The Selfie and Going from Students as Consumers to Students as Creators

Dan Peters / 11 June 2014
@danspeters
Please take out your mobile and...

http://polls.bb/2962
About Dan

Dan Peters, Sr. Manager, Solutions Engineering, EMEA @danspeters

9 Years With Blackboard

Held various eLearning roles at the University of Texas at Austin and Stanford University

Live in Amsterdam and love selfies
What is a Selfie?

Oxford Dictionary’s English Definition

- A photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website

2013 Word of the Year

- Oxford Dictionary noted a 17,000% increase in the use of the word “selfie” in 2013 compared to 2012

Also a Global Phenomenon

- Word of the year in Sweden, Belgium, The Netherlands
- Manchester, Stockholm, and Quezon City, Philippines all rank ahead of London, Austin, and Dubai on Time Magazine’s World’s Top 100 “Selfiest” cities
Självporträtt publicerat i sociala medier. 2013


Dagens Nyheter 18 maj 2013

[även egobild och självis förekommer i samma betydelse]
The Selfie
Was A-list selfie just a stunt for the sponsors?

How did we do? The stars examine the selfie, which was taken by Bradley Cooper and Ellen DeGeneres, with Angelina Jolie and Meryl Streep in the background. The image was taken during the Oscars ceremony, and it quickly became a viral sensation on social media, with millions of views on Twitter.

The selfie was taken using a Samsung Galaxy Note, which was given to Miss DeGeneres by the company, one of the main sponsors of the event. The stars are seen examining the selfie, which has caused a frenzy on social media, with many people wondering if it was a stunt for the sponsors.
World Leaders Do It

Two Bills, one selfie. Already having fun at #CGI2013 @BillGates A @billclinton selfie as we sat down to ta ow.ly/i/3ekGo

3:21 PM - 24 Sep 2013

Fabio M. Ragona @FabioMRagona
@KofC epic #selfie #PopeFrancis
11:17 PM - 29 Aug 2013

764 RETWEETS 486 FAVORITES
@SirPatStew @robdelaney @David_Cameron @BarackObama Ok, guys, thanks for holding.
pic.twitter.com/ih36KWUU3Tb
11:28 PM - 5 Mar 2014

@SirPatStew @robdelaney @David_Cameron @BarackObama I'm now patched in as well. Sorry for the delay.
10:30 PM - 5 Mar 2014

@MacMoreno

Obama about the situation in Udmurriation of Russia's actions.
Nintendo Gameboy Selfie

TAKING SELFIES

90'S STYLE
Out of This World Selfie
The First Selfie
Some Meanings of the Selfie

A symptom of media driven narcissism

A new way not only of representing ourselves to others, but of communicating with one another through images

An empowering form of self-creation that puts everyone in a position of celebrity
How does this relate to education?

The selfie is the coming together of trends in mobile, Internet, social networks, and individualism that already affect us greatly...
Global trends

- Education truly global
- Learner centric education
- Non-traditional learners
- Big-data in mainstream
- Consumer-Preferences/Alternative Models
- Online & mobile everywhere
Shift in educational focus

Institution

PASSIVE

Involved Parent
Student
Faculty
Staff
The Flipped Classroom – What is it?
Some Takeaways from the Video...

Regular, Timely Feedback is Important

Giving Feedback in the Context of Practice Allows Students to Apply Their Learning

Learners Learn from Each Other
What’s not stated in the video...

In the Pilot Course Attendance grew from 30% to 80%

Stanford Tuition Costs $48,999 Annually

The “Lecture” Material Used was non-Stanford produced Open Educational Resources
Education is Expanding and Changing –
*The Flipped Classroom*

**Traditional Classroom**
Teacher’s Role:  
“Sage on the Stage”

**Flipped Classroom**
Teacher’s Role:  
“Guide on the Side”
Flipped Classroom Pedagogies

Problem Based Learning

• PBL – Problem Based Learning in the flipped classroom is centered around the presentation of a problem, not lectures or assignments or exercises

Peer Instruction

• Peer Instruction – Peer Instruction is an evidence-based, interactive teaching method developed by Harvard Professor Eric Mazur in the early 1990s.

Conclusions

• Shorter videos are much more engaging. Engagement drops sharply after 6 minutes.

• Videos that intersperse an instructor’s talking head with PowerPoint slides are more engaging than showing only slides.

• Videos produced with a more personal feel could be more engaging than high-fidelity studio recordings.

• Khan-style tablet drawing tutorials are more engaging than PowerPoint slides or code screencasts.

• Even high-quality prerecorded classroom lectures are not as engaging when chopped up into short segments for a MOOC.

• Videos where instructors speak fairly fast and with high enthusiasm are more engaging.

• Students engage differently with lecture and tutorial videos.
Shift from Students as Consumers to Students as Creators
Lego Movie

Following Instructions

Or

Learning Autonomously
CHANGE IS BEING DRIVEN BY THE CONSUMER

http://blog.blackboard.com/the-consumerization-of-higher-education
Some Drivers for Institutional Change

• Reputation (e.g. National Student Survey in UK)
• Increased competition among course providers
• Desire to increase access/participation
• Measurement of success and alignment with national and international goals and standards
• Generational changes in educational and social expectations / experiences
• And a lot more……...
The Course of Study – Curriculum Development

**Focus on outputs:**

- Learning outcomes
- Assessment criteria
- Reading lists
- Timetable
- Plus supporting narrative

*Provides an overall framework but doesn’t capture the “essence” of a course for a learner.*
Essence for the Learner

OR

© InQbate: The CETL in Creativity
Informal to Formal

- Tuesday, August 9, 2011 -

Trevor Lee
Hi George,
Can you help me with problem #23 from today’s Algebra homework?

George Thomas
Sure, I had problems with that one too.

Welcome to Astronomy 101
Professor Larry Roberts

Learning Objectives in Biology
- Learn the various Biological categorizations
- Understand the processes of living things
- Learn about DNA and genes
- Learn about the scientific method
- Learn about basic cell functions
NUI Galway – Students as Producer

The Issue

- NUI Galway needed a University app.
- Who should own the app internally (marketing, library, IT)?
- No staff to build app

Students as Change Agents

- Gave students ownership of the app to build it
- Also let students decide what should be in the app

Blackboard Mosaic

- Apps created and updated regularly for HTML5, iOS and Android without need for development skills

http://youtu.be/uMQHuMobU7Y
Selfies are a symptom of the desire to produce rather than consume.

How can we take advantage of this trend to meet our goals?
“Tell me, and I will forget. Show me and I may remember. Involve me, and I will understand.”

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