It’s time to connect: Twitter for educational purposes

ACEC2012 PERTH:

It’s time: Information Technology in Schools Time

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What is Twitter?

- A micro-blogging tool
- Short messaging service of 140 characters
- One example of a social media tool
- Twitter user guide describes Twitter as
  - A way of establishing relationships which enables us to exchange links, share interests, spread news, chat, and also market business.
A brief history

- Created in March 2006 by Jack Dorsey
- Launched July 2006
- April 2007 became a company in its own right
- Originally named twttr

2007- Tipping point for Twitter’s popularity
SXSW Festival 20K -60K tweets per day
- First off earth twitter message from the International Space Station 2010.
Staggering statistics

Twitter 2012
The Freshest Statistics on the King of Microblogging Services

Top 3 Countries
- United States: 107.7 million
- Japan: 29.9 million
- Brazil: 33.3 million

Over 465 million accounts

175 million tweets a day

United States: 107.7M
Japan: 33.3M
U.K.: 23.8M
Indonesia: 19.5M
India: 13M
Mexico: 11M
Philippines: 8M
Spain: 8M
Canada: 7M
WATCHING TWITTER GROW

$259 million
Twitter’s projected Advertising Revenue in 2012

$540 million
Twitter’s projected Advertising Revenue by 2014

11 Twitter accounts created every second

1 Million Accounts currently added to Twitter every day

Sources:
http://twiaholic.com • http://www.mediabistro.com
http://thesocialskinny.com/100-more-social-media-statistics-for-2012
http://www.slideshare.net/salliebumett/infograph-2012-twitter-statistics
http://mashable.com/2012/02/06/tweets-per-second-records-twitter/
*Method of Access data from survey results by lab42.com: http://blog.lab42.com/whats-trending-twitter/
### Australian Twitter Statistics

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Total users:</strong></td>
<td>1,800,000 (same as last month)</td>
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<tr>
<td><strong>Gender Split (M/F):</strong></td>
<td>66% / 34%</td>
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<tr>
<td><strong>Average time on site:</strong></td>
<td>9:40</td>
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<tr>
<td><strong>Largest Age Segment</strong></td>
<td>45-54 (34%)</td>
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<tr>
<td><strong>Highest User Interest:</strong></td>
<td></td>
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<tr>
<td>- Web Stats &amp; Analytics</td>
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<td>- Blogging Resources &amp; Services</td>
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Why use Twitter?


- 87% of Twitter users are aged between 18-54 (Courous & Jarrett, 2011)

USA Twitter Stats 2010 including gender, age, income and activity (Digital Surgeons, 2010)
Why use Twitter in Education?

- Free
- Brief, economical and precise
- Communication with parents, peers, experts
- Ability to ask questions of a wide audience
- Following others allows an instant, personalised Twitter feed
All quadrants are needed to provide quality teaching.
However....

- printing press feared by scribes
- invention of the pencil- sharp object that was deemed dangerous by parents & teachers
- “Students today can’t prepare bark to calculate their problems. They depend upon their slates which are more expensive. What will they do when the slate is dropped and it breaks? They will be unable to write!” Teachers’ Conference, 1703
Resistance to Twitter in Education

- cyberbullying
- limit of 140 characters seen as not worthwhile educationally
- mostly in higher education and Vocational Education sectors
- fear of social media
- and the list goes on and on and on....
Protesting Against New Technology – The Early Days
College Students: is Twitter hurting your grades?

What's happening?

Everyday, social media sites like Twitter are becoming more and more a part of our lives, and with this growth it is time to take full advantage of Twitter and acknowledge its potential, especially in the classroom. To many, Twitter is nothing but a distraction, but with recent studies it is apparent that Twitter can actually encourage engagement within the classroom.

94% of first year college students use social networking sites.
Can Twitter Make a Positive Impact in Education?

125 students participated in a study

70 students were required to use Twitter for educational purposes

55 students were required to communicate through a traditional learning system
The Tweets became active as the semester progressed.
The Twitter group's engagement score was almost twice as much as the group who used traditional communication methods.

At the end of the semester, the Twitter group's average GPA was .51 higher than the control group.
The Results:

Twitter allows for a constant ongoing discussion that goes beyond the one hour class session.

