

Are students sleeping in class; it's time to energize and "edu-tain" them!

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1. Visual Learning
2. Evolved Currencies
3. Personalization
4. Gamification
5. Social Media
6. Game-Based Learning
7. Connectedness
8. Crowdsourcing
9. Project-Based Learning
10. Digital and Physical Merge

Web 1.0 Searching & Communicating 1997-2003

The beginning of the World Wide Web it was the static data world of web pages that visitors could read the information once and did not return, it was data in the raw.

- File and Web Servers
- Content and Enterprise Portals
- Search Engines (AltaVista, Yahoo!)
- E-mail (Yahoo!, Hotmail)
- P2P File Sharing (Napster, BitTorrent)
- Publish and Subscribe Technologies

Web 2.0 Social Media

2004-2006

This era was user-generated content across the web in the form of blogs, podcasts and forums. It ushered in the World Wide Web protocols. It also saw the beginnings of open source, MySpace, Facebook, Wikis and RSS. This era is where users become the contributors to website content where visitors returned over and over again to receive more updated data.

- Blogs (Blogger)
- Wikis (Wikipedia)
- Social Bookmarking (del.icio.us)
- Social Networks (Facebook, MySpace)
- Instant Messaging (Yahoo!, Google Talk, AIM)
- Mash-ups
- Auction Web sites (eBay)
- Professional Networking (Linked-in, Plaxo)

Web 3.0 Mobile technology 2007-2011

This era was the domain of a deeper level of engagement and more precise social media rules, the semantic web. It included the development of several technologies to arrange the data available on the internet and made it readable by programs and software using a metadata system, making the internet readable to machines. This also brought about virtual worlds, online communities, inter-webs and MMORPG's (massively multi-player online role playing games).

- Ontologies (YAGO, DBPedia)
- Semantic Searching
- Thesauri and Taxonomies
- Personal Intelligent Digital Assistants
- Knowledge Bases

Web 4.0 Intelligent electronic agents 2012 - ?

In this era the phenomena where the web is symbiotic, always on and usable by humans and machines. Apps and extensions dominate. Desktop computers are being replaced by netbooks and tablets for easier access.

People want to talk to the web. It is the era of online social engagement. Web 4.0 it is the time now where the OS is in the cloud and web participation is a necessity.

Multiple choices to getting the data:

- | | |
|-------------|-----------------|
| • Desktops | • Mobile phones |
| • Laptops | • Tablets |
| • Net-books | • iTV |

All are vitally important to the livelihood of all that is WEB

Web 4.0 (continued)

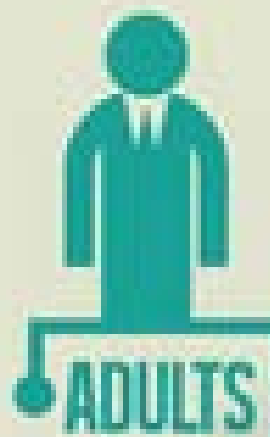
In this era, we will see more powerful interfaces like ambient intelligence, web Operating Systems, and artificial intelligence. The future is in Web 4.0 where the internet is always ON.

- Semantic Social Networks (Twine)
- Semantic E-mail (IBM Omnifind)
- Context-Aware Games
- Better Natural Language Processing



— SOCIAL MEDIA —
USER DEMOGRAPHICS

OVERALL SOCIAL MEDIA USAGE



ADULTS



TEENS

WHO USES WHICH SOCIAL NETWORK MOST?

