

## **CT3 Social Media Conference Abstracts**

### **Session I**

9:00 - 9:50

#### **Title: NDSU in Second Life: The Virtual Peace Garden**

**Presenter Name(s): Kevin Brooks, Sarah McIntyre, Virtual Peace Gardeners**

Room: Century Theater

Abstract: In January 2009, Kevin Brooks, supported by an NDSU instructional development grant, joined the New Media Consortium, bought land in SL, and started building a Virtual Peace Garden. This presentation will provide an overview of these activities and suggest further possible applications. This session will be conducted simultaneously face-to-face and in Second Life.

#### **Title: Integrating Social Media in K-12 Education**

**Presenter Name(s): John Gieser (EduTech)**

Room: Hidatsa

Abstract: Social networking tools such as blogs, podcasts, and Twitter elicit both fear and excitement from K-12 educators. John Gieser from EduTech, a state agency which provides K-12 educational technology services, will discuss how Web 2.0 and social media services from EduTech can be used without causing the end of the world.

#### **Title: Pedagogy 2.0: Deploying the Affordances of Social Media**

**Presenter Name(s): Gregory Carlson, Marvin Lenoue**

Room: Lark

Presenter 1: Marvin Lenoue

Abstract: Instructional designs based on a second wave-enabled technology-enhanced learning model are geared to afford instructors working in digitally-mediated teaching/learning contexts the advantages associated with social media tools. Now, as applied pedagogy catches up with the social media revolution, it becomes clear that these new tools are most effectively deployed within instructional paradigms that engage learners in communities of inquiry, reflection, and collaboration through the posing of tasks based on meaningful and relevant content, and requiring the development of useful skills. This presentation will describe a selection of content-based learning activities that are currently being delivered as part of hybrid-design academic skills/English language development courses offered to incoming International students at NDSU, and offer a glimpse of the tool sets that enable Pedagogy 2.0.

Presenter 2: Gregory Carlson

Abstract: This presentation will introduce a theoretical framework for using weblogs in education. Background information will include perspectives on learning theories and debates about the role of technology in education. Since 2002, Weblogs have been shown to have an impact upon politics, journalism, and many other aspects of our culture.

Weblogs are placed within the larger context of the World Wide Web. Timothy Berners-Lee's discusses them as a place where people "meet and read and write" (Richardson, 2006, p. 1). Weblogs are a part of Web 2.0, sometimes referred to as the Read/Write Web. Emphasis in this

presentation is placed upon weblog applications within education by institutions, administrators, instructors, and students inside and outside of the classroom. Scholarship on the effectiveness of weblogs as educational tools will be highlighted. This framework will serve as part of a larger project on the integration of weblogs into instruction by Dr. Enger at NDSU to enhance reflection and promote transformational learning at the doctoral level.

**Title: Blogging as an Evaluation and Storytelling Tool**

**Presenter Name(s): Jodi Burns for Lynette Flage**

Room: Mandan

Abstract: Horizons is an 18-month community program supported by NDSU Extension and is designed to develop local rural leaders to address difficult issues such as poverty and demographic decline. Blogging is used as a programmatic tool in the North Dakota Horizons program to tell their community story. Community members are asked to blog about progress made in Horizons and the overall goals of this blogging effort include:

- To build capacity of communities to be reflective and evaluate their progress
- To reinforce program outcomes and help keep the focus on poverty, leadership and community
- To help communities maintain a history of the project. This will help remember how far they have come and successes along the way.
- To help communities communicate internally about Horizons progress, decisions about issues and other things in their communities. It is a way to tell the community story.

**Title: Using Second Life in an Educational Setting**

**Presenter Name: Dr. Michael L. Ruth**

Room: Meadow

Abstract: Virtual environments have been in the news and the subject of certain TV episodes lately and they have caught the eye of faculty and administrators across the country. How does using Second Life (SL) or other virtual environments effect learning? Is it a game, a large chat room or is it a viable learning and marketing tool? How does it work and what are the advantages and disadvantages of SL? We will review and critique different university's SL sites.

