Teaching
with
Professor Reggie Miles
Assistant Professor
Howard University
Starting the Journey

• Background
• The Duke University Experiment with iPODs
• Discovering Web 2.0
• Blogging, Podcasting, RSS
• Facebook
Background

Radio announcer and audio engineer from Chicago, Illinois who pioneered the use of audio as a supplemental learning aid to classroom instruction in 2006. The journey began with the creation of the podcast series “The Secrets of Radio Production.” In 2007, with the introduction of the Apple iPhone and HD video technology, wireless mobile technology exploded, and the Secrets of Radio Production was changed to the “Teacher in Pocket” audio and video podcast series distributed through “Apple iTunes.”
The motivation to use audio in the classroom came after reading the results of the Duke University experiment where they distributed 1600 hundred Apple iPods to incoming freshmen. The results were mixed, both positive and negative; however the potential of using audio as a supplemental learning aid combined with my experience as an audio editor outweighed any of the negatives of the Duke University experiment.
Discovering Web 2.0

Through the creation of podcasts for the classroom, the so-called Web 2.0 architecture was discovered. Web 2.0 concentrates on the common applications/services such as blogs, video sharing, social networking and podcasting—a more socially connected Web in which people can contribute as much as they can consume.
Discovering Web 2.0

The term Web 2.0 is a buzz word that came out of a conference in 2004 sponsored by O’Reilly Media. However, the creator of the World Wide Web, Sir Tim Berners-Lee, actually intended for the Web to be “a collaborative medium, a place where people could all meet and read and write".
Blogging, Podcasting & RSS

Whether or not one agrees with the concept of Web 2.0, software applications evolved allowing end users (people) to have more control over web interactions and content. Writing blogs and recording audio for distribution on the web became interactive with the addition of programming instructions called RSS feeds (allowing content to be subscribed to and received automatically). “Really Simple Syndication” as it is known allowed content creators to “syndicate” content, building followers locally and globally.
Another application of Web 2.0 is Social Networking. Social Networking is the way students communicate. It involves the grouping of individuals into specific groups. Social networking websites function like an online community of internet users.
Social Networking Sites

Social networking sites (SNS) such as Facebook are ubiquitous, and university students are spending a great deal of time on them.
Social Networking Sites

Today’s presentation focuses on the positive promise of social network sites, namely the use of Facebook in order to successfully engage student use of Facebook as a supplemental learning Aid.
What Is Facebook?

Founded in February 2004, Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. Facebook facilitates the sharing of information through the social graph, the digital mapping of people's real-world social connections. In short, the main idea behind Facebook is that it digitally keeps people connected.

Source: Facebook Timeline
Facebook

Facebook was developed by a group of students at Harvard University at the beginning of 2004 and designed for college and university students, although its use has migrated quickly into business, domestic and school settings. It is a relatively conventional social-networking online environment modeled ostensibly on high school year books (Selwyn, 2007).
Facebook History

- **February 2004**  Facebook created by Mark Zuckerberg and four others

- **Initially for Ivy League universities, then international colleges and high schools (.edu)**

- **Sept 2006**  Opened for anyone to join Facebook’s social network

- **May 2007**  Facebook Platform launches mobile user applications

Source: [Facebook Timeline](#)
Facebook Statistics

- More than 500 million active users
- Over 200 Million mobile users
- 900 million objects that people interact with (pages, groups, events, community pages)
- 85% market share of U.S. university students

Source: Facebook Press Room
Facebook Statistics

- Over half of users return daily
- Users spend an average of 20 minutes per day on Facebook
- Mobile users are twice as active as non-mobile users.

Source: Facebook Press Room
Facebook’s Power

• Facebook is a social networking site
• Reinforces & expands your real-world social connections
• Fosters communities of people who share interests and activities
• Economical way to keep your friends updated
• Discover new interests and friends
Facebook’s Power Redefined

- Facebook is a student networking site
- Reinforces & expands student classroom connections
- Fosters communities of students who share interests and activities
- Economical way to keep students updated
- Discover new interests among classmates
Why Facebook?

Facebook offers unprecedented ability to find other users based on specific criteria. Facebook is imbued with many of the desired qualities of an effective education technology in its reflective element to use mechanisms for peer feedback and goodness-of-fit with the social context of university learning (Mason 2006).
Why Facebook?

