

CA PERKINS JOINT
**Special
Populations**
ADVISORY COMMITTEE

Promoting **Equity & Student Success**
Through Career Technical Education

Social Media in the Classroom: Pros and Cons

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Introductions



Elizabeth Wallner

Elizabeth has been working with the CA Perkins JSPAC for 17 years. She has a passion for ensuring the access and opportunities

for each student in the community college CTE programs and beyond.

Elizabeth is a graduate of Cosumnes River College and CSU, Sacramento. She has a BA in Liberal Studies, a minor in women's studies, and a MA (ABT) in Public Policy. She is a proud single mother of one CCC student.

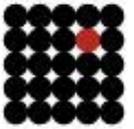


Tonette Salter

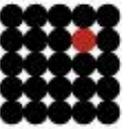
Tonette, is a seasoned grant manager with emphasis on developing educational programs. She has lead faculty

from K-14 in developing a region wide education plan to address students in ESL, Short Term CTE, and Adult with Disabilities. Tonette is pretty clever at finding ways to achieve what may seem impossible. Her ingenuity comes from a creative spirit and her credence to Listen – Learn – Connect- Implement – Achieve. She is an advocate for teachers and knows first-hand that teachers have the ability to see the effectiveness or inefficiencies of education and are vital players in educational reform.

CA Perkins Joint Special Populations Advisory Committee ([JSPAC](http://www.jspac.org))



The mission of the CA Perkins JSPAC is to **promote equity and success** in CTE for students from **special populations** by providing educators **research based professional development, instructional strategies, & resources.**



JSPAC Conference 2017

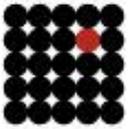
What's your Frame:
Nov. 30-Dec. 1, 2017
November 29 – preconferences



*Save the
Date!*

Additional details to be posted
to www.JSPAC.org ASAP

CCC Special Populations Collaborative



www.cccspecialpopulations.org

- **Brochures**

- CCC Programs Classified as Nontraditional – by TOP Codes
- Making a Difference for:
 - Special Population Students
 - Limited English Proficient Students
 - Nontraditional Traditional (by gender)
- Use Core Indicators to Track the Success of SPs in CTE

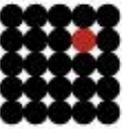
- **Reports**

- Core Indicators Longitudinal Study By TOP Codes by Regions
- Core Indicator Data & Analysis - by Region/TOP Codes

- **Advice From Experienced Practitioners**

- Enhancing the Success of Special Population Students in CTE

- **Effective Practices**



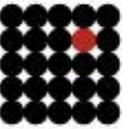
Social Media: In the beginning...

- Becoming the mother of a teen...
- Conversation with teacher/counselor re very young students...
 - Dopamine
 - Addiction
 - Withdrawals
- Research



Did you know...

- Social networking sites are a top news source for 27.8% of Americans, ranking below newspapers (28.8%) and above radio (18.8%) and print publications (6%). [[1](#)]
- In **July 2012** Americans spent 74.0 billion minutes on social media via a home computer, 40.8 billion minutes via apps, and 5.7 billion minutes via mobile web browsers, a total of **121.1 billion minutes** on social networking sites (2.018 billion hours – almost 7 hours for every man, woman, and child). [[147](#)]
- <http://socialnetworking.procon.org/>



Research... its not always so helpful

- It makes socially awkward kids better at communicating
- A good study aid
- Communication with parents/families
- Facilitates collaboration
- Instant help

- Creates distance between humans – less interaction and ability to interact in person
- Heavy social media (SM) users have lower grades
- Helicopter parents anyone?
- Whose is helping?

Positive Social Media use in schools/classrooms



- Collaboration
- Homework help
- Encourage participation of shy students
- Parents, Teachers, Students all with the same information
- Resource sharing
- Develop compassion/global understanding
- Support Groups
- Social/Political change
- Can reduce a sense of isolation
- Sharing resources and research links

Negative Social Media use in schools/classrooms



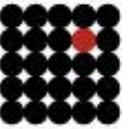
- Bullying
- Cheating
- Less time learning, more time looking “it” up
- Isolation
- Fake News/Incorrect Information
- Addiction
- Distraction
- Improper use
- Posting things that just never go away...
 - Colleges
 - Employers



Better in School

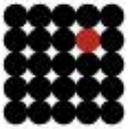
- 59% of students with SM/N access report using it to discuss educational topics and 50% use SM to talk about homework assignments
- Parents are more engaged with the school and classroom assignments
 - Students can't say they are all caught up with a classroom page that lists the homework assignments and grades
 - Parents can help their students with time management and backward planning
 - College students can see the trajectory of the semester and plan better
- More diverse resource and reference acquisition

