

Innovations in Teaching Seminar **IITS 2017**

*Pedagogies of learning technologies:
how does technology create new possibilities for learning?*

3 Oct 2017, Tuesday

Lecture Theatre 7 (NS1-02-03)

8.30am to 5.00pm



Faculty Showcase

Ms. Wong Pei Wen

Lecturer

Wee Kim Wee School of Communication & Information

Don't Fight It. Embrace It.

Organized by Centre for IT Services (CITS),
in collaboration with
Teaching, Learning & Pedagogy Division (TLPD).

Supported by
**John Cheung
Endowment**
(Social Media for
Teaching and Learning)



In a Hyper Connected World



FOMO is REAL



In a Hyper Connected World

FO·MO

(*'fōmō/noun/informal*)

Anxiety that an exciting or interesting event may currently be happening elsewhere, often aroused by posts seen on a social media website.

FOMO is a Creeping Disease



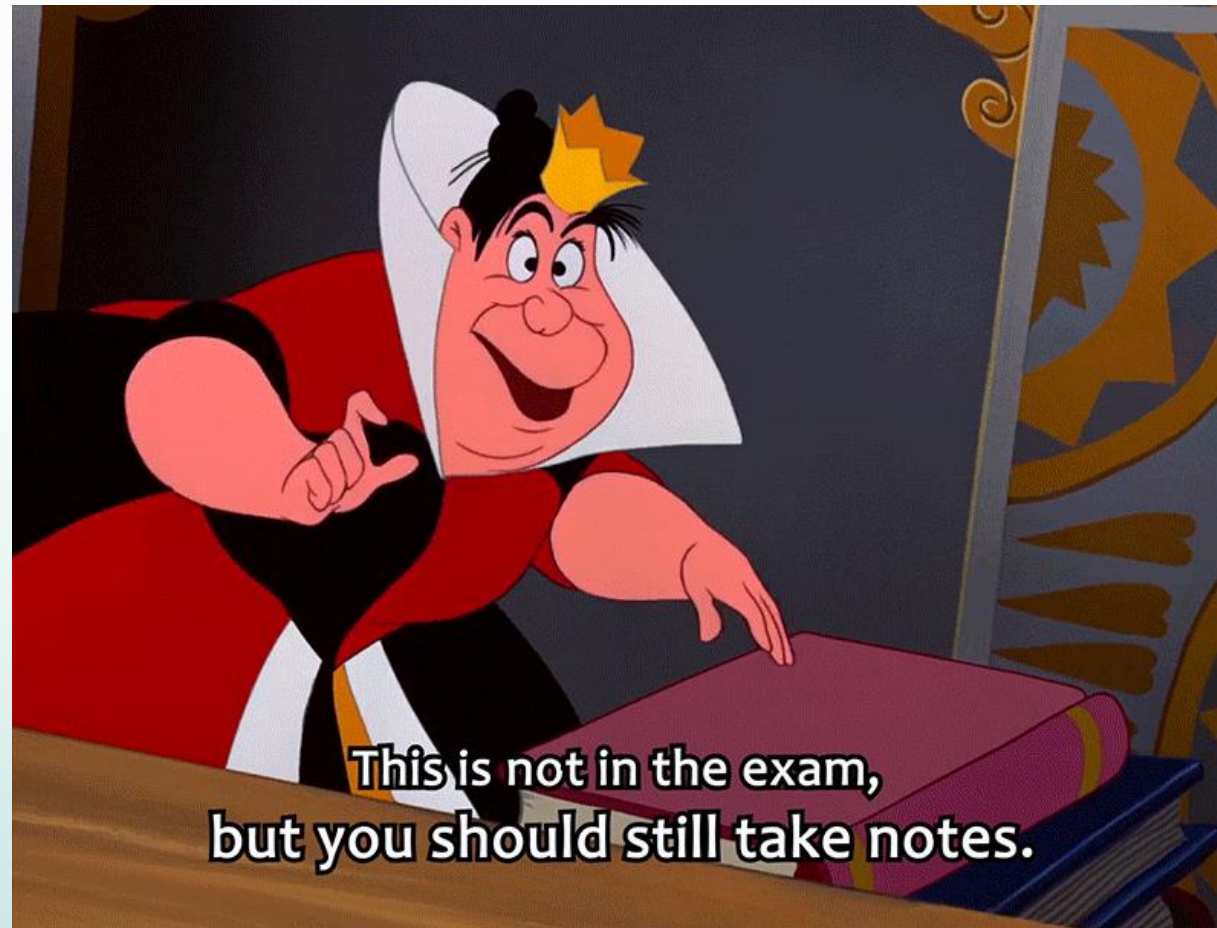
In a Hyper Connected World