Students took full advantage of using Twitter as a forum for their questions, generating a wide range of questions which would typically occur in class.

Sources:

Who is using Twitter?

WHY WE USE TWITTER

Though most people use Twitter to keep in touch with their friends, other reasons for using the service differ slightly among men and women. Posting status updates is the second most popular reason women use Twitter, while more men use it to find the latest news.

HOW WE USE IT

People use Twitter in a variety of ways – to post updates, locations, photos, and more.

- **72%** post personal updates
- **62%** post work updates
- **55%** share links to news stories
- **54%** post general life observations
- **53%** retweet others
- **52%** send direct messages
- **40%** share photos
- **28%** share videos
- **28%** tweet location

Keep in touch with friends

- **34%** male
- **48%** female

POST STATUS UPDATES

- **28%** male
- **29%** female

FIND NEWS STAY UP-TO-DATE

- **31%** male
- **21%** female

WORK RELATED

- **23%** male
- **22%** female

FOR RESEARCH

- **10%** male
- **8%** female

OTHER

- **3%** male
- **6%** female

How is Twitter being used for Instructional purposes?

Kigotho & Doyle 2012
Twitter in the Infants Classroom
"What are you doing now?"
FIGHT THE SUMMER SLIDE!
LET'S TALK ABOUT IT TONIGHT!
THURSDAY, JUNE 14 9-10 PM ET
#GNO #SUMMERREADING

Twitter in the Primary Classroom

The writing process and found the prospect of writing more than four sentences very daunting. We, therefore, started using the system as a way of engaging the children in communicating their thinking with the rest of the class and reflecting on their learning. I began to display our Twitter feed on the interactive board which showed our tweets by class members. As time progressed, the children began to develop an understanding that they were writing for an audience that extended beyond the classroom. They were beginning to take part in a network that had communicative practices at its core. Writing for audience and purpose finally began to mean something to them. The children enjoyed the fact that their thoughts were published for others to see and feel a sense of pride in their writing.

Another dimension of Twitter was opened up to us when we began to gain ‘followers’ who chose to read our day to day reflections. Some followers opted to reply to our tweets and offered feedback on the work that the children had completed. Others chose to ‘support’ the children in developing their thinking about their class work. For example after the children had tweeted about watching a new version of the ‘Old Rabbit’ stories we received a reply asking:

This particular reply highlights how Twitter can be used as a means of developing intergenerational literacy where meaning is co-constructed and shared within a global literacy community (March 2016). The tweet subsequently instigated a discussion in our classroom which then led to the children tweeting a reply.

The system enhanced the teaching and learning in our classroom and opened up new opportunities for the children to engage in authentic literacy practices. Another example was when representatives from the 2nd place museum of Joel Chandler Harris who collected the ‘Old Rabbit’ stories, read our tweets and sent us a special message from the USA saying how impressed they were with our work. This sort of communication would not have been possible had we not shared our work with a global community where our learning could be documented and shared in such an open and accessible way.

The Twitter rules
The fact that Twitter is open and accessible to anybody with an internet connection means that we have developed strict guidelines for use in our classroom. Before any children have access to the system they are made aware of the following rules:

1. Children must not mention their name or any of their friends by name in tweets under any circumstances.
2. Children must not check for replies to prevent them from seeing any inappropriate material that may be viewed.
http://twitpic.com/lhjz2 - @librarybeth
- Here is one of our drawings

http://twitpic.com/lhj8b - We are drawing fish in RE.

@digitane we really enjoyed the moomin story it was good and it was really funny story

we have finish the moomin store.

the coming We have been luring abawt puchlies ships.

@Y2TPS salsa has got tomatoes onions peppers and lime honey.

Figure 1: Orange Class Twitter Stream
'It's very very fun and exciting' - using Twitter in the Primary classroom
people are finishing simple and complex sentences like I went to the park. I went to the park while it was snowing very very heavily
10:07 AM May 7th from web

I like writin
12:08 PM Apr 21st from web
I hope you are all enjoying your holidays. With only 1 term to go until the end of your primary school journey I thought it was fitting to put up a little trailer for what will happen this summer....

Your rite of passage.....

Graduation Day

See you all at the beginning of term 4. Make it all count!

