

Welcome!



- To access the audio for this webinar, please call **1-866.516.5393** and use the passcode **84859144**.
- For audio problems, please press ***0** once you're in the call or send a question to the organizers via the webinar Q&A tool.
- For web browser or GoToWebinar technical problems, please call **(888) 259-8414** or **+1 (805) 690-5751**.

The GoToWebinar System

My Details

Shows the attendee name and Satisfaction Rating. Attendees can change their Satisfaction Rating by clicking on the drop-down arrow

Webinar Info

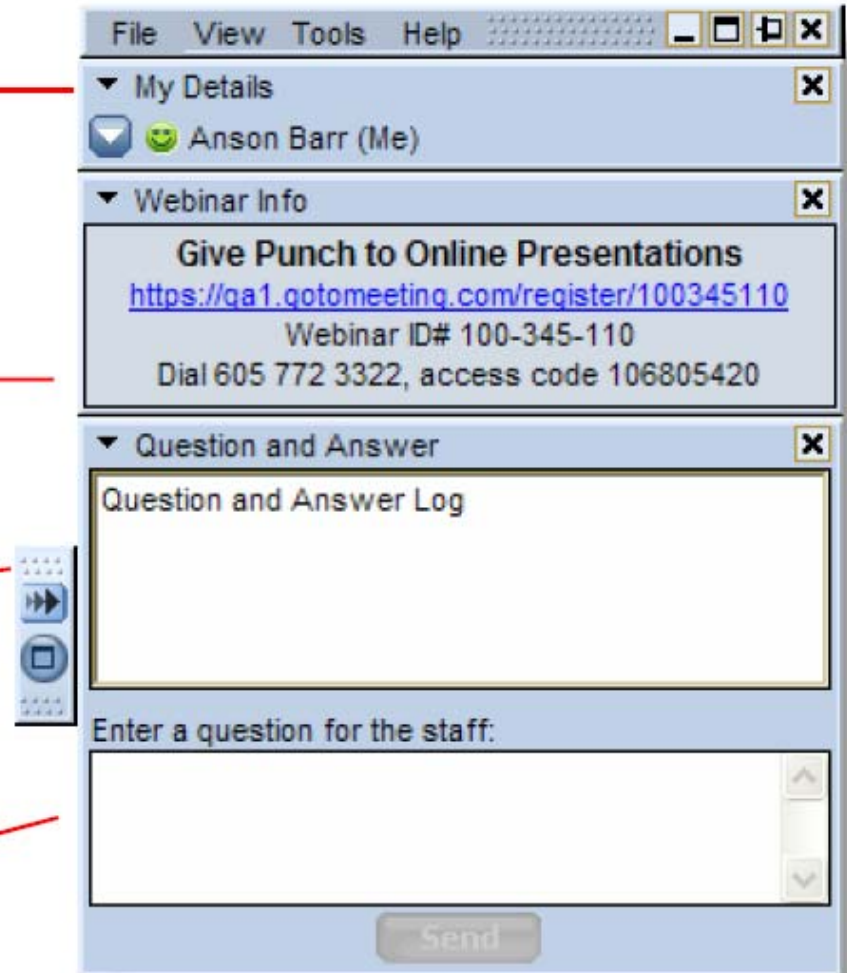
Provided for quick reference

Grab Tab

Enables attendees to minimize the Control Panel to the side of their desktops and still access Viewer tools

Question and Answer

If turned on by an organizer, attendees can submit questions and review answers. Broadcast messages from an organizer will also show here



Tapping into the MySpace Minds



CHRIS O'NEAL

WWW.EDLEADERSONLINE.ORG

FOR ISTE SIG ADMIN

Tapping into the MySpace Minds



- **Session Flow**

- Facts and figures;
- Educational implications;
- Tools of the Trade;
- Questions

High School Honors Student



- “There’s not really an avenue at school for me to share, or publish my own stuff, or especially *get feedback from people all over* – *that’s* really the only reason I rush home to do MySpace so much.”

Teens and Technology - Internet



- In 2005, despite the fact that 99% of schools were wired with high-speed Internet, nearly 1/3 of surveyed teens say they never or rarely use Internet at school;
- 44% of parents believe that if a child is not using the internet by the time they start school, they will fall behind their peers;

Pew Internet Project, July 2005

- “I would think my child was being educationally deprived if they weren’t using technology often in school...”

