

# Distracting Distracted Digital Learners



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Nathan Coley, MA

Amy Winger, M. Ed.

# A Little About Us



## Marsha Morgenstern

M.A. Adult Education and Training (Candidate),  
University of Phoenix

M.A. Business Communication, Jones International University

B. A. Communication, Florida Gulf Coast University

8+ years experience in higher education.

Published freelance writer



## Nathan Coley

M.A. English, University of Pittsburgh

B.A. English Literature, University of Pittsburgh at Greensburg

8+ years experience in higher education.

Published fiction writer



## Amy Winger

M. Ed. English Education, University of Minnesota

B. A. English, University of Iowa

+10 years in online higher education

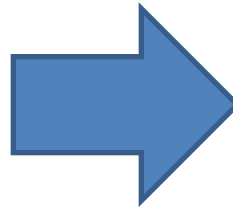
Author of Investigating Best Practices for Effective YouTube Programming in Online Higher Education, *International Journal of Instructional Technology and Distance Learning*

- Juggling
  - Children and family
  - Work
  - School
  - Finances
  - Social media
  - And various other elements of their personal lives



# 21<sup>st</sup> Century Student Needs

- Capitalize on windows of student learning



- Microlearning is a learning pedagogy that takes place in short windows of time
  - Fits the fast-paced lifestyle of our students
  - Distracts distracted students into learning

snapchat



Screenrecasting

 remind

Communicate safely with  
students & parents.

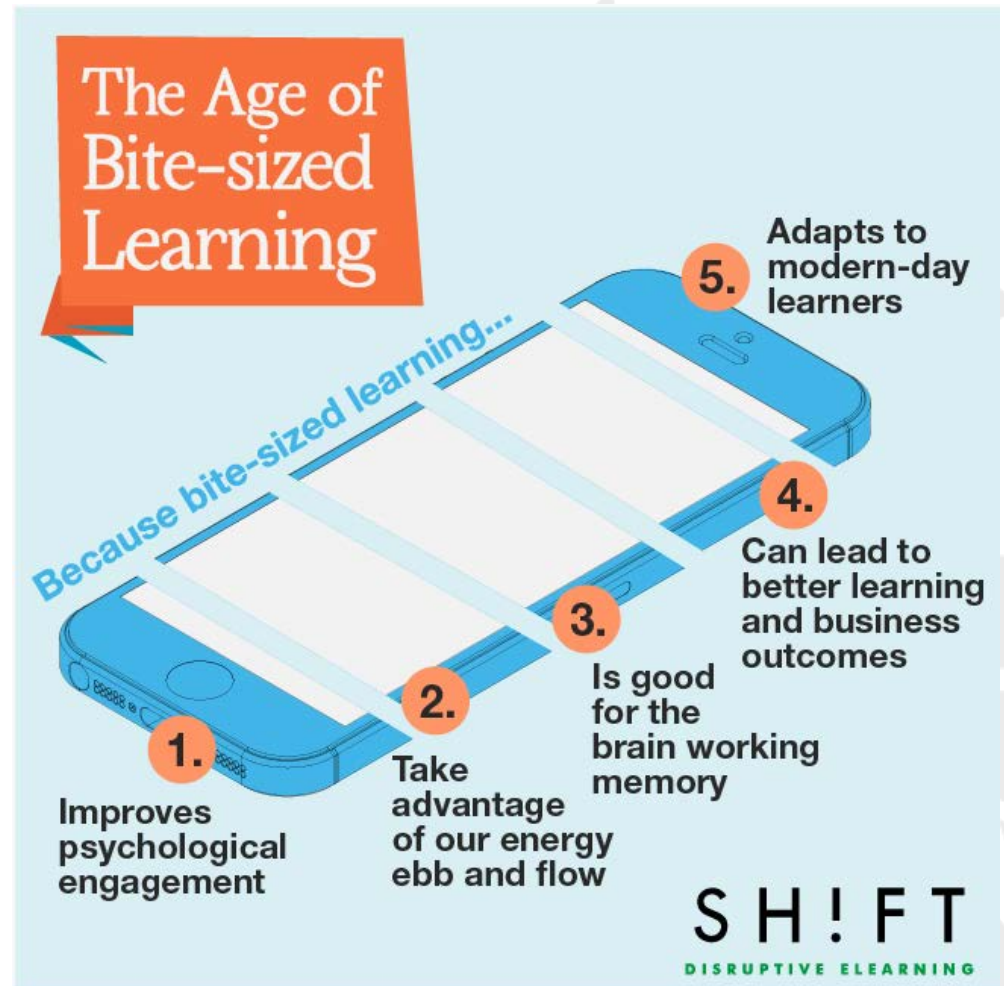


**Piktochart**  
make information beautiful

**twitter** 

# Microlearning's Origins

- Comes from the business world
- Current business trend used to disseminate training
- Grew out of a need to train in-house or remote workers (Paul, 2016)



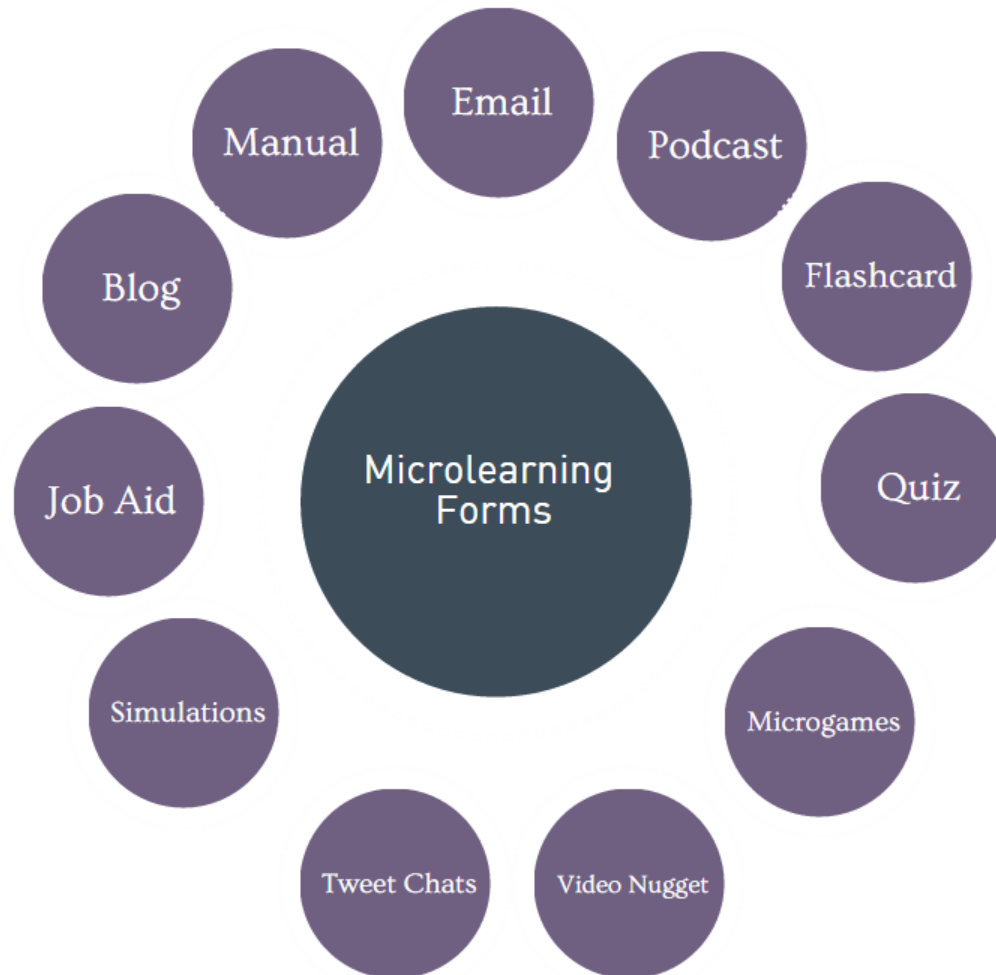
# Microlearning Through Microbites

- Short and simple chunks of knowledge
- Format will vary situationally according to content and instructor's choice in tech tools

- Videos
- Podcasts
- Graphics
- Learning modules



# Business Microlearning Examples



(Asavari, 2017).



# Microlearning Defined

- Memory span limits information people receive, process, and recall.



(RAM Memory, n. d.)

- To increase understanding and retention, the information should be organized into various dimensions and chunks (Miller, 1956).

## Overcoming the Bottleneck of Memory

### ■ Intrinsic Load:

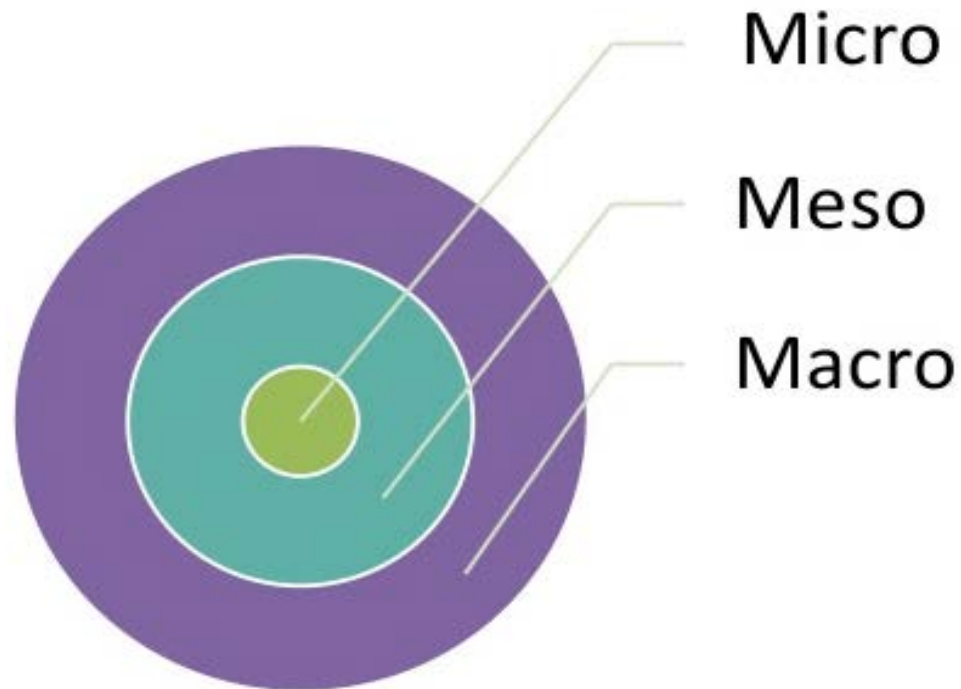
*"intrinsic load cannot be altered by instructional interventions without either simplifying the task to be learned or first enhancing the expertise of the learners by providing preparatory training prior to the task."*



### ■ Extraneous Load:

1. Instructional Design
2. Structured Information
3. Content Presentation
4. Learning Environment

# Micro, Meso, and Macro-levels of Instructional Design



# Micro, Meso, and Macro-levels of Course Design



- **Micro-level of instructional design:**
  - Writing a thesis statement
- **Meso-level of instructional design:**
  - Creating an academic essay
- **Macro-level of instructional design:**
  - Creating academic writers





(Nagra, 2015).