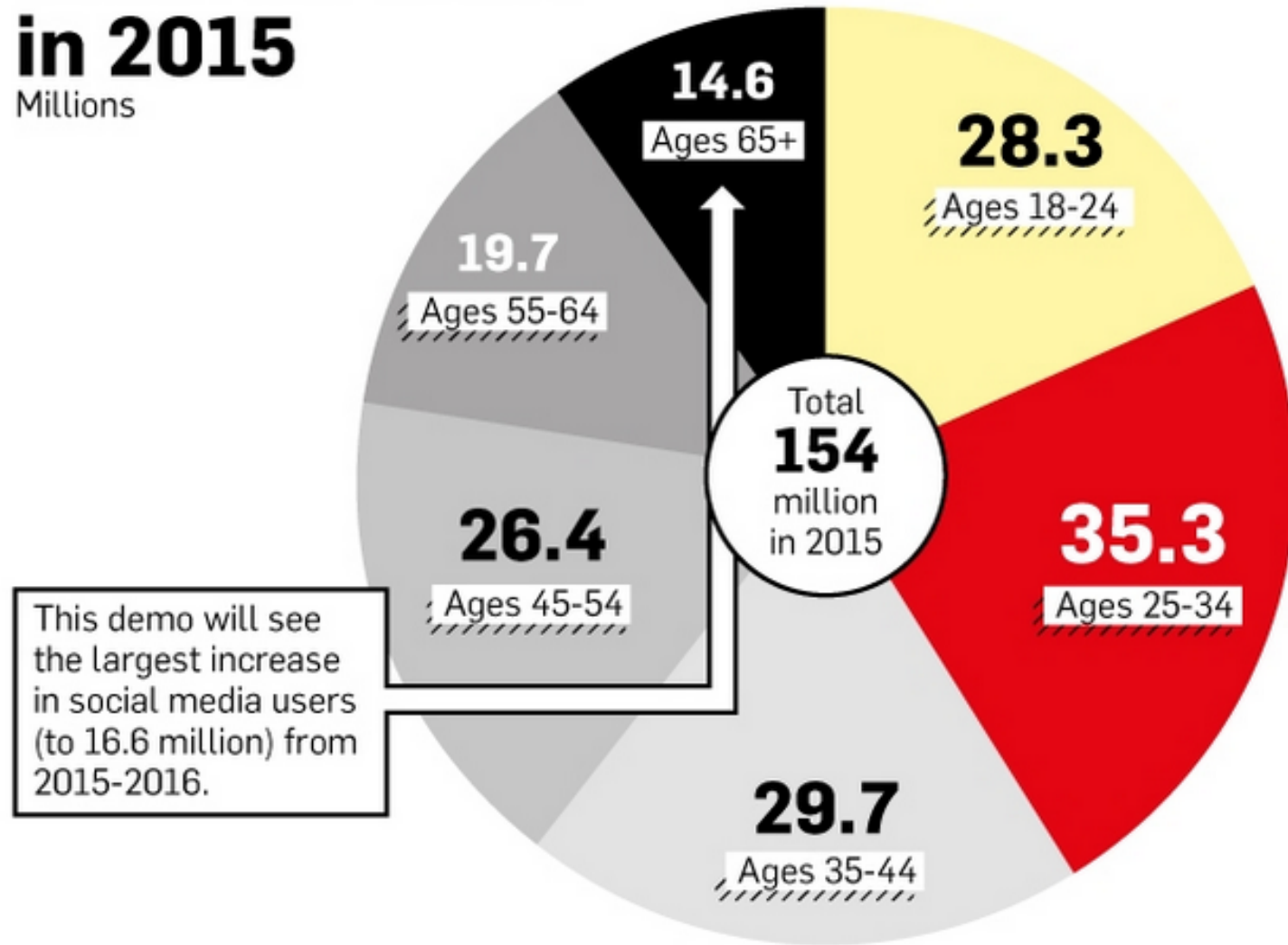


AGE BREAKDOWN (OF SOCIAL MEDIA USERS)