Parent, 2007

Today's Internet Users - Video



- **Video – Who's watching what?**
 - 57% of online adults (30-49 yrs of age) have watched videos online and most of them share what they find with others;
 - **76%** of the 18-29 age bracket consume, upload, share video;
 - News and comedy for the young adult group (18-39):
 - ✦ **56%** - humorous videos
 - ✦ **43%** - news

Today's Internet Users – Social Video



- **Video – Social video viewing**
 - 75% overall receive links to videos;
 - 57% of the total surveyed population watch video with others;
 - 73% of the young adult group does so;
 - One in five have posted comments or rated videos online;
 - The young adult group is more likely to watch paid-for video content online.

Today's Internet Users - Social Networking



- **66% of Online Teens say their profile is not visible to everyone**
- **32% of Online Teens were contacted by strangers, with 65% of those stating that they ignored the contact, deleted, or reported it.**
- **“I'm really careful with the whole MySpace thing...I've heard of employers not hiring people because of it.”**

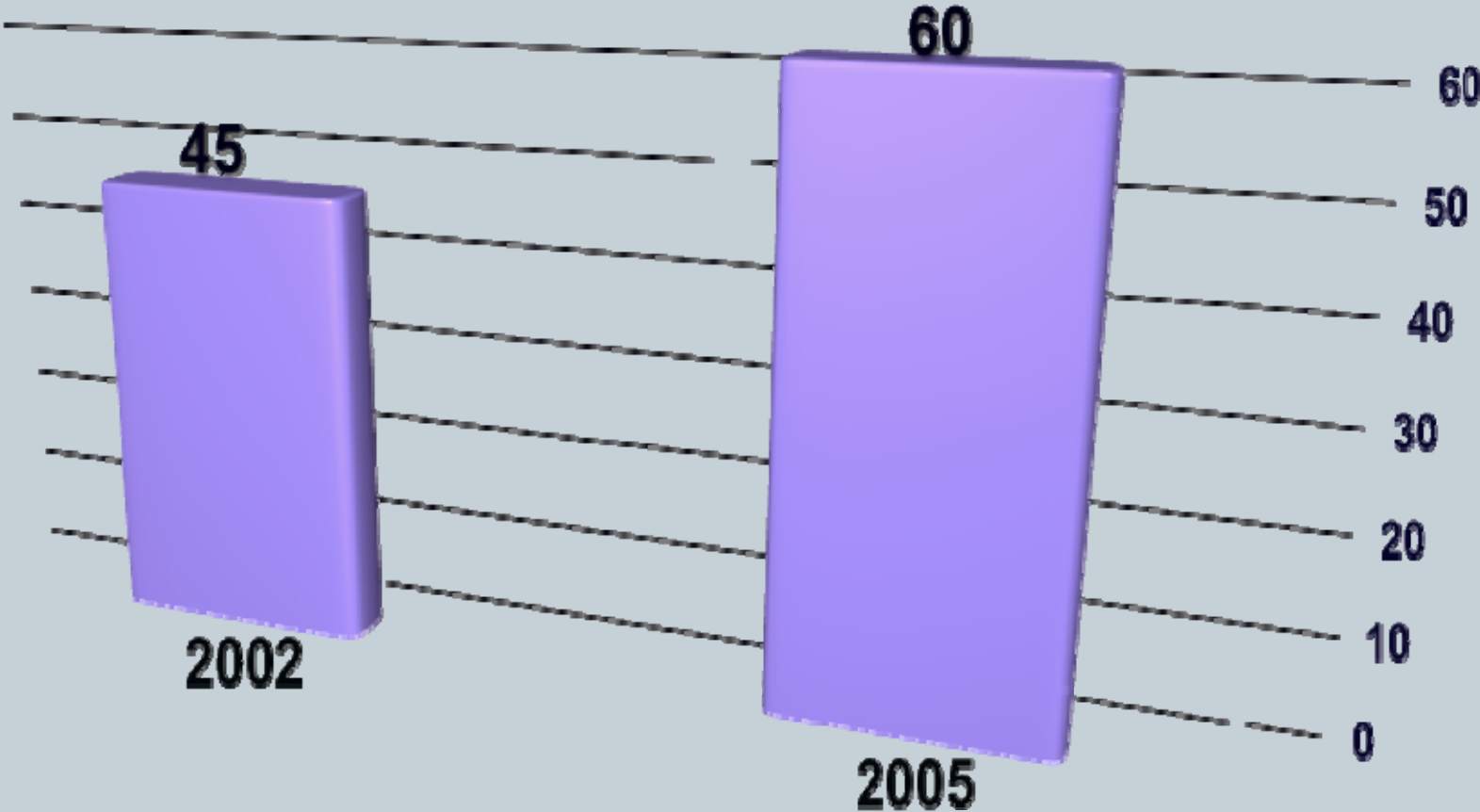
Decision-making & online resources



- **Users asked about internet's role in eight types of decisions in 2002 and again in 2005:**
 - Career training and/or changes
 - Helping another with a major illness or medical condition
 - Choosing school (for self or child)
 - Bought a car
 - Made major investment/financial decision
 - Found a new place to live
 - Dealt with one's own major illness or medical condition

