Web 2.0 Tools for Learning Engagement

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TCNJ 8th Annual Instructional Technology Workshop
Setting the stage...

Generation Y

MILLENNIALS

Generation-D

Digital natives

Net Gen
Digital Natives v. Digital Immigrants

55% of online teens v. 20% of online adults
- Have created a profile on a social network site like MySpace or Facebook

51% of young adult internet users v. 37% of all users
- Have uploaded photos to the internet

15% of young adult v. 8% of adult Internet users
- Have uploaded videos to the web

33% of college students v. 12% of online adults
- Have created their own online journal or blog

--PEW Internet and American Life
“The Net Generation Goes to College”

“Change your teaching style. Make blogs, iPods, and video games part of your pedagogy. And learn to accept divided attention spans. A new generation of students has arrived – and sorry, but they might not want to hear you lecture for an hour.”

-Chronicle article
Summarizing Richard Sweeney
NJIT University Librarian
More stats on students

40% of younger Internet users customize news and information pages

46% of young internet users read blogs

51% of young adults and 67% of older teens share photos

22% of young adults and 17% of older teens share videos

32% of online young adults have tagged online content

25-33% of younger Internet users get RSS feeds

44% of young adult internet users seek information at Wikipedia
Time Spent With Media

Average amount of time spent with each medium per day, among 8-18 year-olds:

- Watching TV and videos: 3:51 Total
- Listening to music: 3:04 Total
- Using a computer: 1:44 Total
- Playing video games: :49 Total
- Reading: :43 Total
- Prerecorded TV: :14
- Videos/DVDs: :32
- CDs/Tapes/MP3s: :32
- Radio: :55
- Other: :14
- Online: :48
- Handheld: :17
- Console: :32
- Newspapers: :14
- Magazines: :23
- Books: :23

Kaiser Family Foundation, *Generation M*, March 2005
Time Spent With Media

Average amount of time spent with each medium per day, among 8-18 year-olds:

Kaiser Family Foundation, *Generation M*, March 2005
Engaging with technology

Multi-tasking is a way of life – and people live in a state of “continuous partial attention”

--- Linda Stone
Web 2.0 & Social Software
Web 2.0 & Social software

- Social Software is “Software that supports group interaction.” -- Clay Shirky (ETech Conference, 2003)
  » www.shirky.com/writings/group_enemy.html
- Collaborative
- Leverages “wisdom of the crowds” or “hive mind”
- “People are in fact kind of a killer app” -- Tim O’Reilly
  » www.pcworld.com/news/article/0,aid,114855,00.asp
Web 2.0 & Social software

- Personalizable
- Low-barrier to use and adoption
  - Don’t have to know a programming language to use
- “Open” (can be expanded, linked, mashed, etc.)
- Foster and support “community”
- Fun, social, entertainment, lifestyle ...
Social software is

- a tool (for augmenting human social and collaborative abilities)
- a medium (for facilitating social connection and information interchange)
- an ecology (for enabling a "system of people, practices, values and technologies in a particular local environment")

» http://www.educause.edu/er/erm05/erm0513.asp
The Web Paradigm Shift

Web 1.0
Public web site
Intranet
Portal

Web 2.0
Blog
Wiki
Podcast
Social community
Photo & video sharing
Aggregator
Mash-ups
The Web Paradigm Shift

Web 1.0: "the mostly read-only Web"
- 250,000 sites
- 1996
- 45 million global users

Web 2.0: "the wildly read-write Web"
- 80,000,000 sites
- 2006
- 1 billion+ global users

Differences in the Way Organizations Have Interacted with Customers on the Web

Source: http://web2.wsj2.com
Social Networking Sites
Web 2.0

What is social networking?

- Social networking sites allow users to interact in an online community
- Users make profiles and keep a contacts listing of other users and profiles
- Many services allow users to search users, share events, send messages, and form sub-networks

Why should I begin use social networking sites?

- Free and easy way to publicize organizations and events
- RSVP features
- Attract new supporters
- Share photos and video
Student Use

TCNJ Students in Facebook:
- 2006 = 1100
- 2005 = 700
- 2004 = 124
- 2003 = 36

TCNJ Students in Myspace
- 2006 = 581
- 2005 = 670
- 2004 = 549
- 2003 = 536

TCNJ Students in Alumni Community
- 2006 = 1273+
- 2005 = 1349+
- 2004 = 1399+
- 2003 = 1205+
Web 2.0

Facebook is the digital social center of the college campus. It is a social tool; its use is primarily the management of the social life at college.

Most students think that their profiles are only viewed by other students. So let your students find you and friend you.

A good deal of Facebook users do not allow faculty, staff to be part of their social life. Therefore, do not expect that Facebook will allow engagement with all students.
Your Profile should include ...

Your favorite books, movies and TV shows. You get no points for loading your profile with pretentious interests - students want to feel connected to you.

If you've got some pictures from conferences, or from when you met famous people, or pictures of your family, share them. You don't need to upload hundreds, but a few pictures will really add a humanizing aspect to your identity.