Total social network users in 2015

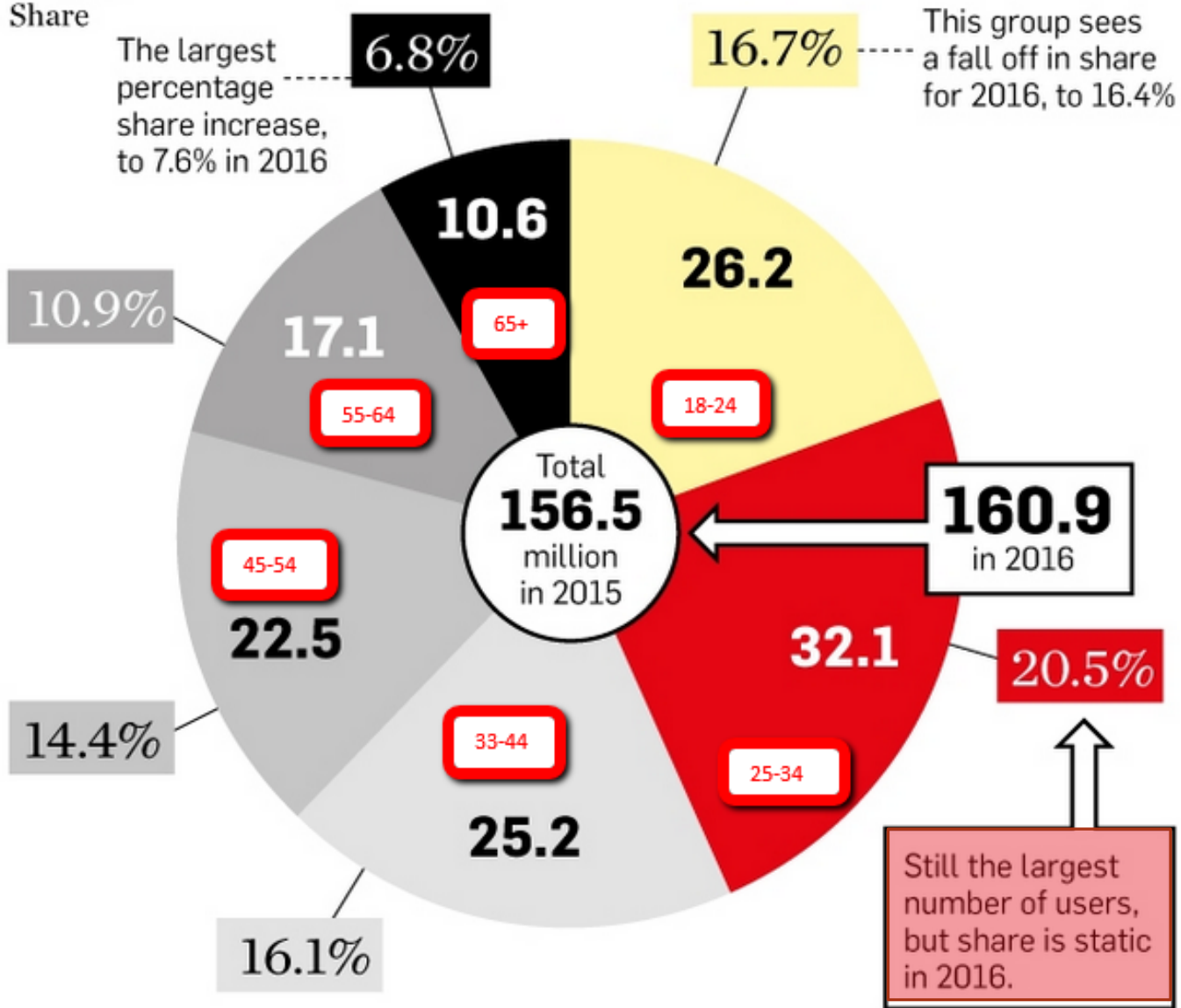
Millions



Facebook

Millions

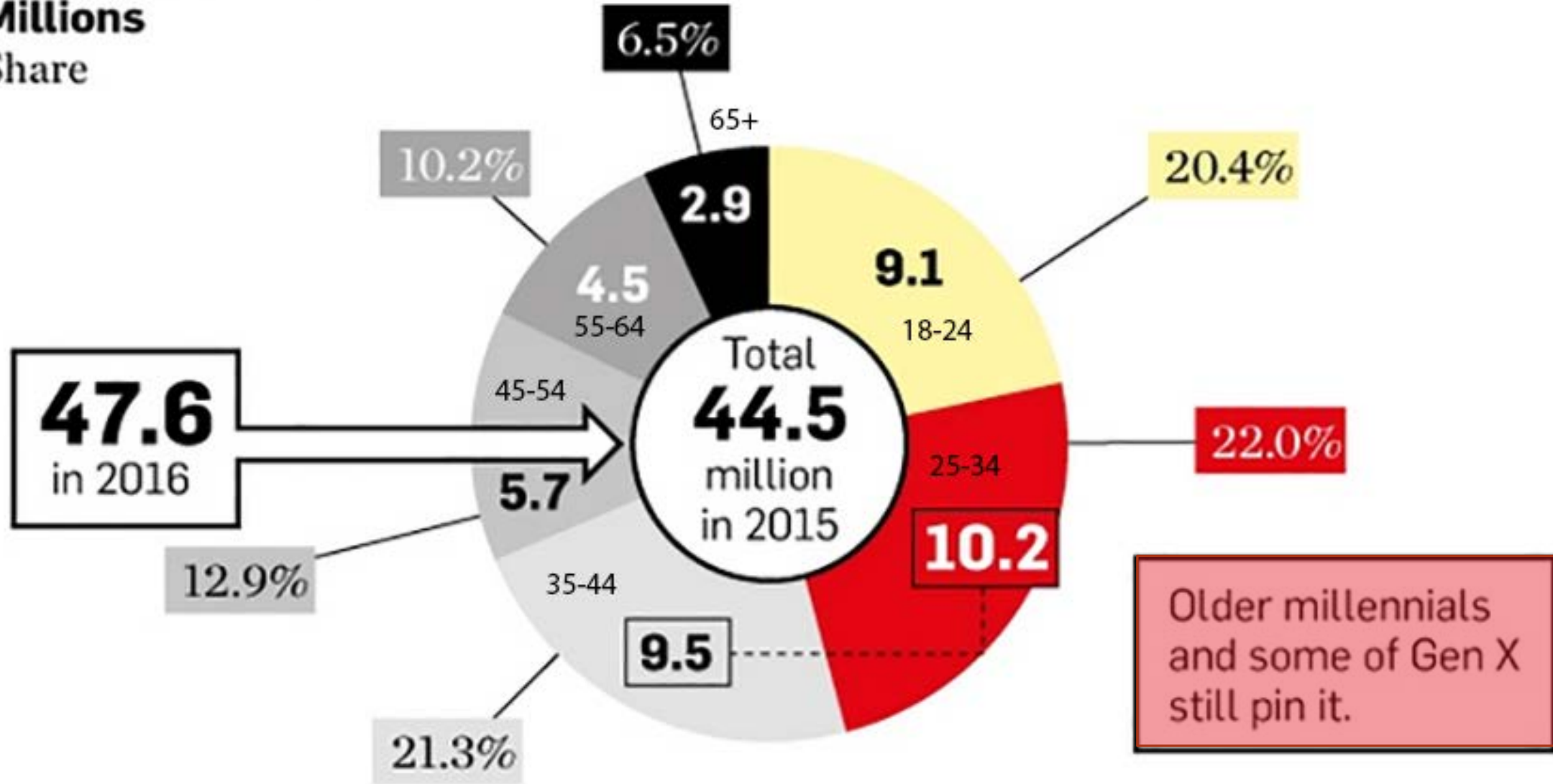
Share



