

EDCI 338

Social Media and Personalized Learning

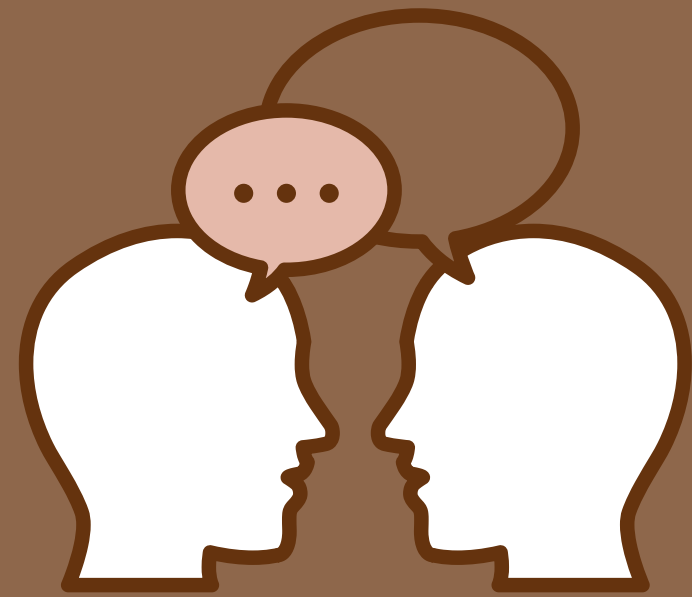
Mikayla Boulanger, Caitlin Doraty, Kevin, Pen, Sadhik



Main Ideas

- Description of Social Media Platforms, Their Usage and Value to PLN
- Discussion of Key Characteristics of PLN
- Connection to Digital Identity/ Reputation
- Connection to Privacy, Security, Data Collection

Key Characteristics of a PLN



People

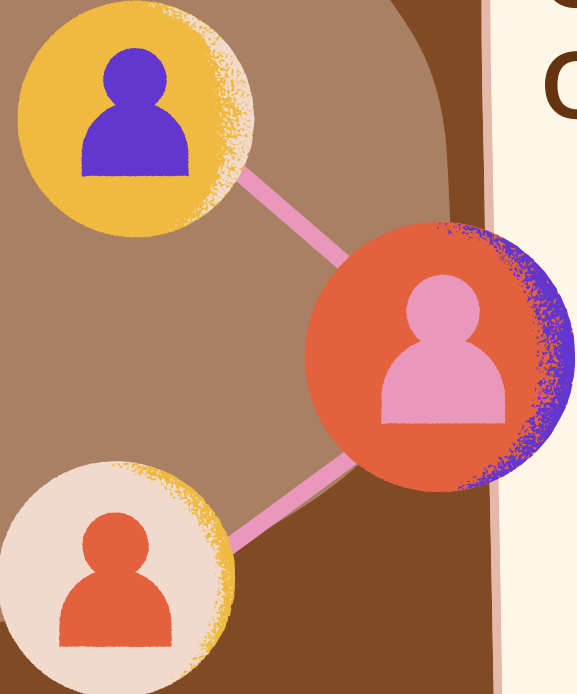
- o Sharing of knowledge/information

Social Media

- o Unique
- o Diversity
- o Connection



Compare/Contrast Key Characteristics



Comparison – Communication/social media

- People
- What our PLN consists of

Contrasting – Communication/social media

- Intentions
- Seeking information
- Limitations
 - Location

Social Media Platforms:

