

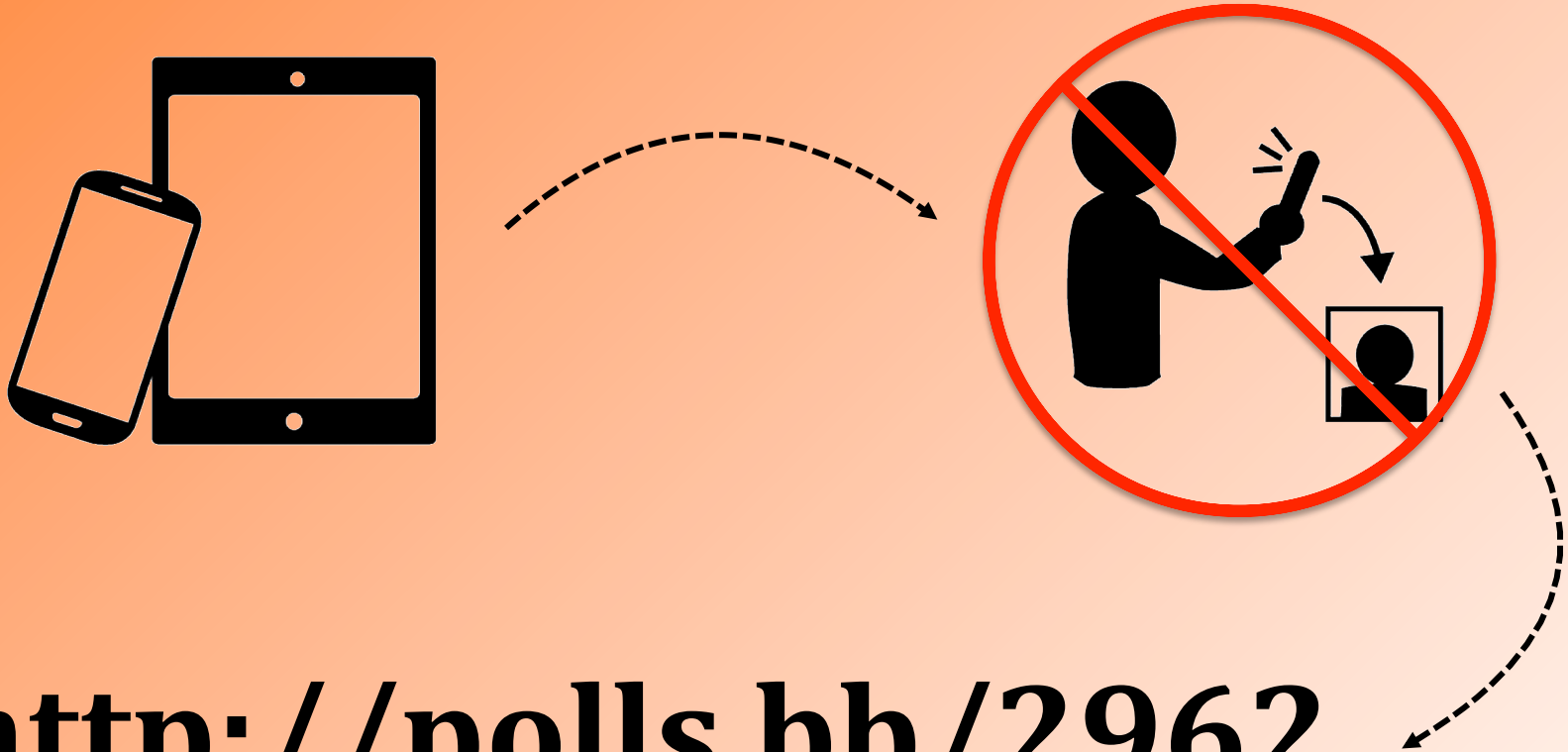
# Blackboard®

## 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

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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

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# 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**

**Den bild som skapas när vi fotograferar oss själva med våra mobiltelefoner kallas just så – selfie. Det är en lek med engelskans ord för den egna identiteten.**