Using Facebook, students can build connections with students and the instructor—that make them feel like they belong and are accepted. Connections with others are an important factor in student retention, especially among Gen Y students McNeely (2005).
Promotes Conversation

- Messaging Status
- Facebook
- Students
- Blog
- Podcasts
- Group Events
Motivation

- Enhance learner engagement in a course
- Allow the students to gain an appreciation of current knowledge and production practices
- A discussion component focused on collaborative learning.
- Help students who struggle with the material.
- Raise the level of the student production quality
Why Facebook for the Classroom?

- Facebook is popular (Students are already there.)
- Provides students with e-mail, web communities and audio and video capabilities.
- Students learn to use technologies associated with “Web 2.0” architecture. (Podcasting, Blogging, Photo Sharing)
- Allows students to “time-shift” the learning experience.
- Allows instructors to utilize blended learning techniques.
Time-Shifted Learning

The ubiquitous power of the Facebook and other Web 2.0 applications allows for “time shifted learning” by creating learning-on-demand opportunities in which the barriers of time, distance, and other obligations are neutralized to benefit the non-traditional student. Students can study and review material on demand. The POD in podcast means “Playable on Demand.”
Blended Learning

Blended learning can be defined as the mixing together of any combination of teaching and learning approaches and/or associated elements, methods, or environments for the purpose of creating a customized learning system. Facebook allows the mixing of live lectures, on demand audio and video content (podcasts) and student collaborations as learning approaches.
Blended Learning Pedagogy

- Improves face-to-face teaching
- Provides a 21st century learning opportunity for students.
- Creates multiple opportunities to learn material and ability to include multimedia, podcasts both audio and video.
- Engages multiple learning styles such as reflective thinkers, hands-on learners, auditory learners, etc.
What Are the Advantages of Teaching with Facebook?

- Collaborative learning opportunities
- Improved learner engagement
- Enhanced student-faculty contact
- Encouragement of active learning
- A mechanism for timely notification and feedback
- Facebook pushes student procrastinators
Some disadvantages of teaching with Facebook

- Facebook takes distraction to a new level
- Distracts students from paying attention to more important social concerns
- It promotes student drama
- It can place teachers in ethical dilemmas
- Some students don’t take it seriously
Discuss Responsible Use

The first thing that should be expressed to students about utilizing Facebook as an accessory to the class is the responsible use of the technology and the social network site. Students are attached/addicted to their cell phones; it is in their best interest to emphasize responsible use of the device and Facebook. Emphasize responsible use of language when posting in the virtual group classroom.
Instructor Concerns

Instructors using social networks should always be concerned about the level of contact with students on Facebook. There is only one way that a professor should act on a social network with a student and that is in a professional capacity. Do not share personal information with students. Create a separate profile for students. The social network is an accessory to teaching. Only “friend” students to the “teacher” profile.
Use Facebook in the Classroom

- To share presentations and notes with students
- To answer questions from students about assignments
- To humanize yourself in the eyes of students
- To share the productions of things the students have done.
- To find other professors and exchange ideas and best practices
Use Facebook in the Classroom

• Share as much educational information as you can.

• Actively participate in the virtually created communities.

• As a teaching tool an accessory, not a way to avoid teaching students.

Source: http://edudemic.com/
Facebook as a Learning Aid

- Enables teacher to reach students in mass.
- The instructor is always connected with the student.
- Makes supplemental material easily accessible.
- A majority of University Students own a computer.
- Student participation on Facebook increased via Smartphone's.
Facebook as a Learning Aid

- Extends the learning experience for flexibility and mobility.
- Meets students where they are.
- Accessibility to unique needs.
- Increases understanding of course content.
- Increased absorption and engagement in classroom activities.
- Facilitates contact between students.
Facebook benefits to Students

• Provide just-in-time help on assignments
• Facilitate self-paced learning
• For remediation
• Information accessed from a central area
• 24/7 available feedback from the instructor
How to Unleash the Power

- Get over the issues associated with the word “friend”
- Open an email account - for use with students only
- Open a Facebook Account - for “Professor” purposes
- Customize the “Account” privacy setting for registered students only.
Create the “Teacher” Profile

There are many questions about the appropriateness of sharing your social and family life with your students. So don’t. Create two profiles, one for your self, and one for your “teacher” self. In order to establish a new account on Facebook, you must supply a “unique” email address.
The Teacher Profile
Teacher Profile

Reginald D. Miles
Assistant Professor at Howard University

Recent Activity
- Reginald posted a link to Howard University - Radio Production Class Wall.
- "Students you can access some..." on Howard University - Radio Production Class Wall.
- Reginald and Manny Mozart Negres are now friends.

