



Prediction of e-learners' progress and timely assessment of the achievement of learning outcomes in Lifelong Learning

**WP5 – Pilot Testing**

**Module/Session #1**

**“Introduction to Social Media”**



# M1-0 – Rationale

An important ingredient in most learning and professional development are the communication and interactions, and it is in this context the social networking and social media is making a significant entry into most types of learning services.

The recently developed Criton Platform for prediction of learner success/failure in online/eLearning programmes is also making practical usage of social media tools for the purpose of facilitating / promotion of social interactions between the users of this unique service platform.



It is however still a reality in most learning service contexts that teachers/learning service professionals have varying levels of familiarity/insight/skills in using social networking tools, and for this reason is this introductory module on social media being included in the pre-usage training programme for new Criton Platform users.

As the social media skill-levels also differ greatly from one learning service professional to another this module has been designed with a personalization ambition in mind - catering for learning on social media from and to different levels.

# M1-1 – Prerequisite competencies

This module will focus specifically on Social Networking and Social Media tools used for participant interactions in connection to Criton Platform services.

In this module it is assumed that a reasonable level of ICT skills have already been acquired. If this is not the case, or you are uncertain, you can review the ICT learning lessons provided from the web-links below. You can from those also acquire the additional skills where you consider yourself, by using the self-managed learning sessions available from the following web-links;

[Computer Basics](#)

[Mouse Basics](#)

[Internet Basics](#)

[Email Basics](#)

[Internet Safety](#)

[Google Search](#)

Web-Browsers – [Internet Explorer](#), [Firefox](#) or [Chrome](#)

# M1-2 – Social Networking

As social networking is rapidly entering into all forms of learning services it is increasingly important for both learners and teachers/instructional staff to become both aware and proficient in the ‘social dimensions’ of learning as well as in the usage of tools for social networking, often referred to Web 2.0 and Social Media. We will start by introducing a number of social networking concepts, strategies and follow-up this with introductions of some common social media ‘tools’.

As the scope of social networking is wide we will here only introduce some key concepts, and leave it to you to explore these social networking concepts in more details by using the web-links to a set of self-learning lessons provided below;

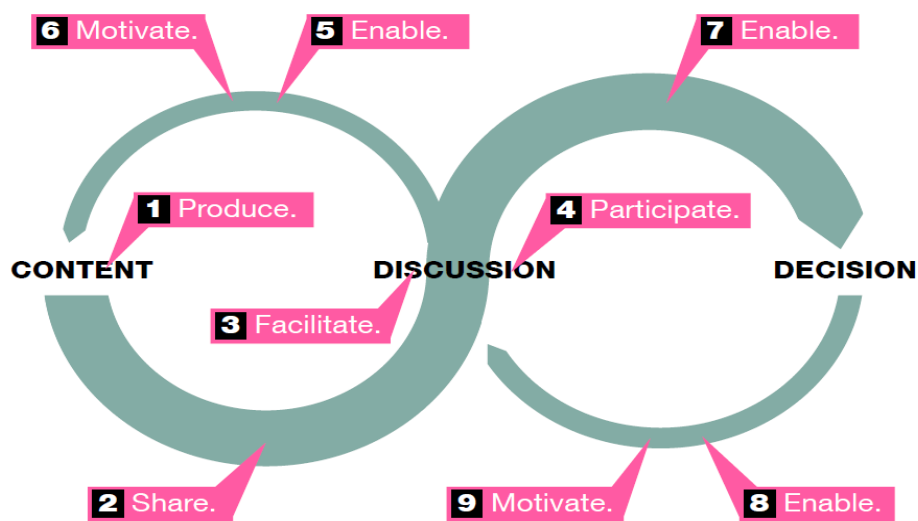
## [Networking Basics](#)

Digital Lifestyle – [Blogging](#) and [interactions beyond email](#)

Information savviness – [How to Search Better](#) and [How to Use Information Correctly](#)

# Social Networking - STRATEGY

One practical approach for establishing a strategy for purposefully using different social media/tools is to adopt the concept and key actions items of the so called 'Social Media Loop'. By placing your key attention on how to generate and use online content for discussions and for taking decisions, and by attending to the nine key actions in the social media loop, you can also ensure that all the social media tools make fruitful contribution to your work and learning tasks.



- 1 Produce quality content.
- 2 Share your content.
- 3 Facilitate discussions.
- 4 Participate in discussions.
- 5 Enable content creation.
- 6 Motivate content creation.
- 7 Enable decisions.
- 8 Enable feedback.
- 9 Motivate feedback.

An animated presentation of the Social Media Loop proposed by [www.Maggie.fi](http://www.Maggie.fi),  
Is available from SlideShare at; <http://www.slideshare.net/Miikka/social-media-content-loop>

# M1-3 – Social Media Tools

The concept of social media is rapidly evolving and the volume of social media tools are expanding on an almost daily basis. Not even the most ICT savvy learning professional masters all the social media tools that are on the market. It makes no sense to 'use them all', instead there should be a deliberate selection of tools for any given social interaction context.