- How to write an introductory paragraph
- How to support an argument using a direct quote
- How to draft an in-text citation
- How to use the automated citation feature in the library
- How to change a run-on into a compound sentence
- How to format a title page

# Microlearning Tools We will Explore



Screencasting

snapchat



twitter



- Free program\*
  - No charge to download app or use website
  - Multiple classes can be set up
  - \*Texting fees may apply
  - Students can sign up via website or by texting a code
- Send text messages to entire class
  - Updates
  - Reminders
  - Announcements (Juarez, 2014).

## Sign up for important updates from Marsha.

Get information for **ENG/147** right on your phone

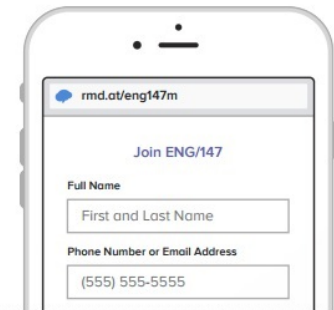
Pick a way to receive messages for **ENG/147**:

- A** If you have a smartphone, get push notifications.

On your iPhone or Android phone, open your web browser and go to the following link:

[rmd.at/eng147m](http://rmd.at/eng147m)

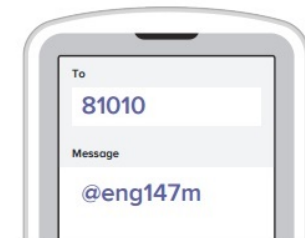
Follow the instructions to sign up for Remind. You'll be prompted to download the mobile app.



- B** If you don't have a smartphone, get text notifications.

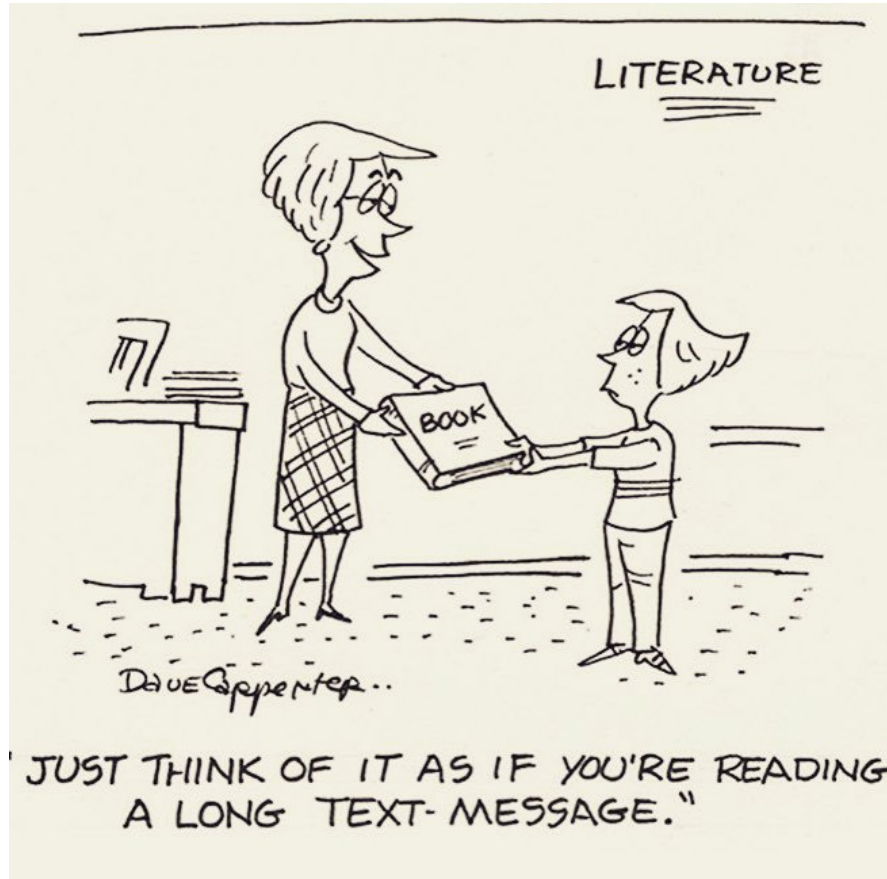
Text the message **@eng147m** to the number **81010**.

If you're having trouble with 81010, try texting **@eng147m** to (718) 340-3672.



Don't have a mobile phone? Go to [rmd.at/eng147m](http://rmd.at/eng147m) on a desktop computer to sign up for email notifications.





- Add images or links
- Private
- Students can respond without having instructor's cell phone number
- Real-time communication
- Conversations archived



# Screencasting



## • Video

- Records actions on computer screen
- Audio/comments can be added
- Webcam footage can be included

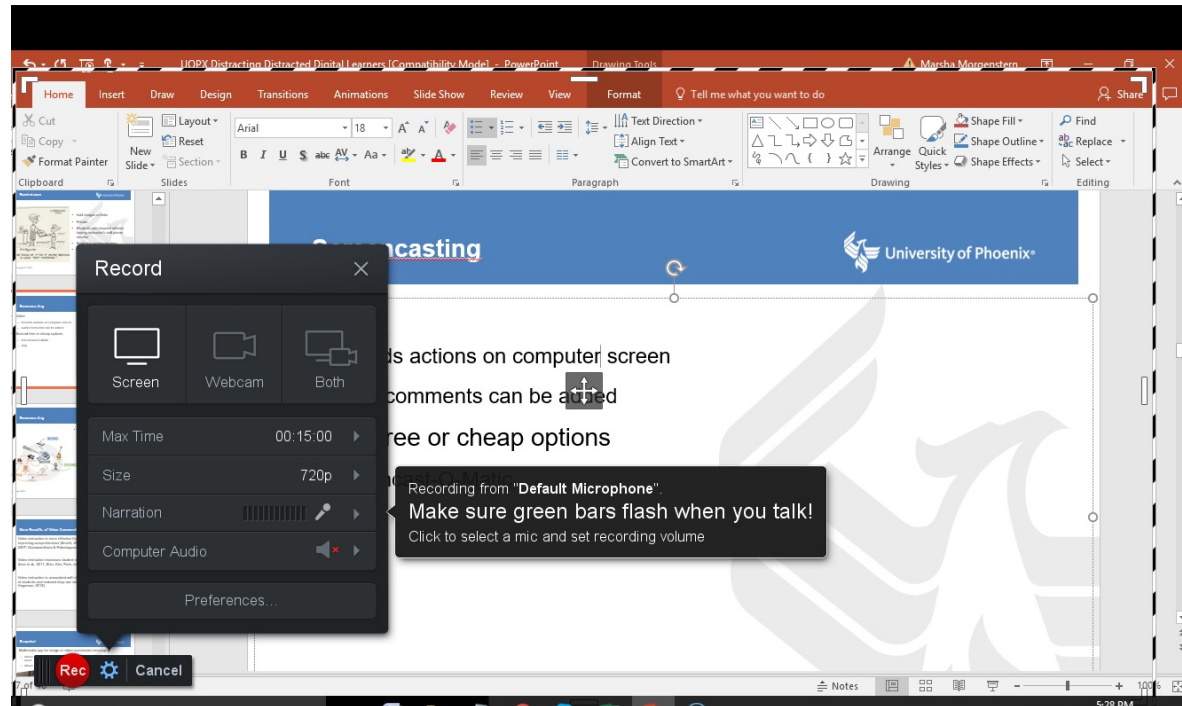
## • Several free or cheap options

- Screencast-O-Matic

<http://screencast-o-matic.com/>

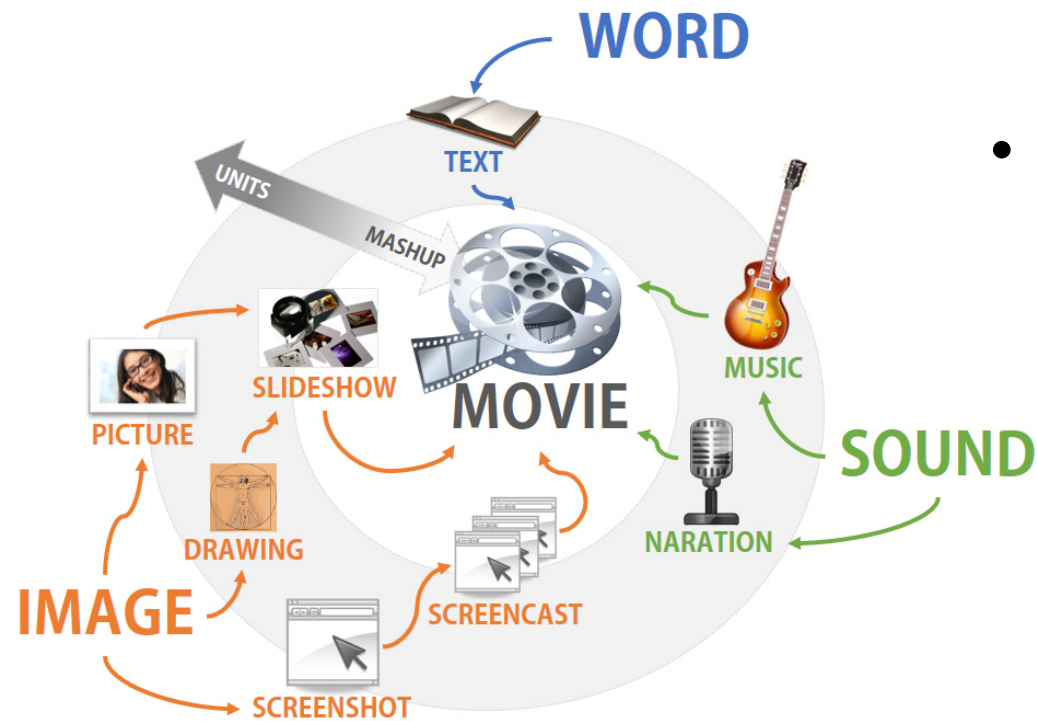
- Jing

<http://www.jingproject.com/>



- Share
  - Upload to website
  - Send directly

# Screencasting



- Can be viewed from a computer, tablet, or smart phone
- Several applications
  - Class orientation
    - Welcome message
    - How to navigate class (Luongo, 2015)
  - Assignment feedback
  - Quick “how to”
  - Lecture alternative

