Innovation in Instructional Design: Using Social Media to Enhance Learning

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"The world is one big interface"
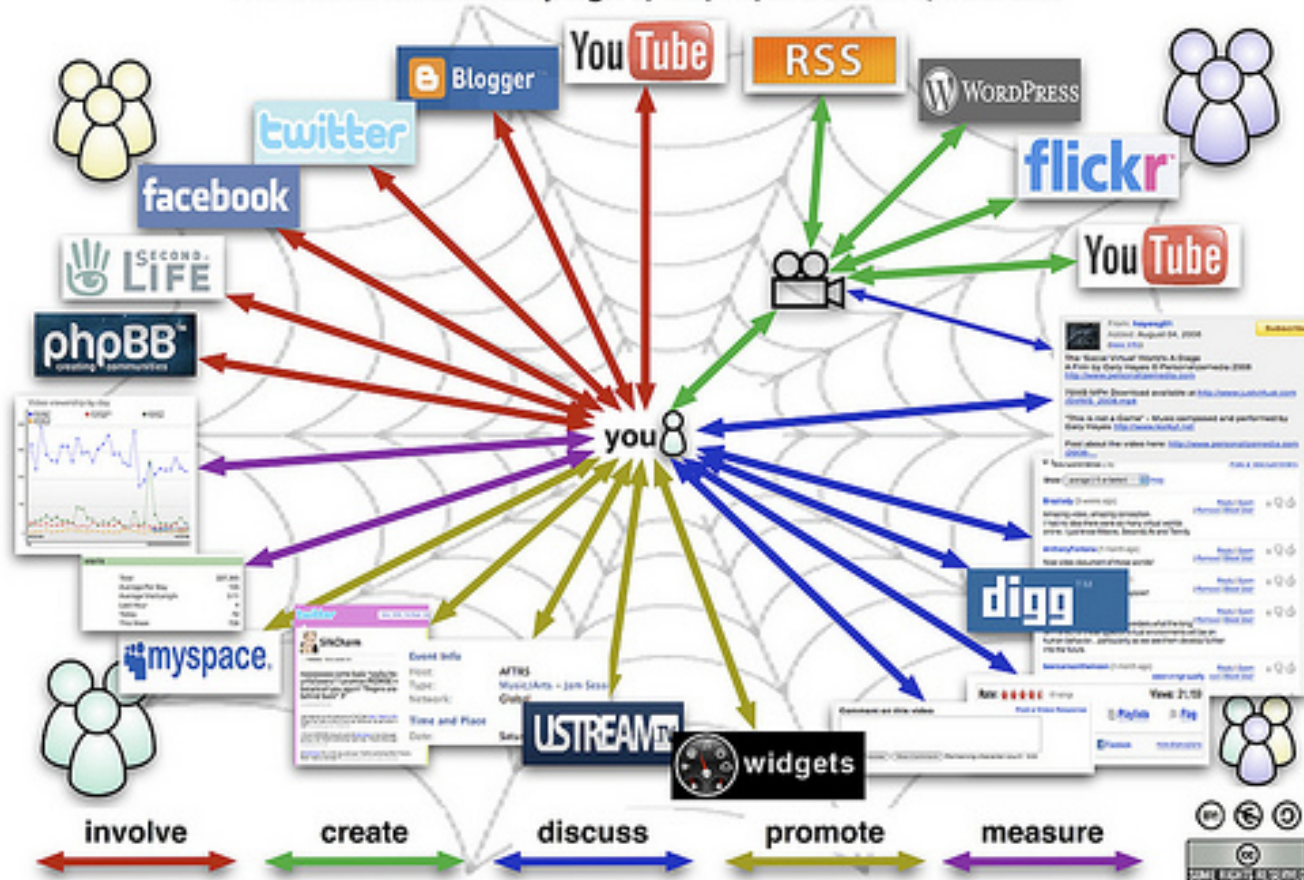
igeneration.com

The iGeneration (and beyond)

- the raw materials, i.e. the next wave of nursing students and nursing colleagues
- iGeneration …
  - *well* connected
  - multitaskers
- and beyond …
  - fastest growing social network demographic
  - 55 to 65 year old females

The iGeneration (and beyond)

- 96% of them are a part of a social network
- to them, email is just *one* tool *of many* to communicate
  - and it's even not their preferred tool!
  - too asynchronous for them
- video searches are an essential part of content gathering

The iGeneration (and beyond)

The Social Media Campaign by Gary Hayes & Laurel Papworth 2008

involve create discuss promote measure

- depend on their network of friends, colleagues, etc.
  - for information sharing, knowledge, advice
  - work and home / life
- are capable of filtering tremendous amounts of "noise"
  - multi-tasking at its finest (*or worst*)
  - watch how they study!
  - some problems do not lend themselves to a multi-tasking environment
- adapt to new technologies faster
  - demand ubiquity
  - how many wear a watch?
  - own an alarm clock?

