Effective Techniques and Strategies to Share Media In Your Class and Around the World

Jim Jorstad, Director IT-ATS, UW-La Crosse
Session Objectives

- best methods to share multi-media for class and beyond.
- learn how to effectively use YouTube, Twitter, and other social media outlets.
- ensuring your material “gets on the radar.”
- learn how information is shared by the media.
- hands-on opportunities, and understand the process and efficacy of specific tools and strategies.
“If people aren’t taught the language of sounds and images, shouldn’t they be considered as illiterate as if they left college without being able to read or write?”

George Lucas
“Digital stories help students with time management, problem solving, communication skills and interpersonal qualities such as teamwork, critical thought, information collection, data interpretation, text and image analysis, synthesis and self-evaluation.”

- Carmen Gregori Signe, Universitat de València

http://www.storycenter.org/
Is the process of telling personalized stories of people, their emotions, ideas, or about events through narrative with the use of digital media tools such as audio, imagery, or video. The intent of these digital stories is to engage and connect with the audience through emotional and compelling content and treatment.
Core Elements

Compelling stories
Images and video
Engaging narrative
Timing of distribution
Social media strategies
Consistency
Integration Into the Curriculum

Partner with faculty

Multidisciplinary approach
Defining content

Illustrate effective examples

Discuss social media tool set

Explain social media dissemination
Sustaining the Concept

Students and faculty should both author

Promote success within the class

Promote student achievements

Share examples with future classes
Make the experience real

Discuss result in and out of class

Encourage sharing of stories
Engaging the Faculty
New CNN iReporters Bring World into Focus

CNN PRODUCER NOTE: mediaman spoke to a group of students about social media and CNN iReport at常识 College as part of grant program from the Andrew W. Mellon Foundation. "I returned to the group for two days, showing the Wisconsin Retail story, human interest stories, and weather items. I showed how iReports can be picked up by the national media, blogs, and Twitter feeds," he said. The students hail from various countries and some of their shared stories of how iReport had been used in their homeland were:
- "As, CNN iReport producer..."
Tools to Disseminate Multimedia

Facebook

Twitter

YouTube
Over 6 billion hours of video are watched each month.

More than 1 billion unique users visit YouTube each month.

100 hours of video are uploaded to YouTube every minute.

80% of YouTube traffic comes from outside the US.
Total registered Twitter Users 1 billion

Country with most Twitter Users China

Average number of Twitter Followers Per Twitter User 208

Record number of Tweets Per Second 143,199
Total number of Facebook users: 1.28 billion

Percentage of 15-34 year olds using Facebook: 66%

Average number of Facebook friends for females: 250

Number of times daily Facebook Like/Share buttons are viewed: 22 billion
Best posting times
1:00pm-4:00 pm
Wednesday at 3:00 pm

Worst posting times
after 8:00 pm and before 8:00 am
Best Twitter Time 1:00 pm and 3:00 pm especially earlier in the week.
Worst Twitter time, with a link is 8:00 pm and after 3:00 pm on Fridays.
1) Know when to post for most effective placement

2) Create events and invite attendees

3) Tagging helps spread your message

4) “Like” appropriately

5) Track analytics
1) Use YouTube in connection with other social media

2) Personalize the message

3) Research the best “key words” to improve distribution

4) Promote your video with other videos

5) Track analytics
1.) Engage and interact with your audience

2.) RT strategically

3.) Research people/institutions with many followers

4.) Know when to tweet

5.) Track analytics
Marrying Multimedia to Learning Outcomes - Creating Projects to Enhance Learning

JENNIFER SPARROW (VIRGINIA TECH)

Senior Director of Networked Knowledge Ventures and Emerging Technologies

Virginia Tech

Biography

Jennifer Sparrow is the Senior Director of Networked Knowledge Ventures and Emerging Technologies at Virginia Tech. For more than 15 years, she has championed the use of technology to engage students in the learning process. She has a passion for working with faculty to explore new technologies and their potential implementations in teaching and learning. She loves working with faculty who are willing to push the boundaries of the leading edge of technology in teaching, learning, and research. Her current projects involve the convergence of technologies and learning spaces to create interactive and engaged learning opportunities. Jennifer’s conversations around technology focuses on increasing digital fluency for students, faculty, and life-long learners.

Jennifer received her bachelor’s degree from Smith College, her master’s degree from Florida Gulf Coast University, and doctorate from the University of Central Florida. She is a member of the EDUCAUSE 2014 Program Committee and chair-elect of the Learning Technologies Consortium. Jennifer is the winner of the 2013 EDUCAUSE Rising Star Award.
Christopher Watts
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A composer and multimedia artist, Dr. Watts came to St. Lawrence in 2002 and was appointed NCAT director in 2005. The NCAT facility, which opened in 2007, reflects his vision for interdisciplinary arts education in the liberal arts — using technology as a common ground to explore issues, traditions, and aesthetics from multiple perspectives.

**Education:** B.M., Furman University; M.M. Louisiana State University; DMA, University of Cincinnati.

**Current professional/research interests:** Electronic music, multimedia, new pedagogies, critical literacies, interdisciplinary education, digital media technology & culture...

**Proficiencies:** Max/MSP, Csound, GarageBand, Logic Express, Logic Studio, Sibelius, iLife (esp. iMovie), Final Cut Studio (esp. Motion, Compressor, & DVD Studio Pro), Adobe Creative Suite (esp. InDesign & Flash), Mac OS X troubleshooting & support, hardware troubleshooting...
Encourage faculty to create multimedia projects so they understand the process.

