to many students
 - Help to enhance online presence: Social cues (e.g. pictures, chat features, “likes” button, comments)
 - Easy to share contents
- => Help building a community



Questions?