**Session II**

10:10 - 11:00

**Title: Social Media and Public Writing**

**Presenter Name(s): Carrie Anne Platt, Andrew Mara**

Room: Arikara

Abstract: This panel explores the pedagogical value of blogging in both undergraduate and graduate level humanities courses. Using several courses at NDSU as case studies, the speakers will address the positive and negative outcomes that can result from incorporating blogging into the curriculum. As the case studies presented will illustrate, "writing in public" has the potential to increase student engagement, improve the quality of student writing, facilitate peer-to-peer learning, make the connection between theory and practice more concrete, and help students develop necessary levels of multi-media literacy. After considering the pedagogical outcomes of blogging in these courses, along with student feedback on their own blogging experiences, the panel outlines a set of best practices for the educational use of this social media technology.

**Title: Cooperative Extension in Second Life**

**Presenter Name(s): Bob Bertsch**

Room: Century Theater

Abstract: Bob Bertsch and his Second Life avatar McLuhan Darkfold will lead a tour of the Morrill Island, the home for cooperative extension in Second Life. Morrill Island and associated Second Life locations were created through the collaborative efforts of land-grant university faculty and staff, coordinated by extension. Morrill Island seeks to extend cooperative extensions into a virtual environment. The island is home to extension's Virtual State Fair. There are rides, games and a number of educational displays on the fairgrounds. The educational exhibits include the Family Caregiving CoP "Live-ability House", The Turf Grass Big Backyard from Penn State, a huge Food Pyramid and the House of Germs. This session will be conducted simultaneously face-to-face and in Second Life.

**Title: Web Video Conferencing the Wimba Way**

**Presenter Name(s): Lyn DeLorme, Jerry Olson, and Elango Murugaiyan**

Room: Hidasta

Abstract: The Wimba Collaboration Suite includes a virtual classroom - live voice and video at a distance - and also podcasting capability, voice discussion, and instant messaging features that are integrated with Blackboard in a familiar, easy-to-use interface. The Wimba system became available to NDSU faculty last year, and has already had a dramatic impact on some of the classrooms at NDSU.

Participants in this session will have the opportunity to see a live demonstration of the Wimba Classroom features - which include chat, live voice and video. Additionally, participants will hear about how colleagues at NDSU are using Wimba in surprising and innovative ways to shape their teaching and learning environments.

**Title: Immersive Learning Environments: What We've Learned**

**Presenter Name(s): Phillip McClean, Brian Slator, Christina Johnson**

Room: Lark

Abstract: The NDSU World Wide Web Instructional Committee has a long history of developing immersive learning environments for education. This began with the pioneering work on the Dollar Bay retailing game. Subsequently, other learning environments such as Geology Explorer, that teaches principles of geology, and the Virtual Cell, the focuses on molecular and cellular biology topics, were developed. Large scale experiments were performed that demonstrate that these environments have a positive impact on student learning. This presentation will discuss issues related to the conceptualization, design, implementation, testing, and dissemination of these environments.

**Title: A Glogging We Will Go: Using Web 2.0 Technologies to Build Classroom Communities**

**Presenter Name(s): Melissa Vosen and Jennie Enger**

Room: Meadow

Presenter 1: Melissa Vosen

Abstract: More and more universities are encouraging faculty members to incorporate collaboration into their classrooms because students are often required to collaborate in the workforce—not to mention the personal benefits of collaboration: building relationships and

gaining a better understanding of the course material. In order for a collaborative project to be successful, students need to feel accountable to their classmates and to feel as though they are part of a team, a community. Web 2.0 technologies, technologies that are becoming more prevalent in our classrooms, can help students construct personal and professional relationships and build classroom communities. Vosen will share how Web 2.0 technologies can help build classroom communities. By building communities, students are able to develop personal and professional relationships, leading to an increased desire to work collaboratively and, ultimately, a successful collaborative experience. Vosen will share several assignments that can be used in any classroom to help students get to know their peers, setting the foundation for collaborative projects. Vosen will examine the use of glogs, blogs, and Facebook.