- Facebook
- Instagram
- Twitter
- LinkedIn

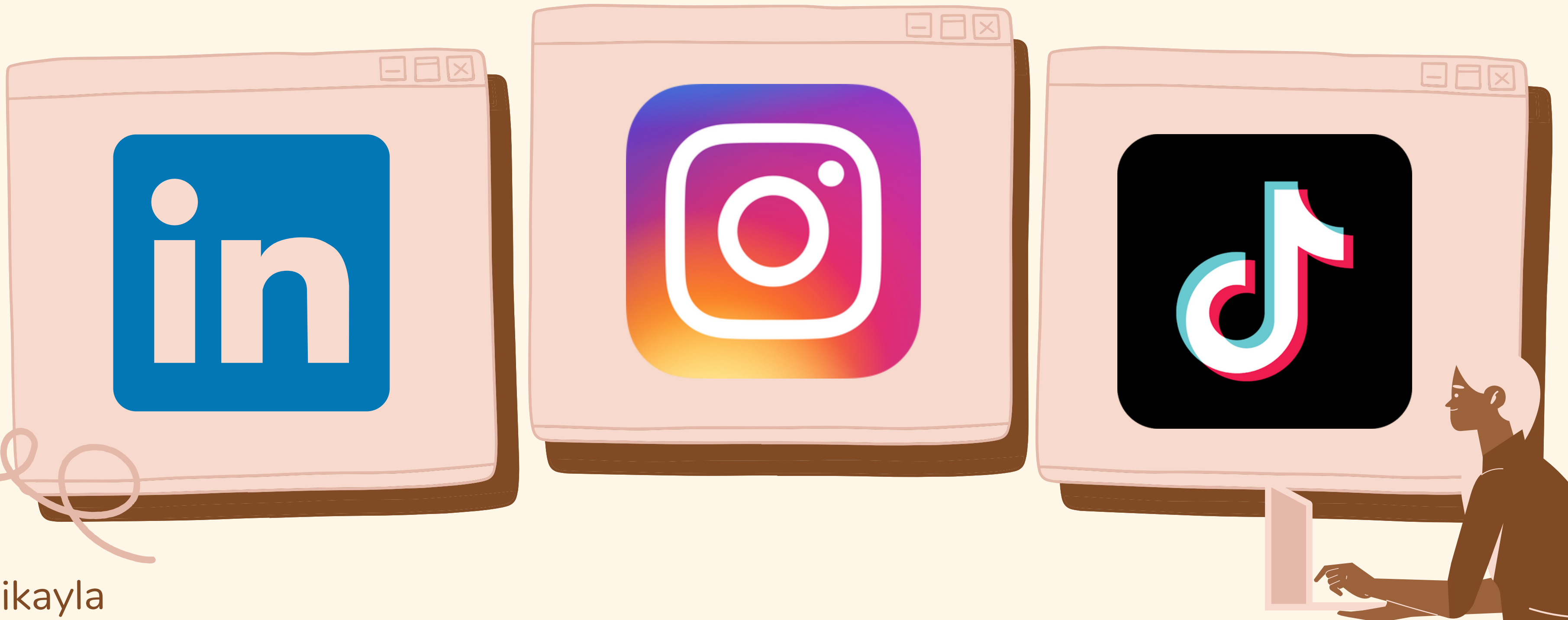


Media Technologies



- Easily accessible via computer, tablet, or mobile device
- Widely popular – a greater opportunity for PLN expansion
- Allows for digital identity – benefits potential future careers
- Can build community and belonging

What are Social Media Platforms?