One useful approach is to establish a purpose-oriented palette of social media tools, as done in the case of the social media usage within the Criton Platform.

A presentation of the Social Media Palette developed by [www.Maggie.fi](http://www.Maggie.fi), is available from SlideShare at; <http://www.slideshare.net/Miikka/b2b-social-media-palette>

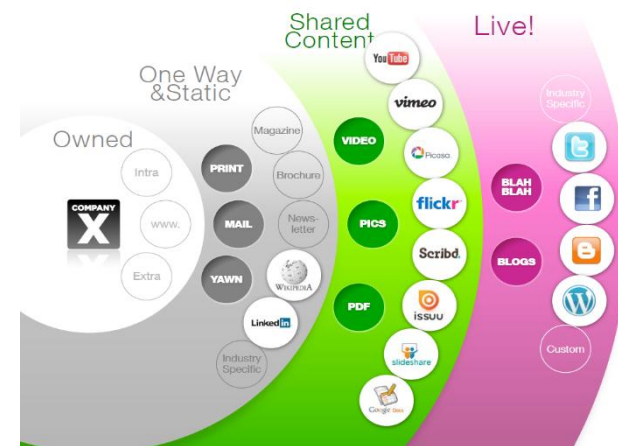
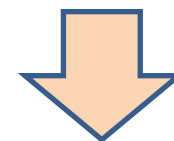
In this introductory module we will illustrate some of the most commonly used Social Media tools, namely;

**FaceBook**  
**Twitter**

**Skype**  
**Blogs**



Instead of a SM 'tutti frutti',  
use a Palette strategy





# Social Media Tools - FACEBOOK

Facebook is the world's most popular **social networking website**. It makes it easy for you to **connect and share** with your family and friends online. Facebook has even helped the web become more **open and social**.

First, review the online introduction 'What is Facebook', either via the online flip-pages, or offline from the available print-copy of this tutorial.

Second, decide which of the other online tutorials are relevant to you, and include these on your agenda.

Click on logo for Facebook 101 →



## Introduction

- [1: What is Facebook?](#)

## Setting Up Your Facebook Profile

- [2: Getting Started with Facebook](#)
- [3: Understanding Facebook Privacy](#)
- [4: Basic Privacy Settings](#)
- [5: Ads and Additional Privacy Settings](#)
- [6: Creating Your Profile](#)

## Using Facebook

- [7: Finding Friends](#)
- [8: Sharing and Your Timeline](#)
- [9: Understanding Your News Feed](#)
- [10: Uploading Pictures and Videos](#)
- [11: Chat and Video Calling](#)
- [12: Messages](#)
- [13: Groups](#)
- [14: Facebook for Mobile Devices](#)

# Social Media Tools - TWITTER

**Twitter** is a **micro-blogging network** of **real-time posts** that are limited to **140 characters or less**, but few people understand how they might benefit from Twitter.

If you are unfamiliar to Twitter, select the self-managed lesson titled '[What is Twitter?](#)' and review the introduction, and view the optional video sessions.

Thereafter review also the other Twitter lessons, either online or printout the respective lessons for subsequent reading.

Click on logo  
for Twitter 101



## Twitter 101

- [1: What is Twitter?](#)
- [2: Create a Twitter Account](#)
- [3: The Twitter Dashboard](#)
- [4: Who to Follow](#)
- [5: How to Tweet](#)
- [6: Twitter for Mobile Devices](#)



# Social Media Tools - SKYPE

Microsoft's Skype is a software that allows you to make instant message, voice and video calls to fellow Skype users on the internet for free. You can even get a phone number and make calls to phones around the world for a fairly affordable rate. Learn all the ways you can share with those who matter to you using Skype.

If you are unfamiliar with Skype view the Skype lesson 'Introduction to Skype' and thereafter select the appropriate Skype lessons listed to the right.

Click on logo  
for Skype 101 →



## Skype

- [1: Introduction to Skype](#)
- [2: Setting Up Skype](#)
- [3: Contacts and Safety Tips](#)
- [4: Making Calls with Skype](#)
- [5: Making Video Calls with Skype](#)
- [6: Instant Messaging with Skype](#)
- [7: Screen Sharing and Sending Files](#)
- [8: Skype Communication Tips](#)
- [9: Skype for Mobile Devices](#)

# Social Media Tools – LinkedIn and Blogs

With over 175 million members worldwide, **LinkedIn** is the largest social media site dedicated solely to **professional networking**. While LinkedIn's popularity has continued to increase among job seekers and employers, it's not always clear how to use the site to its full potential.

You can learn about the **basics** of using LinkedIn from the LinkedIn 101 lesson.

Another commonly used interaction tool used among professionals is '**blogs**'.

If you are not familiar with usage of 'blogs' you can review the ['Introduction to Blogs'](#) lesson as well as any of the other online lessons listed to the right.