The iGeneration (and beyond) Use terms like ...

- crowd sourcing
- twetiquette
- blogoshpere
- blogroll
- glocal

Is this How You Use Twitter?

- social media experiment at Harrisburg University
  - turned off all social media channels
  - how would students react?
- the university's provost, Eric Darr
  - observed his 16-year-old daughter at home
  - "She had Facebook open on her laptop, was listening to music on iTunes, had apps open on her iPhone and three different conversations going on instant messaging – all simultaneously,"
- Darr was in the room when one student moaned that without Facebook on his laptop in class he didn't know what to do

The iGeneration (and beyond)
Like no other generation before them ...

- are preparing to go to work in jobs that did not exist when they left high school

- using technologies that did not exist when they started college

- expect to stay in those jobs less than four years

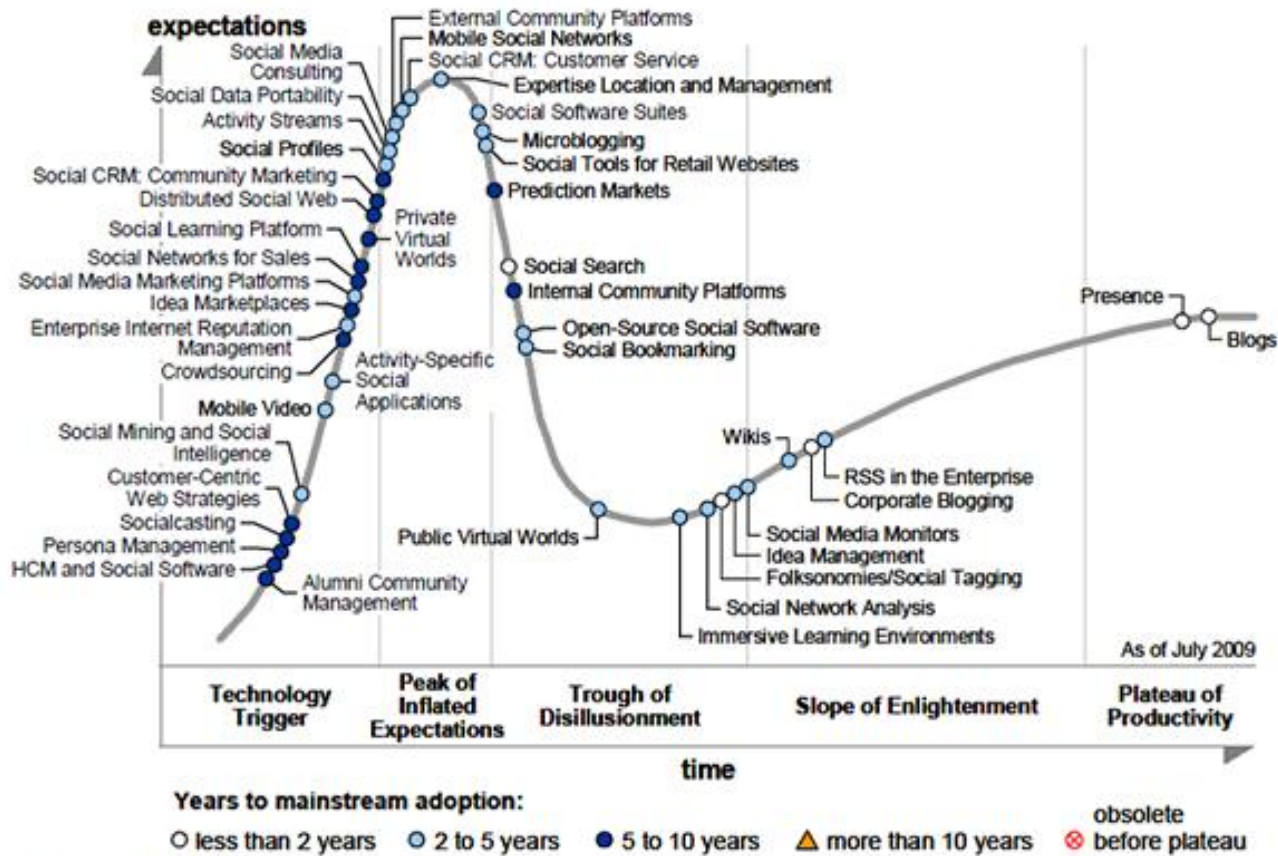- what does this mean for training and education programs?