Benefits

- Large Audience,
- Easily Shareable

- Professional
- Company Focused

- Interactive
- Creative Content
- Large Potential & Reach

Weaknesses

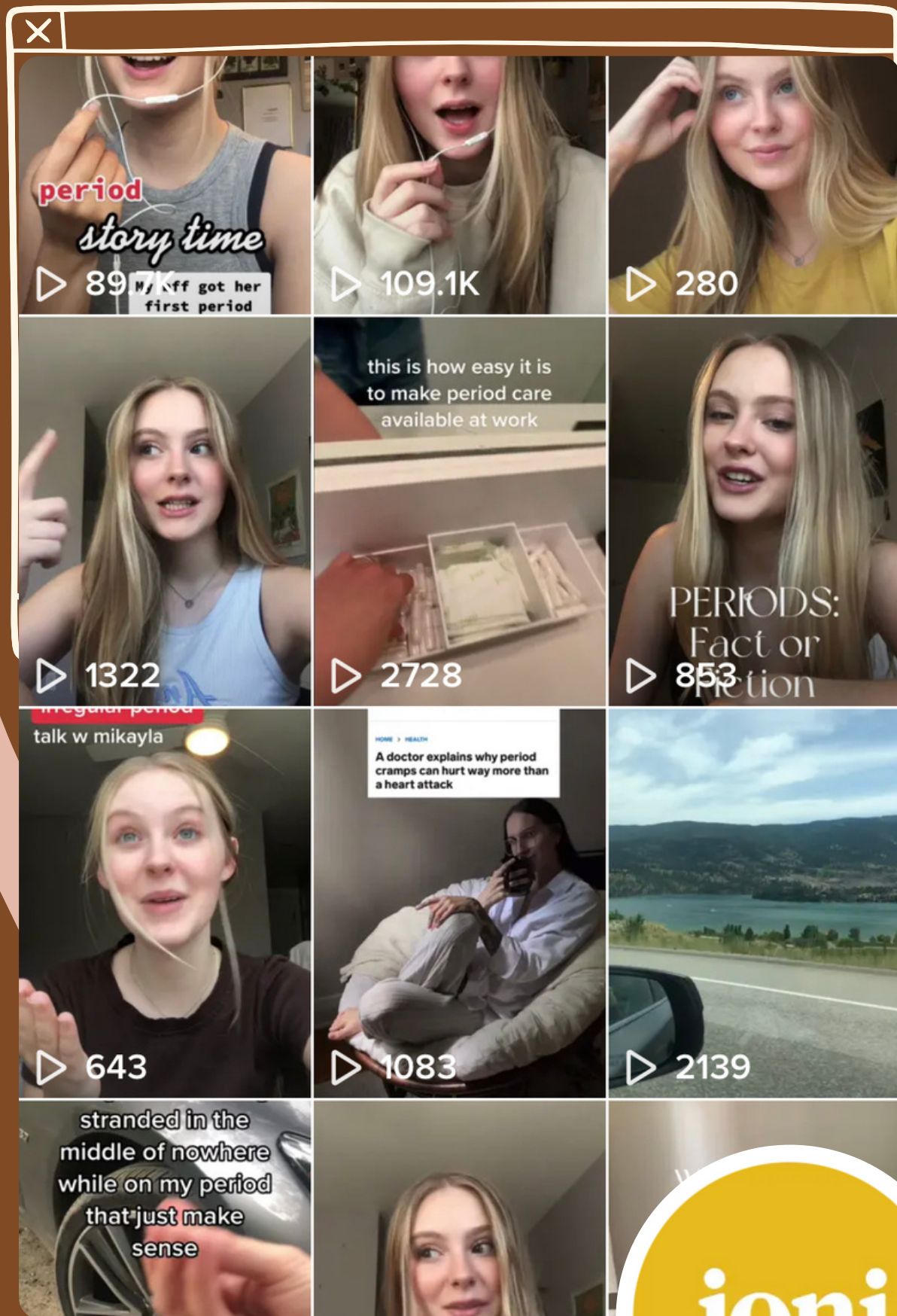
- Advertisements
- Sponsored Content
- Data Tracking

- Less Interactive
- Personal Information
- Identify Theft

- Lacks Creditability
- Algorithm Based
- Racial/Gender Bias

Platform





Personal Experience

- Self Taught through education of Creators and other Resources (Instagram)
- Digital Portfolio (Tiktok/Instagram/Pinterest)
- Creative Freedom
- Networking Oppertunity (LinkedIn)
- Enhanced PLN