## Wlcme 2 Twitter!



Twitter logo (2006). Retrieved from  
[https://en.wikipedia.org/wiki/Twitter#/media/File:Twitter\\_bird\\_logo\\_2012.svg](https://en.wikipedia.org/wiki/Twitter#/media/File:Twitter_bird_logo_2012.svg)

# Twitter: Functionality

- Established in 2006 as a quick, concise way to use social media (friends, celebrities, etc.).
- Limits micro-blogging “Tweets” to 140 characters.
- Popularized use of the “Hash Tag” #twitter



Twitter banner (2010) [Image]. Retrieved from [https://en.wikipedia.org/wiki/Twitter#/media/File:Twitter\\_2010\\_logo\\_-\\_from\\_Commons.svg](https://en.wikipedia.org/wiki/Twitter#/media/File:Twitter_2010_logo_-_from_Commons.svg)

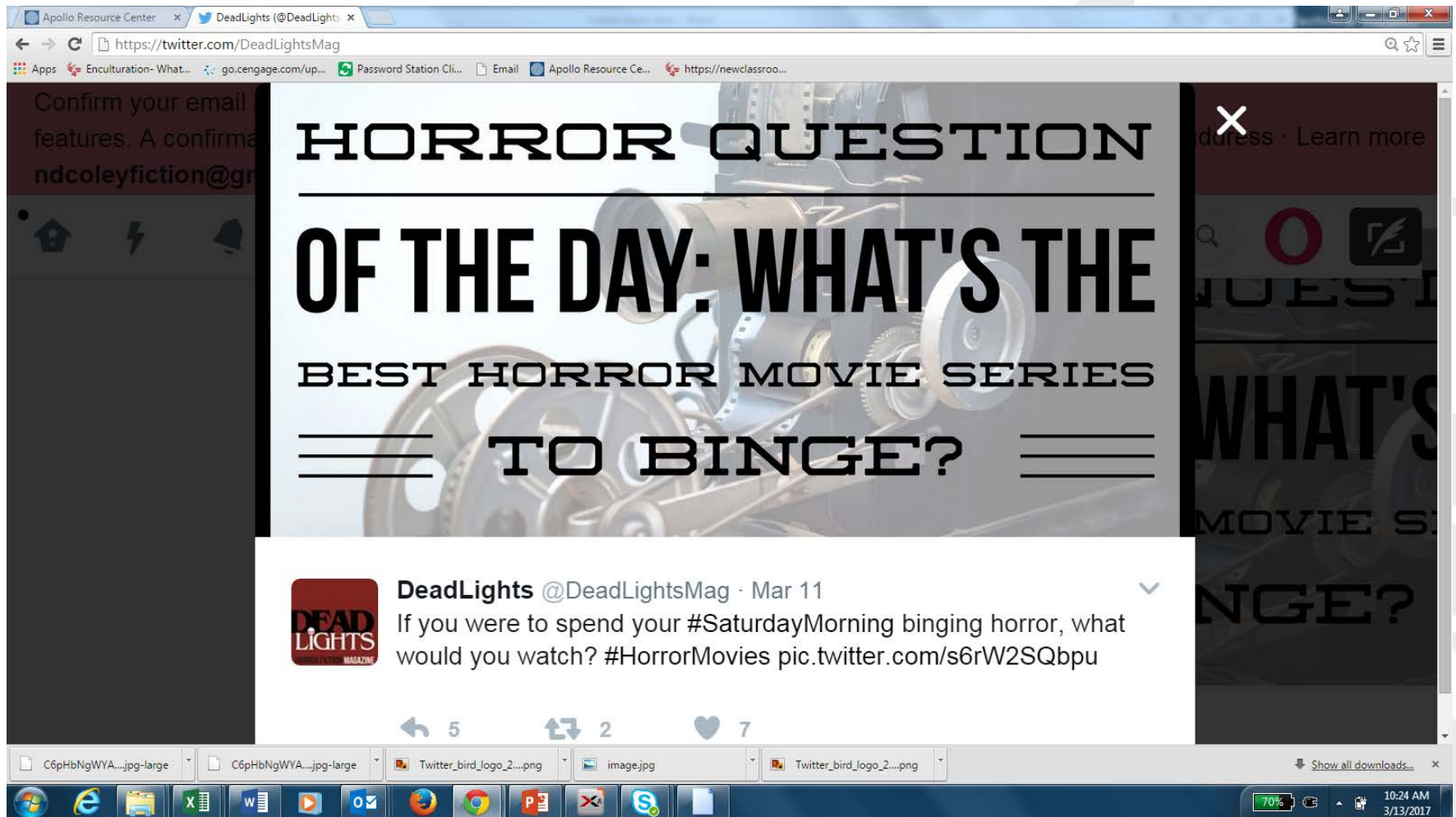
## Twitter: Functionality

- Commonly adapted by businesses and non-profit entities.
- Offers a means of communicating with famous and notable people.
- Makes use of text, links, embedded videos, MEMEs, GIF' s, Infographics, etc.



Franics, G. (2011). A picture of Ellen Degeneres [Photograph]. Retrieved from [https://en.wikipedia.org/wiki/Ellen\\_DeGeneres#/media/File:Ellen\\_DeGeneres\\_2011.jpg](https://en.wikipedia.org/wiki/Ellen_DeGeneres#/media/File:Ellen_DeGeneres_2011.jpg)

# Twitter: Functionality



The screenshot shows a web browser window displaying a Twitter post. The browser's address bar shows the URL <https://twitter.com/DeadLightsMag>. The Twitter post is from the account **DeadLights @DeadLightsMag**, dated **Mar 11**. The tweet text reads: "If you were to spend your #SaturdayMorning binging horror, what would you watch? #HorrorMovies [pic.twitter.com/s6rW2SQbpu](https://pic.twitter.com/s6rW2SQbpu)". The tweet has 5 replies, 2 retweets, and 7 likes. The featured image is a large graphic with the text "HORROR QUESTION OF THE DAY: WHAT'S THE BEST HORROR MOVIE SERIES TO BINGE?" overlaid on a background of mechanical gears. The Windows taskbar at the bottom shows various application icons and the system clock indicating 10:24 AM on 3/13/2017.

Confirm your email features. A confirmation email has been sent to [ndcoleyfiction@gmail.com](mailto:ndcoleyfiction@gmail.com).

## HORROR QUESTION OF THE DAY: WHAT'S THE BEST HORROR MOVIE SERIES TO BINGE?

**DeadLights @DeadLightsMag** · Mar 11

If you were to spend your #SaturdayMorning binging horror, what would you watch? #HorrorMovies [pic.twitter.com/s6rW2SQbpu](https://pic.twitter.com/s6rW2SQbpu)

5 replies, 2 retweets, 7 likes

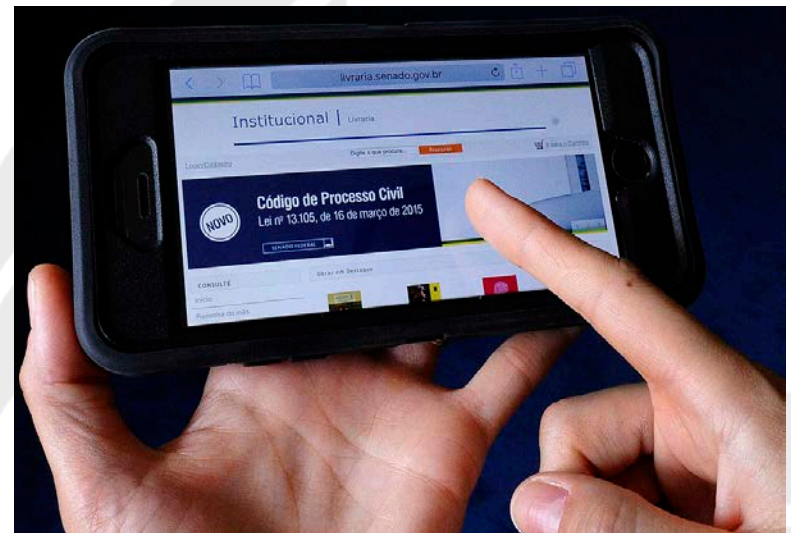
C6pHbNgWYA...jpg-large C6pHbNgWYA...jpg-large Twitter\_bird\_logo\_2...png image.jpg Twitter\_bird\_logo\_2...png

Show all downloads...

10:24 AM 3/13/2017

## Benefit 1: Recognition

- The use of Twitter can put a positive spin on the desire for self-recognition.
- As Caitlin Dewey reports, if “the text or the tweet is directed at you, it will probably activate the regions of the brain that deal with self-referential cognition” (2006, para. 9).

