

Final Project Outline - EDCI 338 Social Media and Personalized Learning

Format: Digital Presentation

Responsibilities:

Group Members: Mikayla Boulanger, Caitlin Doraty, Kevin, Pen, Sadhik

Mikayla Boulanger - Responsibilities: Group Outline, Presentation Design, Introduction, Slides 1-3 (3mins each)

Caitlin Doraty - Responsibilities: Slides 4-6, (3mins each)

Kevin - Responsibilities; Slides 7-9 (3mins each)

Pen - Responsibilities; Slides 10-12 (3mins each)

Sadhik - Responsibilities; Slides 13-15 (3mins each) Formatting Final Reference List (everyone is responsible for their own references for their slides)

Proposed Project Timeline:

Zoom Meeting (Discuss Project Outline/Responsibilities) - 21/11 @ 8:30pm

Slides Completed - 23/11 @ 5pm

Presentation Design Complete (with content) - 24/11 @ 4pm

Film Presentation - 25/11 @2pm

Compile Reference List/Presentation Recording/Presentation/Individual Scripts - 25/11

Submit Project (post to blog) - 25/11

Content should Include:

- your learned and lived experiences with social media, gaming, professional development, media production, social commentary, and online engagement with others.
- You will include descriptions of the process and steps that a person would need to take in order to build a personal learning network (PLN) using a variety of social media platforms that would best support your professional and personal learning goals
- The more you share and provide connections to course resources, social themes, and considerations of positive community engagement, the more your final project will reflect the learning outcomes of the course (lots of reference to course material)
- reflects the media-connected experience

Requirements:

- 10-15 minutes long
- written outline
- project discussion themes and goals
- reference list
- How has each group member contributed
- All ideas were expanded upon and described in great detail.
- added clear details, additional links and resources and information.
- media, images, graphs, charts and other image types are incorporated
- Each slide should reference 2x course material & 2 Medias

Project Discussion Themes & Goals

Slide 1-3: *Description of social media platforms, their usage and value to PLN*; evidence of comparing and contrasting social media platforms, Describe the key characteristics (benefits/negatives) of any discussed social media platforms.

- What are popular Social Media Platforms?
- What is a PLN?
- Compare/Contrast Social Media and their relevance to PLN

Slide 4-6: *Discussion of key characteristics of PLN*; evidence of comparing and contrasting key characteristics of PLN; What features & characteristics of existing media technologies make them effective for personal learning?

Slide 7-9: *Connection to Digital Identity/ Reputation*; evidence of how technology allows you to enhance/develop your digital identity/ reputation; Provide examples of individuals who have used a PLN to become leaders in a field of interest and discuss their presence in the platform/What are social considerations that should be accounted for?

Slides 10-12: *Connection to Privacy, Security, Data Collection*; exemplary in comparing and contrasting connection to privacy, security, data collection of PLN and how to support concerns; What are the ways the technology tracks and uses your data – how can this be used to benefit a PLN?/What are the strengths and weaknesses of the privacy, security and acceptable use policies for social media platforms?

Slide 13-15: *Conclusion/Personal Experiences*; Conclusion of PLN & Social, overarching pros/cons.

	Excellent	Good	Poor
Description of social media platforms, their usage and value to PLN	Outstanding and exemplary evidence of comparing and contrasting social media platforms.	Very good evidence for comparing and contrasting social media platforms.	Some evidence of comparing and contrasting social media platforms.
Discussion of key characteristics of PLN	Outstanding and exemplary evidence of comparing and contrasting key characteristics of PLN	Very good evidence of comparing and contrasting key characteristics of PLN	Some evidence of comparing and contrasting key characteristics of PLN
Connection to Digital Identity/ Reputation	Outstanding & exemplary evidence of how technology allows you to enhance/develop your digital identity/ reputation?	Very good evidence of how technology allows you to enhance/develop your digital identity/ reputation.	Some evidence of how technology allows you to enhance/develop your digital identity/ reputation?
Connection to Privacy, Security, Data Collection	Outstanding & exemplary in comparing and contrasting connection to privacy, security, data collection of PLN and how to support concerns.	Very good evidence of comparing and contrasting connection to privacy, security, data collection of PLN and how to support concerns.	Some evidence of comparing and contrasting connection to privacy, security, data collection of PLN and how to support concerns.
Connection to Course Content	Outstanding & exemplary evidence of comparing and contrasting connections to course themes.	Very good evidence of comparing and contrasting connections to course content.	Some evidence of comparing and contrasting connections to course content.
Making Learning Visible (How students communicated their understanding)	The comparing and contrasting of PLN, social media understanding, and professionalism was exemplary. It was extremely clear and easy to understand. All ideas were expanded upon and described in great detail. The group used their medium of choice (eg. text, video, infographic) to describe their comparison and choice and added clear details, additional links and resources and information.	The comparing and contrasting of PLN, social media understanding, and professionalism was clear and easy to understand. Most ideas were expanded upon and described in detail. The group chose a chart and some other medium (eg. text, video, infographic) to describe their comparison and choice but added clear details and information.	The comparing and contrasting of PLN, social media understanding, and professionalism was sometimes confusing and difficult to understand. There were some ideas that needed to be expanded upon and described in more detail. The group chose a delivery medium to describe their comparison and choice but missed some details and information.
Delivery	Delivery of information is excellent; media, images, graphs, charts and other image types are incorporated; content follows an interesting narrative thread with clear intro, body and conclusion; length is appropriate for content covered. Creative approach is unique.		