Students Come with Mobiles Attached to their Bodies



In a Hyper Connected World



Students Have Non-Existent Attention Spans



In a Hyper Connected World, Gone are the Days



Students ARE EERILY SILENT! #Pei's Angels



In a Hyper Connected World, Gone are the Days



Where Teachers Have the Last Word



In a Hyper Connected World, Gone are the Days



Instead, Technology RULES Today



Don't Fight It, Embrace It!



Objectives:

Meaningful Use of Multi-media and Social Media

Applied Understanding
through
Co-creation of Content



Better quality
tutorials
through flip
classroom



Creating New Possibilities Through Multimedia: WKWSCI X AIRBNB



Creating New Possibilities Through Multimedia



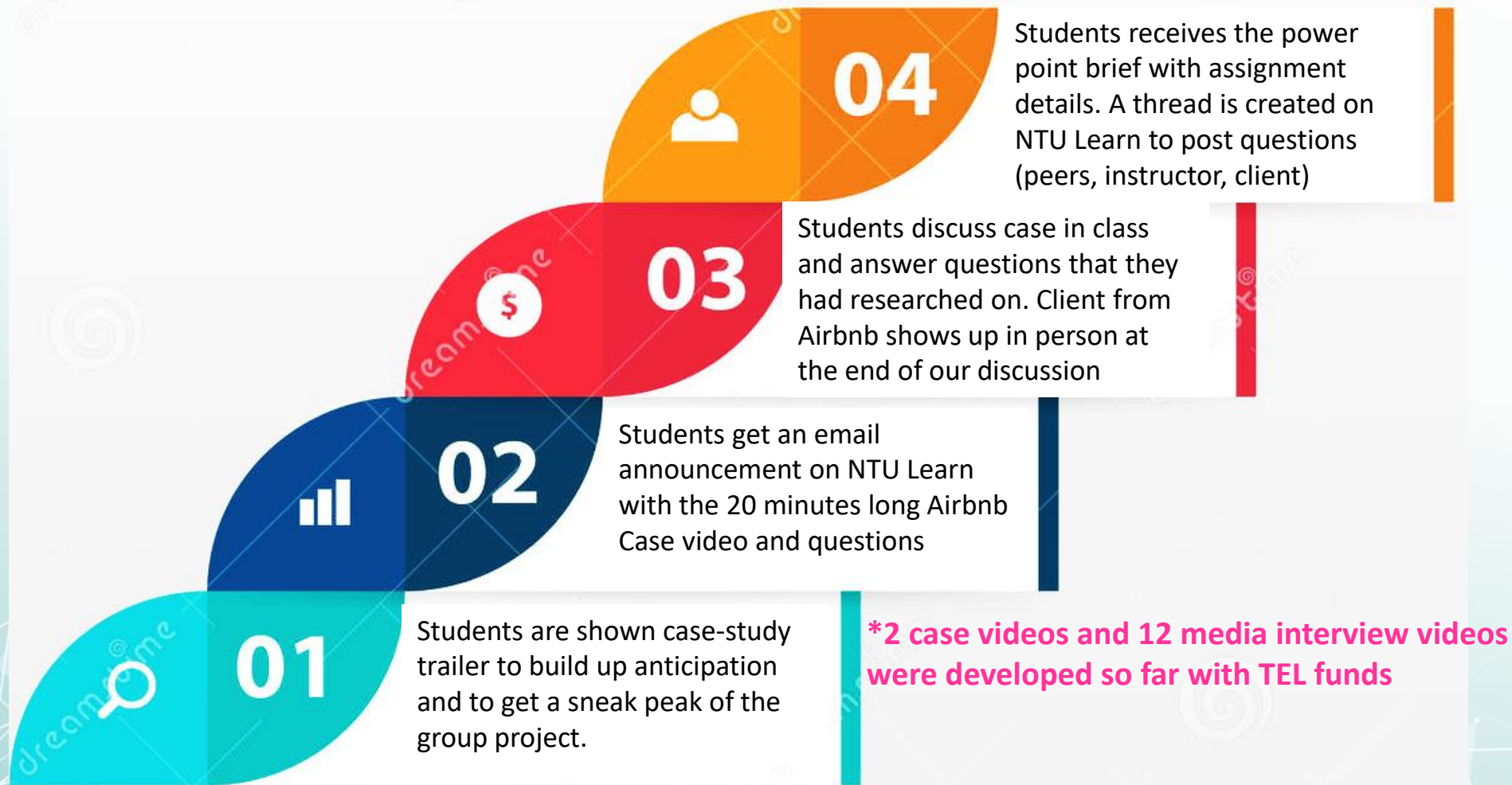
With the support of TEL funding, a case study was developed, scripted and video-ed on-site at AirB&B APAC office