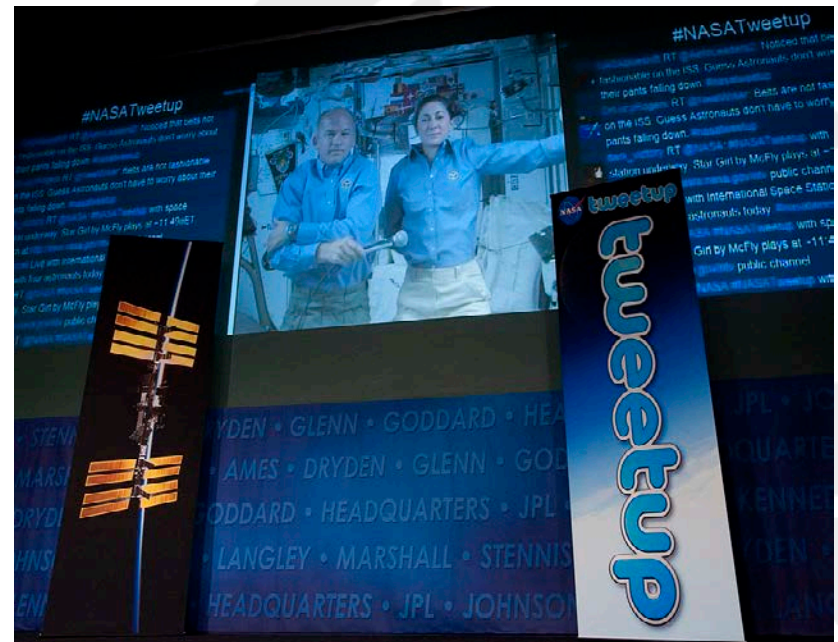


Federal, S. (2015). A smartphone touchscreen [Photograph]. Retrieved from [https://en.wikipedia.org/wiki/Smartphone#/media/File:Livraria\\_do\\_Senado\\_\(22622160063\).jpg](https://en.wikipedia.org/wiki/Smartphone#/media/File:Livraria_do_Senado_(22622160063).jpg)



## Benefit 1: Recognition

- Citing another study, Hunter and Caraway noted that students used Twitter with regularity and in hopes of being acknowledged (2014).



Cioffi, C. (2009). NASA'S space station crew tweetup [Photograph]. Retrieved from [https://en.wikipedia.org/wiki/Twitter\\_usage#/media/File:NASA\\_ISS\\_Tweetup\\_2009-10-21.jpg](https://en.wikipedia.org/wiki/Twitter_usage#/media/File:NASA_ISS_Tweetup_2009-10-21.jpg)



## Benefit 2: Concise Language



- Emerging writers (and sometimes experienced ones, too) find it difficult to be concise.
- The 140 character limit can make it more difficult to cloak wordy discourse.

**Blah! Blah!**  
**Blah!**

## Benefit 2: Concise Language

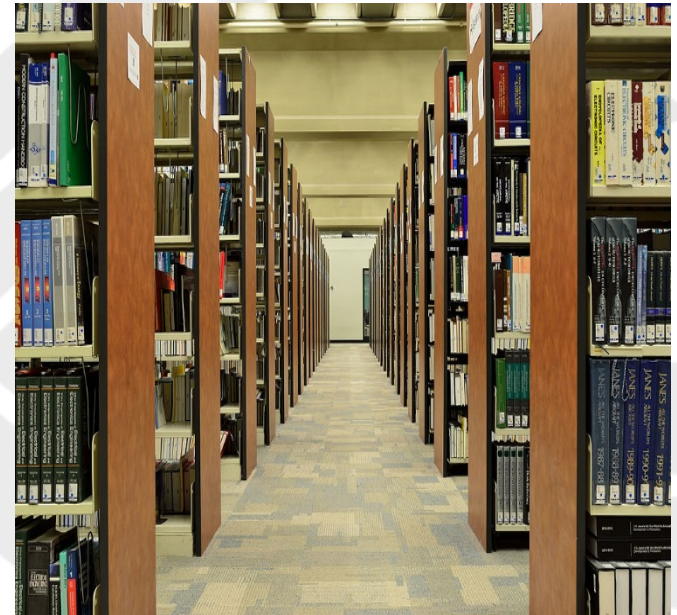
- According to Alex Knapp of *Forbes*, Twitter can compel its users into efficiency and into creative wordplay (2014).
- According to Maria-Carmen and Feliz, “The restricted number of characters allowed by [Twitter] contributes to sharpen the ingenuity of the participants” (2016, p. 246).



Gidlof, C. (2007). A dart in the inner bullseye [Photograph]. Retrieved from [https://en.wikipedia.org/wiki/Bullseye\\_\(target\)#/media/File:Harrows\\_Bristle\\_Board\\_Bullseye.JPG](https://en.wikipedia.org/wiki/Bullseye_(target)#/media/File:Harrows_Bristle_Board_Bullseye.JPG)

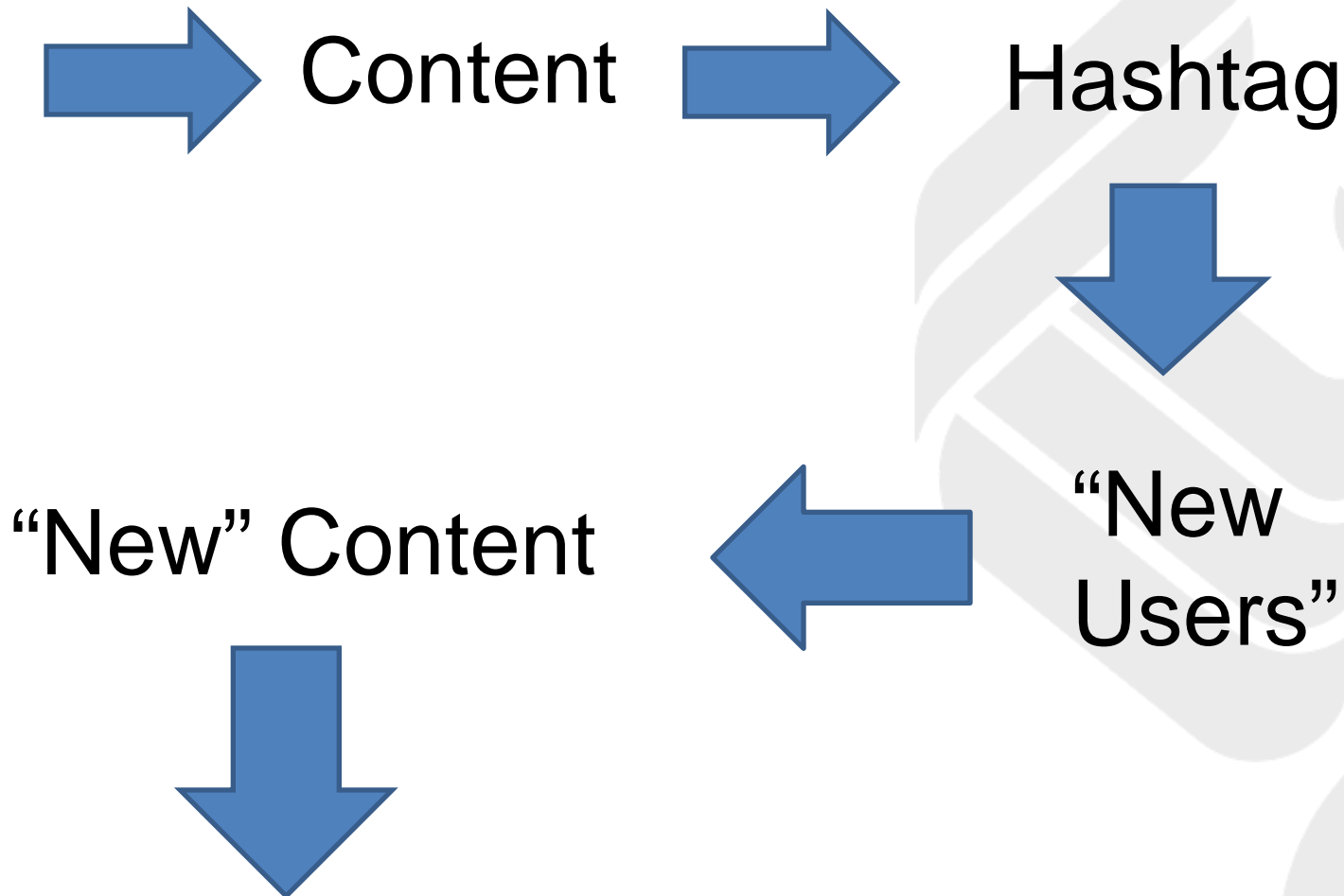
## Benefit 3: Tapping Into the Future of Communication

- Brief, rapid-fire messages are the way of the future.
- Christian Rudder notes that the amount of text in twitter over a 2 year period eclipses that which will appear in published books (2014).



Raysonho. (2015). Parallel arrangement of bookshelves [Photograph]. Retrieved from [https://en.wikipedia.org/wiki/Bookcase#/media/File:S\\_tecielibrary6.jpg](https://en.wikipedia.org/wiki/Bookcase#/media/File:S_tecielibrary6.jpg)

## Benefit 4: Hashtag Hypertext



## Benefit 5: Student Engagement



- Microblogging (such as Tweeting) can enhance the student experience.
- According to Fewell, “In comparison to blogs, microblogs are based on a framework that essentially promotes more interactive communication” (2014, p. 226).



## Benefit 5: Student Engagement



- When a group of English students were asked about the use of Twitter in the classroom:
- “An overwhelmingly majority of students, 74%, agreed that microblogging helped them learn more about English in this class than in a regular English class” (Fewell, 2014, p. 228).

## Benefit 6: Exposure to Different Modes of Discourse



- Twitter can expose students to a wide variety of discourse (e.g., hashtags, retweets).
- Not everyone “Tweets” in the same style or from the same range of terms.

#twitter

## Benefit 7: Enhancement of Instructor Credibility



- Students react positively when they see instructors engaging social media.
- Twitter helps bridge an “us” and “them” mentality. Students see instructors as more relatable.