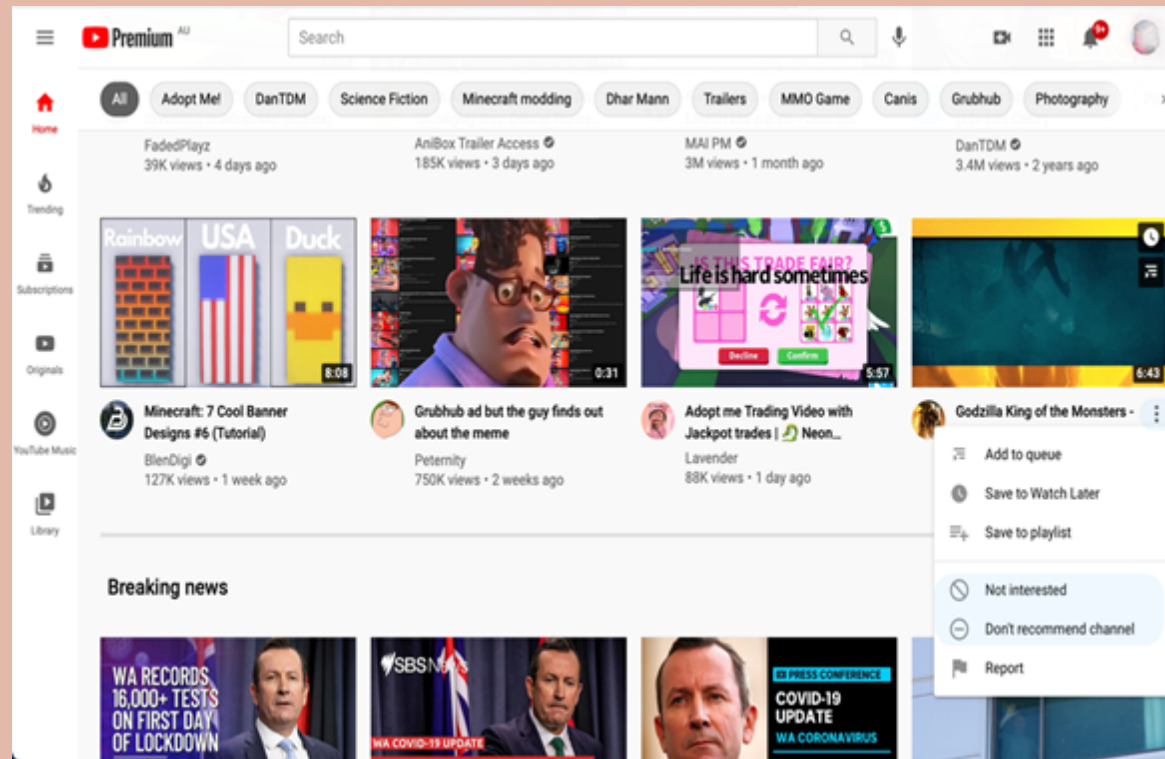
How Technology Tracks and the Use of Data benefits a PLN



- Targeted Advertisements
- Technology screening (Regan, P., & Jesse, J., 2019).
- Geo Tagging



Targeted Advertisements & Technology screening



(Savage, 2021)



(Vorenkamp, 2017)

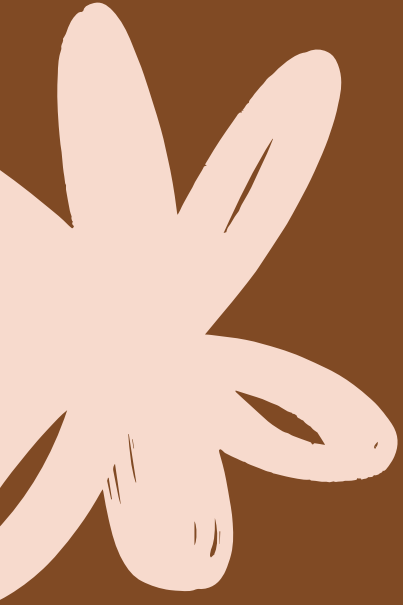


(LisaNotes, 2021)

Weaknesses of the Privacy, Security and Acceptable Use Policies for Social Media Platforms



Public Wifi Security & Public Posting



(Sagonowsky, 2020)