Presenter 2: Jennie Enger

Abstract: Recent studies such as Scholastic's "2008 Kids and Family Reading Report" reveal that students value technology and extend their reading experiences using the Internet. Therefore, we as educators need to promote reading through our students' interest in technology. In a pilot study conducted at the University of Liverpool, researchers found that using social bookmarking sites helped college students develop critical reading and information literacy and management skills. Since my first year English students also struggle with these skills, I adapted the researchers' ideas for social bookmarking to meet my students' needs by creating a series of lessons and assignments which use the sites Reframe It and Delicious to teach critical reading and annotation skills as well as information management skills and more general concepts such as audience, genre, research strategies, and collaboration.

### **Keynote Presentation**

11:20-12:10

Room: Century Theater

#### **Title: Algorithmic Architecture: Designing Immersive Interaction Spaces**

Presenter Name: Drew Harry

Abstract: Immersive virtual worlds hold significant promise for connecting distant teachers and learners. But we are also faced with a challenge: how do we build effective virtual learning spaces? When should we use familiar physical designs and when should we diverge and take advantage of the unique characteristics of virtual worlds? Through the lens of my work designing immersive spaces for a variety of uses, I will show how virtual spaces give us the tools to imagine new interactions for teaching, and describe a critical vocabulary for thinking about what teaching activities make sense in immersive spaces and what might make more sense in other environments.

### **Session III**

2:00 - 2:50

Room: Century Theater

#### **Title: Second Life State Fair**

**Presenter Name(s): Rich Mattern, Erin (SL Name), and Satin (SL Name)**

Room: Century Theater

Abstract: Land-grant universities, including NDSU, have invested time, expertise and money in developing a presence on Second Life.

One such presence is a virtual state fair. Information on topics, such as horticulture, livestock management and finances, are available at the fair. However, it is not all serious business. You can ride a Ferris wheel, play games and even dance. For this presentation, I will take the audience on a tour of the virtual fair and show how Second Life is integrated with some of our NDSU Web sites when SLers seek information. I will also introduce you to Erin and Satin, Second Life entertainers based out of Milwaukee, Wis. They will discuss how they became interested in singing in Second Life how it can be profitable. Erin also has developed building skills in Second Life and will talk about some of the houses she has built, including the Second Life home they live in.

**Title: "Virtual Border Crossings"**

**Presenter Name(s): Kathy Enger, Marvin LeNoue, and Lyn DeLorme**

Room: Hidatsa

Abstract: This session is about technology-enhanced learning delivery methods framed within contexts that address adult and multicultural education issues, along with an examination of diverse and cross-cultural perspectives on teaching and learning. The focus will be on helping online educators adapt their courses to an environment of increased cultural and racial diversity in ways that promote cultural awareness and intercultural competence in learners. Participants will learn how second-wave, technology-enhanced courses can meet the needs of diverse student populations worldwide and will explore methods for countering such long-standing distance education issues as student isolation, lack of motivation or engagement, and practical difficulties with day-to-day course administration.

**Title: Changing the Landscape of Scholarly Communication : NDSU Digital Commons Pilot project**

**Presenter Name(s): Karen Bjork**

Room: Lark

Abstract: Come and learn about North Dakota State University's digital repository. Digital Commons@NDSU is a project provided by the NDSU Libraries that collects, preserves, and distributes digital material (born or created) located at or produced by the NDSU community. It is part of an open access initiative fueled to increase the visibility of NDSU scholarship. The session will provide a brief overview of the project and explore how faculty, students, and staff can contribute to the ongoing development of new knowledge.

**Title: Social Media Research Poster Presentation**

**Presenter Name(s): Intro to Writing Class (English 275)**

Room: Mandan

Abstract: An Introduction to Writing Studies undergraduate class shares their early-semester research on social media and writing practices.