Pinterest

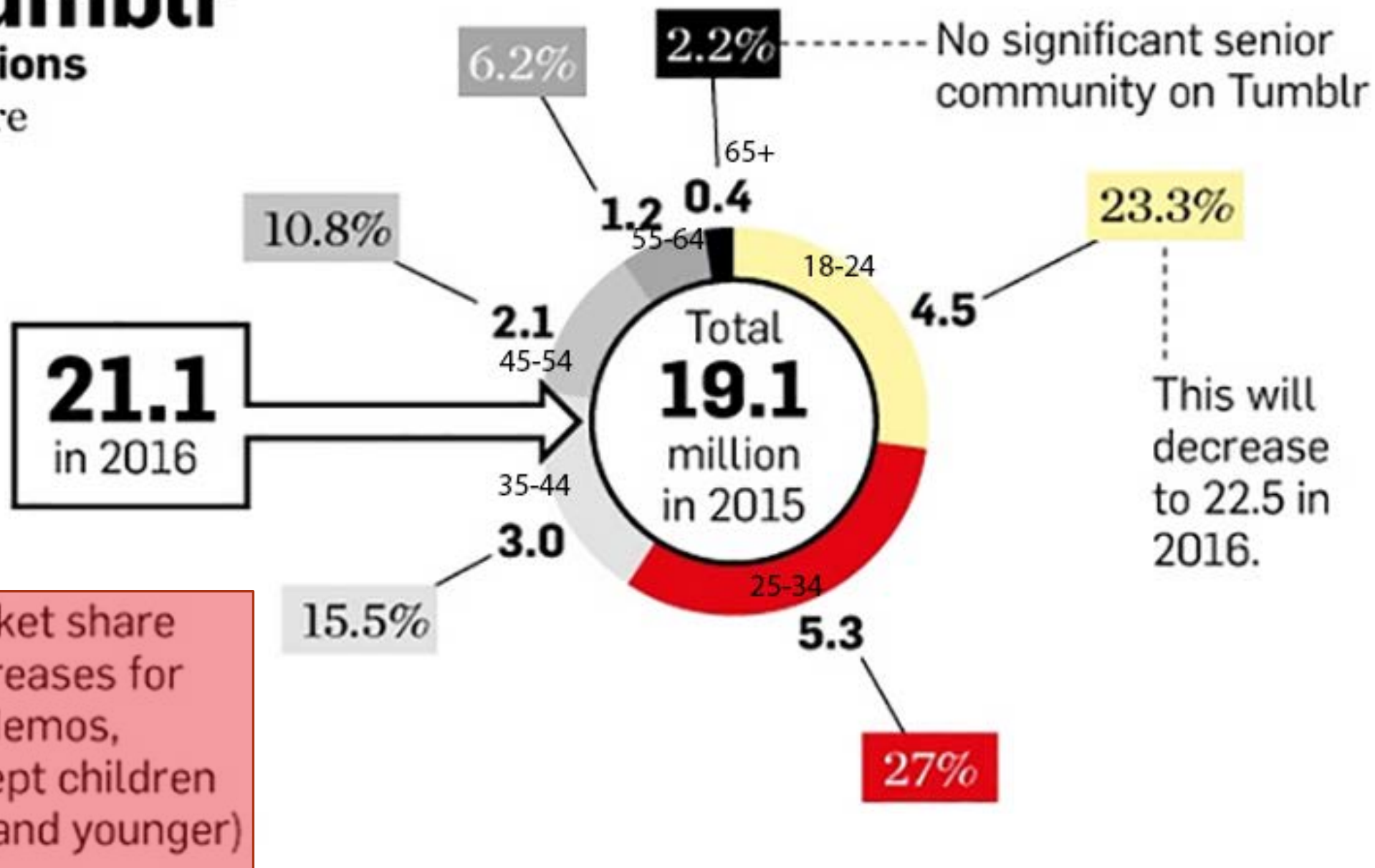
Millions

Share



Tumblr

Millions
Share



Market share decreases for all demos, except children (17 and younger)