WKWSCl X AIRBNB Project Question



Flip (In and Out of) Classroom – How it Works



Creating New Possibilities Through Content and Conversations on Twitter



CS 2100, Cannes, France, 2017



Creating New Possibilities Through Content and Conversations on Twitter

Tweet activity

自 Jun 17 – Jun 24, 2017

Export data

Your Tweets earned **119.8K impressions** over this 8 day period



YOUR TWEETS

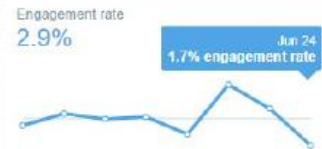
During this 8 day period, you earned **15.0K impressions** per day.

Tweets | **Top Tweets** | Tweets and replies | Promoted | Impressions | Engagements | Engagement rate

Tweet	Impressions	Engagements	Engagement rate
 WKW School @WKWSchool_NTUsg · Jun 19 @A_J of @contagious and Christopher Follet of @SR_ on how cognitive tech can transform the creative process. Stay tuned! #CannesLions -E&L pic.twitter.com/zQqsAy4bwp View Tweet activity	4,581	86	1.9%
 WKW School @WKWSchool_NTUsg · Jun 23 "I don't believe in right or left, I believe in right or wrong." @platon believes a moral compass should drive your work. #canneslions pic.twitter.com/5jHwqsa42R View Tweet activity	3,742	35	0.9%

Engagements

Showing 8 days with daily frequency



Link clicks



CS 2100, Cannes, France, 2017

Close to 120,000 impressions

A pair of students would tweet each allocated session



Creating New Possibilities Through Content and Conversations on Twitter



John Lewis Ad 2010 - Fyfe Dangerfield 'She's Alwa...
You can buy the track on iTunes now -
<http://itunes.apple.com/gb/album/shes-always-a-woman/id370394444?i=370394463> New John Lewis ...
youtube.com

1 1 1

WKW School @WKWSchool_NTUsg · Jun 23
Replying to @WKWSchool_NTUsg
Here's last year's campaign to give you all the feels 😊
#CannesLions

John Lewis Christmas Advert 2016 - #BusterTheBo...
Watch the new John Lewis Christmas TV advert 2016 with #BusterTheBoxer Click here to continue the story:
<http://bit.ly/2eCBC2R> This is the story of a little ...
youtube.com

2 1 1

WKW School @WKWSchool_NTUsg · Jun 23
Replying to @WKWSchool_NTUsg
The John Lewis campaign created a norm in a category for

- 1 Merchandise
- 2 Price point



CS 2100, Cannes, France, 2017

Close to 120,000 impressions

A pair of students would tweet each allocated session



Creating New Possibilities Through Content and Conversations

Chris Lim @muyaoim
Intro to PR writing class. It has been a blast! [#cs4028](#) tag yourselves guys! [instagram.com/p/vYFJPfx1Z8/](https://www.instagram.com/p/vYFJPfx1Z8/)
9 months ago · Reply · Retweet · Favorite

Chloe Chan @keriowee
Awareness is a given in campaigns [#CS4028](#)
9 months ago · Reply · Retweet · Favorite