**Dagens Nyheter 18 maj 2013**

**[även egobild och självis förekommer i samma betydelse]**

# The Selfie

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# Daily Mail

TUESDAY, MARCH 4, 2014

www.dailymail.co.uk

60p

## Good Health

STARTS PAGE 36



**True  
about  
Oscar  
selfies  
that  
made  
Twitter  
crash**

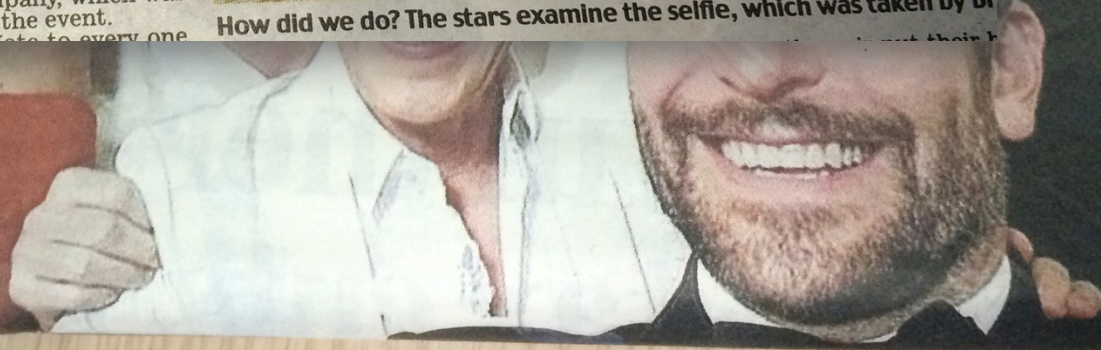
## Was A-list selfie just a stunt for the sponsors?

...ent use of a Samsung Galaxy Note, given to Miss DeGeneres by the company, which was one of the main sponsors of the event.

...ing actor winner Jared Leto (para 17), ... and Angelina Jolie. (Front row) Meryl Streep, Ellen DeGeneres, best supporting actor nominee Bradley Cooper and



How did we do? The stars examine the selfie, which was taken by Br...



