

# Tweet the Teacher: Using Twitter as a Mechanism to Increase Classroom Engagement

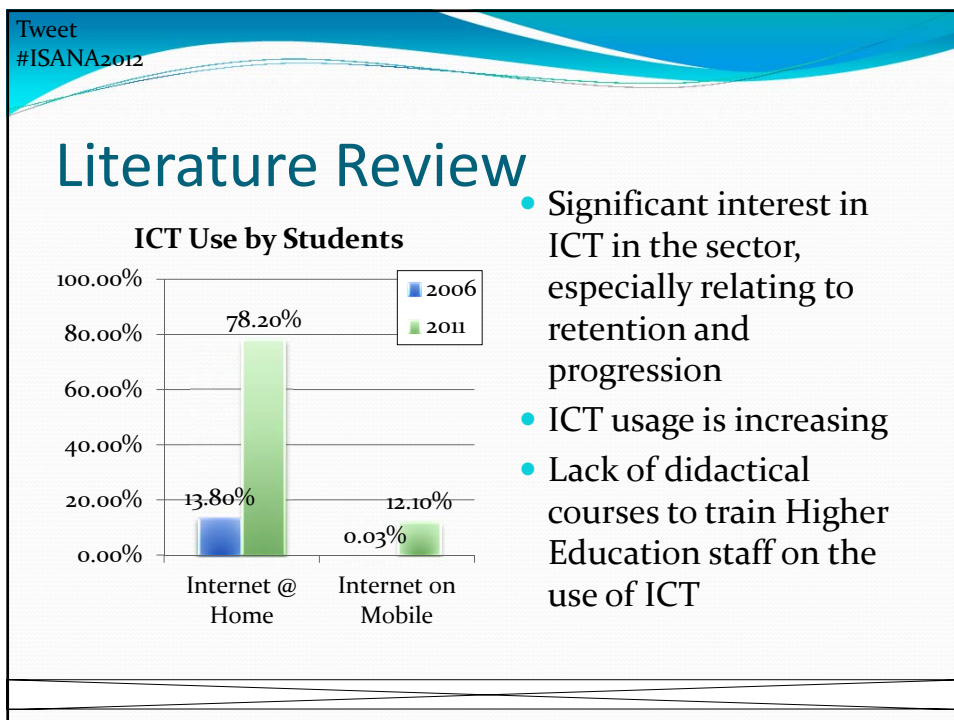
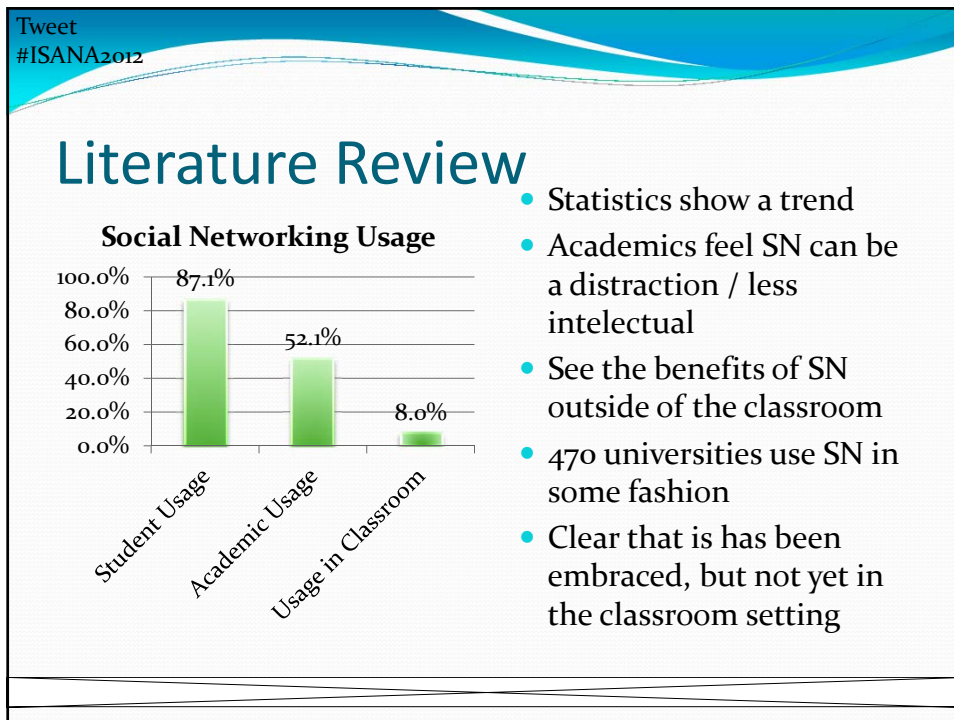