<http://socialnetworking.procon.org/view.resource.php?resourceID=006535>



Collaboration

- When a student learns something and can pass on the knowledge, they develop mastery of the topic. Used well, SM can facilitate this:
 - Twitter: ask students to explain a topic in 140 characters or less – makes them craft shorter sentences and indicates clearly that they understand a topic (on not)
 - FB: set up FB pages for historical figures or characters from literature to “Bring them to life” and facilitate the development of a full “image” of a person
 - **Other Ideas?**
- Allows for easier group projects
 - Cant shirk your responsibilities as a student as your name is attached to the work one does

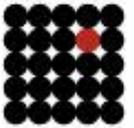


Social Interaction

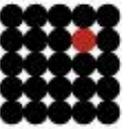
- In so many classrooms, there are students (at all ages) who don't speak up.
 - Requiring Twitter responses can encourage them to speak up in a safe environment which then may lead to more in-classroom collaboration
 - FB pages for classrooms can facilitate conversation on a specific topic
 - debate
- Interaction with students from around the world creates global citizens

<http://socialnetworking.procon.org/view.resource.php?resourceID=006535>

Support/Study Groups using Social Media and SPs

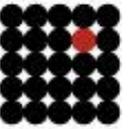


- Nontraditional Students
- Students with disabilities
- Single parents
- Veterans
- Low income students
 - Greater flexibility to participate between jobs and other obligations
- Displaced Homemakers
- Limited English Learners/ESL
- Incarcerated students