Sponsored
- Sponsored by Blue Mics.
- Sponsored by Mobile PC Repair.

Facebook Profile of Reginald D. Miles

Teacher Profile Name

Friends (68)
- Nicholas L. Westbrooks
- Brittaney Marie Robinson
- Denene Reavis
- Ray Ray Hightapple
- Tiffany 'Tulip' Flowers
- Sonya D. Crosshade
- Demone Sawyer

What's on your mind?
Teacher Profile Options
Privacy Setting

Choose Your Privacy Settings

Connecting on Facebook
Control basic information your friends will use to find you on Facebook. View Settings.

Sharing on Facebook
These settings control who can see what you share.

Limit Profile Settings

Change Settings

Customize settings

App and Websites
Edit your settings for using apps, games and websites.

Block Lists
Edit your list of blocked people and apps.

Controlling How You Share
Learn more about your privacy on Facebook.
Privacy Settings

Choose Your Privacy Settings » Customize settings

Customize who can see and comment on things you share, things on your Wall and things you’re tagged in.

All Settings are Customizable
Professor Common Sense Rules

• Don’t share personal information that you would not share in class.

• Don’t discuss anything that is not education-related.

• Don’t bad mouth the student or productions.

• Don’t have an unprofessional picture.
Professor Sense Facebook Rules

- Don’t play “games” or use applications that are not class related. (Example, Farmville).
- Don’t chat with students during non-office hours.
- Don’t comment on students’ non-school-related posts.

Source: http://edudemic.com/
Phase Two - Unleash the Power

- Create a Group Page for Each Class
- Edit the Group Page Settings
- Set the Access level

This group is closed.

Admins must approve requests for new members to join. Anyone can see the group description, but only members can see the Wall, discussion board, and photos.
Facebook Groups

Certain Facebook applications have been specifically designed to build bonds between users that share a common interest or activity. It is extremely simple for an educator to create a Group associated with a particular course.
Assign Facebook Applications

- Status
- Link
- Events
- Discussions
- Messaging
- Class-related Responses
- Podcasts, Blogs, Videos
- Assignment Notifications
- Used as an internal Blog
- Contacting students
Create the Group Page
Facebook Groups

Groups can become private and even secret. Consequently, access to a Group can be limited to Facebook members that have been exclusively invited by the course instructor. By tightening the privacy settings of a Group, a professor can maintain a certain intimacy, typically linked to other educational tools like Blackboard or WebCT, which can only be accessed by registered students.
Facebook Group Privacy Setting

The Group application offers choices in terms of confidentiality settings that must be seriously considered by any instructor.

- **This group is open.**
  Anyone can join and invite others to join. Group info and content can be viewed by anyone and may be indexed by search engines.

- **This group is closed.**
  Admins must approve requests for new members to join. Anyone can see the group description, but only members can see the Wall, discussion board, and photos.

- **This group is secret.**
  The group will not appear in search results or in the profiles of its members. Membership is by invitation only, and only members can see the group information and content.
Facebook Group Membership

Once a Facebook member is part of a Group, a variety of options are possible for sharing views, ideas, and topics, and engaging in virtual cyber discussions. The tools that keep students connected socially keep them connected academically via email notifications of Group postings of any type (wall postings, audio and video files, event invitations, etc.).
Facebook Group Membership

In addition, any Group member has the ability to contact other classmates in a variety of ways through the Group application, or in a more conventional manner by using the Message application (if classmates have previously added each other as friends) to write on their wall or to send a private email, by a click of a button.
Facebook Group Page

Facebook Section Tabs

Control Functions

All the information that you can share on the wall

Class related Comments, Feedback and Information
Creating the Virtual Community

- Ask the students to participate
- Email the students from the Bison Web class list
- Inform the students in the Syllabus
- Ask students to send an email to the Professor Account
- Request to be made a “friend” on Facebook
- Use the search box to find students in Facebook
Howard University - Radio Production Facebook Group. This Facebook Group is strictly designed for academic/educational purposes. Although the software application is “social” in design it is the power of the software application that is being employed. Facebook is a social utility that connects people with friends and others who work, study and live around them. The group is a collaborative medium where students can meet, read, write, produce and interact with the instructor on a 24/7 basis. The use of this technology is designed as a supplemental learning aid where the instructor can link the Teacher in the Pocket podcasts to the Facebook Group.