OSCARS SPECIAL  
PAGES 12-15



# World Leaders Do It

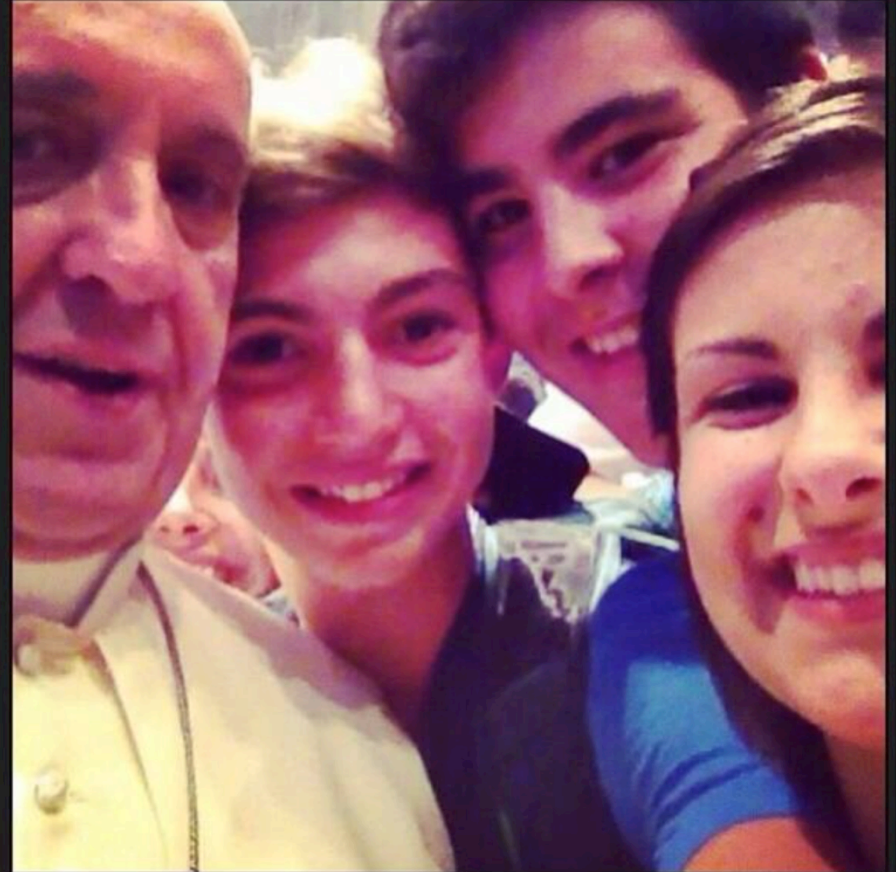


**Bill Clinton** ✓

@billclinton

Two Bills, one selfie. Already having fun at [#CGI2013](#) @BillGates A @billclinton selfie as we sat down to talk [ow.ly/i/3ekGo](http://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

Follow






**Patrick Stewart**   
 @SirPatStew  
 .@robdelaney @David\_Cameron @BarackObama I'm now patched  
 in as well. Sorry for the delay.

10:30 PM - 5 Mar 2014

 Follow



**Michael Moreno**

@MacMoreno

low

@SirPatStew @robdelaney @David\_Cameron  
 @BarackObama Ok, guys, thanks for holding.  
[pic.twitter.com/ih36KWU3Tb](http://pic.twitter.com/ih36KWU3Tb)

11:28 PM - 5 Mar 2014





Rob Delaney  
 ...about the situation in  
 mnation of Russia's actions.

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# Nintendo Gameboy Selfie

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# Out of This World Selfie

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# The First Selfie

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# Some Meanings of the Selfie

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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?**

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

# Global trends

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**Education  
truly global**