DHL Americas @dhlamericas
RT @sadikin: Did you know: DHL pioneered GoGreen, where customers get carbon credits based on the carbon footprint of their shipment [#CS4028](#)...
10 months ago · Reply · Retweet · Favorite

Ryan Tan @ryurialtweets
Are there ever cases where too much communication with the media/internally has negative unintended effects? [#CS4028](#)
10 months ago · Reply · Retweet · Favorite

Ryan Tan @ryurialtweets
I think new skills required as media and customers develop, particularly when it comes to [#DHL](#) and the changing delivery climate. [#CS4028](#)
10 months ago · Reply · Retweet · Favorite

Laura Naland @LauraCS4028 · 11 Aug 2016
Dr Christof from [#DPDHL](#) Group explains how big data and small data come together [#CS4028](#) [#DHL](#)



0:03

Chan Shu Hui follows

Dorothy Wong @dottiepots_ · 11 Aug 2016
New paradigm that combines public reputation with 1:1 bonding with stakeholders - almost like social life in [#WKW](#) [#amirite](#) [#cs4028](#) [#DHL](#)

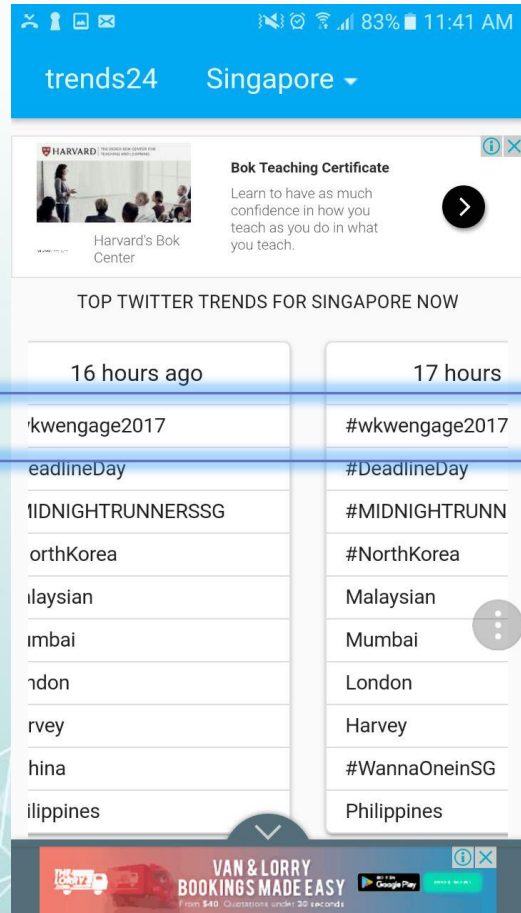
Singapore Trends @trendinalaSG 43m
94 users and 397 tweets (89 RTs) in 44 minutes made [#CS4028](#) a Trending Topic in Singapore. [#trndnl](#)

Trends · Change

- #DHL
- #CS4028
- #Rocking3rdWin
- iPhone 5C
- #HotFMtakemetoCHARnMaine
- #987IWANTBIEBER
- EXO
- IOS 7
- Wrecking Ball
- Syria