The key in creating a profile is sharing a little bit of the real you - when you can make these connections with your students, you will engage them.
Crossing contexts

Students post lots of information in Facebook. Even if you're their friend, that doesn't mean you get to bring up the fact Sue changed her favorite TV shows next time you see her. Unless a student initiates a context-crossing decision, I feel that it is better for persons of power to respect the boundaries of the Facebook.

Of course, if someone posts something awesome like "I just got a Rhodes Scholarship" to their Facebook, feel free to congratulate them next time you see them. Yes, respecting contexts is a strange dance, but you've got to do it if you want to play nice.
Strategies for Engagement

**Profile-based Engagement.**
Through your news feed you can directly engage with your entire friend group. Your friends will be notified each time you post a link (a share), a blog post, join a group, attend an event, and so on. In this sense, you can actively use your profile and actions to keep students aware of things you think are interesting.

**Action-based Engagement.**
In Facebook, this means things like creating and sharing events, inviting people to events, posting and sharing links, tagging people in photos, creating groups or sending messages.
Strategies for Engagement

- The creation of **groups** for dissemination of information about pretty much anything. You can create groups for your clubs and committees, teams - whatever you'd like. Groups are a way for students to say they are part of something. Make sure to create open groups so that students can invite other students to join the groups.

- **Events** - Facebook is a great place to promote events. Simply create the event, add pictures and invite people. Open events will allow students to pass along the invitation.

- **Notes** - You can integrate a RSS feed into your blog with notes. If you have a RSS feed you'd like to share, you can use notes to share that within the Facebook. For example, if the library has an events RSS feed (from a calendar or blog) you could integrate this directly, giving all of your friends access to this information.
Strategies for Engagement

- **Developing a better understanding of your students perspectives.** This may be the most underappreciated aspect of Facebook. Using the Facebook you can get a glimpse into the interests and insight of your students, hopefully reducing some of the generation gap between you two.

- **Keeping tabs.** I don't encourage spying on students, but Facebook can be used by faculty and staff to get background information on students who are having problems. It is a good place to check up on students who have gone off the radar - if a student disappears, check their Facebook first. Using Facebook for these purposes requires careful handling, but we'd be silly to not admit it is a valuable tool for the people whose job it is to protect students.

- **The creation of place.** The Facebook is a place through which students can engage with you. Perhaps that is the most important take away from this - Facebook is an opt-in information economy. By creating a profile and undertaking these engagement strategies, you've reduced the barriers for students to **opt-in** to the messages that engage them.
Facebook Demo

MW
1) Search "Moulaison"
2) Add as Friend

HM
1) Accept Friend Invitation
2) Poke MW

MW
1) Poke Back
2) See if we have friends in common
3) View Friends Events
4) Create an Event and invite EC and HM
5) Post a photo

HM
1) RSVP To Event
2) View Photos
3) View MW Groups
Photo and Video Sharing
Photo and Video Sharing

What are photo and video sharing networks?
- Online forum to share personal photos and videos
- Users can choose to make content public or private
- Users can easily post files on their computer to the web

Why should I share content?
- Free and easy publicity
- Printing / publishing options
- Various users can post pictures of same event
- Create photo and video galleries
Photo sharing

- Local history and archives – community identification of people, places, events, etc.
- Local history and archives – building a community that evolves into action, funding, participation, critical mass, etc.
- PictureAustralia – National Library of Australia, Flickr, and others
Video sharing

- Similar to photo sharing, but with videos
- Some sites feature TV and movie clips
- Amateur (home) videos
- Training videos
- Conference / meeting presentations
- Online courses
- Google Video, YouTube (now owned by Google), Yahoo! Video
Video sharing - examples

Library Technology

Emerging Library Technology

Videos in this Channel

Edmonton Public Library

Edmonton Public Library includes puppet shows for children. Fun versions of some traditional stories.

This channel has videos from: smyl_fan

Wizard Sneeze - Puppet Show
A puppet show performed by Edmonton Public Library staff and produced by Access TV. Part of a series of puppet shows for children called "The ABC's of Puppets."

Popularity: 77 views
Source: smyl_fan

Little Red Riding Hood - Puppet Show
A puppet show performed by Edmonton Public Library staff and produced by Access TV. Part of a series of puppet shows.

Popularity: 71 views
Source: smyl_fan

Little Blue Riding Hood - Puppet Show
A puppet show performed by Edmonton Public Library staff and produced by Access TV. Part of a series of puppet shows.

Popularity: 69 views
Source: smyl_fan

The Lion and the Mouse - Puppet Show
A puppet show performed by Edmonton Public Library staff and produced by Access TV. Part of a series of puppet shows.

Popularity: 56 views
Source: smyl_fan

Happity the Clown - Puppet Show
A puppet show performed by Edmonton Public Library staff and produced by Access TV. Part of a series of puppet shows.

Popularity: 55 views
Source: smyl_fan

Grendel Wolf - Puppet Show
A puppet show performed by Edmonton Public Library staff and produced by Access TV. Part of a series of puppet shows.

Popularity: 32 views
Source: smyl_fan

The Boy and the Wolf - Puppet Show
A puppet show performed by Edmonton Public Library staff and produced by Access TV. Part of a series of puppet shows.

