Social Media as Game Strategy: Twitter in the #infolit Instruction Session

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Q: Why Twitter?
Twitter users comprise 20% of adults who are online. However, those who are on Twitter are more engaged as social media users than the users of any other platform.

A: Pedagogy!

Don't silence--Engage!

Apply so-called "distractions"-- for #infolit!

...one of the fields where gamification may have a greater impact is online learning. Its potential benefits may address well-known issues such as...the lack of student motivation due to the limited capacity of interaction with teacher and classmates."

Dominguez et al, 381

Provide students with an alternative means of participation

Support experiential learning in digital literacy by using everyday tools to apply ideas about scholarship as a conversation.

Set-Up Your Game
1. Create a Twitter account
2. Give your class a hashtag
3. Create a shared document
--Google Doc, PrivatePad, etc.
4. Shorten any shared URLs
--bit.ly, tinyurl, etc.

BASIC

#Ferguson Used Differently on Twitter and Instagram
March 3-25, 2015

<table>
<thead>
<tr>
<th>% of conversation</th>
<th>% of posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>% that were directly related to Ferguson saga</td>
<td>86</td>
</tr>
<tr>
<td>% that were not directly related to Ferguson saga</td>
<td>14</td>
</tr>
<tr>
<td>% that conveyed information about a specific event</td>
<td>71</td>
</tr>
<tr>
<td>% that were about a theme or idea</td>
<td>29</td>
</tr>
</tbody>
</table>

Source: Pew Research Center analysis. PEW RESEARCH CENTER.

RESEARCH AS INQUIRY:
Topic exploration and determining the nature & extent of information.

SEARCHING AS STRATEGIC:
Synthesize ideas and create a concept map of hashtags.

ADVANCED

Students transfer topic search skills to scholarly research in a library database.

INTERMEDIATE

Students create an Anno-"Tweeted" bibliography: evaluate sources, comment and engage.

#Ferguson also provides context to SCHOLARSHIP as CONVERSATION

...because Twitter's hashtags link users to (public) conversations

Privacy
If you don’t want your students using public Twitter accounts, set-up a few Twitter accounts. Teach “team” can use one Twitter account to search & respond, which can then be re-used for future classes.

Contact Us!
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Bibliography