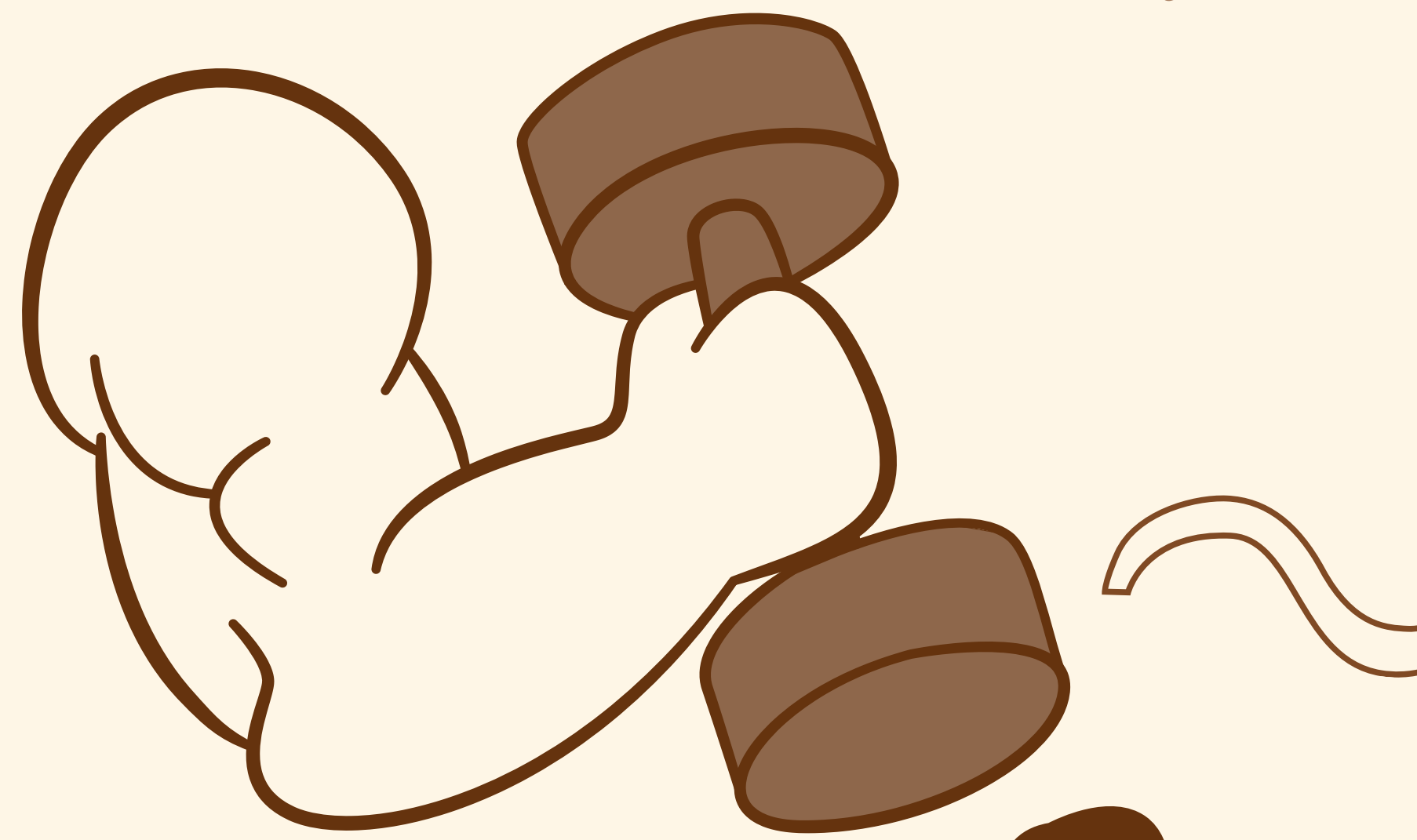
(Adam, 2021)



(Chow, 2021)

Strengths of the Privacy, Security and Acceptable Use Policies for Social Media Platforms

- Shared Interests
- New Connections
- Promotes Original Content



Shared Interests & New Connections



(Burkus et al., 2019)

Promotes Original Content



(DeSimone, 2020)