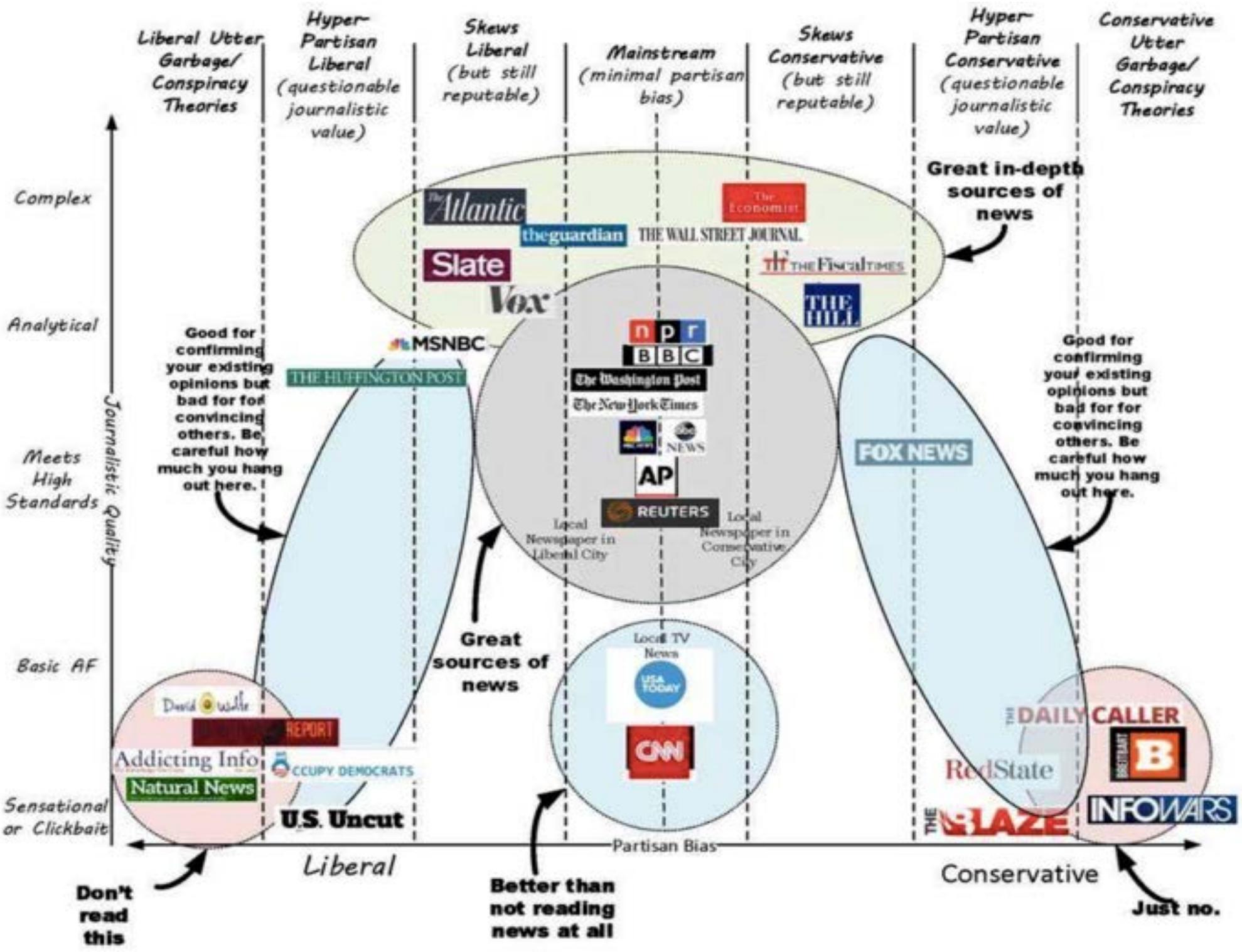
Resources and Research

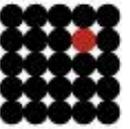
- Fast access to a plethora of resources
- Can find multiple sources in a single bound
- Can be shared across SM accounts
- Most organizations, political parties/candidates, etc. have SM accounts
- And the great qualifier:
 - **Is it real? Or Fake News?**
 - Ten Questions from the News Literacy Project:
<http://www.thenewsliteracyproject.org/sites/default/files/GO-TenQuestionsForFakeNewsFINAL.pdf>
 - Teaching Kids to Start a Newspaper (6 lesson plans-ish):
<https://www.schooliseasy.com/2017/03/teaching-kids-how-to-start-a-newspaper-5-learning-to-critique-the-media-and-spot-fake-news/>



See other articles in this series:

- [Teaching kids how to start a newspaper \(1\): understanding the fundamentals of media](#)
- [Teaching kids how to start a newspaper \(2\): the elements of a news story](#)
- [Teaching kids how to start a newspaper \(3\): learning to write news copy \(part 1\)](#)
- [Teaching kids how to start a newspaper \(3\): learning to write news copy \(part 2\)](#)
- [Teaching kids how to start a newspaper \(4\): learning to research and identify sources of information](#)
- Teaching kids how to start a newspaper (5): learning to critique the media and spot ‘fake news’





Cyber-bullying

- Not just for grade schools any more
- Teach ethics, values, accountability, compassion
 - <https://www.stopbullying.gov/cyberbullying/prevention/>
 - <https://newsone.com/3066538/cyber-bullying/>
- Talk about “intent” - SO MUCH social media commentary can be misinterpreted
- Teach resilience and perseverance
 - <http://www.connectsafely.org/tips-to-help-stop-cyberbullying/>
- Listen to the student – it’s what helps the most victims say
- Get all the “facts” before acting (as a parent or an educator)
- Teach SM safety – to all ages
 - <http://www.connectsafely.org/tips-to-help-stop-cyberbullying/>



Cheating

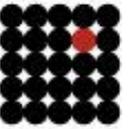
- SF research : 85% of 13-18 year olds. 35% admitted to cheating with their phones
 - <https://www.common sense media.org/about-us/news/press-releases/35-of-teens-admit-to-using-cell-phones-to-cheat#>
- Test information being sent via SM
 - Twitter – questions sent out
 - Instagram - picture of tests posted
 - <http://www.baltimoresun.com/news/maryland/bs-md-test-cheating-20150322-story.html>
- What is cheating?
 - Collaboration in classrooms is okay. What about on FB, or Goggle Docs or... ?
 - Open Source is change in the way young people see "ownership"
- There are ACTUAL lessons online on how to cheat using your cell phone:
 - <http://www.wikihow.com/Cheat-on-a-Test-Using-Electronics>
 - <http://www.complex.com/pop-culture/2012/09/50-ways-technology-can-help-you-cheat/the-graphing-calculator-method>

http://blogs.edweek.org/edweek/DigitalEducation/2015/04/online-test_security_social_me.html

College Entrance Personnel & HR departments

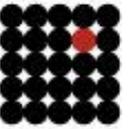


- Number of **Employers** Using Social Media to Screen Candidates Has **Increased 500%** over the Last Decade
 - 60% of employers use social networking sites to research job candidates, up from 52% last year and 11% in 2006
 - More than 25% of employers have found content online that has caused them to reprimand or fire an employee
 - <http://www.careerbuilder.com/share/aboutus/pressreleasesdetail.aspx?ed=12/31/2016&id=pr945&sd=4/28/2016>
- **College Admissions:**
 - 40% check SM
 - 29% also google the student
- Use SM To your benefit for college applicants:
 - <https://www.princetonreview.com/college-advice/social-media-and-college-admissions>



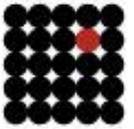
So! Now what?