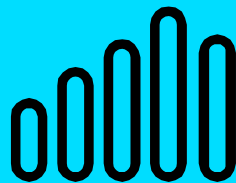
**Learner centric  
education**



**Non-traditional  
learners**



**Big-data in  
mainstream**



**Consumer-  
Preferences/  
Alternative  
Models**



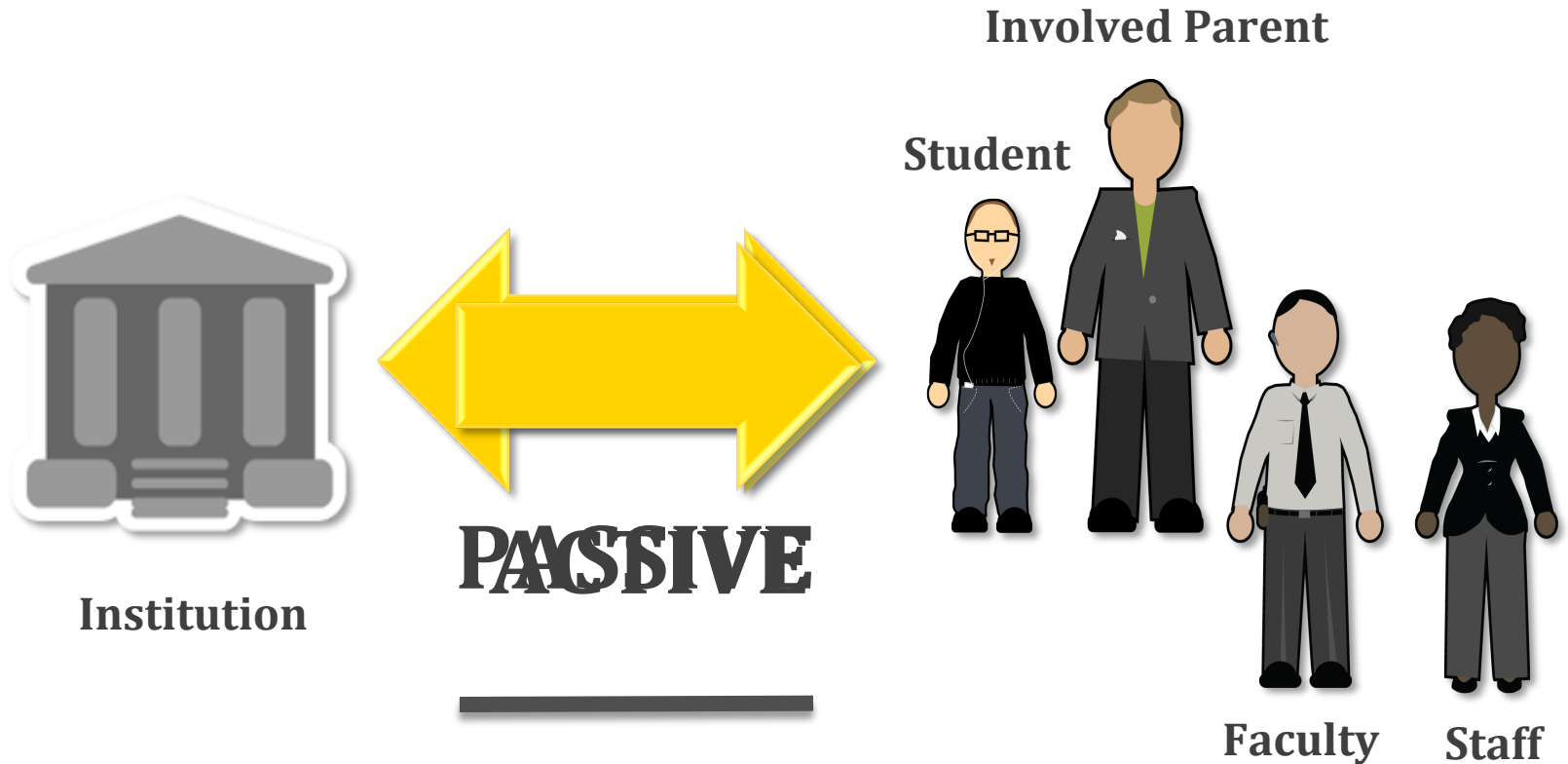
**Online & mobile  
everywhere**





# Shift in educational focus

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# The Flipped Classroom – What is it?

## **Some Takeaways from the Video...**

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**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...**

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**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**