Rufino (2011). Two people shaking hands [Photograph]. Retrieved from [https://en.wikipedia.org/wiki/Handshake#/media/File:Hermandad - friendship.jpg](https://en.wikipedia.org/wiki/Handshake#/media/File:Hermandad_-_friendship.jpg)



# Skepticism

As reported in the U.K. Telegraph, actor Ralph Feinnes famously accused Twitter of dumbing down the English Language.

As Feinnes said, “I think we're living in a time when our ears are attuned to a flattened and truncated sense of our English language” (2011, para. 6).

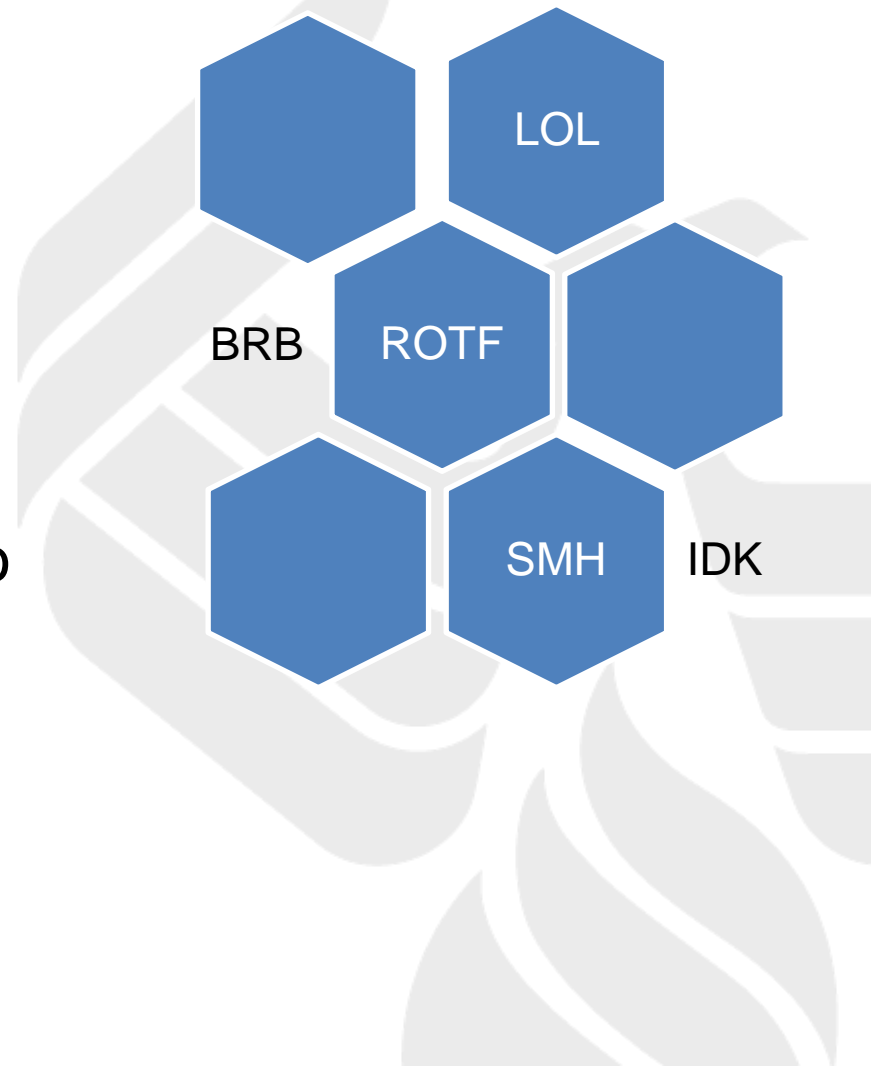


Adach, C.W. (2013). Ralph Feinnes at the London Film Festival premier of the Invisible Woman. Retrieved from: [https://en.wikipedia.org/wiki/Ralph\\_Fiennes#/media/File:Ralph\\_Fiennes\\_2013.jpg](https://en.wikipedia.org/wiki/Ralph_Fiennes#/media/File:Ralph_Fiennes_2013.jpg)

# Should Instructors be Concerned about Slang?



- According to Ryan Lytle, slang has become commonly used in student work, and high school teachers are not quite sure how to fix this problem (2011).
- Admissions personnel have also noted that, due to language that is rooted in technology, that applications are often tossed away, even after a sentence or two (Lytle 2011).



# Does Twitter Speed Up the Devolution of Language?



- There do not seem to be conclusive links between literacy and the use of “text” speak.
- Drouin states, “With regard to the relationship between frequency of text messaging and literacy, the findings have been mixed” (2014, p. 251).

# Does Twitter Speed Up the Devolution of Language?



- “Text speak” may be the product of cultural expectations
- “Some might omit capitals or punctuation to be creative, to meet the social expectations of text messaging as brief, informal communication or to convey deep sentiments with more levity” (Drouin, 2014, p. 253).

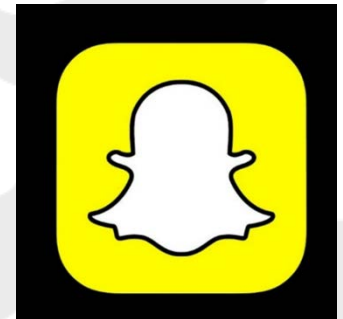
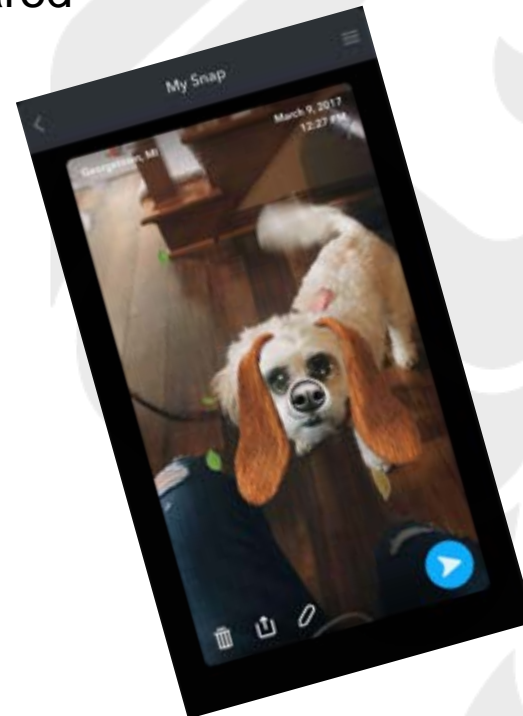
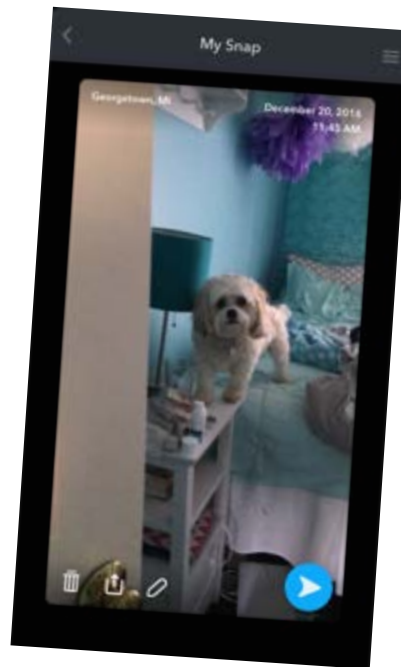
# Twitter Best Practices According to Amy Chapman



- **Educate** students on the use of the tool.
- **Defend** Twitter's pedagogical legitimacy.
- Make Twitter usage **mandatory**.
- Make **instructor engagement** a priority.
- **Establish a hashtag** unique to the course.
- **Weave tweets into other activities**, such as lectures (Chapman, 2011).

# Snapchat

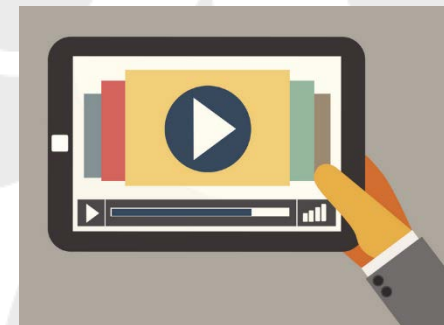
- Multimedia app for image or video-screencast messaging
  - Allows for short-lived and self-deleting snaps to be sent between users
  - Allows for a video story-line to be shared



## More Benefits of Video Communications



- Video instruction is more effective than text-based resources in improving comprehension (Brecht, 2012; Choi & Johnson, 2007; Gunawardhana & Palaniappan, 2016; Hegeman, 2015).
- Video instruction increases student retention of information (Issa et al., 2011; Shin, Kim, Park, Jang, & Chung, 2013).
- Video instruction is associated with improved overall retention of students and reduced drop-out rates (Brecht, 2012; Hegeman, 2015).



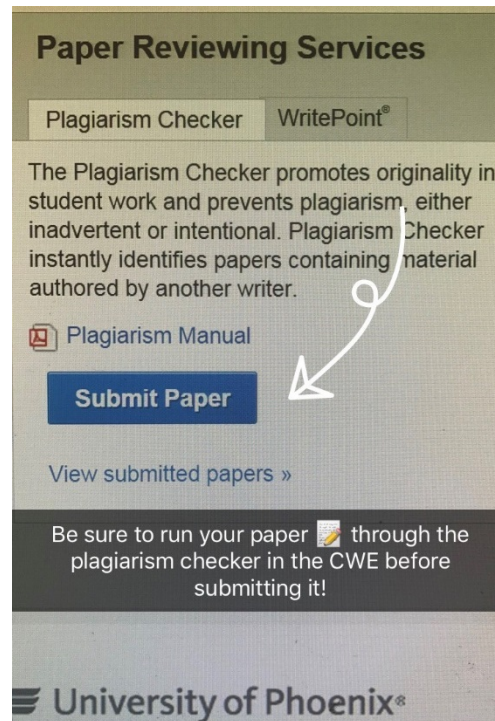
(Brodhead, 2015).