Popularity: 1 views
Source: smyl_fan
Photo and Video Sharing

- **Facebook** (social networking site, but also one of the largest photo sharing Web sites)
- **Flickr** (photo sharing)
- **You Tube** (video sharing)
  - **TCNJ Pizza Box Plunge**
Social Tagging
and
Social Book Marking
Social tagging: adding a term/keyword/label to an online item
• e.g. caption on Facebook photo

Traditional Internet book marks: reside on one workstation computer
• are browser-dependent
• can’t be shared easily

Social book marking: associating a term/keyword/label with a URL
• hosted on independent server
• allow annotations, too
• del.icio.us is a popular book marking site
Why social bookmarking?

Didn’t Melvil Dewey do alright with the Decimals?
LC has a fine classification system.
Why reinvent the wheel?

Practical level
- Get to MY bookmarks from a variety of computers
  - Public computer, my laptop, desktop in my office, etc.

Personal level
- Personalize Web content (assign *value*)

Social level
- Convenient way to send info to MY friends
- Use references tagged by folks in MY community
  - Our vocabulary will spontaneously be the same
Social Book Marking

- http://del.icio.us – anatomy of the site
- What if your community of users is also your students? [http://del.icio.us/hlmoulaison/LIS522](http://del.icio.us/hlmoulaison/LIS522)
- What if Edward can tell us about a way to push out this information to students in a way that’s painless?
RSS Feeds
RSS

- Really Simple Syndication (RSS 2.0)
- Rich Site Summary (RSS 0.91)
- RDF Site Summary (RSS 0.9, 1.0)
- “Result Set Syndication” (Walter Lewis)

- Atom (a newer XML syndication format)
Old Way of Checking Web Sites
New Way of Checking Web Sites with RSS
What is RSS?

- Delivers web content directly to you, in real time, without navigating to a Web site.
  - Consumed by feed readers and aggregators.
  - RSS is the glue of the new internet (Web 2.0).

Source: RSS Specifications, Sharon Housley
Why subscribe?

RSS makes it easy to read summaries of:
- Articles
- Blog Posts
- Forum Posts
- Events
- Special Offers

Source: RSS Specifications, Sharon Housley
Web 2.0

Who consumes RSS?

- 31% of Internet users consume RSS feeds.

- 27% of Internet users consume RSS content on personalized start pages without knowing it.

- 12% of users are aware of RSS, and 4% have knowingly used RSS.

- 28% of Internet users are aware of podcasting, but only 2% currently subscribe to podcasts.

Sources: Yahoo / Ipsos Insight, October, 2005; ZDnet, October, 2005
Anatomy of an RSS feed

- **Channel**:
  - Title (TCNJ Library – New Music Books)
  - Hyperlink (http://www.tcnj.edu)
  - Description ("This News feed lists new acquisitions by TCNJ Library in the area of Music")
- **Items** – Items Include similar parts as a channel
  - Headline
  - Hyperlink
  - Summary
- **Other details** (author, date, etc.)
Example of an RSS item


Square root of 2 : a dialogue concerning a number and a sequence /

Square root of 2 : a dialogue concerning a number and a sequence / David Flannery. Location: General Collection. Call Number: QA247.5 .F53 2006

Write for mathematics.

Example: RSS feeds in SOCS (new books @ TCNJ)

<table>
<thead>
<tr>
<th>Name</th>
<th>Published</th>
</tr>
</thead>
<tbody>
<tr>
<td>TCNJ Library - New Computer Science Books</td>
<td></td>
</tr>
<tr>
<td>Essential PHP security / Essential PHP security / Chris Shiflett. Location: General Collection. Call Number: QA76.73 P224 2006</td>
<td>FRI, 13 OCT 2006 14:30:30 EDT</td>
</tr>
<tr>
<td>TCNJ Library - New Mathematic Books</td>
<td></td>
</tr>
</tbody>
</table>
Example: RSS feeds in Thunderbird (new books @ TCNJ)

This subject guide includes RSS feeds for French learning resources from About.com.
RSS Feeds – TCNJ Computer Science Dept.

- RSS Feed of Department News
- RSS feeds of New Computer Science Books in TCNJ Library
- RSS Feed of from external Web site
Web 2.0 Sites of Note

Resources we want to mention, but didn’t have time to talk about during the presentation
Lightning Round (20 seconds each)

(M) Amazon – tag merchandise you like, gifts for friends, etc.
(H) CiteULike – tag and capture scholarly Web resources
(E) Connotea – social tagging for the sciences
(M) DIGG – tag and rate content
(E) Drupal (code4lib.org) – Web 2.0 architecture software
(H) LibraryThing – organize your personal reading and share with others
(M) LiveJournal – online communities of bloggers
(E) Pandora Internet Radio – Listen to personalized music suggestions
(H) PBwiki – free wiki software for organizing group work, committee work
(E) Pidgin – IM (Instant Messaging) software
(M) Technorati – blog index and search engine

Map Mash-ups

(H) Who is Sick? – illnesses in Greater Trenton
(E) Trenton Gas Prices Map – comparison shopping for gas
Thank you!
...And good luck in your Web 2.0 ventures!

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