

# Social Networking Explored: Twitter and Wikis and Blogs, Oh My!

## Leveraging Web 2.0 for Prelicensure Education

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Christine A. Hudak, Ph.D., RN-BC, CPHIMS  
Case Western Reserve University



# CASE WESTERN RESERVE UNIVERSITY

FRANCES PAYNE BOLTON SCHOOL OF NURSING



# **An Overview of Web 2.0**

A New Way of Viewing Teaching & Learning

# Learning as Open Source

- Open Source software collaboratively built
- No ownership or credit
- Available to all

# Learning as Open Source

- “Sage on the Stage” is now “Collaborator on the Web”
- Know yourself, your students, technologies

# Predominate Themes

- Interactive information sharing
- User-centered design
- Collaboration
- Social networking sites
- Interoperability

# Web 2.0 Principles

- Google: software tools
- Google: specialized database
- Without data, tools are useless
- Without software, data is unmanageable

# Keys to Web 2.0

- Software value proportional to the scale & dynamism of data it helps to manage
- Network effects from user contributions



# Core Competencies of Web 2.0

- Services key
- Shrink wrap days are history
- Control over data sources
- Users as co-developers

# Core Competencies of Web 2.0

- Harness collective intelligence
- Customer self-service
- Software beyond single device
- Lightweight user interfaces

# Social (Web 2.0) Technologies

- Facilitate community building
  - Share interest or activities
  - Tagged profiles
- Communication via multiple channels

# Control & Harness Web 2.0

- Use appropriate technology
- Use valuable technology
- Use suitable technology

Key to Web 2.0 applications: know what you want to accomplish, how your students learn , how you teach

# Think in Terms of Informatics Core Principle

- Data
- Information
- Knowledge
- Wisdom

# The Dark Side

- New Web 2.0 app released q 10”
- Infatuation = inappropriate use

# It's All About the Network!

- Power in apps of Web 2.0
- Manage & channel data
- Choose wisely & well





# Social (Web 2.0) Technologies

- Blogs
- Wikis
- Podcasts
- Slideshare, Picasa, Flickr

# Social (Web 2.0) Technologies

- Really Simple Syndication (RSS) Feeds
- Social software

(e.g., Facebook MySpace, and social networking sites)

- Twitter/Plurk

# Blogs or Weblogs

- Easily created & updated
- Interactive
- More freeing than Blackboard, Moodle, or Web CT
- Response from undergrads

# Types of Blogs

- Creative, reflective
- Informational
- Connect with other classes

# Wikis

- Remove Wikipedia™ from mix
- Important collaborative tool
- Seminar add in
- Lecture extender

# Wikis with Undergrads

- First year students research & write topics
- Third year students construct links
- Grad students upload to Wiki
- PB Wiki or Case Wiki

# Podcasts

- Important adjunct to class readings
- iTunes or Podcast Alley
- Easily added to Blackboard, WebCT, Moodle



# Slideshare

- Upload, find, & share
- Public posting
- Distinct URLs for linking
- Dedicated class use Picasa,

# Flickr

- Most popular image sharing sites
- One of many in genre
- Associated with Yahoo

# Slideflickr

- Create slide shows
- Use files from Flickr account
- Customize your presentation

# Picasa in an Integrated Seminar

- Assignment: Pictures @ an Exhibition
- 100 slides in Picasa album
- Previously posted to Blackboard
- Easier access, better clarity

# RSS – The World in Your Inbox



- Really Simple Syndication
- Begin to use ASAP
- Avoid repeated visits to web sites
- Use the “feed”
- .

XML

# RSS Feeds for Students

- Required assignment in junior & senior students
- Set up feed for selected subjects
- Must Twitter about findings
- Way to connect to most current information

# Social Bookmarking, Tagging, Folksonomy

- Created by users
- Tag content generated, shared
- Organized into genres
- Annotated good sites
- Bookmark, tag, organize share

# Do you Tweet? Twitter? Plurk?

- Not useless if appropriate
- 140 characters or less
- Privacy is key
- Useful for directing to new information



# Twittering & Plurkking

- Primary difference: length of entry
- Tinyurl is key to length
- Students use for posting timely information
- Twitter during class or outside

# LinkedIn™

- Professional Facebook™
- Collaborative
- Interactions with groups & individuals
- Work it every day
- Networking for Informatics students

# Facebooking Frenzy

- What do you want to accomplish?
- How much do you want others to know?
- How much time do you want to waste?
- It doesn't have to be

# Second Life for Simulation

- Place not game
- Opportunities for networking
- Must be 18+ to be on Adult Grid

# Ning

- Collaborative workspace

# Adobe Connect

- Allows collaborative teaching & learning
- Voice & video capable
- Can use slides, whiteboard, interactive chat
- Can include those outside the organization



# Available on My Website

- <http://fpb.case.edu/CNIA>
- Handouts, bibliography, web addresses
- By December 1, 2009