Drive Belonging and Engagement in the Classroom

Using Facebook
Facebook Stats

• General Growth
  – More than 63 million active users
  – An average of 250,000 new registrations per day since Jan. 2007
  – An average of 3% weekly growth since Jan. 2007
  – Active users doubling every 6 months

• User Demographics
  – Over 55,000 regional, work-related, collegiate, and high school networks
  – More than half of Facebook users are outside of college
  – The fastest growing demographic is those 25 years old and older
  – Maintain 85 percent market share of 4-year U.S. universities

• User Engagement
  – Sixth-most trafficked site in the United States (comScore)
  – More than 65 billion page views per month
  – More than half of active users return daily
  – People spend an average of 20 minutes on the site daily (comScore)

• Applications
  – No. 1 photo sharing application on the Web (comScore)
  – Photo application draws more than twice as much traffic as the next three sites combined (comScore)
  – More than 14 million photos uploaded daily
  – More than 6 million active user groups on the site

• International Growth
  – Canada has the most users outside of the United States, with more than 7 million active users
  – The U.K. is the third largest country with more than 7 million active users
  – Remaining top 10 countries in order of active users (outside of the U.S., Canada and UK): Australia, Turkey, Sweden, Norway, South Africa, France, Hong Kong

• Platform
  – Over 12,000 applications have been built on Facebook Platform
  – 140 new applications added per day
  – More than 95% of Facebook members have used at least one application built on Facebook Platform
Facebook is Social

• Super-ordinate goals should be social in nature
  – Increase a sense of belonging
  – Build bonds between classmates
  – Increase bond between students and instructors.
Create a “teacher” profile separate from your personal 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.

Create a third for your former students, as they don’t want to be spammed about your class but will also want to stay in touch.
Ask Students to Create a Limited Profile with Controlled Settings, friend you, and add you to the Limited Profile List

Students should not show you: Photos, Videos, Status Updates, Friends, Posts, or Notes.

Mini-feed and Photo Albums should also be turned off.
Make Lists 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 Groups

Groups allow you to manage basic information, memberships, photos, videos, links, officers, and a wall.

Name the group something fun.

Use the “officer” position as a reward for students with exemplary behavior.
If you are a High School Teacher

You Might Want to Have Parents Sign a Permission Slip to Be Tagged on Facebook

A student could be in the Witness Protection Program

or could have Reactionary, Vocal Parents that can make life not so fun for you.
Share Photos

Photos are the primary way to increase a sense of belonging

Have students take pictures with their mobile phones and upload them onto your group photos
Publish Notes and Tag Students

Notes are like blogs, but are more targeted toward the personal than the publicly searchable.

Share anecdotes about good things that happened in class.

Publish thoughts about class content.

Tag students in notes, but do not embarrass them.
Make Status Updates

Status updates are small, casual updates on your thoughts and experiences.

Send casual messages out to your classes through the micro-blog.
Share Videos
Have students create YouTube style videos and publish them to your group.
Share Examples

Share examples of “exemplary work” through photos or posts.

Shariel M wrote at 5:40pm on January 23rd, 2008

hey guys i don’t have 36.3 and 36.4 I forgot to take their pictures so if anybody has them please put them up

Messages - Report
To Extend Facebook’s Functionality

THIRD PARTY APPLICATIONS
Add Courses

http://apps.facebook.com/courses

is the only application with instructor and course management functionality.

Courses can be used without “Friending” your students.
Add your Courses

Add the Courses you teach to list them on your profile.
Claim and Manage Your Courses

You can manage specific classes through Courses

Make announcements, post documents, host discussions.
Manage Assignments and your Instructor Page

Post assignments to the class.

Manage an Assignment bank.

Allow students to be your fan.
Instructors everywhere are starting to use Facebook.

EXPERIENCES
I can't say that I fully run my course on Facebook, but I have gone to using it as my means of communication with my students.

I first heard of Facebook about a year ago when I noticed that all my students were on the same page before class started (I teach in a computer lab). I never really thought much about it, but I later taught an online course and I wanted some way to get to know a little more about my students, so I required them to add me as a friend and to join a Facebook group dedicated to the course. Since then, I now require all of my students, both graduate and undergraduate, who have Facebook to add me as a friend.

It only makes sense. Many times students don't read e-mail anymore, but they can't wait to see who has posted on their wall. So if someone misses a class or something, I'll drop them a note and say, “Hey, missed you in class today, everything OK?” I don’t mind taking the time, and they know that I know that they aren’t keeping up. In the case of a missing assignment, I’ll drop them a message instead of posting it on the wall, because the messages are private. As a matter of fact, most of my students don’t e-mail or call anymore because they “Facebook” me instead. The only problem I have had with this, however, is that some students can’t—or shouldn’t—be on Facebook (such as some of the high-profile athletes on campus don’t want the distraction or “public access to their private lives” or some of the student organization officers are prohibited as well), but I’ve just made other arrangements with them.

I do think that your idea is an interesting one. We’ve just gone through the process of switching CMS here at Oklahoma State, and I find that I’m using our CMS (D2L) less and less and Facebook more and more.