Integrating Facebook Into Distance Education and Online Learning Environments To Promote Interactive Online Learning Communities
About

• Studies at UH Manoa, ETEC Masters
• Lives in San Diego, California
• Interested in ICT & social media to humanize DE & OLE, digital-divide, accessibility, universal design
Overview

• Introduction
• Background
• Methods
• Results
• Implications & Discussion
• Conclusion
Introduction

- DE & OLE rapidly growing
- Human interactions still important
- Use latest ICT & social media tools
- Online ID module as reusable resource
- Change pedagogy for 21st century learners
Background

• Enrollment in DE & OLE increasing
• 11% increase in institutions including DE & OL in long-term planning

(Sloan Survey, 2010; Simonson et al., 2012)
Background

- Student retention decreasing
- Low completion rates may be attributed to "technical difficulties, a sense of isolation, a relative lack of structure, and a general lack of support"

(Xu & Jaggers, 2011)
Background

- The importance of **social presence**
- **Changing** pedagogy for 21st century learners
- **Facebook** popular among students

(Short, Williams & Christie, 1976; Gunawardena & Zittle, 1997; Simonson et al., 2012; Roblyer et al., 2010; Hewitt & Forte, 2006; Pollara & Zhu, 2011)
Methods

- 17 participants *(university-level educators)*
- Online instructional module using **Weebly**
- 25 multiple-choice questions (pre & post), demographic & attitudinal surveys using **Google Forms**
- Informed by **ARCS** model of motivation

*(Keller, 1983)*
Methods

integratingfacebook.weebly.com

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Methods

Consent Form
ID Code
Pre-Test

Module Sections 1-4

Post-Test Attitudinal Survey

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Module Section | ARCS Element
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1. What is Facebook? | Attention
2. Why Choose Facebook? | Relevance
3. What is Social Presence? | Confidence
4. Towards a “Technagogy” | Satisfaction
Results

Summary of % mastery by objective

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Discussion

- Participants **enjoyed & learned** from module
- More audience analysis
- More interactivity: sandbox, Flash demo
- More topics: privacy, self-disclosure, confidentiality, real-world examples
Implications

• What are the factors that make a tool education-worthy?
• How to keep educators motivated to update tool kits, stay current & interested?
• More examples of successful implementation
Conclusion

• Facebook, not the “be all, end all”
• Embrace/explore new tools, such as social media - not going away!
• Experiment and learn with students
• Take advantage of “captive audience”
• Stay current, stay updated