Rubric:

Reminder: Grading is as follows.

This is where you add in your slide information !!

Caitlin:

SLIDE 4

Key characteristics of a PLN

- People
 - Sharing of knowledge/information

- Social Media
 - Unique
 - Diversity
 - Connection

References for slide 4

- Updates, Insights, and News from FutureLearn | Online Learning for You. (2022, October 25). FutureLearn.
<https://www.futurelearn.com/info/courses/learning-network-age/0/steps/24644>
- Gutierrez, K. (n.d.). What are Personal Learning Networks?
<https://www.shiftelearning.com/blog/personal-learning-networks>
- Rajagopal, K., Joosten-ten Brinke, D., Van Bruggen, J., & Sloep, P. B. (2011). View of Understanding personal learning networks: Their structure, content and the networking skills needed to optimally use them. First Monday, 17(1–2).
<https://doi.org/10.5210/fm.v17i1.3559>

SLIDE 5

Compare/Contrast Key Characteristics

Comparison – Communication/social media

- People
- What our PLN consists of

Contrasting – Communication/social media

- Intentions/seeking information
- Limitations
 - Location

References for slide 5

- Gutierrez, K. (n.d.). What are Personal Learning Networks?
<https://www.shiftelearning.com/blog/personal-learning-networks>

SLIDE 6

Characteristics of existing media technologies that make them beneficial for personal learning?

A few existing social media platforms:

- Facebook
- Instagram
- Twitter
- LinkedIn

Overarching characteristics of media technologies

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



Reference for Images

[Facebook Icon For Homepage, HD Png Download - 1200x1200\(#6376432\) - PngFind](#)

[File:Instagram logo 2016.svg - Wikimedia Commons](#)

[Twitter – Logos Download \(logos-download.com\)](#)

[57-571935 linkedin-icon-vector-png-linkedin-circle-logo-transparent | Gartman](#)

References for slide 6

- University of Derby. (2016, November 25). Eric Stoller - What is Digital Identity? YouTube. <https://www.youtube.com/watch?v=u0RryRbJza0>
- K. Spracklen (2015) Identity-Making and Social Media. SpringerLink. https://link.springer.com/chapter/10.1057/9781137405876_6?error=cookies_not_support&code=6f6e0e4a-2b30-45ef-b3b8-5829f6405c87

Pen:

Slide 10

How Technology Tracks and the Use of Data benefits a PLN

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

- Geo Tagging

Slide11

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

Public Wifi Security

Public Posting

Slide12

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

Shared Interests

New Connections

Promotes Original Content

Reference for Slide10-12

- Osborne, C. (2022, May 11). How to delete yourself from internet search results and Hide your identity online. ZDNET. Retrieved November 23, 2022, from <https://www.zdnet.com/article/how-to-delete-yourself-from-internet-search-results-and-hide-your-identity-online/>
- Regan, P., & Jesse, J. (2019). PLN space through Social Media platforms (Developing awareness) Privacy, Ethics & Security in Digital Spaces Developing Awareness of Privacy. Retrieved from: <https://digitaltattoo.ubc.ca/quizzes/privacy-and-surveillance/>