Posted by Ms Leah Belson at 1:13 PM
No comments:
Twitter in the Secondary Classroom

http://www.youtube.com/watch?v=2w9CnaeaiAE
Tell classroom success stories.
Promote students stories. Empower the students.
Promote their stories.
Have more than one twitterer.
Talk about non-education stuff too. There is life outside your institution.
Ask questions. Twitter is great for getting opinions.
Follow interesting people.
Share the human side of your institution.
You don’t have to read every tweet
More and more academics are turning to Twitter to connect with their peers and promote their work.

| How frequently do you use Twitter for the following academic activities? |
|-----------------------------|----------------|----------------|----------------|----------------|----------------|
|                             | Never | Rarely | Sometimes | Occasionally | Frequently |
| To collaborate with colleagues | 24.6% | 17.9% | 20.0%     | 15.6%         | 21.8%        |
| To communicate with students | 42.4% | 17.7% | 14.0%     | 12.5%         | 13.4%        |
| As a learning tool in the classroom | 59.3% | 13.2% | 11.0%     | 9.4%          | 7.2%         |

(Total who answered this question: 579)
Higher Ed cont.

- Stay current on news/trends
- Network with colleagues
- Participate in conference backchannel
7 top twitter tips for academics/teachers

1 Tweet yourself, your projects and your institution
2 Don’t just wait for people to find you: actively promote your twitter stream
3 Work on your signal-noise ratio
4 Get your timing right
5 Use Twitter as part of a wider social media and communications strategy
6 Constantly refine your practice
7 Remember it’s all about relationships

Twitter today- a new phenomenon

For the first time, the world faces a medium that is by its very nature non-centralized, meaning that in both form and content, it is user created, user controlled, flexible, democratic and both very transparent and very not so? (Tinti- Kane 2011 p. 4)
Implications for Future Research – Educational Context

- Twitter for doing collaborative tasks for students across all levels.
- In early childhood: improve relationships between teachers and pupils,
- Enhance the confidence of kids
- Primary schools: target improving literacy levels
- Australian research required
http://www.facebook.com/groups/twittered/
Twitter for Higher Ed

used to connect and interact with educators and learners from all over the world.

Twitter is also a fast source of information. At times, Twitter is more productive in providing information than any other type of communication.

Recently, I needed a reference I have used before. Couldn’t get (it) anywhere. Sent out a tweet, and in no time at all, received five responses. I found this faster than doing a Google search” (Conole, 2011).

did you know that 25% of the 90 m daily tweets contain links. Meaning people are not only talking crap, but also sharing juicy links, including articles and papers that sometimes even Google can’t spot for you.

back channelling:
more uses in higher ed

Back-channelling: The use of two boards, a white board for backchannel use and another one for regular use. Students keep tweeting as the lecture is going on, very much like a chat room.
Some Twitter comments

• Anne Mirtschin I use twitter for building a fabulous network of like minded educationalists. I use them for advice, discussion, sharing, learning from, keeping track of conversation threads etc. I also like using it as a search engine for my classes so when studying eg stocktaking in accounting, searching 'stocktake' will bring up peoples' experiences, feelings, tasks etc to give a realistic view of stock-taking. Triggers discussions and explorations. Twitter is extremely powerful and I think is really underused. I tweeted for an author to speak to my Year 11 IT students during Literacy and Numeracy week and got one! See http://murcha.wordpress.com/2011/09/02/student-engagement-at-its-best/Student Engagement at its best!

• murcha.wordpress.com The sound of the low flying planes created noisy distractions in the classroom a...
More reflections

Carole McCulloch Twitter - I pick up links to useful stuff and connect with my network in education. I really like Tweeting at conferences to help make sense of what I am hearing and share my thoughts with others in room and beyond. Back channelling with hashtags is a great way to share meaningfully

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Conclusions

This presentation has covered the introduction and development of twitter as a tool that has been used for educational purposes, with good potential for growth. More research covering the Australian landscape needed. We are glad to report that there is support given by UNE for this.
It's time to connect.
Be it for early childhood, primary, secondary, TAFE or university...
It's time to start using Twitter for educational purposes.
Get your students to sign up and start tweeting away. It is time.
Follow us on twitter

@mutuotak53
@hihelen
@ACEC2012