Electronic Communication with Students

Connie Varnhagen
Undergraduate Research Initiative
Department of Psychology

Social Media

http://api.ning.com/files/WI3AuuEKh4hetdmzI6HsM7kHvhqCj5KuNbuqqXnoUwsTzS6BDNfUGrFY3eAKufC3kPeoYst5BnX3sjKKZlWigWM4xrzdB6F/SocialMediaLandscape2011.jpg
Functional Categories of Social Media

- Communication
- Content communities
- Collaborative communities
- Social networking communities
- Virtual social worlds
- Virtual game worlds

Adapted from Kaplan & Haenlein, 2010

Example: Communication

- Instructor Twitter feed

Example: Content Communities

- Youtube video for group project
Example: Collaborative Communities

- Using Google Docs to share project goals and outline

Example: Social Networking

- Student group and instructor page

Example: Virtual Social Worlds

- INTD 410 and OCCTH 900
Example: Virtual Gaming Worlds

What social media have you used?

- Formal class use
- Informal class use

What will students accept?

2010 study of students and instructors

How effective could the following be?

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<tr>
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<th>Students</th>
<th>Instructors</th>
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<tr>
<td></td>
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<td>collab</td>
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<tr>
<td>Content Sharing</td>
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<td>56</td>
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<tr>
<td>Social Networking</td>
<td>28</td>
<td>67</td>
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<tr>
<td>Virtual Worlds</td>
<td>7</td>
<td>10</td>
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What will students accept?
2010 study of students and instructors
Should the University support the use of...?

% Responding agree/strongly agree

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<tr>
<td>Virtual Worlds</td>
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How might you use social media?

- Do you REALLY need it?
- Align any social media use with learning goals
- Ensure any social media use is activity-directed
- Choose social media carefully
- Stay out of personal domains

Pedagogical Guidelines
Draft University Guidelines for SM

- **Identity**
  - Be honest and transparent
  - Use a disclaimer

- **Content**
  - Be accurate
  - Be respectful
  - Identify ownership of information
  - Be aware of liability

- **Privacy**
  - Maintain confidentiality
  - Protect your identity

Some resources

- **University Affairs**
  

- **Concordia University**
  

- **Pearson Study**
  
Draft Guidelines for Social Media Use

For purposes of this document, social media is defined to be any use of electronic media for developing networks and connections for sharing information (Educause, http://www.educause.edu/groups/SOCMEDIA). Examples of social media include email, text messaging, social networking sites, and content sharing sites.

Students, staff and faculty using social media for any purpose related to the University of Alberta are subject to these guidelines and the specific policies of the University of Alberta. While not governed by University of Alberta guidelines and polices, alumni are ambassadors for the University of Alberta and are advised to reflect on how upholding the reputation of the University of Alberta impacts them.

Generally speaking, if some behaviour is unacceptable in a face-to-face encounter, then that same behaviour is unacceptable online.

**Policies**

Know and follow the University of Alberta Policies. A complete and up-to-date list can be found at http://www.ualberta.ca/policies [this link to be created]

**Identity**

**Honesty and transparency.** Be honest about your identity. Do not hide your identity or misrepresent yourself online.

**Use of a Disclaimer.** If you are conveying your personal opinions on matters pertaining to the University of Alberta, use a disclaimer, such as “The views on this [type of social media] are my own and do not necessarily reflect the views of the University of Alberta.”

**Content**

**Accuracy.** Verify all information before posting on the Internet. Where possible, include citations and links to your sources.

**Respect.** Think before you post. Information on the Internet is widely accessible and often permanent. Controversial, disrespectful, harmful, or offensive posts may have long-term effects on you and the broader University community, including unanticipated negative consequences.

**Ownership.** Post only your own information or referenced information. Copyrighted and proprietary information, including records of class activities (e.g., classroom video or audio files), may only be posted with permission.

**Awareness of liability.** You are responsible for your use of social media. Inaccurate, harmful, or offensive posts may be a violation of the Code of Student Behaviour, CCID Conditions of Use policy, and/or staff agreements.

**Privacy**

**Confidentiality.** Maintain confidentiality of others’ personal information. Be especially careful not to violate the Alberta Freedom of Information and Protection of Privacy Act.

**Identity protection.** Although you must be honest about your identity, do not provide personal information such as personal phone numbers, address, or other confidential information that may be used to invade your privacy.