- pqy54485699. (2022, October 2). Blog post #3: Personal Digital Identity Vs Professional Digital Identity. EDCI 338. Retrieved November 23, 2022, from <https://qiaoyangpangedc338.opened.ca/blog-post-3-personal-digital-identity-vs-professional-digital-identity/>
- Savage, P. (2021, February 2). YouTube recommendation controls. Family Friendly Internet. Retrieved November 25, 2022, from <https://familyinternetideas.net/home/2021/2/2/youtube-recommendation-controls>
- LisaNotes. (2021, October 27). Video book reviews archives. Lisa notes. Retrieved November 25, 2022, from <https://lisanotes.com/category/video-book-reviews/>
- Adam, P. author B. A. (2021, August 3). What is "App tracking transparency" in IOS 14.5 all about? Ask Adam LLC: macOS & iOS consulting. Retrieved November 25, 2022, from <https://askadam.io/news-links/articles/what-is-app-tracking-transparency-in-ios-14-5-all-about/>
- Sagonowsky, E. (2020, July 16). Russian hackers feverishly working to steal COVID-19 vaccine research, governments say. Fierce Pharma. Retrieved November 25, 2022, from <https://www.fiercepharma.com/pharma/russian-hackers-targeting-covid-19-vaccine-researchers-governments-say>
- Chow, R. (2021, December 22). SFC and ICAC Joint Operations to Fight Financial Crimes. Haldanes. Retrieved November 25, 2022, from <https://www.haldanes.com/sfc-and-icac-joint-operations-to-fight-financial-crimes/>
- Burkus, D., Coburn, D., & Ibarra, H. (2019, March 21). The best ways to use social media to expand your network. Harvard Business Review. Retrieved November 25, 2022, from <https://hbr.org/2019/03/the-best-ways-to-use-social-media-to-expand-your-network>

- DeSimone, N. (2020, January 8). Access Rights & Responsibilities. Recruiting Resources: How to Recruit and Hire Better. Retrieved November 25, 2022, from <https://resources.workable.com/webinars-and-events/access-rights-responsibilities>

Vorenkamp, T. (2017, September 5). How to geotag your photos | B&H explor. bhphotovideo. Retrieved November 26, 2022, from <https://www.bhphotovideo.com/explora/photography/tips-and-solutions/how-geotag-your-photo>

Kevin:

SLIDE 7

Evidence of how technology allows you to enhance/develop your digital identity

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



References for Slide 7

Emerging technologies in distance education - athabasca university press (no date).

Available at:

Spracklen, K. (1970) *Identity-making and Social Media*, SpringerLink. Palgrave Macmillan UK. Available at: https://link.springer.com/chapter/10.1057/9781137405876_6 (Accessed: November 22, 2022).

https://www.aupress.ca/app/uploads/120177_99Z_Veletsianos_2010-Emerging_Technologies_in_Distance_Education.pdf (Accessed: November 23, 2022).

<https://www.searchenginejournal.com/social-media-marketing-examples/380202/>

SLIDE 8

Provide examples of individuals who have used a PLN to become leaders in a field of interest and discuss their presence in the platform.

People:

- Brad Baker
- Sophie Lui

Presence:

- Creating awareness
- Finding people with similar interest and building a community



References for slide 8

Brad Baker Edci 338 (2021) YouTube. YouTube. Available at:
<https://www.youtube.com/watch?v=C5z8iHxW2n4> (Accessed: November 22, 2022).

Sophie Lui - Edci 338 (2022) YouTube. YouTube. Available at:
<https://www.youtube.com/watch?v=wfcXgKLzOVM> (Accessed: November 22, 2022).

Brad Baker LinkedIn. LinkedIn. Available at:
<https://www.linkedin.com/in/brad-baker-3a9b77a/> (Accessed: November 22, 2022).

<https://globalnews.ca/author/sophie-lui/>

SLIDE 9

What are social considerations that should be accounted for?

- Negative responses and feedback
- Impersonation
- Security
- Harassment



References for slide 9

Sophie Lui - Edci 338 (2022) YouTube. YouTube. Available at:

<https://www.youtube.com/watch?v=wfcXgKLzOVM> (Accessed: November 22, 2022).

Navigating Social Journalism A Handbook for Media Literacy and Citizen Journalism By Martin Hirst Available at:

<https://www-taylorfrancis-com.ezproxy.library.uvic.ca/books/mono/10.4324/9781315401263/navigating-social-journalism-martin-hirst> (Accessed: November 23, 2022).

https://www.wilmingtonbiz.com/insights/mike__duncan/how_to_handle_negative_feedback_on_social_media/1233

Sadhik:

Slide 13: personal experience

I started creating a Personal Learning Network not for a specific course that I am taking but for the discipline that I am in. I think the greatest advantage of creating your PLN is that it can allow you to go beyond the class materials and see the connections between theories that you learn in the classroom, explore how these theories evolved and whether they can or cannot provide solutions to our current financial and monetary problems. Your ability to talk about and evaluate the current agenda is now as important as, sometimes even more than, your GPA. As an Economics student, following both national and global trends as well as recent publications is crucial for me. So when I take a class in my area, one thing that I like to do is to go through the syllabus and find out the topics that will be covered during a particular course. Then the thing I

do is look up the topic title in Google to have an idea of what the topic is about. When I google the topics, I can also find news and specific forums where I can find people's comments on a particular issue or the topic overall.