- After it's all said and done – there isn't a clear consensus on using Social Media/Networking in classrooms or other educational settings!
- The issue isn't social media/networking.
- **Its addiction!**
- All things in moderation ...



The Real Problem...

- We post a story or comment and then spend TOO MUCH TIME checking to see if others “liked” it
- We send a text friends and then wait for a response - we’ve lost the ability to reach out on the phone or in person
 - vulnerability is a key to life-long happiness ([Brene Brown](#))!
- Dopamine is released when we get a ping or notification for a text message
- Same response as gambling, drinking/drug use, and other addictions – it’s all about feeling good – dopamine!



Simon Sinek

- Students (millennials) were raised with instant gratification, participation trophies,
 - Missing: job fulfillment, persistence,
- Its when it's an ADDICTION that it becomes a problem
 - Can't go to dinner without phones
 - Put your phone on the table while at dinner with a date or friends
 - Have the phone on the table during meetings and conferences
 - Speaker at last years conference was shocked at how many folks were on their phones during his speech
- Message it sends is...
- What we teach our kids/students/colleagues/friends is...
 - <https://www.youtube.com/watch?v=hER0Qp6QJNU> - **show your students.**
 - 3:17 – Dopamine
 - 12:00 – technology at work/conferences/meetings

SIMON SINEK'S 10 RULES FOR SUCCESS

1. BREAK THE RULES
2. TRAIN YOUR MIND
3. BE PATIENT
4. TAKE ACCOUNTABILITY
5. OUTDO YOURSELF
6. STACK THE DECK
7. BE THE LAST TO SPEAK
8. BE AUTHENTIC
9. FIND YOUR PASSION
10. START WITH WHY

EVAN'S FAV

EVAN GARMICHAEL



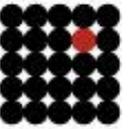
His first TEDx Talk on "How Great Leaders Inspire Action" is the 3rd most viewed video on TED.com.

CLICK
NOW
SUBSCRIBE

▶ 10. START WITH WHY 23:59 / 52:42

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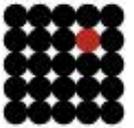


But it's not all bad...

- Research shows that Facebook use for:
 - Freshman is two hours a day and it negatively impacted their grades.
 - For juniors and sophomores it only impacted their GPA if they used SM/N while studying.
 - By senior year – planning, time management etc. has kicked in and their grades were not impacted – in most instances
- ~40% of all college students drop out in/after their first year
 - FB may also enable them to stay in school by reducing isolation, missing family, etc...

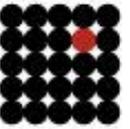
<http://socialnetworking.procon.org/view.resource.php?resourceID=006535>

Teaching responsible Technology/SM usage



- “If Internet addiction is regarded as a kind of mental disorder [[12](#)], then the prevention of Internet addiction should become an essential part of a **mental health program**. It is believed that a holistic program that tries to provide a **comprehensive and general basis for the development of a healthy body and mind** is more effective than a specific program that focuses mainly on the problems associated with Internet use.”
- “Specifically the program should place emphasis on the following constructs or characters: (1) **self-respect** or self-esteem, (2) respect for **others**, (3) social and civil responsibility, and (4) **global responsibility** and world citizenship.
- In addition, the teaching of **self-efficacy, time management, self-discipline, or self-control** is also useful”

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3217592/>



Safe SM/N use

- Lesson Plan: A Student's Guide to Using Social Media Safely
 - ID positives and negatives in SM/N
 - High light behaviors that support
 - Teach students (of all ages) what to do with negative SM/N
- <http://www.nycrimecommission.org/pdfs/social-media-violence-lesson-plan.pdf>

Top 5 Fake Election Stories by Facebook Engagement (three months before election)

“Pope Francis Shocks World, Endorses Donald Trump
for President, Releases Statement”
(960,000, *Ending the Fed*)

“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS...
Then Drops Another BOMBHELL! Breaking News”
(789,000, *The Political Insider*)

“IT’S OVER: Hillary’s ISIS Email Just Leaked &
It’s Worse Than Anyone Could Have Imagined”
(754,000, *Ending the Fed*)

“Just Read the Law: Hillary Is Disqualified
From Holding Any Federal Office”
(701,000, *Ending the Fed*)

“FBI Agent Suspected in Hillary Email
Leaks Found Dead in Apparent Murder-
Suicide” (567,000, *Denver Guardian*)

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

Fake News



It's not just fake
NEWS –
it's fake
resources and
references!