Click on logo for LinkedIn 101 →



Click on logo for Blogging 101 →



## **Blogs 101**

- [1: Introduction to Blogs](#)
- [2: Subscribing to Blogs](#)
- [3: Developing Your Blog](#)
- [4: Choosing a Blog Service](#)
- [5: Writing and Promoting Your Blog](#)
- [6: Copyright and Fair Use](#)

# M1-4 – Social Media in learning contexts

This is an optional session specifically directed towards learning service professionals who like to explore the potential of using social networking / social media in their own online/eLearning service contexts.

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Following reference documents are proposed to be used for a more in-depth exploration of the characteristics/advantages/considerations related to the introduction/usage of social networking and social media in learning services.

## ***Literature overviews of social networking tools / social media:***

Social Media and Higher Education Literature Review

<http://www.acuta.org/wcm/acuta/donna2/Handout/SC10/SC10SemerLitReview.pdf>

Literature Review; Cloudlearn

[http://rubble.heppell.net/cloudlearn/media/Literature\\_Review.pdf](http://rubble.heppell.net/cloudlearn/media/Literature_Review.pdf)

Literature review - *Examining the use and application of social networking sites and mobile learning in education*

<http://artprintmedia.wordpress.com/2012/03/03/literature-review/>

Comparative review - The use of Web 2.0 tools in Higher Education

[http://www.heacademy.ac.uk/assets/EvidenceNet/Conole\\_Alevizou\\_2010.pdf](http://www.heacademy.ac.uk/assets/EvidenceNet/Conole_Alevizou_2010.pdf)

## ***Examples of learning platforms using social networking tools***

Comparative review - *Service-Oriented E-Learning Platforms*

<http://www.tara.tcd.ie/jspui/bitstream/2262/27023/1/service%20orientated%20e-learning%20platforms.pdf>

Revolutionizing E-Learning: Innovation through Social Networking Tools

<https://www.learningsolutionsmag.com/articles/128/revolutionizing-e-learning-innovation-through-social-networking-tools/print>

# Module 1 – Summary and Quiz

This module has introduced four blocks of competencies relating to social networking and on the usage of social media ‘tools’, namely;

- Pre-requisite ICT skills, and the ways to upgrade you ICT ‘maturity’.
- Basic concepts of Social Networking and how to develop a strategy for it.
- Introduction of a set of Social Media tools, and how to get started with those.
- Applying social networking / social media in learning.

You are now invited to complete a simple quiz, which will also indicate which of the above parts that you may have to reinforce, and with hints on how to do so.





# Quiz

Go to the online quiz available from the following web-link, or use a copy of the paper-version of the quiz.

**[Web-link to online presentation !!](#)**

[Screen-copy of the online quiz to be added here]

# Applying SM-tools in CRITON Platform

As we have now completed the introduction of social networking in learning and the potentiality of various social media tools you should also be ready and capable to make use of these facilities, both in connection with the Criton Platform services, as well as in your learning activities in general.

One potential application of the introduced social media tools is to make use of those for interaction with other Crition platform users about the subjects presented in the subsequent modules, namely the issues related to assessment of eLearning and about the concepts of predicting success and/or failure in eLearning activities.

You can also use the social networking tools being built into the Criton Platform itself, which will also be introduced in the last module/session of this training programme for Crition platform users.



# Social Media tools in CRITON Platform

The CRITON Platform intended to be used for predicting learner success / failure in connection with learning activities involving online/eLearning has also a set of in-built social networking / social media tools. These Criton platform 'tools' will be introduced in the last of the modules/sessions of this introductory training programme, and will also include the usage of the social media tools that have been introduced and elaborated upon during this Social Media module/session.

Next, proceed with your learning about the Criton Platform and its related issues by continuing your learning about assessment approaches and use of predictability variables first, and thereafter about the usage and potential of the platform.

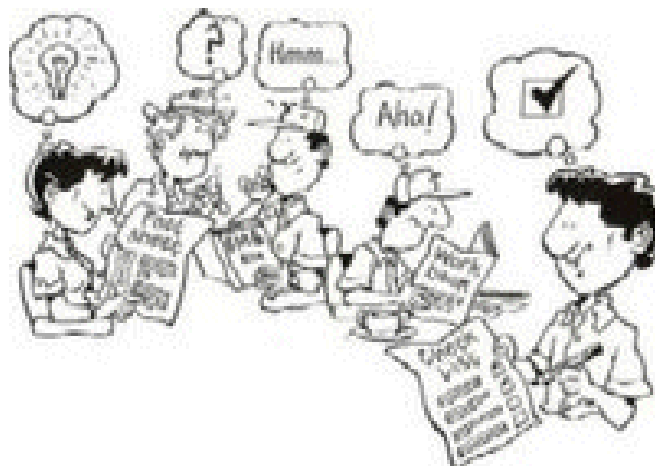
**Proceed to next Module / Session !!**





# End of Module

# Thank you!



# Questions?