Building Real Skills for Portfolio



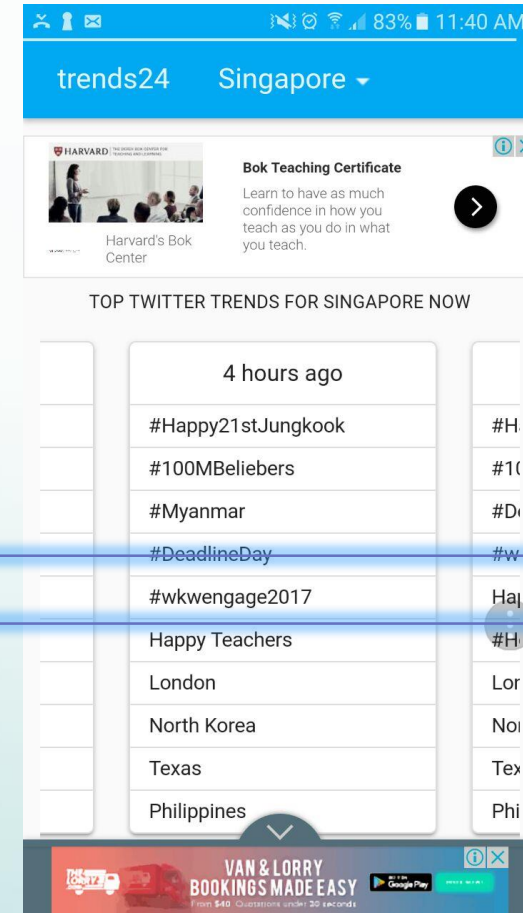
trends24 Singapore

Bok Teaching Certificate
Learn to have as much confidence in how you teach as you do in what you teach.
Harvard's Bok Center

TOP TWITTER TRENDS FOR SINGAPORE NOW

16 hours ago	17 hours ago
#kwengage2017	#wkwengage2017
#DeadlineDay	#DeadlineDay
#MIDNIGHTRUNNERS	#MIDNIGHTRUNNERS
#NorthKorea	#NorthKorea
Malaysian	Malaysian
Mumbai	Mumbai
London	London
Harvey	Harvey
#WannaOneinSG	#WannaOneinSG
Philippines	Philippines

VAN & LORRY BOOKINGS MADE EASY
From \$40. Questions under 30 seconds.



trends24 Singapore

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Harvard's Bok Center

TOP TWITTER TRENDS FOR SINGAPORE NOW

4 hours ago	
#Happy21stJungkook	#H
#100MBeliebers	#10
#Myanmar	#D
#DeadlineDay	#w
#kwengage2017	Haj
Happy Teachers	#H
London	Lor
North Korea	Noi
Texas	Tex
Philippines	Phi

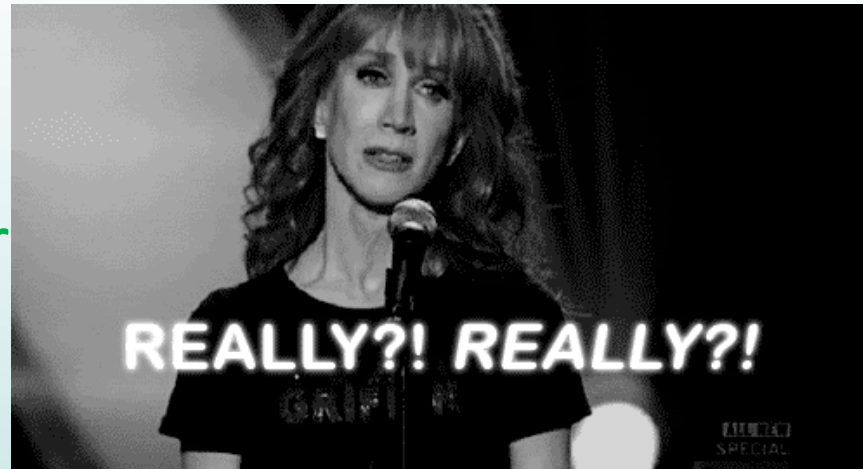
VAN & LORRY BOOKINGS MADE EASY
From \$40. Questions under 30 seconds.



A Combination of Flip Classroom and Live Tweeting Can Help You:

Increase Engagement and Feedback:
Continued conversations on a single platform

Better Together:
Bring different
stakeholders together
in the process of
learning