Growth from 2002 to 2005:

millions of Americans for whom internet played an important role



Information Access



Where people report getting most of their science and news information

<i>Source</i>	<i>All respondents</i>	<i>Home broadband</i>	<i>Under age 30 & broadband</i>
<i>Television</i>	41%	33%	32%
<i>Internet</i>	20	34	44
<i>Magazines</i>	14	15	9
<i>Newspapers</i>	14	11	3
<i>Radio</i>	4	4	1
<i>Other</i>	7	3	9

Today's Users - Information Online



- 44% of the 18-29 age group use Wikipedia to look for information;
- Of all online users surveyed, 50% of those with at least a college degree consult Wikipedia, compared with 22% of those with only a high school diploma;

Pew Internet Project, April 2007

- Wikipedia is now the top free online educational reference site;
- 5.3 million total entries

Hitwise, March 2007

Poll for Participants



**How many of *you* use
Wikipedia as a top source for
informal online research?**

Students Today – Bottom Line



- Our high schoolers are actually pretty “old” when it comes to technology;
- Our preschoolers are comin’ out clickin’ more than ever;
- Technology savvy users are no longer the computer geeks in the basement;
- Students have manipulated technology heavily into the social aspects of their lives;
- Our goal is to *tap into those wired, social brains!*

Education Implications



- What do all these clicks and surfs have to do with the classroom?
 - Students are connected in new ways and more often;
 - Online resources exist at higher numbers;
 - Technology, not just computers, plays a critical role in how the *world* communicates, collaborates, and works together;
 - The tools available today are easier to manipulate for classroom use than *ever before*.

Workforce Survey



“Are They Really Ready to Work?”

Released October 2, 2006, by The Conference Board, Corporate Voices for Working Families, Partnership for 21st Century Skills, and the Society for Human Resource Management.

21st Century Workforce Skills



What skills are most important for job success when hiring a High School graduate?

<i>Work Ethic</i>	80%
<i>Collaboration</i>	75%
<i>Communication</i>	70%
<i>Social Responsibility</i>	63%
<i>Critical Thinking & Problem Solving</i>	58%

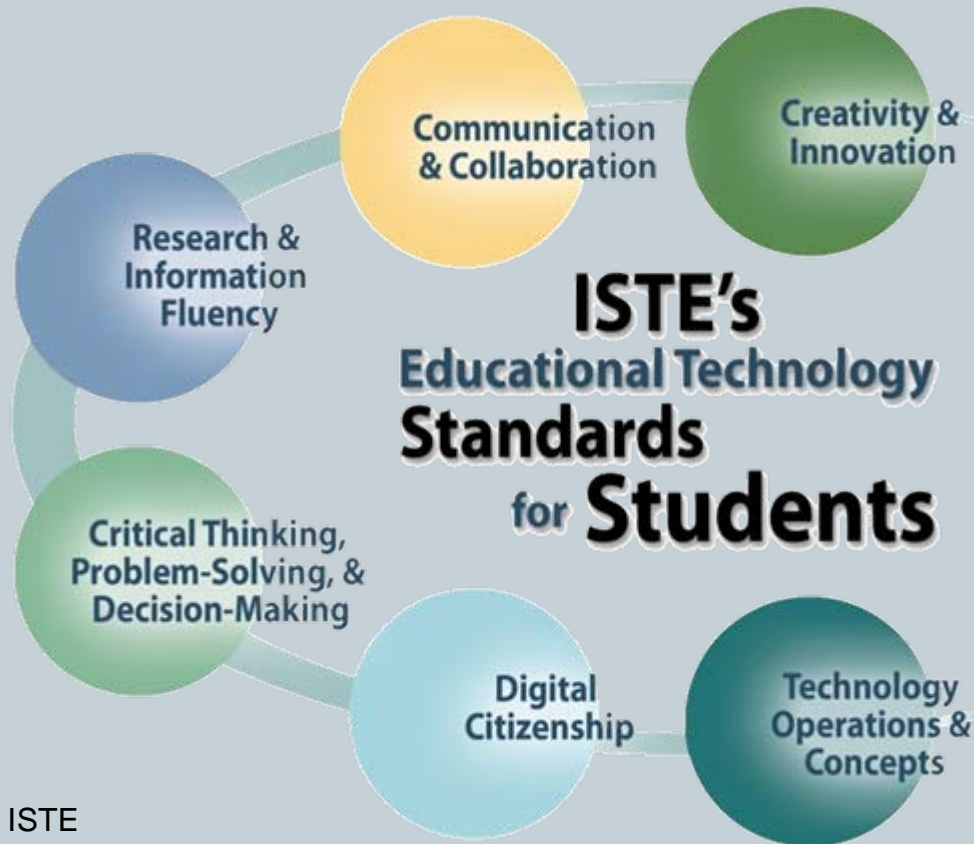
21st Century Workforce Skills



What skills and content areas will be *growing* in importance in the next five years?