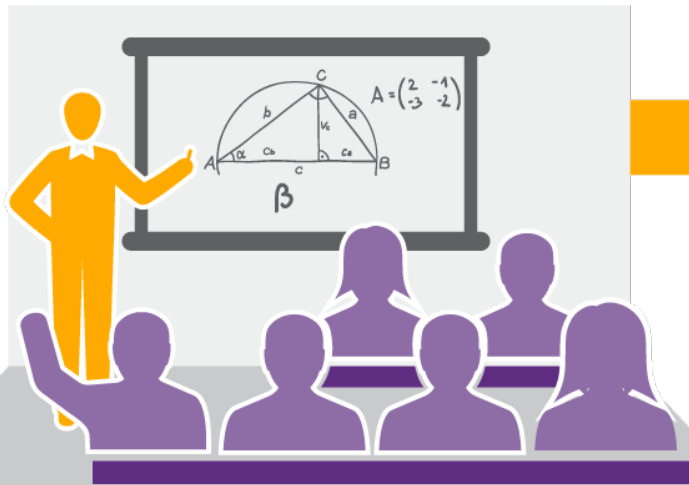


# Education is Expanding and Changing – *The Flipped Classroom*

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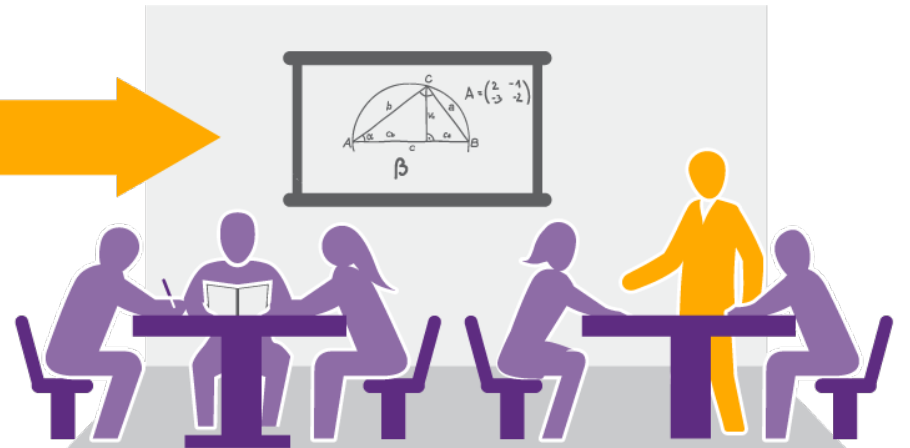
## Traditional Classroom

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.

# Video Usage For Classroom Flip

“How  
Con

The screenshot displays the Blackboard LMS interface. At the top, the course title 'PHYSICS 301' is visible. The navigation bar includes 'My Monument', 'Courses', 'Communities', 'Content', and 'Outcomes'. A user profile for 'Elaine Miller' with a score of '32' is shown. A 'Record from webcam' window is open, featuring a 'Record' button and a 'Browse' button. The video player shows a woman, Melissa Stange, with the text 'MELISSA STANGE, SHENANDOAH UNIVERSITY' overlaid. The video title is 'Webcam video from October 31, 2012 14:43 PM' and the privacy is 'Unlisted'. The video duration is 0:18 / 0:18. Below the video player are 'Cancel' and 'Stop Recording' buttons. A disclaimer states: 'By clicking 'upload', you certify that you own all rights to the content or that you are authorized by the owner to make the content publicly available on YouTube, and that it otherwise complies with the YouTube Terms of Service'. A 'Close' button is at the bottom right of the window. In the background, a chat window is visible on the left with participants like Larry Roberts, Steve Smith, and Tammy Jones. The main content area shows a text document with a paragraph about photosynthesis.

Record from webcam

Record Browse

Webcam video from October 31, 2012 14:43 PM  
Privacy: Unlisted

MELISSA STANGE,  
SHENANDOAH  
UNIVERSITY

0:18 / 0:18

Cancel Stop Recording 0:18

By clicking 'upload', you certify that you own all rights to the content or that you are authorized by the owner to make the content publicly available on YouTube, and that it otherwise complies with the YouTube Terms of Service

Close

“ This is about building a sense of community for my online students. They have faces and voices – all within Blackboard Learn. ”