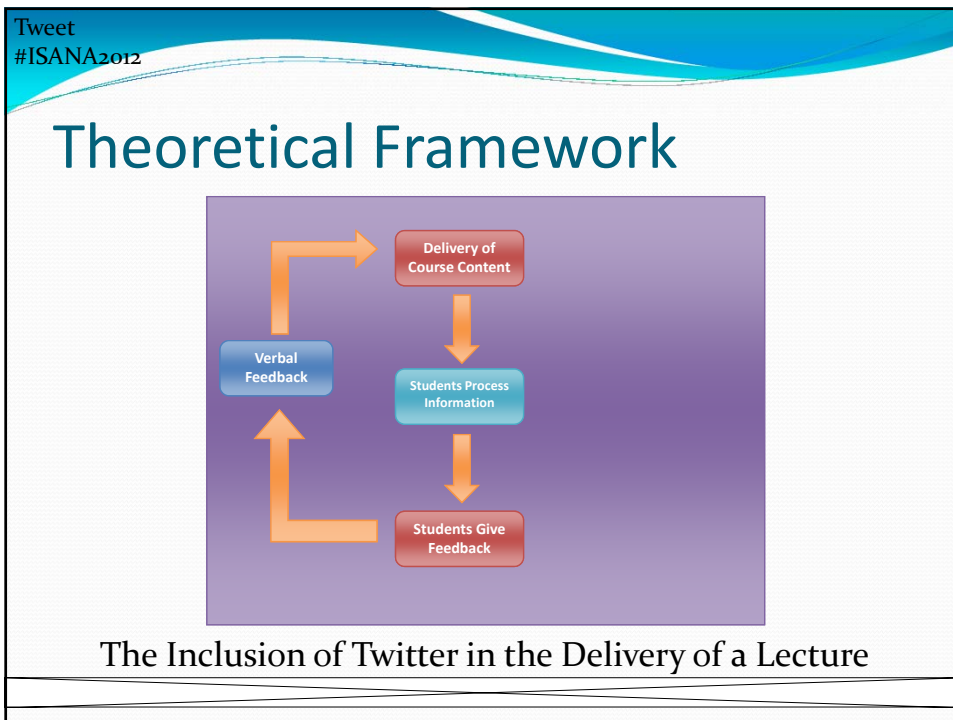
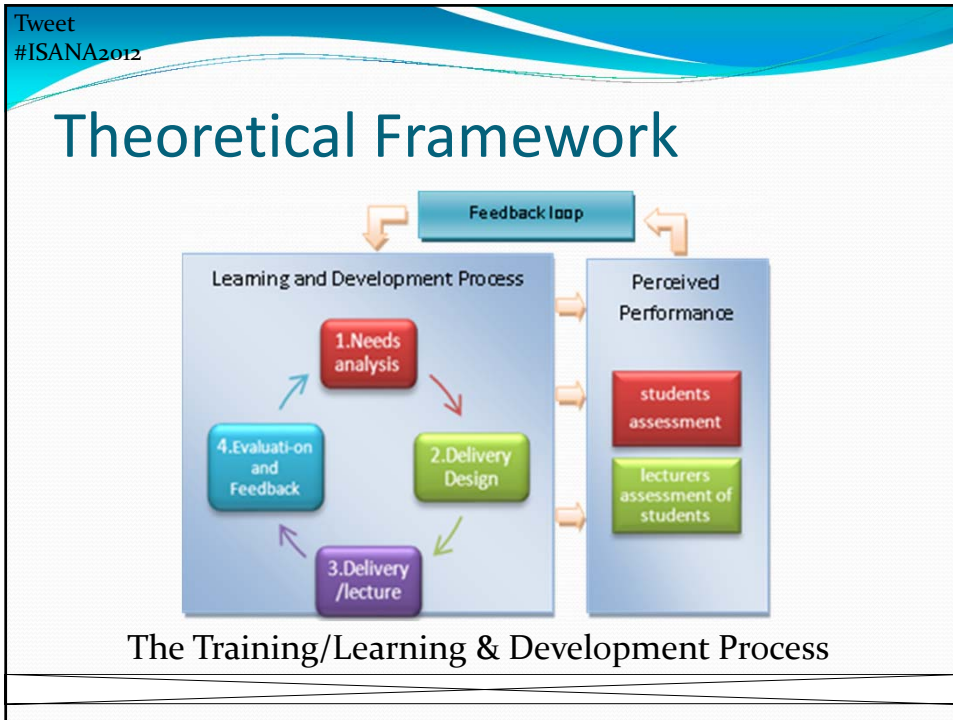
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