Encourage student projects.

Create projects to get students engaged into the curriculum.

Creating partnerships is essential.
“the ill effects that digital communication can have on interpersonal relationships”

https://www.youtube.com/watch?v=P3ueom49I20
UW-L aims to offer another MOOC: Online course improves college readiness

In January, more than 1,900 virtual classmates began solving linear equations and adding exponents in UWL-La Crosse’s first massive open online course (MOOC). It was a new venture for UW-La Crosse and the University of Wisconsin System. “We learned a great deal, we believe that a large number of students learned some or all of what we intended to teach, and we are planning to do it again,” says Bob...
A frozen lake in April is the perfect place to enjoy spring

In northern Minnesota, spring tends to come in like a lion and leave like a lamb. This year however, it has come in like a Yeti and hasn't left yet. You'll find many people making due during this year's extended cold and snowy conditions. Northern Minnesotans are hardy bunch who easily survive under these conditions but this year they have really taken a beating. This year, schools have used all of their snow/cold weather days plus some. To students' dismay, many will be adding extra days at the end of the year. Also, ice on many of the area lakes reached 36 inches thick causing ice fishermen to use extensions on their ice augers. Not to mention, cabin fever is running rampant as families have been cooped up in their homes since the beginning of December.
"I Love You"

By Jareff | Posted April 22, 2014

About this iReport
- Approved for CNN

Producer Note: Jareff is a junior at the University of Wisconsin-LaCrosse. His family runs the nonprofit Succinic Semialdehyde Dehydrogenase Deficiency Association. Approximately 250 people with succinic semialdehyde dehydrogenase deficiency have been reported worldwide, according to the National Institutes of Health.

Assignment
- This iReport is part of an assignment: Living with a rare disease?

More iReports you should see
- By Vote in South Africa
- Northern Lights
- Unplug Items over Interview 15
- Crane Falls through underground Parking garage...

How do you live your whole life loving someone, never being quite sure if they are ever going to be able to say "I Love You" back?

My little brother Sam Hoffman was the 81st person in the entire world. Let’s just stop here for a minute. He wasn’t the hundredth or the thousandth, oh no, he was the 81st person in the entire world to be diagnosed with a rare neurological disorder known as Succinic Semialdehyde Dehydrogenase Deficiency also known as SSADH. To a lot of people this is just a bunch of really long words that don’t really mean anything, too me my brother’s diagnosis would change my life forever.
Making Learning Authentic and Relevant
Protests in Ukraine Against the Betrayal of the Ukraine's European Dream
Russia calls for 'stability and order' in Ukraine as protests continue

By Marie-Louise Gammalian and Phil Black, CNN
updated 9:47 AM EST, Wed December 4, 2013

Kiev, Ukraine (CNN) -- Russia called for "stability and order" in neighboring Ukraine on Wednesday as thousands of protesters kept up their demonstrations against the government in Kiev.

Speaking to a visiting Ukrainian delegation in Russia, Prime Minister Dmitry Medvedev told Ukrainian Deputy Prime Minister Yuriy Boyko that Moscow was watching the events that have plunged its neighbor, whom he called an important strategic partner to Russia, into a political crisis.

"We're watching what's happening in your country. It's an internal affair of Ukraine, though it's really important to have stability and order there," he said, according to Russian news agency RIA Novosti.

Thousandsof demonstrators kept up the pressure on the Ukrainian government Wednesday, tightening their blockade of key Cabinet offices, angry about its U-turn away from integration with Europe.

"We're watching what's happening in your country. It's an internal affair of Ukraine, though it's really important to have stability and order there," he said, according to Russian news agency RIA Novosti.

Blockades

Since the weekend, tens of thousands of protesters have been descending on the capital's Independence Square to voice their anger, and demonstrations show no signs of abating.

The crowds have blocked the government's main headquarters, preventing employees from going to work. Some have also taken their protest to Yanukovich's office building.

The scenes are reminiscent of the 2004 Orange Revolution -- a populist movement that booted Yanukovich, then Prime Minister, from office.

"I hope they (the demonstrators) will be able to keep this up," Volodymyr Valkov, 26, told CNN, speaking from the western town of Lviv, where he said protesters had taken to the streets as well. "The Orange Revolution has provided for things to happen."
Bringing the world to the students
Have you witnessed the turmoil in Ukraine? Share your experiences, but please stay safe.

Send us your images and video.

For weeks Ukraine faced demonstrations between pro-Russian and pro-European activists. Now the country is on edge after the upper house of Russia’s parliament approved using military intervention in Ukraine.

Are you in Ukraine? Have you witnessed the unrest there? What do you think will happen next? Where do you see the future of Ukraine heading? Send us your images and video, but please stay safe.

Check out our Open Story on the crisis in Ukraine.
Creating Learning Studios
Keys to Success

1) Engage faculty personally
2) Bring relevant and authentic content into the learning environment
3) Train the faculty, students, and staff
4) Provide learning studios
5) Mentor digital journalists
6) Get faculty and students involved
7) Use social media to disseminate
8) Collect analytics
9) Promote
10) Sustain momentum
1) What challenges have you experienced in finding strategies to increase student engagement?
2) What methods can we use to get faculty interested in effectively using social media tools in an academic setting?
3) How can we encourage faculty to include relevant and authentic learning opportunities in their teaching, by using academic technologies?
4) What have been your successes and failures in incorporating social media into the teaching and learning process?

Points to ponder
Innovative Strategies to Engage Faculty & Students in Teaching and Learning

Lead Facilitator: Jim Jorstad, UW-La Crosse