Slide 14:

Conclusion:

The success of a PLN setup depends on its diversity. Participating in many communities with various foci will create a rich learning environment. In a digital setting, where one may actually draw inspiration from the entire world, this is very simple to accomplish. There is no reason to accept sources that fall short of your requirements. The fact that each person can choose the tools and websites that best suit their learning needs is ultimately what matters. These will vary depending on the individual, and they might also alter over time.

Delaney, S., & Redman, C. (2014). Incorporating collaborative, interactive experiences into a technology-facilitated professional learning network for pre-service science teachers.

Proceedings of the International Conference E-Learning 2014 – Part of the Multi Conference on Computer Science and Information Systems, MCCSIS 2014, 369–373. Retrieved from

<http://www.scopus.com/inward/record.url?eid=2-s2.0-84929448306&partnerID=tZOtx3y1>

References

- Updates, Insights, and News from FutureLearn | Online Learning for You. (2022, October 25). FutureLearn.
<https://www.futurelearn.com/info/courses/learning-network-age/0/steps/24644>
- Gutierrez, K. (n.d.). What are Personal Learning Networks?
<https://www.shiftelearning.com/blog/personal-learning-networks>
- Rajagopal, K., Joosten-ten Brinke, D., Van Bruggen, J., & Sloep, P. B. (2011). View of Understanding personal learning networks: Their structure, content and the networking skills needed to optimally use them. First Monday, 17(1–2).
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<https://www.shiftelearning.com/blog/personal-learning-networks>

- University of Derby. (2016, November 25). Eric Stoller - What is Digital Identity? YouTube. <https://www.youtube.com/watch?v=u0RryRbJza0>
- K. Spracklen (2015) Identity-Making and Social Media. SpringerLink. https://link.springer.com/chapter/10.1057/9781137405876_6?error=cookies_not_supported&code=6f6e0e4a-2b30-45ef-b3b8-5829f6405c87
- *Emerging technologies in distance education - athabasca university press* (no date). Available at:
- Spracklen, K. (1970) *Identity-making and Social Media*, SpringerLink. Palgrave Macmillan UK. Available at: https://link.springer.com/chapter/10.1057/9781137405876_6 (Accessed: November 22, 2022).
- https://www.aupress.ca/app/uploads/120177_99Z_Veletsianos_2010-Emerging_Technologies_in_Distance_Education.pdf (Accessed: November 23, 2022).
- <https://www.searchenginejournal.com/social-media-marketing-examples/380202/>
- *Brad Baker Edci 338* (2021) YouTube. YouTube. Available at: <https://www.youtube.com/watch?v=C5z8iHxW2n4> (Accessed: November 22, 2022).
- *Sophie Lui - Edci 338* (2022) YouTube. YouTube. Available at: <https://www.youtube.com/watch?v=wfcXgKLzOVM> (Accessed: November 22, 2022).
- *Brad Baker LinkedIn*. LinkedIn. Available at: <https://www.linkedin.com/in/brad-baker-3a9b77a/> (Accessed: November 22, 2022).
- <https://globalnews.ca/author/sophie-lui/>
- *Sophie Lui - Edci 338* (2022) YouTube. YouTube. Available at: <https://www.youtube.com/watch?v=wfcXgKLzOVM> (Accessed: November 22, 2022).
- *Navigating Social Journalism A Handbook for Media Literacy and Citizen Journalism By Martin Hirst* Available at: <https://www-taylorfrancis-com.ezproxy.library.uvic.ca/books/mono/10.4324/9781315401263/navigating-social-journalism-martin-hirst> (Accessed: November 23, 2022).
- https://www.wilmingtonbiz.com/insights/mike_duncan/how_to_handle_negative_feedback_on_social_media/1233
- Delaney, S., & Redman, C. (2014). Incorporating collaborative, interactive experiences into a technology-facilitated professional learning network for pre-service science teachers. *Proceedings of the International Conference E-Learning 2014 – Part of the*

Multi Conference on Computer Science and Information Systems, MCCSIS 2014,
369–373. Retrieved from

<http://www.scopus.com/inward/record.url?eid=2-s2.0-84929448306&partnerID=tZOtx3y1>