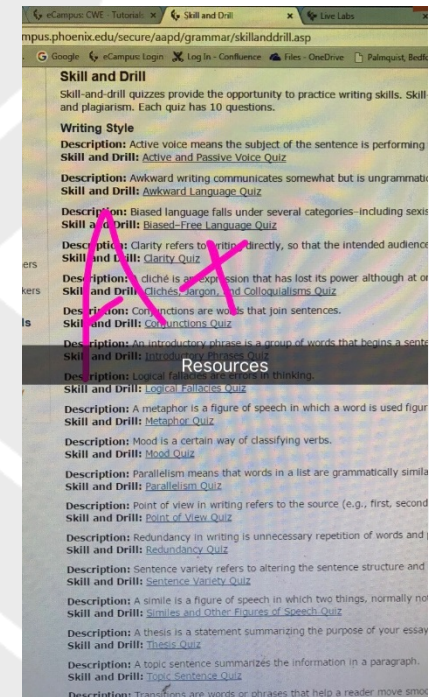
# Snapchat Creative Options



Filters



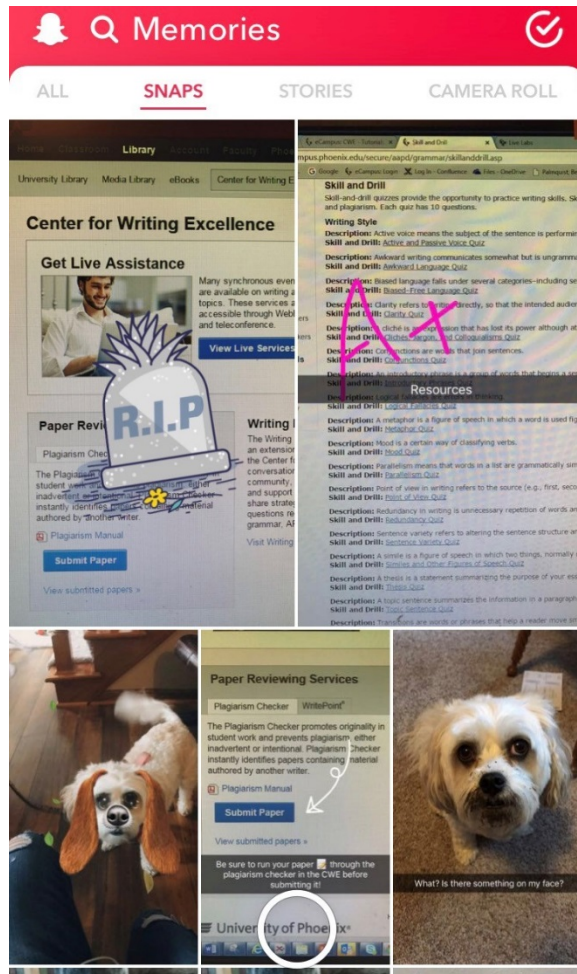
Stickers and  
Captions



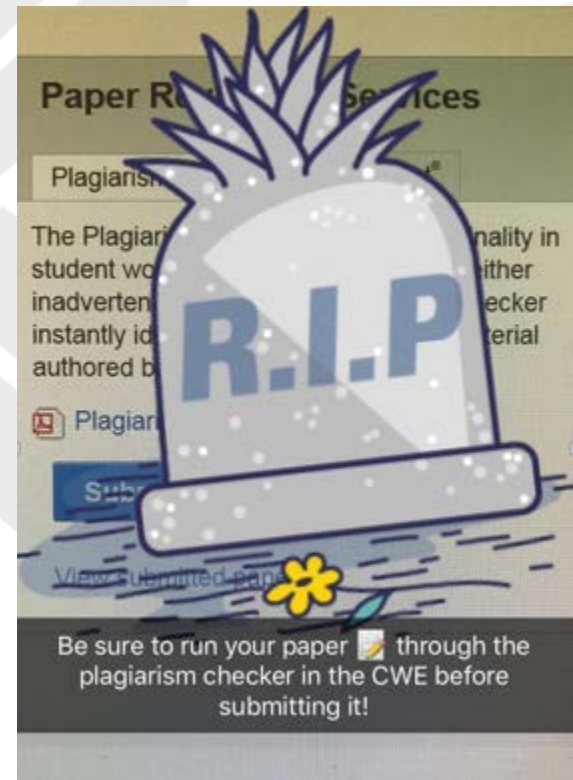
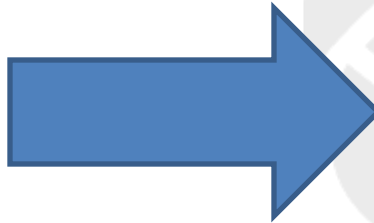
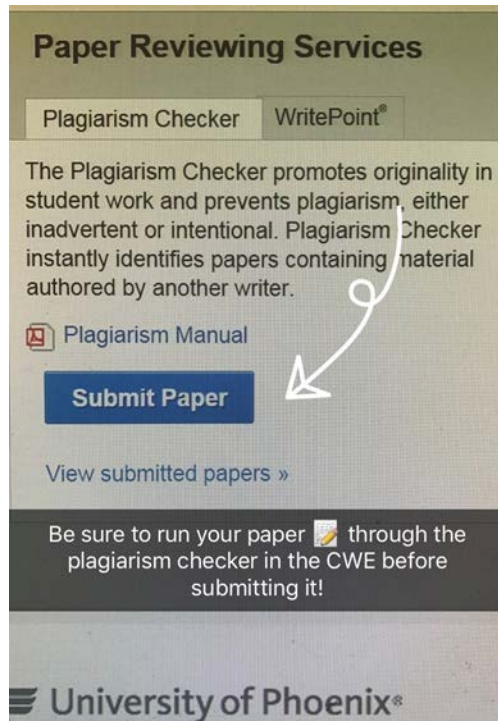
Doodles



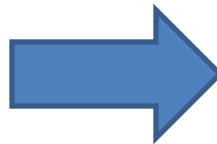
# Snaps or Stories



- Snaps disappear to the sender within 10 seconds, or if saved as a story, the story will remain live for only 24 hours.



# Snapping Videos



From: [John & Amy Winger](#) >

To: [John & Amy Winger](#) >

[Hide](#) 

## Week 5 welcome

November 13, 2016 at 2:22 PM

✉ Found in Sent Mailbox

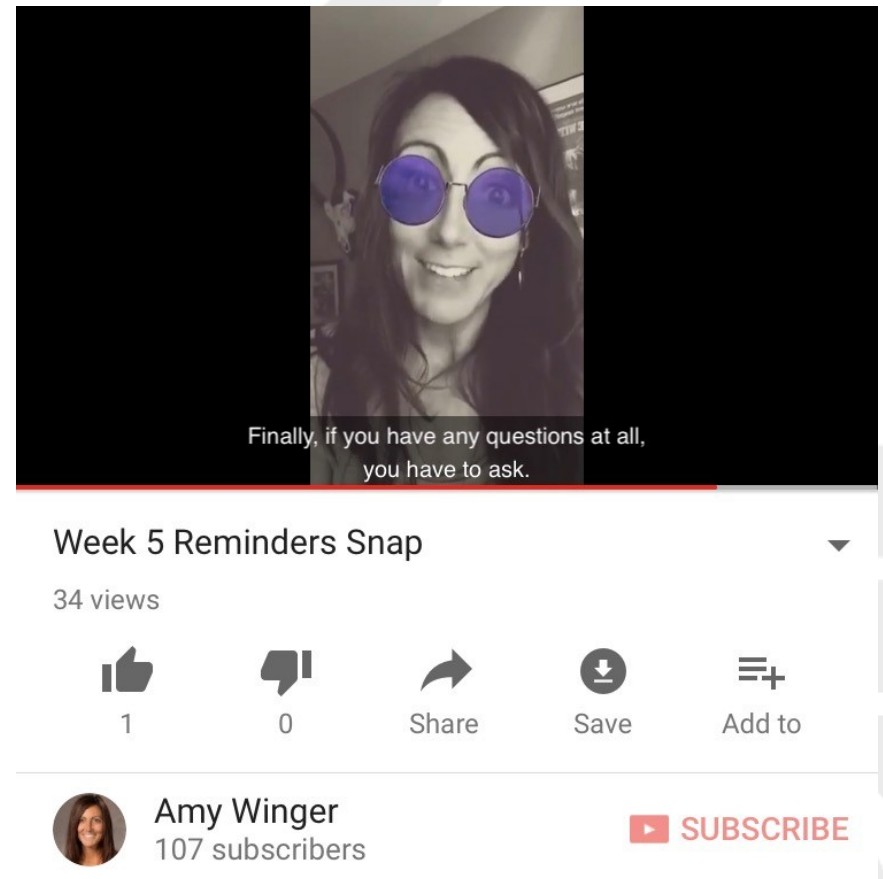
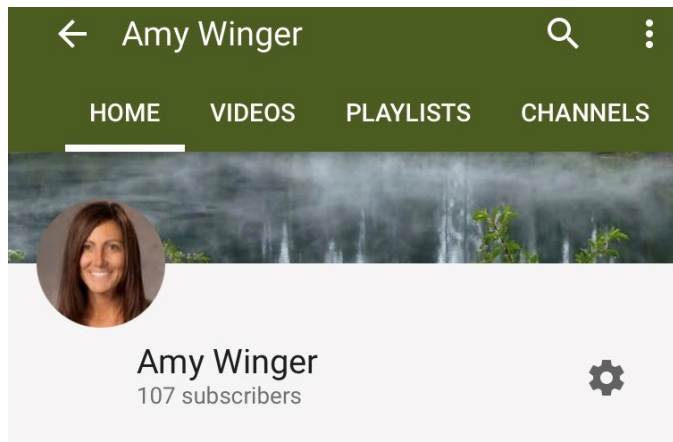


