Design is the New Black - How to integrate thoughtful learning design in social media for higher education and beyond

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Today's outline

- Social Media Trends and Usage in Canada
- Implications for Higher Education/Workplace Learning
- UX and LX
- Learning Design for Social Media
- Discussions and Sharing

Where is Canada?

What is Social Media?

Social Media Trends and Usage

1. systems - e.g. Flickr, YouTube, del.icio.us
2. technological approaches - e.g. collaborative filtering, recommender, shared tagging
Social media trends and usage

- Canada has the world’s highest social networking penetration - 49.3% (2011)
- 47% of Canadians use Twitter (18% of all Twitter accounts)
- 58% have blogs

- In 2011, 50% of online Canadians visited a social media site at least once a week
- 35% visited every day
- 18-34 years old heaviest users
- daily access to email declined 28%

Implications for Higher Ed and Workplace Learning

So, what are the implications for higher ed?

- marketing and communication
- teaching and learning
- professional development
- research
PhD Chat

A “DIY” model

• A lot more amateurish effort (Shirky, 2008)
• It is scattered all over, many overlapping effort
• It is organic/self-organizing
• A sub-culture movement (not officially supported by institutions)

Some social media usage at Golder Associates

• Yammer
• Facebook
• Twitter
• Jam

Yammer - private social network
Jam - social learning

Some social media usage at Athabasca University

- Flickr
- Facebook
- Twitter
- the Landing

Facebook

AskAU

The Landing

Group feature in the Landing
User Experience (UX) vs. Learner Experience (LX)

UX vs. LX

- What is UX?
- What is LX?
- How can we incorporate the two?

UX
- Can be specified and measured:
  - 95% of first-time students locate the course syllabus for COMP201 in Blackboard within two minutes without technical support
  - 90% of the students clicked on the Twitter link embedded in the course website
  - Students completing Intro to Philosophy course gives the course Facebook website an average of 4.0 rating on a five-point Likert scale for ease of use

LX
- measures learner perception and satisfaction with content/learning activities
- actual learning, measured via tests

Learner Experience  | Strongly agree  | Agree  | Neutral  | Disagree  | Strongly disagree
-------------------|----------------|--------|----------|-----------|---------------------
The content allowed for deep reflection |                  |        |          |           |                     
The learning materials made me think critically |                  |        |          |           |                     
The activities provided opportunities for trial and error |                  |        |          |           |                     
The information provided was open to interpretation, discussion, and feedback |                  |        |          |           |                     

Learning Design for Social Media
FIVE design principles

1. Balancing LX and UX
2. Scalability/evolvability
3. Allow rooms for both producers and spectators
4. Multiple ways to share/link/connect
5. The power of “undo”

Balancing LX and UX

<table>
<thead>
<tr>
<th>Learner</th>
<th>Share</th>
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</thead>
<tbody>
<tr>
<td>content</td>
<td>form</td>
</tr>
<tr>
<td>focus</td>
<td>recognition</td>
</tr>
<tr>
<td>navigation</td>
<td>inspiration</td>
</tr>
<tr>
<td>technical</td>
<td>ease of use</td>
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<tr>
<td>drag and drop</td>
<td>paint and click</td>
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<tr>
<td>seek in</td>
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<td>scanning</td>
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<td>problem solving</td>
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<tr>
<td>critical thinking</td>
<td>reflective learning</td>
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<tr>
<td>tough</td>
<td>popular</td>
</tr>
<tr>
<td>trial by error</td>
<td>accepting errors</td>
</tr>
<tr>
<td>rapid fuel</td>
<td>make it obvious</td>
</tr>
<tr>
<td>action, observation, interpretation, discussion, and feedback</td>
<td>feedback</td>
</tr>
<tr>
<td>end product = end of course</td>
<td>end product = launch of course</td>
</tr>
</tbody>
</table>

Scalability/Evolvability

Allow rooms for producers and spectators

Multiple ways to share/link/connect/
The power of “undo”

Digital Literacy

• “The most important critical uncertainty today is how many of us learn to use digital media and networks effectively, reasonably, credibly, collaboratively, civilly, humanely. This difference is a matter of literacy.”
  - Howard Rheingold, 2010

Digital literacy

• Attention
• Participation
• Critical consumption
• Cooperation/collaboration
• Network awareness


Attention

source: http://www.flickr.com/photos/s99335082/777413/

Participation

source: http://www.flickr.com/photos/angelinux/2643517944/
Critical consumption

Cooperation/Collaboration

Network awareness

References


Thank you!

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