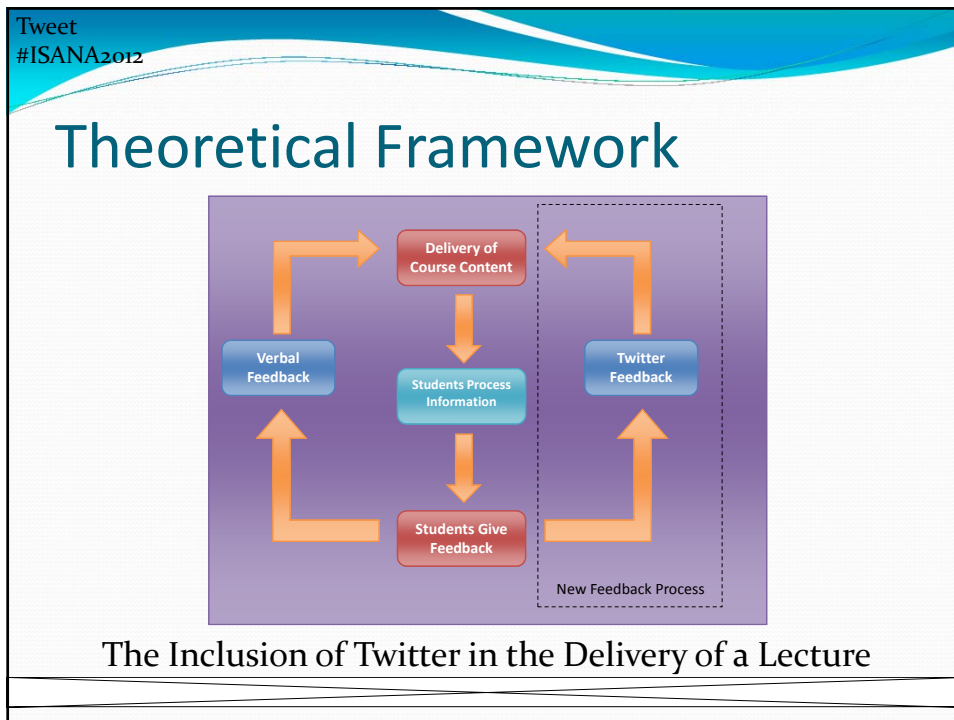
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## Introduction