IMG\_5550.mp4

18.8 MB

Sent from my iPhone

# MP4 → YouTube



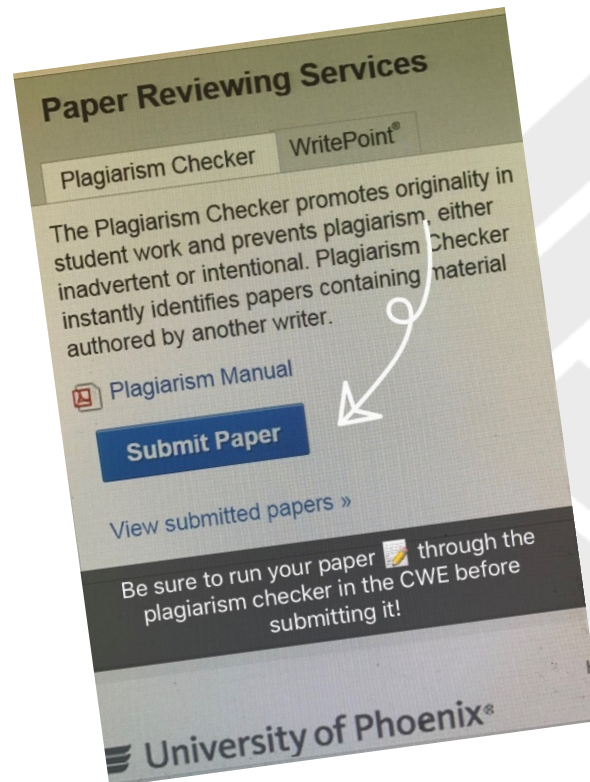
<https://www.youtube.com/watch?v=YMda6TmU8Jc>



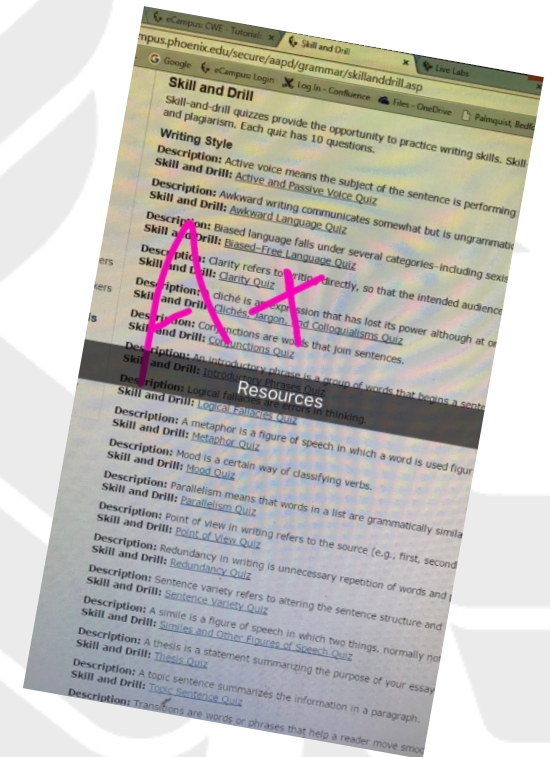
# Other Practical Uses



Fun  
Graphics



Directions

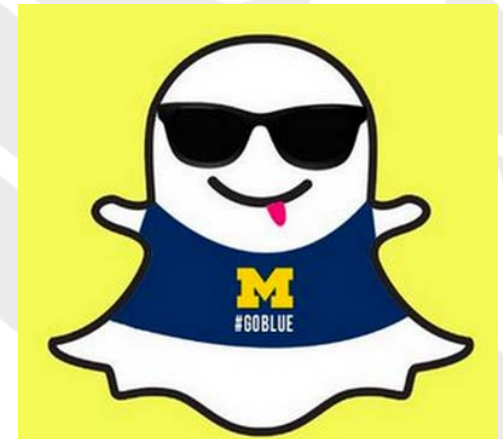


Showcase  
University  
Resources

# University Use of Snapchat



- Due dates
- Class resources
- Orientation events
- Academic lectures
- Social events
- Selfie contests



(Malamet, 2014)

- Infographics are concisely chunked materials reflecting smaller and more easily digested bits of information.



- If aesthetically appealing and entertaining, it improves student engagement and retention (Bellato, 2013).

# Educational Infographics

- Infographics should embody learning concepts in a filtered and uncomplicated design.
- Learners are able to process information in a straight-forward and memorable manner (Bellato, 2013).



(Website Marketing Group, 2013).



# Piktochart Basics

- Create graphics or presentation slideshows



## Week 3

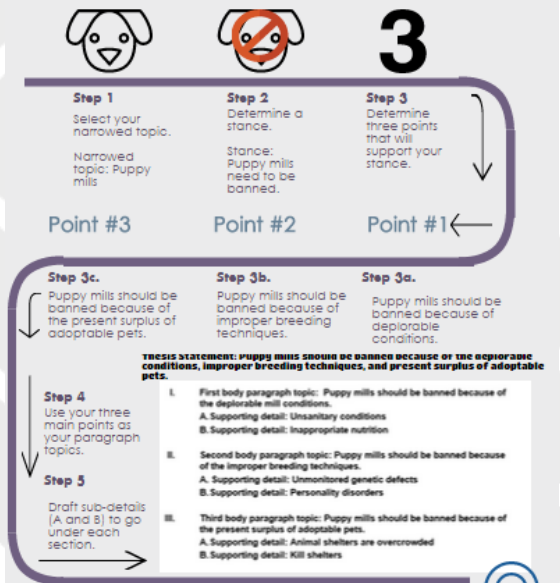
Creating a Thesis Statement and Outline



OR

## Week 3

Creating a Thesis Statement and Outline



Weekly Tasks



1. Read/review all Required and Recommended Learning Activities
2. Read/review all Announcements, Private Message, and Class Messages
3. Participate by posting 8 substantive posts over a span of 3 days
4. Complete all Assignments
5. Ask questions

<https://magic.piktochart.com/output/7339298-week-3-wrap-up>



The image shows the Piktochart website landing page. The background is a photograph of a laptop displaying the Piktochart interface, with a hand pointing at the screen. A red mug sits on a saucer to the right of the laptop. The website has a blue header with the Piktochart logo and navigation links: HOME, FEATURES, PRICING, TEMPLATES, BLOG, SUPPORT, LOGIN, and a green SIGN UP button. The main content area has the heading "Easy-to-Use Infographic Maker" and the text "Take your visual communication to the next level, without hiring a professional designer." Below this is a green "Start For Free" button. At the bottom, there is a row of logos for TechCrunch, SurveyMonkey, Forbes, theguardian, Booking.com, MOZ, and Typeform.

**Piktochart**

HOME FEATURES PRICING TEMPLATES BLOG SUPPORT LOGIN [SIGN UP](#)

## Easy-to-Use Infographic Maker

Take your visual communication to the next level,  
without hiring a professional designer.

[Start For Free](#)

TechCrunch SurveyMonkey Forbes theguardian Booking.com MOZ Typeform

# Template Options

- Infographic, Poster, Presentation, or Printable

First, pick a template

Our designers work hard so you don't have to. In fact, you'll have access to a weekly updated library of over **600** professionally-designed templates. Finding a style that fits your message is easy.



# Personalizing Your Creation



## Then, make it unique

Edit text, fonts, and colors. Change as much or as little as you want to.