PHYSICS 301

AUDIO & VIDEO

Load Content Record

Elaine Miller 32

My Monument Courses Communities Content Outcomes

Create

Assign student

1. As

Inst

Pre

CHAT - S

You joined

Larry Roberts  
Can everyo

Steve Smith  
Loud and c

Tammy Jones  
Sounds go

Tammy J  
I'm sorr

Room

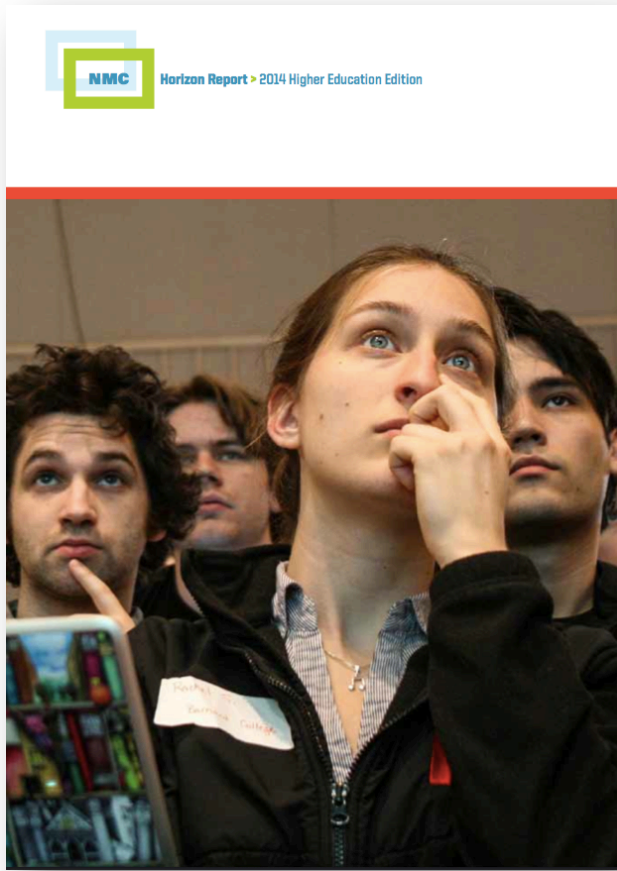
Path: p

Words:0

storing it in the bonds of sugar. This process occurs in plants and some algae (Kingdom Protista). Plants need only light energy, CO<sub>2</sub>, and H<sub>2</sub>O to make sugar. The process of photosynthesis takes place in the chloroplasts, specifically using chlorophyll, the green pigment involved in photosynthesis.

# Horizon Report 2014: 3-5 year

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**Shift from  
Students as  
Consumers to  
Students as  
Creators**

# Lego Movie

## Following Instructions

## Or

## Learning Autonomously



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# CHANGE IS BEING DRIVEN BY THE CONSUMER

?

<http://blog.blackboard.com/the-consumerization-of-higher-education>

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# Some Drivers for Institutional Change

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- 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

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## *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

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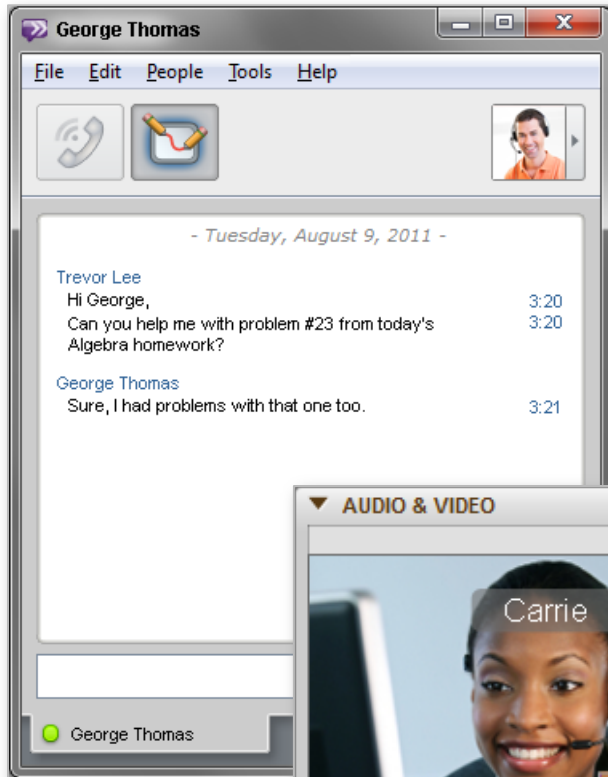


*OR*



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# Informal to Formal





# 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



PEOPLE  
Soft

UNIVERSITY OF MONTGOMERY  
HIGHER EDUCATION

ExLibris

WorldCat

flickr



Athletics

Courses

Directory

iTunes U

Library

Monument  
University  
Mobile

Get Help

News

Events

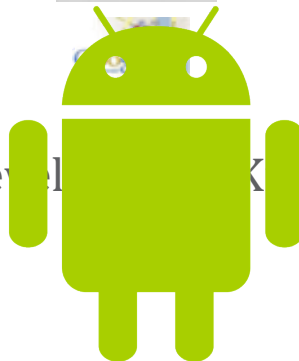
Images

Videos

NEXTbus



Software Development Kit



HTML



Blackboard

# Back to Selfies

## A Hypothesis

- Selfies are a symptom of the desire to produce rather than consume

## A Question for Today

- 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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dan.peters@blackboard.com  
11 June 2014



**Blackboard**