- Digital Natives – students that grew up with technology
- Smith & Caruso (2010) show 93.5% of 18 year olds and 95.4% of 19 year olds use social networking regularly
- Students are passengers in the classroom
- International students – cultural and social issues lead to lack of participation
- Social networking through Twitter provides another mechanism for students to have a voice. Students already embrace technology – iPad, iPhone etc
- Social networking can overcome issues; allow students to become more engaged
- Presented at ISANA 2011; following up with results of stratified survey during second trial







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## Implementation

- Methodology

**How do I use this?**

- Using the lecture slides, students can send tweets that appear on the slides. This set of demo slides also has the feature.
- To enable this feature, first enable macros on your slides by clicking "Options" in the top bar (next to "Security Warning") and then select "Enable this content".
- Next, run the slideshow and then click the RED box in the bottom left.
- In the search box that comes up, type in the hashtag allocated for the lecture that week. For example, you can try the following tag in these slides:  
— #ccdemo

**Twitter Integration**

- These slides are enabled with a real-time Twitter interface.
- To use it, just send a tweet from your mobile phone or computer with the tag:  
— #g211w1
- You can sign up for a free twitter account at [www.twitter.com](http://www.twitter.com), and there are twitter apps available for most smart phones & tablets.

**Twitter Feedback Summary**

- Data Collection
  - Stratified survey: 5-point Likert scale, 16 questions for students, 22 questions for lecturers
  - Lecturers also given opportunity to provide freeform comments

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## Results: Summary

- Data has been analysed around themes from 2011:
  - Technology Competency of Staff
  - Technology Competency of Students
  - Resistance to Change

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## Results: Staff Survey Results

- Five out of eight lecturers completed survey
- All academics were casual, 4 male and 1 female, all between 41 to 50 years of age, all but one had used social networking in the past
- Two out of five encouraged use of Twitter in the classroom
- Four didn't enjoy using Twitter; all disagreed that it helped students; two felt it was a good idea to have it
- Only one said it was distracting
- Overall, it would appear buy-in from staff was poor

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## Results: Student Survey Results

- 43 students completed the survey. Demographically:
  - 65.1% were female (34.9% male)
  - 72.1% were 15 to 25; 9.3% 26 to 30; 11.6% 31 to 40 and 4.7% 41 to 50
  - 59.1% international students (39.5% domestic)
- 83.1% had used social networking before
- 18.6% had used Twitter before
- Supports previous findings of social networking use amongst students

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## Results: Student Survey Results (cont)

- Little usage of social media in schooling
  - 4.7% used in high school
  - 2.3% in a tertiary college
  - None in university
  - Consistent with previous findings of usage in teaching
- 14% of students used Twitter in the classroom
  - Five out of six strongly agreed it was a useful tool
  - All five felt it gave confidence
  - All five felt it helped with their studies
  - Students appear to have had an overall positive experience

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## Results: Student Survey Results (cont)

- Mixed response on whether Twitter was a good idea
  - 16.3% strongly disagreed; 25.6% disagreed; 37.2% neutral; 11.6% agreed; 7% strongly agreed
  - 55% said it was not a distraction; 44.2% said it was
  - Seeming disconnect between social media socially and social media in the classroom
- Perceptions of encouragement was clearer
  - 16.3% strongly disagreed; 32.6% disagreed; 25.6% neutral; 9.3% agreed; 9.3% strongly agreed
  - Also, positive relationship exists between higher participation scores and encouragement

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## Discussion

- Staff engagement continues to be a problem
- Students use technology everyday, are less likely to use it in the classroom
- Shouldn't assume that all students know what Twitter is
- Those that used Twitter loved it, but the gap needs to be bridged to make more students use technology to support their learning
- Staff engagement might be key to this bridge building

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## Conclusions

- Universities must embrace technology to survive
- Students are already digital natives
- Staff need to be encouraged to use technology; formal training may be required
- Students need to make a cultural shift to using technology as a classroom tool
- Technology is the future, but the gap needs to be bridged to enable it to be used effectively in the classroom by ICT comfortable teaching staff

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## Questions/Comments?