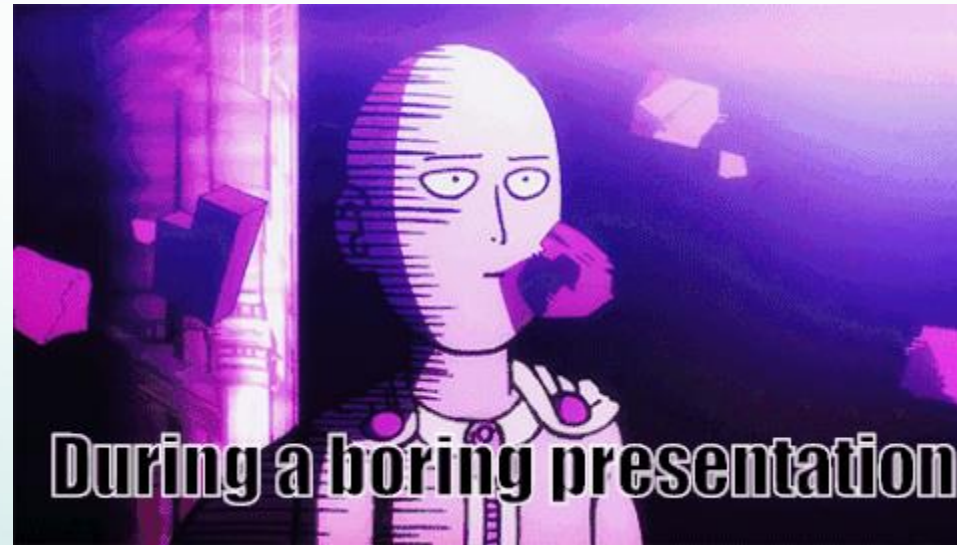


Prepare ahead
with research,
deepen
understanding
and synthesis
of information

Active Documentary: Keeps Em Really Busy!
Active Note Taking and You See What Mattered Most to Them



6 Tips to Get You Started



Conferences, guest lectures, class lectures, class tutorials or student presentations



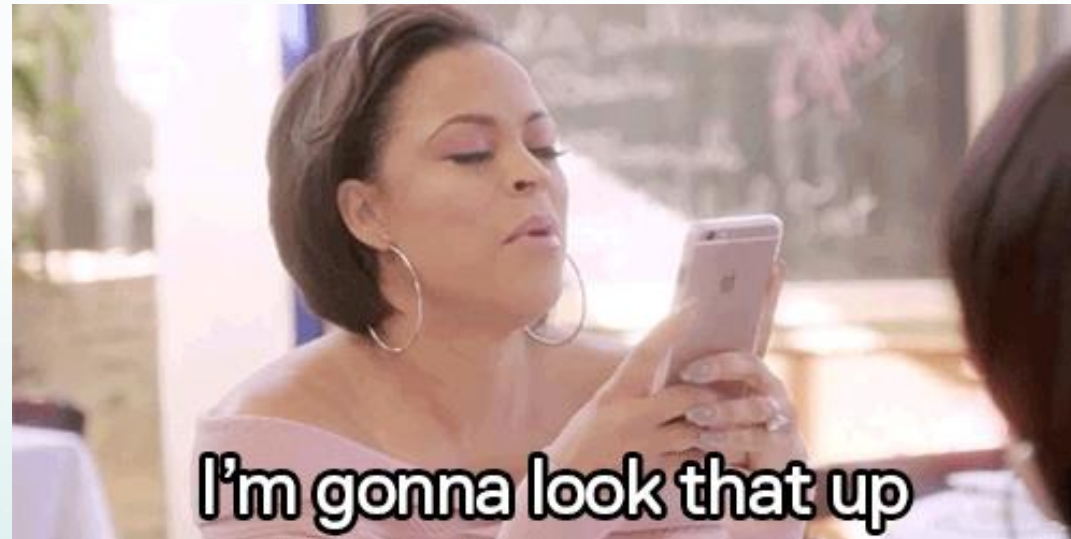
Tip #1: Let's Get the Parteeee Going



#1 Set-up a Twitter or social media account and follow your classmates and instructor. For privacy, give students the option to set up an account just for live-tweeting or Instagram or Facebook Live