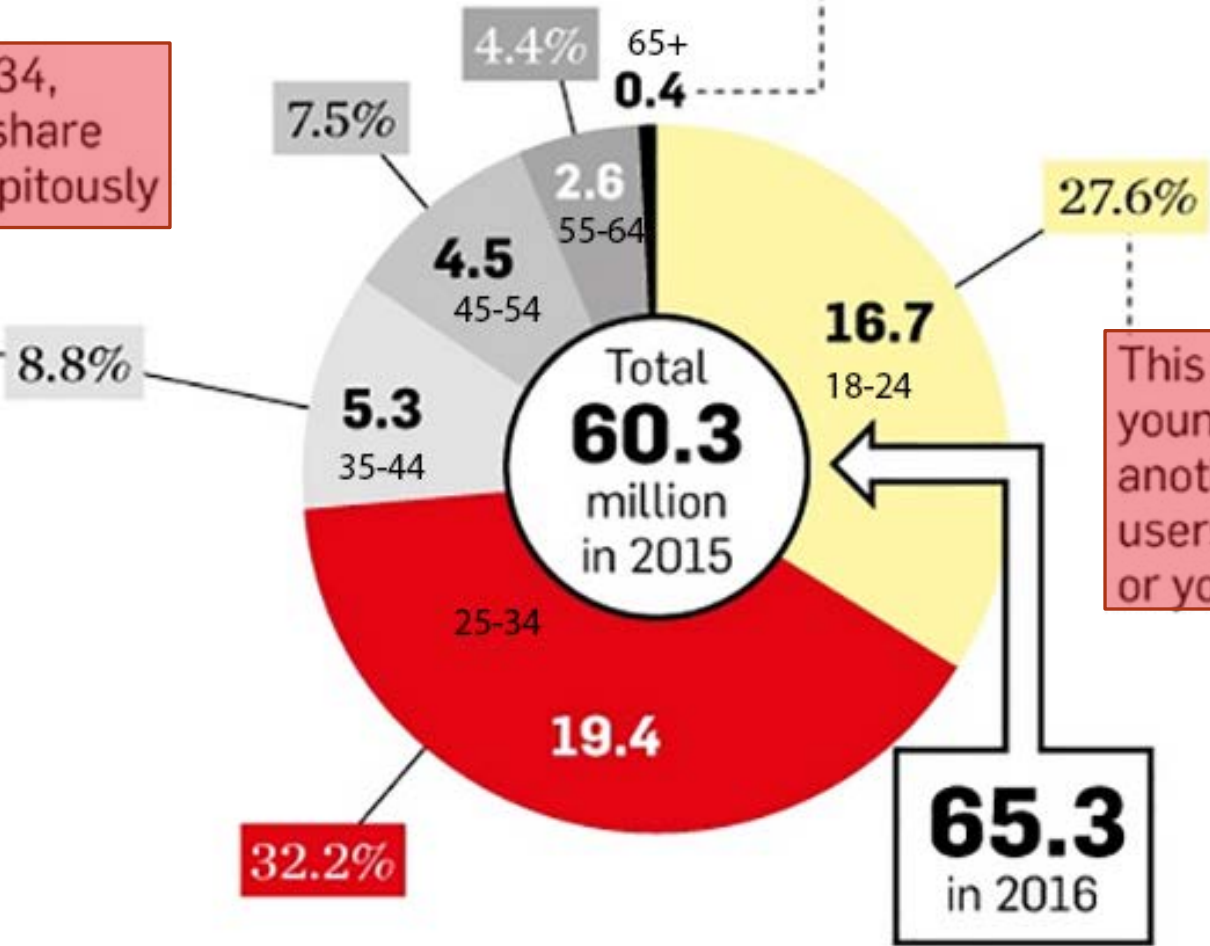
Instagram

Millions

Share

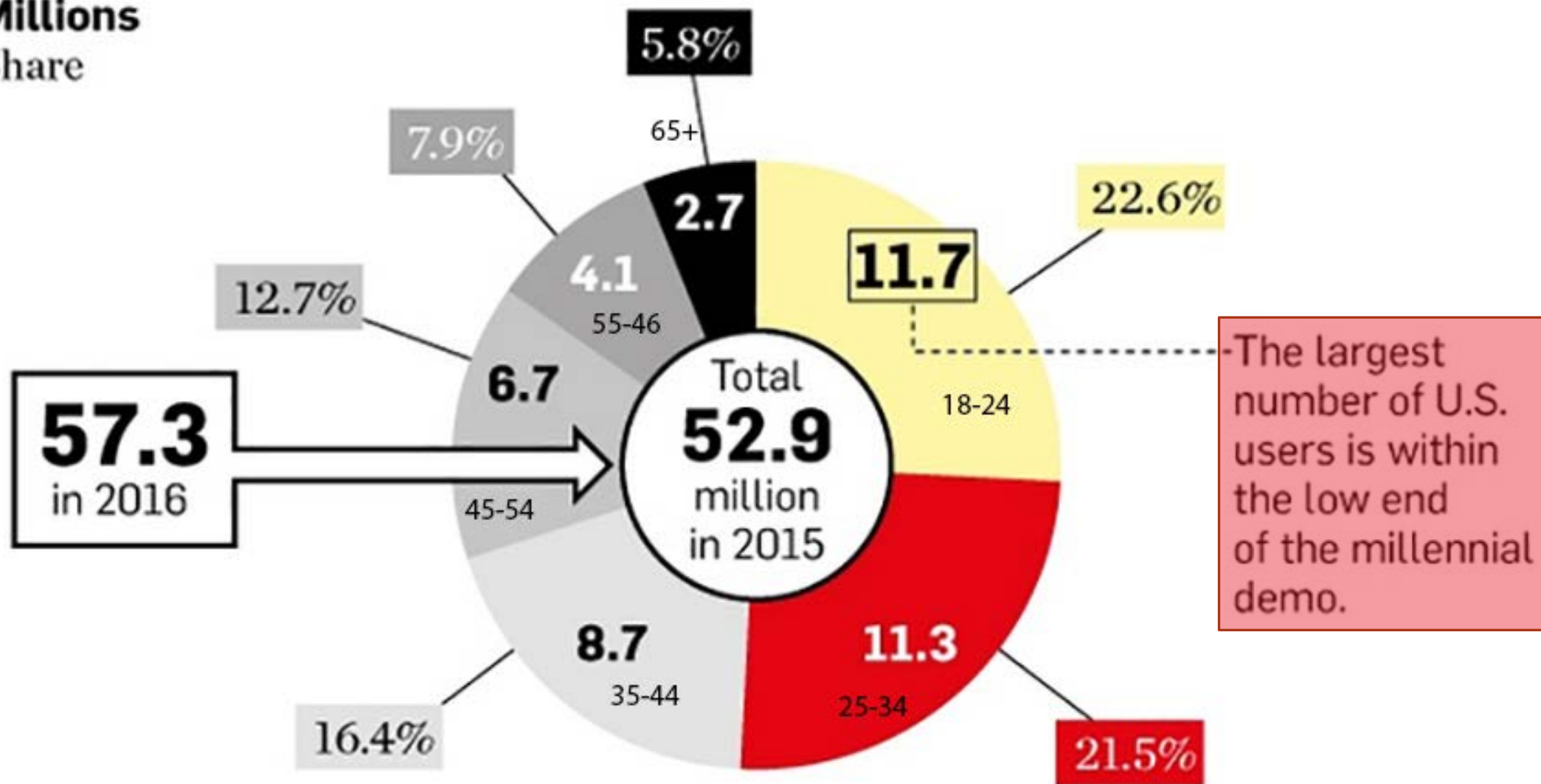
Seniors also aren't big on selfies, it seems, as the photo-centric network has barely any market share in this demo.

