Social Media Tools

& their Educational Application

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This workshop will:

• introduce participants to social media tools and their educational applications.

• introduce two online learning interventions used to support medical education in Australia.

• explore ways of using social media to improve the online learning experiences.

• explore the appropriate use of these tools in a clinical environment.
Warming everyone up!

Can everyone please stand?

Please return to your seat if:
You use Facebook....
You use LinkedIn...
You’ve ever watched a YouTube clip...
You’ve exchanged a photo on Flickr...
You’ve ever visited an online forum....
You’ve ever blogged!
Warming everyone up!

What could have changed the proportion of people standing and those sitting?

Why did those of you who are seated use these tools?

Why did those of you still standing avoid using these tools?
In the last ten years

...new technologies have evolved that allow people to easily share content and interact with one another online.

Social networking tools like Facebook, Twitter and LinkedIn invite people to make connections and talk with each other online. A remarkable aspect of the new toolset is the enthusiastic, widespread use. In August 2011, there were more than 750-million people on Facebook – that’s approaching a billion – with close to half of them checking in every day.
“Social learning” is not something that we “do” to people, or that we need to suddenly rush to build into the way we deliver continuing professional education.

Rather, contemporary professional education should focus in on and leverage opportunities where social learning is already naturally occurring in a practitioner’s workspace or community.
Social Learning vs Social Media for Learning

However, simply using online tools to deliver content doesn’t support “social learning”; it happens when the tools are used to invite interaction from and between the practitioners. It’s about social, not media, and it’s about shared learning, not just pushing content.

Social media should be used to encourage practitioners to contribute, engage, and participate with one another online.
Twitter and tweets… getting involved

#sfgpetsocial
#sfclinicalcase
Potential barriers!

What are the barriers to using social learning?

For example:
Does anyone believe social media approaches won’t work for older members of the workforce?
Does anyone think that social media is mostly hype?
Are professionals struggling to keep up with old media?
Are any of these barriers real?

Back when Facebook had “only” 600 million users – that’s 1 in every 13 people on earth – half of the users logged in on any given day.


It would seem, then, that many people who want to access social media have the technology to do so.
Are any of these barriers real?

It takes very little expertise to participate in social media, particularly in just commenting on a blog or sharing a bookmark.

In the previous Facebook example, half of 600 million users logging in every day each created an average of 90 pieces of content a month.
Educational Applications

- Broadcasting: Users or administrators can post information, messages, and updates.
- Discussing: Users can post a question or thought and invite comment, or talk with one another within constraints such as a topic-specific discussion forum.
- Sharing: Users can generate and distribute their own materials such as photos, documents, and videos.
- Networking: Users can find and interact with one another directly.
- Collaborating: Users can share and work together on a dynamic document, project, or other item.
- Aggregating: This is a combination of several or all of the above. Proprietary platforms often aggregate a number of tools. SharePoint, for instance, provides extensive options including user profiles, blogs, and wikis.
Tools should be selected on the basis of the desired outcomes of the educational experience.
Social Media Tools

Broadcasting

Web Conferencing example:
GoToMeeting

RSS example:
Feedzilla
http://www.feedzilla.com/gallery?cc=en_us

Podcast examples:
Podcast Alley & Podbean
http://www.podcastalley.com/
Social Media Tools

Discussing

Discussion Boards

Blogging & Microblogging

Live Chat Rooms
Social Media Tools

Video example: YouTube
http://www.youtube.com/watch?v=OBigSz8sSM

Bookmarking example: Delicious & StumbleUpon
http://delicious.com/
Social Media Tools

Collaboration without the learning curve

Free Tool example: Googledocs

The learner experience:

- 15 core modules (clinical and business)
- Each module has 5 key clinical activities to complete
- Clinical cases
- Exam questions
- Readings/references
- Assessment and feedback
- Discussion forum

http://sfgpet.ecampus.com.au
Let’s Play

Groups of 3-4
Open up GP-Start by clicking on the Sturt Fleurieu icon.
Using Social Media Tools

Go to the ‘fitness to drive’ module
Read one of the clinical cases and add your comments/answers

6 social media tools
1. Broadcasting
2. Discussing
3. Sharing
4. Networking
5. Collaborating
6. Aggregating

How can this learning experience be enhanced by social media tools?

Tweet
#sfgpetsocial
Groups of 3-4
Open Dr MCQ Lite by clicking on the app.
Questions? More Information?