## **Session IV**

3:10 – 4:00

### **Title: Part II Second Life State Fair**

**Presenter Name(s): Rich Mattern, Erin (SL Name), and Satin (SL Name)**

Room: Century Theater

Abstract: Land-grant universities, including NDSU, have invested time, expertise and money in developing a presence on Second Life.

One such presence is a virtual state fair. Information on topics, such as horticulture, livestock management and finances, are available at the fair. However, it is not all serious business. You can ride a Ferris wheel, play games and even dance. For this presentation, I will take the audience on a tour of the virtual fair and show how Second Life is integrated with some of our NDSU Web sites when SLers seek information. I will also introduce you to Erin and Satin, Second Life entertainers based out of Milwaukee, Wis. They will discuss how they became interested in singing in Second Life how it can be profitable. Erin also has developed building skills in Second Life and will talk about some of the houses she has built, including the Second Life home they live in.

### **Title: Podcasting is Yummy**

**Presenter Name(s): Nem Schlecht**

Room: Hidatsa

Abstract: Podcasting is one of the newer content delivery methods available today. Have you ever watched a talk show and thought to yourself, "I can do that!"? Have you ever thought about recording your lectures and creating an online course with them? Podcasting involves several media types, although the focus is usually on audio, that can be easily subscribed to and automatically updated. Join us and find out how to find podcasts that you are interested in and how to go about starting up your very own podcast.

### **Title: Social Media Appearances, Social Media Realities**

**Presenter Name(s): Andrew Mara, Martha Bartels and Matthew Pullen**

Room: Lark

Abstract: The members of this panel will examine three ways that social media are portrayed differently than how they operate in practice. Speaker 1 will explore the confusing nature of copyright and fair-use through a comparison study of how copyright lawsuit practices differ from media portrayals of piracy crackdowns. Speaker 2 will discuss the gap between media portrayals of social media as a dangerous vanity practice, and the use of social media as a nonprofit research resource. Finally, speaker 3 will describe how social media can short circuit plagiarism panic by reframing plagiarism as both necessary as an academic step and irrelevant as an evaluative measure.

**Title: Between Action-based Research and Service Learning: The MEMorial as Community Building Genre**

**Presenter Name(s): Kevin Brooks, Landon Kafka, Erik Kornkven, Niles Haich**

Room: Mandan

Abstract: This panel will consist of presentation by three MEMorialists, explorers of Gregory Ulmer's electrated genre, the MEMorial. "A MEMorial begins in the form and style of the proposal" Ulmer says. "It has a certain 'as if' quality of speculation. The design is described and contextualized in a rationale such that it does not depend on the acceptance of the plan in order for the idea to influence its intended audience" (p. 33). A MEMorial, Ulmer suggests, can be divided into two parts—the peripheral, the thing that is attached (or proposed to be attached) to an existing monument, and the testimonial—likely (but not necessarily) a website describing the peripheral, its rationale, and its intended function (p. 63). Because the genre is intended to raise public consciousness or awareness of neglected issues, and perhaps generate social action, the MEMorialists considered where this genre might fit on a pedagogical spectrum that includes the traditional argumentative essay, action-based research and service learning. The MEMorialists will provide a short walk-through of their projects, and then discuss where they see their work fitting on that spectrum.

**Title: Rolling Out Content Management Systems and Courseware in Institutional Settings**

**Presenter Name(s): Nancy Lilleberg and Richard Frovarp**

Room: Meadow

Abstract: Blackboard is critical at North Dakota State University with a large majority of faculty using the system to manage their courses. If a faculty member doesn't use Blackboard, it is common for the students of the class to ask why he/she doesn't. Similar to viewing "the tip of the iceberg," the user's view of Blackboard is just a small part of what is involved in offering a Content Management System for courseware. During this session, Richard Frovarp will share what goes on "behind the scenes" from the application development and server viewpoint, and Nancy Lilleberg will share how the Instructional Services team supports faculty and students in the use of Blackboard.