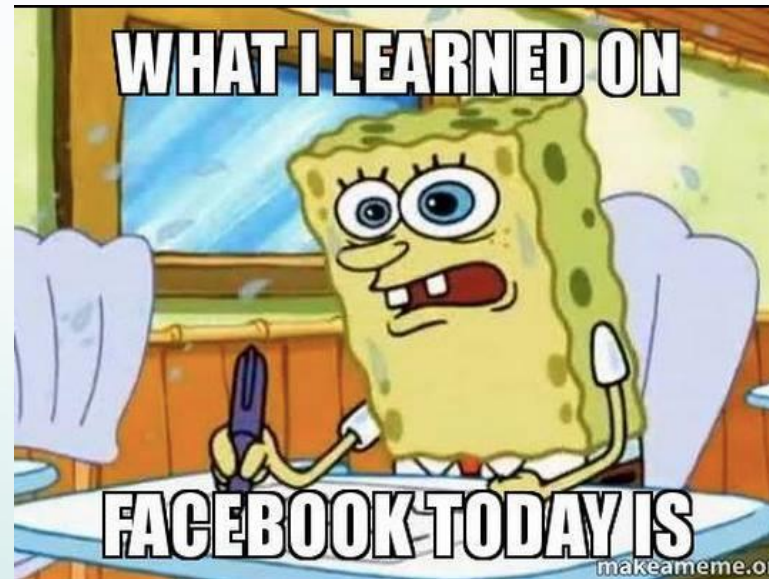
Tip# 2: Planning is Critical



Tip#2 Research on speaker, topic, find GIFs or related content as part of their planning for the in-class session.



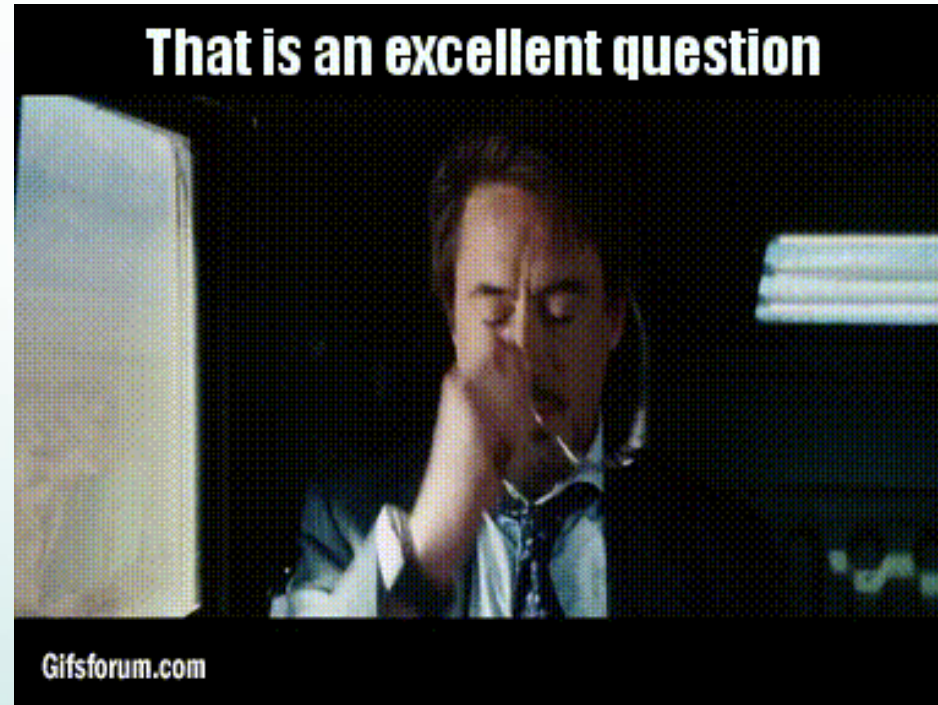
Tip #3: What Platform Works Best For You?



Tip #3 Pick your poison (platform) and hashtag. Ask speaker for permission on what you can or cannot post in the public domain



Tip #4: Set the Context



Tip #4 Tell your followers you are about to live-tweet, what the event is about, who the speaker is, organization and title of the presentation with the hashtag to make it easy for others to follow your live-report. Tell your audience WIFM and don't feel embarrassed.



Tip # 5: Multimedia Rules!



Tip#5 Use photos, gifs, infographics, short videos, links to research or websites mentioned. A touch of humor in your tweets won't hurt. Good content is usually useful and entertaining at the same time.



Tip # 6 Set Your Expectations and Keep Conversations Going After Class



Tip#6: For example, post at least 10 tweets excluding the set-up and thank you tweets, like 3 tweets, ask 2 questions, reply 2 questions or comment. Tag speaker and the organization.

Net etiquette: Be respectful at all times and use good judgement. Encourage them to give their own viewpoints instead of repeating what the speaker just said.



In a Hyper Connected World

There is always a sense that people want to belong to a tribe or community so don't fight it! Welcome the era of participation and facilitate learning in a 'bigger' classroom with clients, partners, partner universities, peers and even alumni.

Knowledge shared is better together in and out of the classroom!