How Technology Allows you to Enhance your Digital Identity



- Social Media
- Groups
- Comments
- Sharing and another source of resources

Leaders and Their PLN

Brad Baker



Sophie Lui



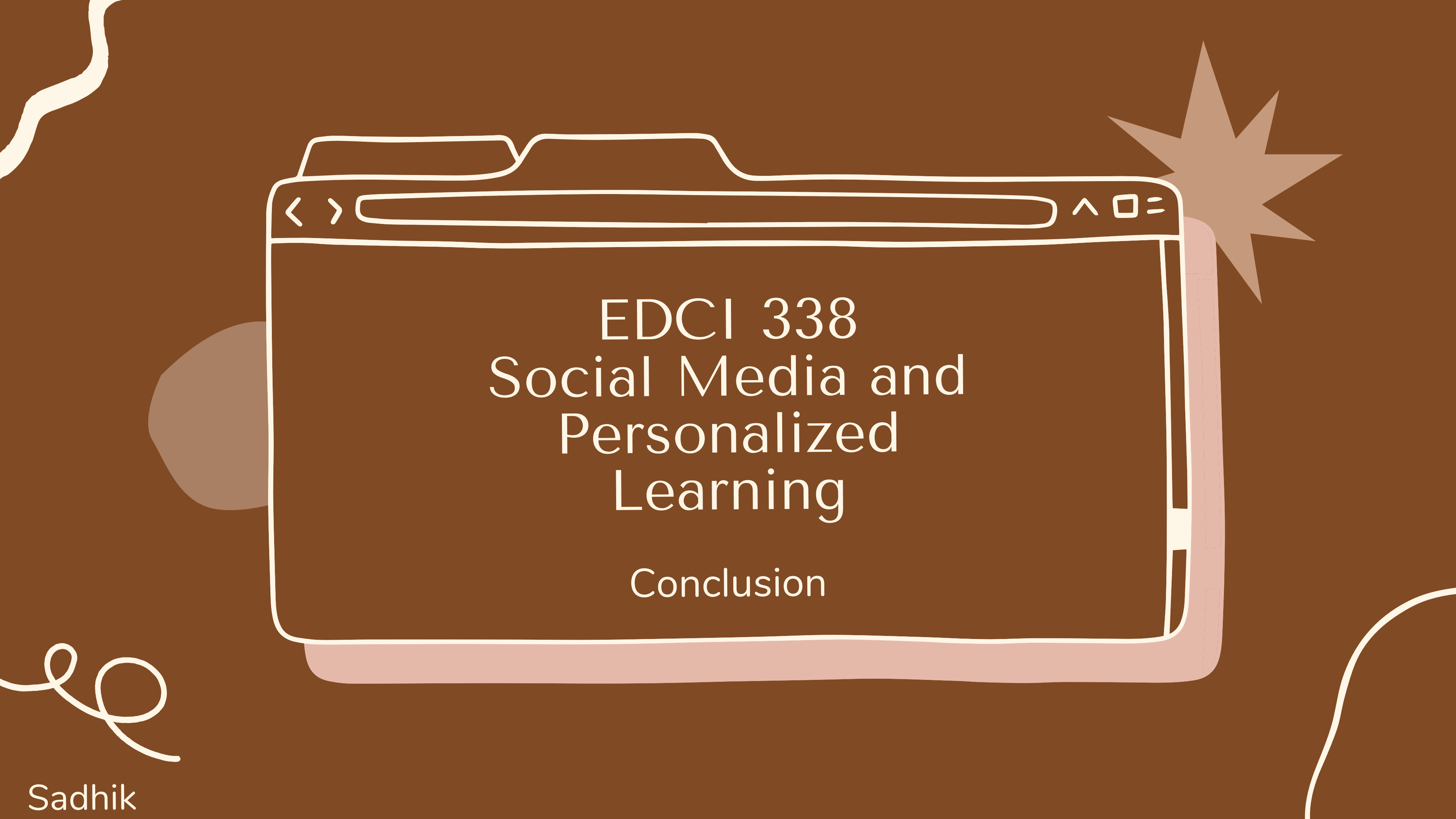
Social Considerations



- Negative responses & Feedback
- Impersonation
- Security
- Harassment

An illustration of a woman in a brown suit holding a document and pointing to a large window. The window has a title bar with three icons (minimize, maximize, close) and contains the text 'Personal Experience'. The background features abstract shapes in shades of brown and pink.

Personal Experience



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Conclusion