Engaging Teachers with Social Media: Successes & Challenges

Lauren Goldenberg, EDC
Kim Lightle, Ohio State University
Sarita Nair Pillai, EDC
Ted Sicker, WGBH Teachers’ Domain
Overview

- Social media tools & teachers
- Social media & NSDL teacher projects:
  - Middle School Math-Science Portal 2
  - WGBH Teachers’ Domain
- Q&A / Discussion
Build an Architecture of Participation: Create, Connect, Collaborate
MSP2: Year 2 Evaluation Focus

- Identify a profile of participation for its users: quantitative and qualitative analyses of user participation in MSP2, Teacher Leader interviews, and member surveys
- Developed a Participation Rank Rubric and Social Network Conversation Rubric
- Evaluation Reports and participation rubrics can be found here - http://issuu.com/dlatosu/docs
MSP2: Assumptions

- That teachers with less than five years of teaching experience would make up the majority of our early registered users.
- That the mathematics and science content would be the hub of conversations and core professional development need for MSP2 members.
- That significant numbers of members would directly engage with the content by modifying wiki pages, adding events, blogging, and actively participating in online discussions.
- That the community of users would assume responsibility for the site and the life of the community, thereby reducing the need for project staff and Teacher Leaders to be active hosts and facilitators.
MSP2: Research Findings

- Over half of MSP2 members have 11+ years of teaching experience. They are interested in exploring and integrating digital tools in their classrooms, and are overwhelmingly eager for insight and guidance as to how best to employ those tools.
- MSP2 members are more interested in engaging with each other around use of digital tools and literacy across the content areas than they are about mathematics and science content or pedagogy.
- Members do not, on a large scale, modify the site’s content.
- Members have not assumed active facilitation on the site.
TD: Types / Personas

- ‘Teacher Islands’
- ‘Silent Consumers’
- ‘Community Connectors’
- ‘Teaching/Curriculum Leaders’
TD: Research Highlights

- Limited time
- Google use
- Desire for social/professional life separation
- Important: ease of use, cost, staying power
- Student features-unenthusiastic
- *Unlikely active social media participants w/o support; welcome passive features and input of others*
Earth as a System

Resource for Grades 6-12 | View Citation

Earth is a complex, evolving body characterized by ceaseless change. To understand Earth on a global scale means using a scientific approach to consider how Earth’s component parts and their interactions have evolved, how they function, and how they may be expected to further evolve over time. This visualization adapted from NASA helps explain why understanding Earth as an integrated system of components and processes is essential to science education.

Permitted use: Download, Share, and Remix
Accessibility Features: Caption

Background Essay

Discussion Questions

Standards

Comments and Reviews

Based on 3 reviews

Reviewed by: Donna Rogers of Furley Park Primary
Fantastic comprehensive summary of several Earth systems; weather, earthquakes, earth plates ....

Content: ★★★★★
Presentation: ★★★★★
Standards alignment: Not Rated
Megawaatti Sukarnoputtri
Teacher ID: 123-4567 | Send me a message

About Me
Name: Megawaatti Sukarnoputtri
User Type: Teacher/Educator
Subjects Taught: Science - Life
Grade Level(s): 6, 9-10
School or Organization: Lexington Academy of the Arts and Interdisciplinary Sciences

Personal Folders:
- My Resources
- 8th Grade Deep Time Class
- Lesson Plan: Taking a Stand
- Lesson Plan: Exploring Environmental Change

Group Folders:
- WPSU E21
- Science Club Resources

MY PUBLIC GROUPS:
Groups I've Created:
- High School Shared Resources
- Science Curriculum Project

Groups I've Joined:
- Lexington Academy Education Forum
- Science and Technology Teachers

MY RECENT COMMENTS AND REVIEWS:
- Mirror Neurons (5/10/2010)
- Sharks and Fishermen (5/10/2010)

More...

MY COLLEAGUES:
- Claudine Praknashian of MLK Junior High School
- Mr. Jay of Springfield High School
- ScienceGuy of Gill-Montague Regional School District
- Anne Bemes of Springfield Middle School
TD & Social Media

Results, challenges, issues...

- Will teachers use TD social media tools?
- Competition w/other spaces
- Time, critical mass to implement?
- Paradata exchange?

Next steps...

- Finish implementation
- Community manager
- Participation Incentives
- Pilot paradata exchange
Q&A/Discussion

- What’s the point of participation?
- Getting teachers to participate?
  - Lurking as participation?
  - Critical mass/tipping point?
- How do we measure impact?
- What does success look like?
- Where should NSDL projects be investing development funds?

Lauren Goldenberg <lgoldenberg@edc.org>
Ted Sicker <ted_sicker@wgbh.org>
Kim Lightle <klightle@msteacher.org>