- <http://ww2.kqed.org/lowdown/wp-content/uploads/sites/26/2016/12/Fake-news-lesson-plan.pdf>
- http://www.pbs.org/newshour/extra/lessons_plans/lesson-plan-how-to-teach-your-students-about-fake-news/



TEN QUESTIONS FOR NEWS DETECTION

Use the questions below to assess the likelihood that a piece of information is fake news. The more red flags you circle, the more skeptical you should be!

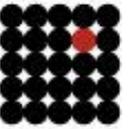


1. Gauge your emotional reaction:
Is it **strong**? Are you **angry**? Are you intensely **hoping** that the information turns out to be true? False?  YES | NO 
2. Reflect on how you encountered this. Was it promoted on a website? Did it show up in a social media feed? Was it sent to you by someone you know?
3. Consider the headline or main message:
 - a. Does it use **excessive punctuation(!)** or ALL CAPS for emphasis?  YES | NO 
 - b. Does it make a claim about containing a secret or telling you something that **"the media" doesn't want you to know**?  YES | NO 
 - c. Don't stop at the headline! Keep exploring.
4. Is this information designed for **easy sharing**, like a **meme**?  YES | NO 
5. Consider the source of the information:
 - a. Is it a well-known source?  YES | NO 
 - b. Is there a byline (an author's name) attached to this piece?  YES | NO 
 - c. Go to the website's "About" section: Does the site describe itself as a "fantasy news" or **"satirical news"** site?  YES | NO 
 - d. Does the person or organization that produced the information have any editorial standards?  YES | NO 
 - e. Does the "contact us" section include an email address that matches the domain (not a Gmail or Yahoo email address)?  YES | NO 
 - f. Does a quick search for the name of the website raise any suspicions?  YES | NO 
6. Does the example you're evaluating have a current date on it?  YES | NO 



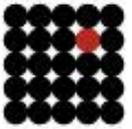
Critical Thinking

- We need to teach – now more than ever before – critical thinking when it comes to
 - News,
 - Research,
 - Reports,
 - References
- And this circles back to soft-skills which is critical for successful employment and what our employers are looking for!



Sum it up...

- There is no consensus on social media or social networking being positive or negative in education – its both.
- It's not the social media that's the problem – its bad media and addiction!
- We need to
 - Talk to students of all ages about the topic
 - Teach responsible use of technology
 - Create a fake news/resource identification section in all classrooms – it will help students from woodshop to CIS in school as well as in the workplace
- We need to work towards a good mental health plan in all schools – addiction of all sorts should be worked against!



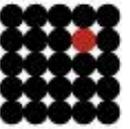
And in no order what-so-ever!!

- FFA lesson plan - https://www.ffa.org/SiteCollectionDocuments/myjourney_connectsocialmedia.pdf
- Social Media – older - http://www.jeadigitalmedia.org/wp-content/uploads/2012/08/beth_phillips_social_media.pdf
- PBS – SM: <http://www.pbs.org/newshour/extra/tag/social-media/>
- Students Guide - lesson plan: <http://www.nycrimecommission.org/pdfs/social-media-violence-lesson-plan.pdf>
- Fake News ID: http://www.pbs.org/newshour/extra/lessons_plans/lesson-plan-how-to-teach-your-students-about-fake-news/
- <http://www.onlineuniversities.com/blog/2012/10/top-25-mobile-apps-academia/>



And some more...

- <http://socialnetworking.procon.org/> - pro and con
- <https://www.schooliseasy.com/2014/02/social-media-in-the-classroom/> -SM in the classroom
- <https://campustechnology.com/articles/2012/01/19/pros-and-cons-of-social-media-in-the-classroom.aspx> - p&C of SM in the classroom
- <http://blog.whoosreading.org/the-pros-and-cons-of-teaching-social-media-in-the-classroom/> - P&C of teaching SM in the classroom
- <https://www.academiaapps.com/advantages-social-media-education/> - Advantages of SM for students in education
- <https://www.academiaapps.com/> -- Academia Apps
- https://docs.google.com/document/d/1PCnfe5VHbO8mqtJFEPr_VGAHwBTJKtWrYd6BdRSiXeE/edit ways to use SM in classrooms
- <http://www.onlineuniversities.com/blog/2012/10/top-25-mobile-apps-academia/> - top mobile apps for education



- Questions?
- Evaluations
- <https://www.surveymonkey.com/r/SM-N>

Thank you!!