Students already on Facebook should type in the search dialogue “Reginald D. Miles” and request friend status or “Howard University Radio Production Class” and request to join the group. If you do not have a facebook account please create one solely for the class. You do not have to use your real name however you must notify the instructor of the name you are using via email at profrmiles124@yahoo.com. A friend request will be sent to you by the instructor.
Locating Students
Email Notification Response

Student Email Notifications from Facebook

Got your eye on one of those emails up there? Just click on an email to view it down here in this handy reading pane.
Notification and Confirmation
Make List for Classes

Lists can help manage your course rosters. You can message an entire list. Keep a maximum of 20 persons per list if you want to retain message capability.
Create a List
Facebook In Action

Universal notification through messaging
Blogging/Writing through Discussion Application
Assignment notification through Event Application
Feedback through Status Application
Assignment Submission through Link Application
Creating an Event
Professor Sharing Information

Create Links to productions, surveys and podcasts
Howard Homecoming experience

I feel like I did a pretty good job on this one. I am starting to get the hang of the EQing. I use it pretty much with every track. When I get the mix in tonight, it will be better.
Promotes Student Feedback

Ta'Darrell Randolph: Hello Professor, I hope all is well and wish you and your family a happy Thanksgiving. I completed my final production early hoping to get feedback...because “The best production is a reproduction.”
http://trandolph.podbean.com/

trandolph
trandolph.podbean.com

November 24, 2010 at 9:28pm · Like · Comment · Share

Nicole Jackson and OnEy O Nev like this.

Ray Ray HighApple: :jealous::
November 24, 2010 at 8:17pm · Like

Reginald D. Miles: Great start Sir! Nice balance even on my iPhone! Your content (narration) maybe needs some improvement. In regards to how your narration takes the listener through the story. Sometimes long musical transitions can work against the production! You are on the right track. I will listen again. Try to shorten the opening music transition and invite us to travel with you on a journey to the history of the Little Rock Nine.
November 26, 2010 at 10:03am · Like

Ta'Darrell Randolph: Ok thanks for the feedback
November 26, 2010 at 1:25pm · Like

Damien Radiopod: Great job man seriously! That joint is like eyes on the prize!
November 28, 2010 at 8:41am · Like

Ta'Darrell Randolph: I appreciate it my brotha
November 28, 2010 at 2:02pm · Like

Denise Sawyer: I like the use of archive interviews
November 29, 2010 at 2:52pm · Like

Write a comment...
Applications are Linkable

liberated syndication

Blogger

Picasa 3

iTunes

facebook

Reggie Miles “Teacher In The Pocket”

podomatic

twitter

wordpress

YouTube
Facebook applications, or “apps,” are constantly being developed. There are several specific applications designed for educators and students. The decision to employ specific apps is up to the instructor. Two good apps are Webinaria Screencast Recorder for videos and Slideshare for Powerpoint presentations.
Use Facebook in the Classroom

- To share presentations and notes with students
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- To find other professors and exchange ideas and best practices
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Source: http://edudemic.com/
Student Comments

• “very creative”

• “It is a very innovative method of peer review and I’d recommend it for other courses. The podcasts were even more useful. I would have liked to have seen more visual podcasts to aid in my understanding”

• “It's innovative to use facebook in the classroom. the professor became readily accessible and it was easier to keep track of the assignments.”

• “Provides easy method of communicating with the teacher and is very convenient.”
Student Comments

- “The access to my classmates and Professor Miles was a HUGE benefit in the long run.”

- “It is a great way to build a strong connection between students and instructors. Allows students to network with each other.”

- “Facebook helped students stay on track with the syllabus. Really enjoyed having the chance to hear other students' projects over the semester.”

- “Facebook allows students to take control of their own grade. I really appreciate the timely feedback and reminders.”
Conclusions

- Technology supplements a good teacher; it does not act in place as one.
- Professors will need to independently access Facebook and evaluate its potential.
- A commitment to changing and updating materials for sharing must be made.
- Do not compel students to participate; let them discover the advantages on their own.
- An investment of time is necessary
Thank You

Reginald D. Miles
Assistant Professor
Howard University

Website: [http://reggiemiles.net](http://reggiemiles.net)

Email: [rmiles@howard.edu](mailto:rmiles@howard.edu)

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