After age 34, base and share drop precipitously



Twitter

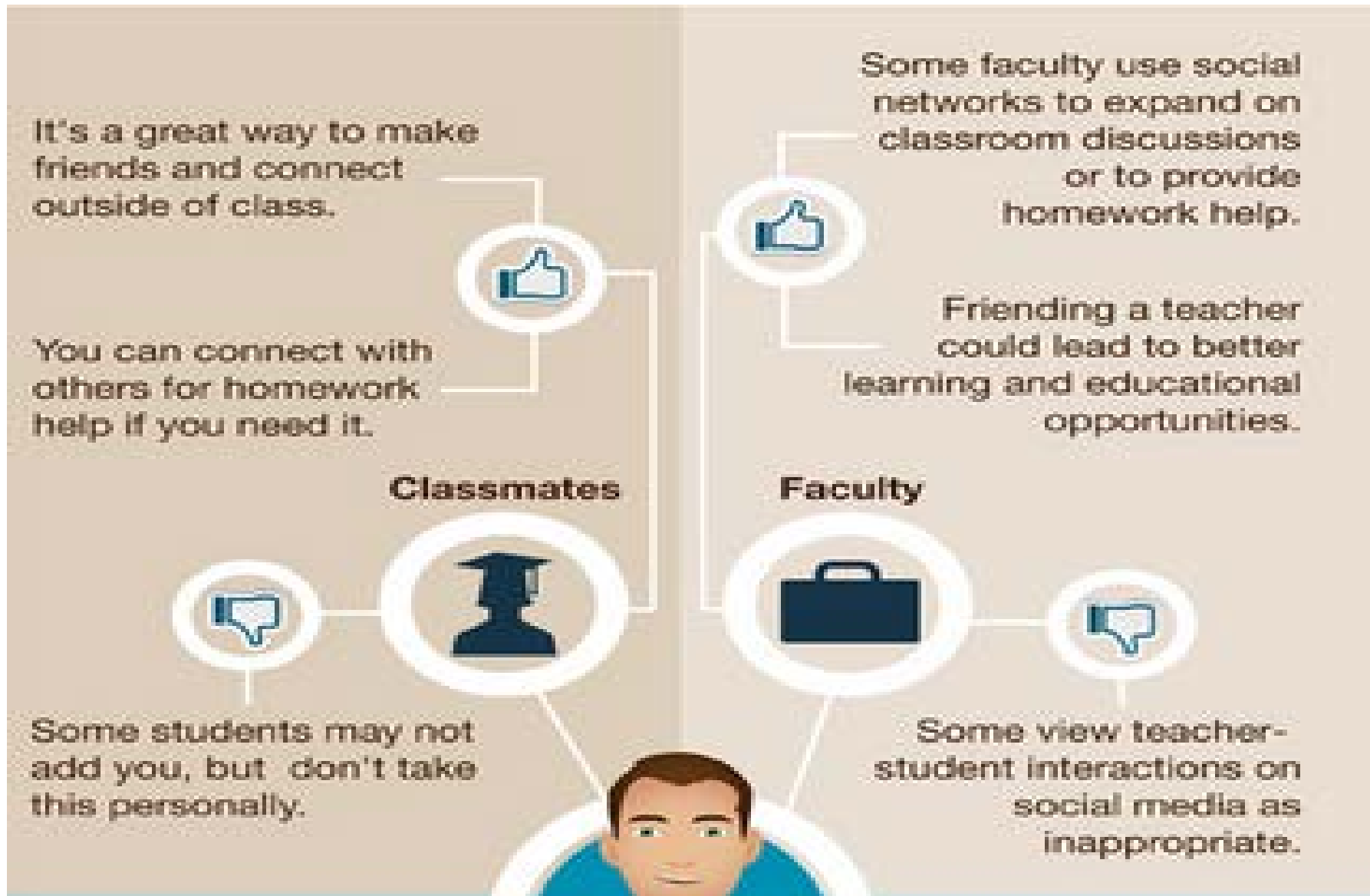
Millions
Share



Ideas for using Social Media in the Online Classroom

- Facebook
- Pinterest
- Tumblr
- Instagram
- Twitter

Facebook





Pinterest

Sign in - Google Accounts x Using Pinterest in Higher E... x +

www.pinterest.com/cyourlibrarian/using-pinterest-in-higher-ed/ W - Wikipedia (en)

Search

Tina 3

Pinned from dummies.com

16 Ways Educators Use Pinterest

Curate Content Organize Ideas

Collaborate With Others Allow Students to use Pinterest

How #Pinterest is Used in

How to use Pinterest for your library

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37 Ways Teachers Should Use Pinterest - Best Colleges Online

Pinterest

10 Ways to Use Pinterest in the Classroom | TeachBytes

Pinned from teachbytes.com

5 Ways Academic Libraries are Using Pinterest! You are featured in this article: @Geraldine Anderson Memorial Library, @Sara Farrell Library, @Becky Purchase College Library, @Uno Ramat Criss Library, @Melissa Nordan Libraries, @Laurie McKillop Library, @University of Mary Hardin-Baylor Library, @Mitchell Weinstein of Scranton Weinberg Memorial Library.

Join Our Pinterest Scavenger Hunt

1 Follow @OneKingsLane on Pinterest

2 Create a board called "Fall Gathering with Friends" and pin these 15 items:

- DINING TABLE
- CHAIRS
- CHANDELER
- GLASSWARE
- DINNERWARE
- CANDLEHOLDER
- TABLE LINENS
- FLATWARE
- MAIN DISH
- FLOWERS
- DESSERT
- FALL COCKTAIL
- MUSIC TO PLAY
- PLACE CARDS
- GIFT FOR GUESTS

At least eight images must be from onekingslane.com

3 Visit our contest page and submit your entry.

Join our Pinterest Scavenger Hunt for a chance to win a \$500 shopping spree at One Kings Lane. Follow

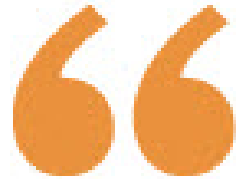
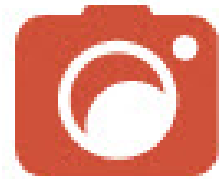
WHICH ARE THE MOST SOCIAL COLLEGES

4:45 PM 5/13/2014

Tumblr lets you effortlessly share anything.

Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. You can customize everything, from colors to your theme's HTML.

Aa



Instagram



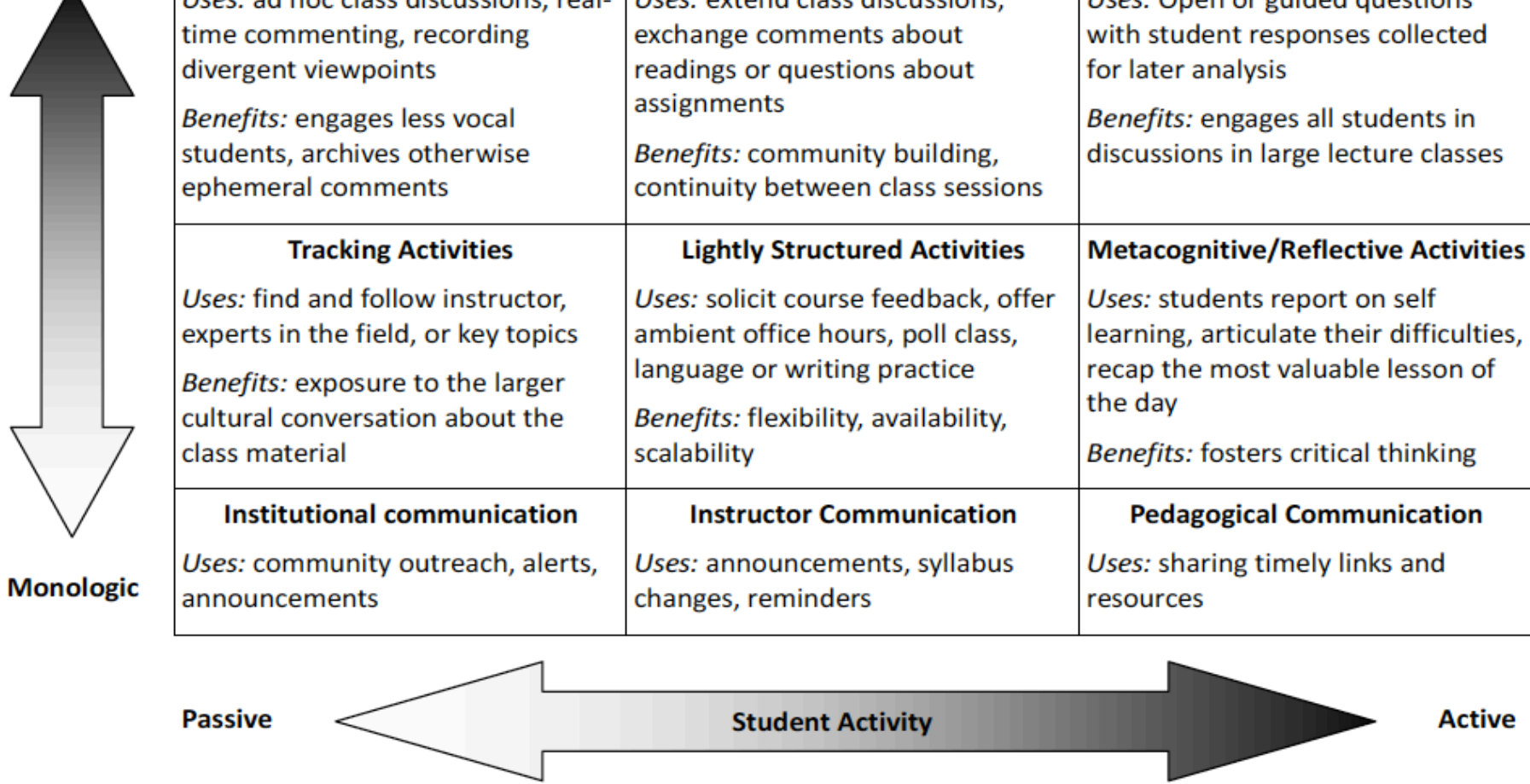
A Picture or Video

Filtered

Post to Social Media Sites!

Education Examples

Twitter



Twitter Adoption Matrix
 Original concept by Rick Reo
 Revised by Mark Sample
<http://www.samplereality.com>

References

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