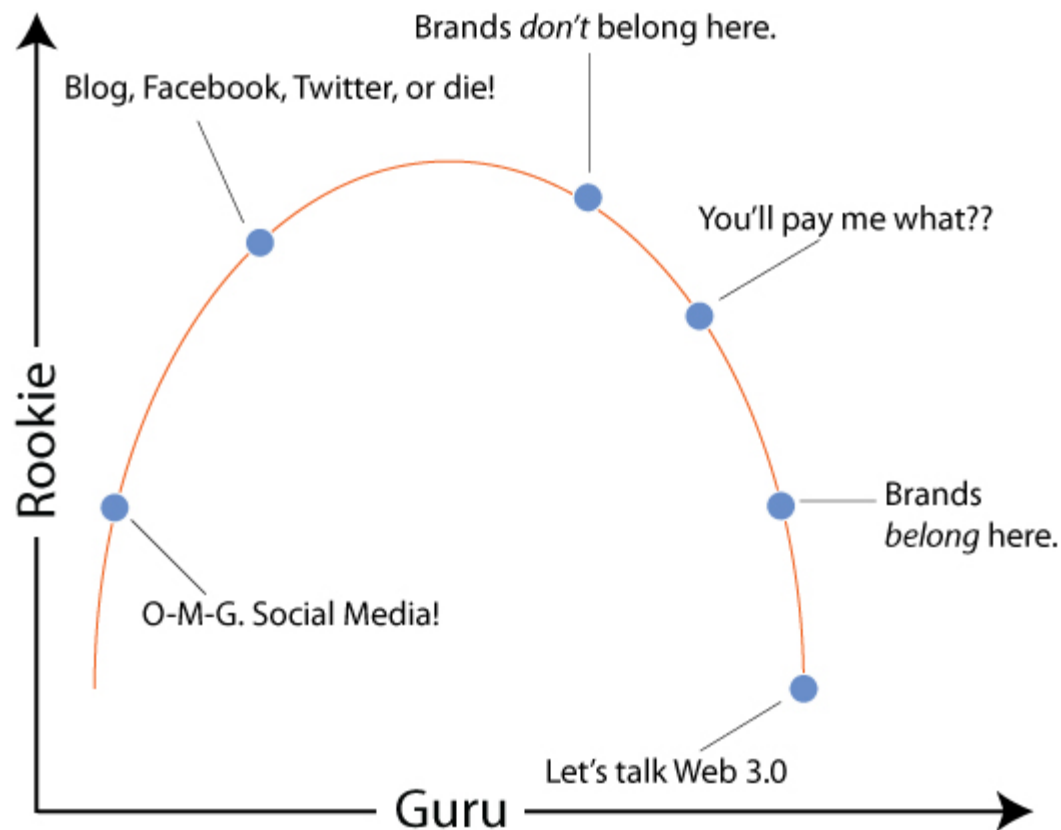
The hype cycle for social media

Figure 1. Hype Cycle for Social Software, 2009

We're all in a different place

The **Social Media Guru** Curve

© David // Armano   darmano.typepad.com

Engaging nursing student cohorts

- leverage what we know about our students
  - how they communicate
  - how they collaborate
  - how they approach problems
- while understanding what social media provides
  - education
  - entertainment
  - collaboration
  - communication
  - leadership

Engaging nursing student cohorts

- what are the opportunities and challenges?
- cohorts have close relationships and will practice team management strategies
  - will use social media that enable focused communication and collaboration – focused as opposed to general
  - enterprise type platforms
    - Yammer vs. Twitter
    - IGLOO
    - Ning
- knowledge sharing will be faster, collaboration more spontaneous, consensus more likely
- unengaged students can get lost more quickly and more severely