<i>Critical Thinking</i>	78%
<i>I.T.</i>	77%
<i>Health & Wellness</i>	76%
<i>Collaboration</i>	74%
<i>Innovation</i>	74%
<i>Personal Financial Responsibility</i>	72%

Educational Implications



- NETS-Students recently refreshed and released
- Address higher-order uses of technology
- More aligned to problem-solving, communication, collaboration

Technology Changes and Web 2.0



- **Web 2.0 simply means an Internet that is more:**
 - Customizable
 - Interactive
 - User-Centric
 - Controllable
 - Mobile
 - Socially Motivated

Learner 2.0 Tools

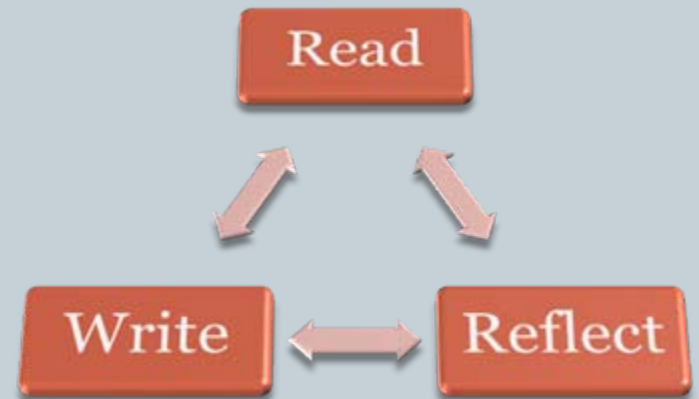


HOW DO WE TAP INTO THIS MYSPACE MIND, BUT IN THE CONTEXT OF A MORE EDUCATIONAL ATMOSPHERE THAT ADDRESSES WORLD-READINESS SKILLS?

Wikis



- **Strengths:**
 - Free, easy access for K-12;
 - Immediate Publishing to the World;
 - Ongoing Collaboration;
 - Collective Intelligence;
 - Drafts, revisions, final all in one;
 - History of edits
- **Issues:**
 - The Wikipedia “Issues”
 - Basic level publishing



Blogs



- **Strengths:**

- Free, easy access for K-12;
- Publishes a progression of learning;
- Ongoing collaboration;
- Single and group authorship;
- Easy medium to solicit feedback from numerous audiences;
- Endless opportunities for reflections, revisions, etc.

- **Issues:**

- Highly filtered in schools;
- Be wary of the 'blogging just for blog's sake'

Students and Blogging



- A 5th grader, when asked about her blogging experience:
 - “My teacher measured the readability of my posts from the beginning of the year until now. I went from lower 2nd grade to 5th grade this year. What did I learn? Well, I pretty much found out that the more detailed descriptions I used in my post, the more comments I got back. I loved that part. Now I just can’t find enough time to write as much as I want!”

Poll for Participants



**Do students in your school(s)
use Blogging as a learning tool
in the classroom?**

Other Online Publishing



- **Video, audio, podcasts, etc.**
 - Capitalizes on the high interest of publishing;
 - Allows teachers to use some “Learner 2.0” tools inside an educational context;
 - Pushes the concept of ongoing learning and global interaction;
 - Provides a nice “mashup” between teacher-directed classroom goals, and student-driven learning opportunities.

Teacher Planning 2.0



- Teachers still focus on content and instructional goals;
- Use tools that the *classroom* controls, not the computer;
- Allow your teachers to look to *students* for input on the tools;

Task	Tool	Pros	Cons	Cautions	Demos?
Group Persuasive Essay					

Leadership 2.0



The World Economic Forum noted that "...Not all companies that experimented with new organizational structure have flourished, but all companies that *failed* to experiment have *floundered*."

Resources



CHRIS'S SITE

www.edleadersonline.org

MORE TOOLS FOR TAPPING INTO THE MYSPACE MINDS AT *SCHOOL 2.0* WIKI

schooltwopointo.wikispaces.com

ISTE

www.iste.org

EDUTOPIA

www.edutopia.org

PEW INTERNET AND AMERICAN LIFE PROJECT

www.pewinternet.org

Questions?



- **Presenter: Chris O'Neal, coneal@virginia.edu**
- **Host: Ryan Imbriale, rimbriale@bcps.org**