Engaging nursing student cohorts

- pace and intensity must be taken into account
- which media/tools support fast paced, intense course delivery?
  - twitter, blogs, yelp, yammer, wikis

Engaging nursing student cohorts

- blogs (instructor led)
  - foster communication, collaboration, and a sense of community
  - foster information sharing
    - set an agenda and solicit feedback and participation
- wikis (student led / instructor managed)
  - effective for knowledge creation and management
  - collaborative environment – knowledge building upon knowledge
  - the power of collective intelligence
- core communication channels (instructor determined)
  - consistent message
  - high ubiquity, low ambiguity

Engaging nursing student cohorts

- Gartner and Forrester reports indicate support for the power of peer content
  - user-generated content in marketing terms
  - approximately 75% support for peer content; 25% for brand sourced content
  - how to leverage the power of peer content?
    - confidence, competence, challenge
- be engaged from beginning to end
  - start small
  - participate frequently
  - find a "champion" in the group

"Twitter is like a tragically hip New York night club. It is a cool, easy way for companies to engage customers in social media. But the experience can be loud and crowded."

Bob Warfield, CEO of Helpstream

Social media dangers

- tendency to do too much
  - we all have a finite bandwidth from which to communicate
- lack of control and boundaries
  - context and emotion are always a challenge with any form of electronic communication
  - missing non-verbal cues
  - no substitute for personal engagement
    - merely a supplement
- anonymity does something to people
  - is a challenge to a company seeking feedback through blogs
  - how might this translate to a learning environment
  - need controls in place

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Helping your firing news go viral ...

Social media dangers

- personal boundaries are shrinking
  - privacy is the ability to control personal information
  - students generally believe privacy loss to be ok if agreed upon
    - every heard of Blippy?
- how might this bleed over into workplace behavior?
  - patient health information (HIPAA)
  - emergence of patient-to-patient and healthcare provider-to-patient social networks
    - PatientsLikeMe
    - DailyStrength
  - also nurse to nurse
    - RNchat

It's important

- understanding the proper use of social tools and networks is critical to success…..so, it's important
  - personal success
 - professional success
  - success of the nursing profession

"As social media, or whatever you want to label it, becomes more prevalent, there will be blunders. We're in experimental mode right now."

Steve Hall of AdGabbe

A framework for instructors

- immerse
  - use social media regularly
  - the basics: blogs, wikis, Facebook
  - SharePoint
- reflect
  - consider how certain tools can support learning activities
- define
  - set clear objectives for how you will use social media for instruction
  - clearly articulate those objectives to your students
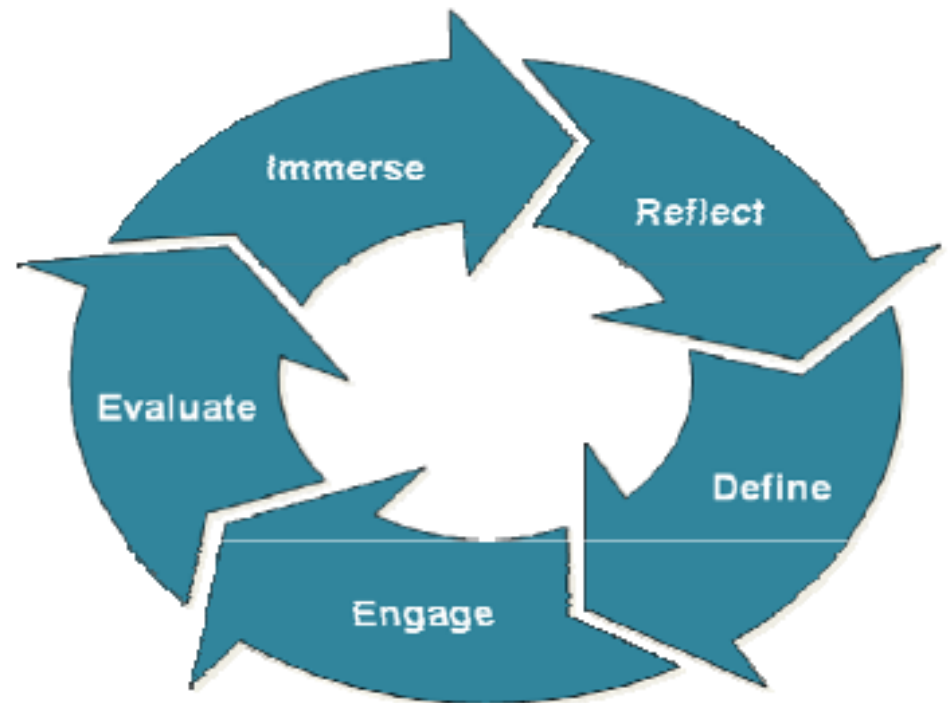
A framework for instructors

- engage (small, regular, championed)
  - relevant, personalized, interactive, and authentic
  - questions to consider
    - are you prepared to hear negative feedback?
    - are you willing to adjust your content or approach based on feedback from students
    - are you prepared to be authentic and open?
- evaluate
  - determine measures of success, gauge progress, and modify tactics
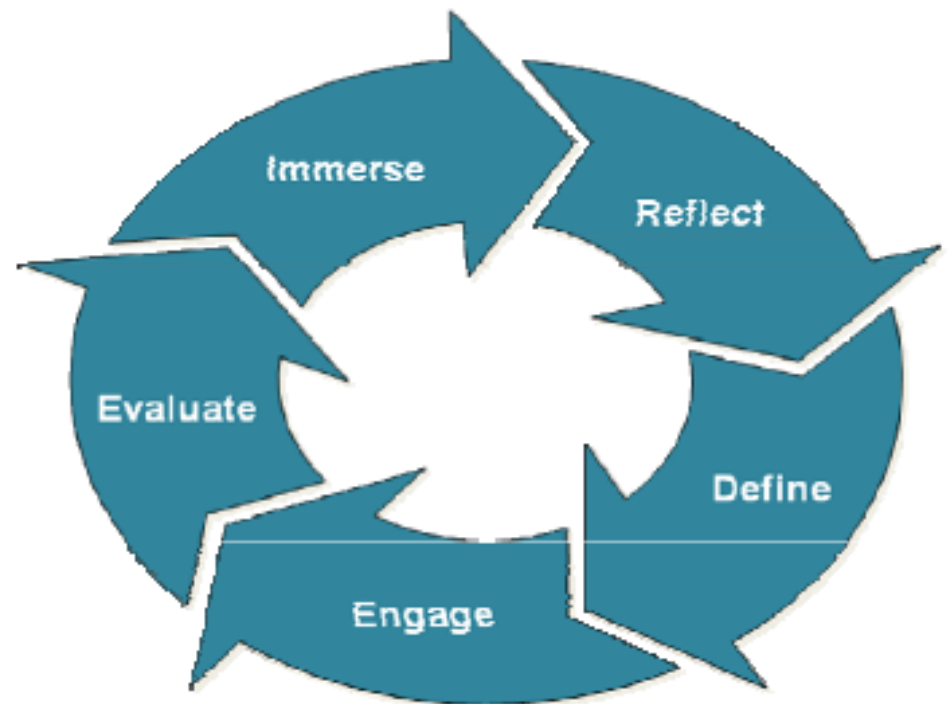
Social networks for nurses

- **NurseGroups.com**: Get a free membership with this site for social networking, professional networking and blogging.

- **NurseLinkUp**: As "The Nurse Social Network," this community features news stories and studies as well as a place for nurses to connect online.

- **Nurse Connect**: This website includes nursing forums, blogs, news stories, job posts, information about nurse education and more.

- **International Council of Nurses**: Connect with nurses around the world through this network, which has been around for over 100 years.

- **TravelNursingBlogs**: Read blog posts or start your own blog on this site to share stories and learn about travel nursing.

- **Nurse's Cafe**: Nurse's Cafe is a social networking site that's still in beta form. Use the site to link up with other medical professionals in your area or specialty, or who share similar interests and hobbies.

- **Nurse.com**: Here, nurses can connect over blogs, photos, forums, and job postings.

- **National Association of Hispanic Nurses**: Learn about conferences, scholarships, awards and networking for hispanic nurses on this official site.

- **NursingDiscussions.com**: Read articles, learn about education opportunities, check out nursing blogs and visit the forum on this site for nurses.

- **MyNurseBook**: Nurses around the world interested in recruiting nurses and bettering public health policies network on this site.

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How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?"

Seth Godin, Seth's Blog