Charts & Maps



Icons



Photos & Videos

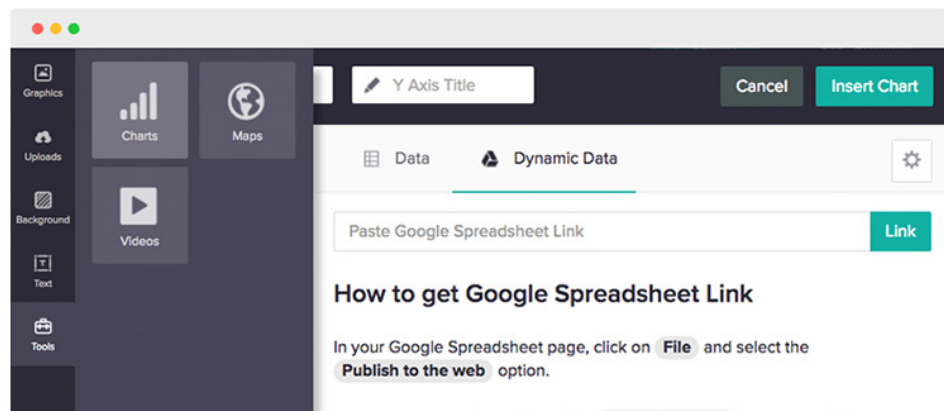


Integration

## Import Your Data

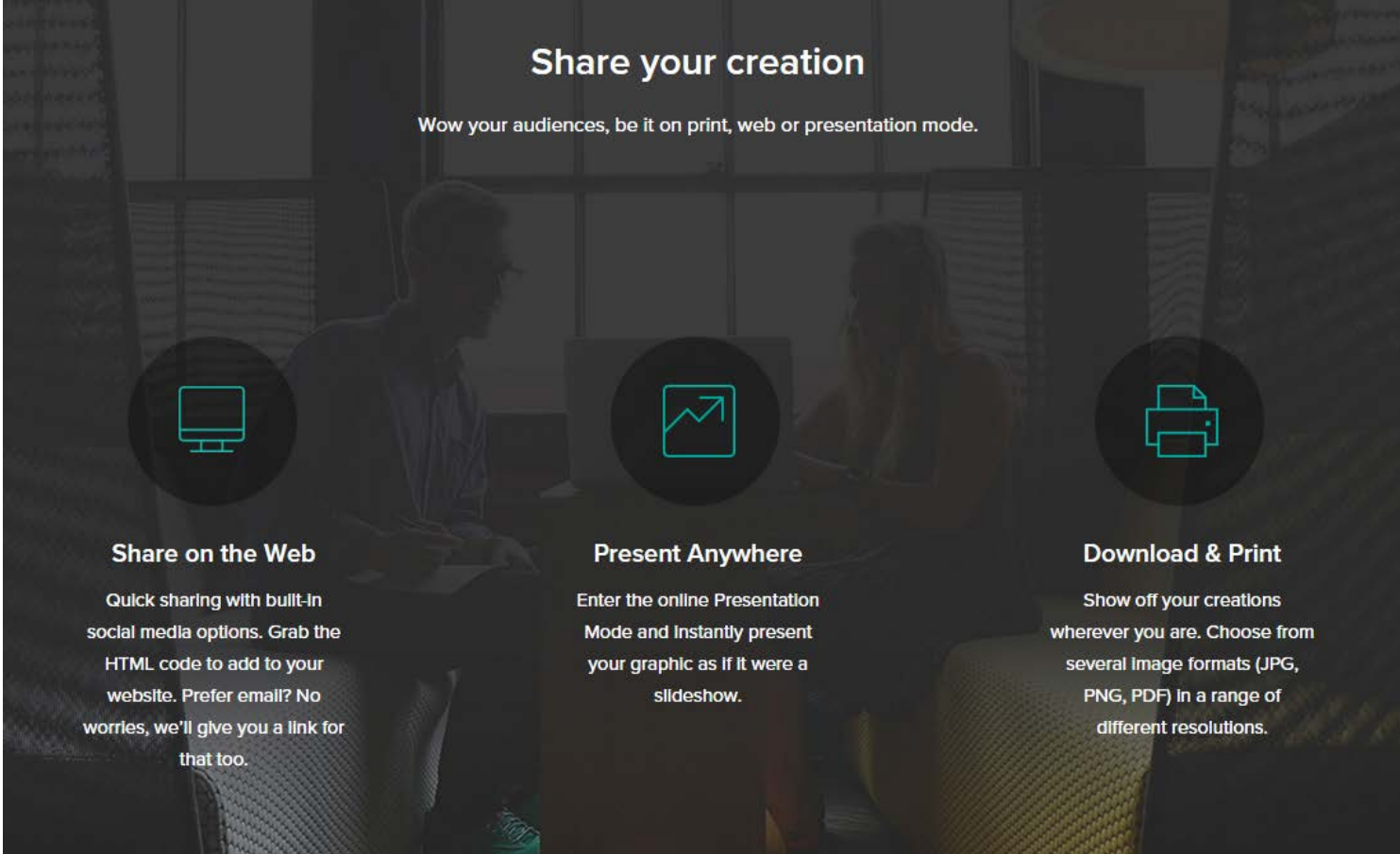
Instantly visualize your data or survey results with our Google Spreadsheet and SurveyMonkey import features.

Start Creating




(Piktochart Image 3, 2017).

# Presentation Modes




## Share your creation

Wow your audiences, be it on print, web or presentation mode.




### Share on the Web

Quick sharing with built-in social media options. Grab the HTML code to add to your website. Prefer email? No worries, we'll give you a link for that too.



### Present Anywhere

Enter the online Presentation Mode and instantly present your graphic as if it were a slideshow.



### Download & Print

Show off your creations wherever you are. Choose from several image formats (JPG, PNG, PDF) in a range of different resolutions.

# Practical Uses

- Weekly Overviews

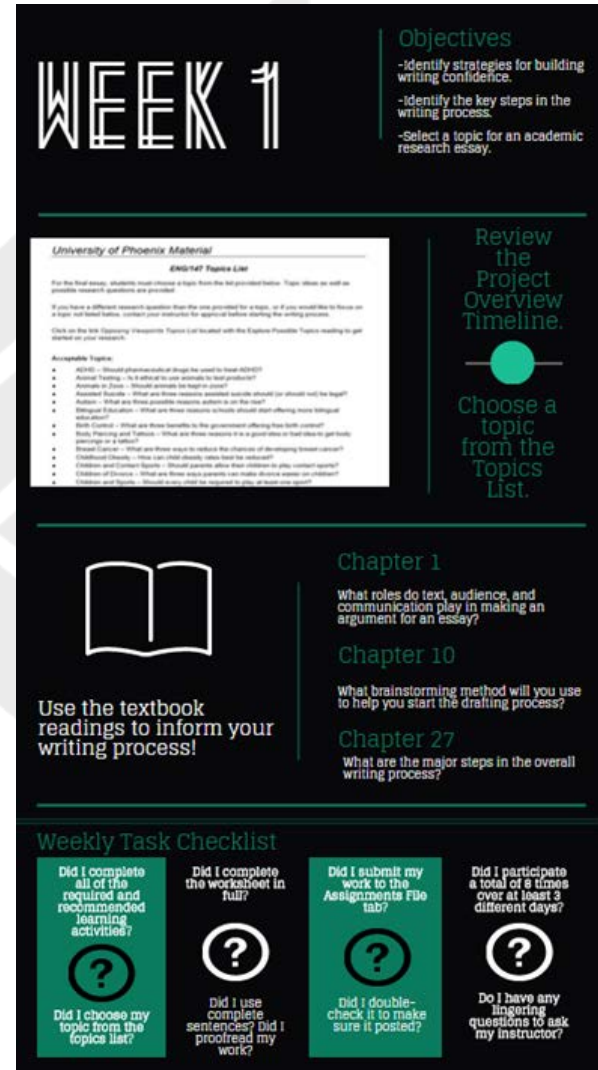


**WEEK 1**

**Objectives**

- Identify strategies for building writing confidence.
- Identify the key steps in the writing process.
- Select a topic for an academic research essay.

<https://magic.piktochart.com/output/7321848-week-1-wrap-up>



**WEEK 1**

**Objectives**

- Identify strategies for building writing confidence.
- Identify the key steps in the writing process.
- Select a topic for an academic research essay.

**Review the Project Overview Timeline.**

**Choose a topic from the Topics List.**

**University of Phoenix Material**

**WRITING TOPICS LIST**

For the final essay, students must choose a topic from the list provided below. Topics above are used as possible research questions are provided.

If you have a different research question than the one provided for a topic, or if you would like to focus on a topic not listed below, contact your instructor for approval before starting the writing process.

Click on the left (Assignment Instructions) Topics List located with the Explore Possible Topics heading to get started on your research.

**Acceptable Topics:**

- **Alcohol** – Should pharmacists at drug stores be able to sell alcohol?
- **Animal Testing** – Is it ethical to use animals to test products?
- **Assisted in Death** – Should assisted in death be legal?
- **Assisted Suicide** – What are the reasons assisted suicide should be allowed?
- **Autism** – What are three possible reasons autism is on the rise?
- **Biological Education** – What are three reasons why school should offer more biological education?
- **Birth Control** – What are three benefits to the government offering free birth control?
- **Body Piercing and Tattoos** – What are three reasons it is a good idea to get body piercings or tattoos?
- **Brain Cancer** – What are three ways to reduce the chances of developing brain cancer?
- **Childhood Obesity** – What can child obesity rates lead to?
- **Children and Cellphone Usage** – Should parents allow their children to play without supervision?
- **Children and Education** – What are three ways parents can make children's schools an education?
- **Children and the Internet** – Should internet sites be required to give children's names?

**Chapter 1**

What roles do text, audience, and communication play in making an argument for an essay?





**Chapter 10**

What brainstorming method will you use to help you start the drafting process?

**Chapter 27**

What are the major steps in the overall writing process?

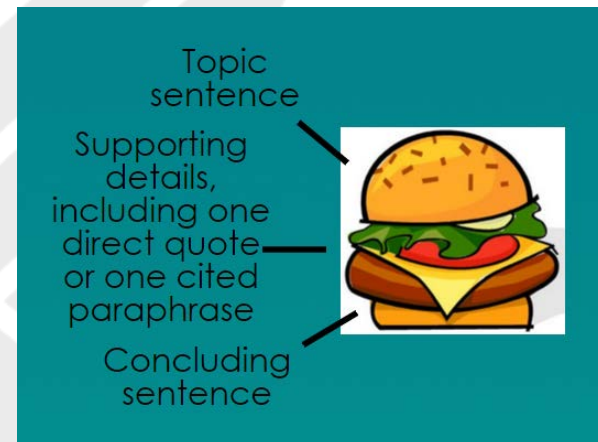
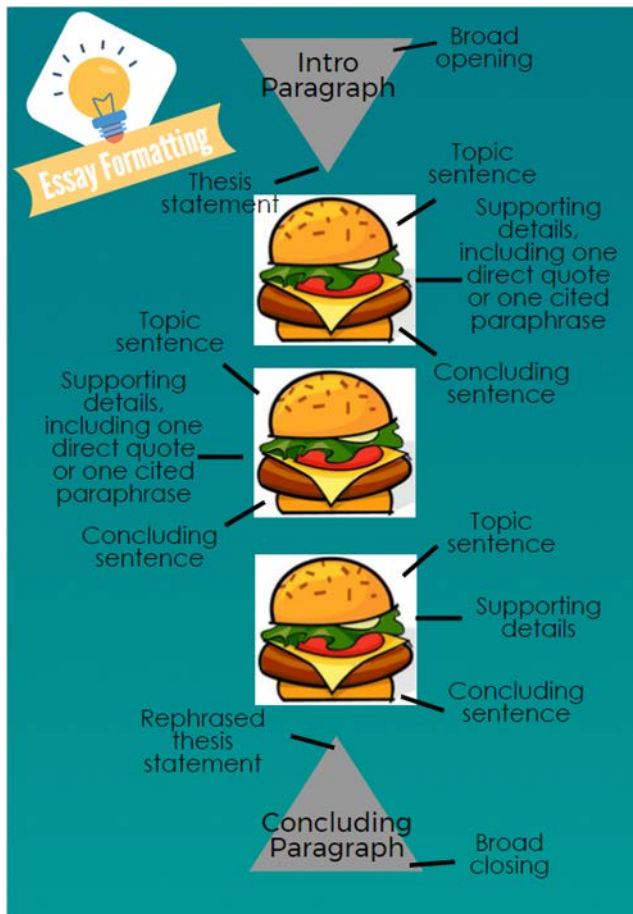
**Weekly Task Checklist**

Did I complete all of the required and recommended learning activities?	Did I complete the worksheet in full?	Did I submit my work to the Assignments File tab?	Did I participate a total of 8 times over at least 3 different days?
			
Did I choose my topic from the topics list?	Did I use complete sentences? Did I proofread my work?	Did I double-check it to make sure it posted?	Do I have any lingering questions to ask my instructor?



# More Practical Uses

- Lessons and Learning Concepts



<https://magic.piktochart.com/output/7347633-body-paragraphs>

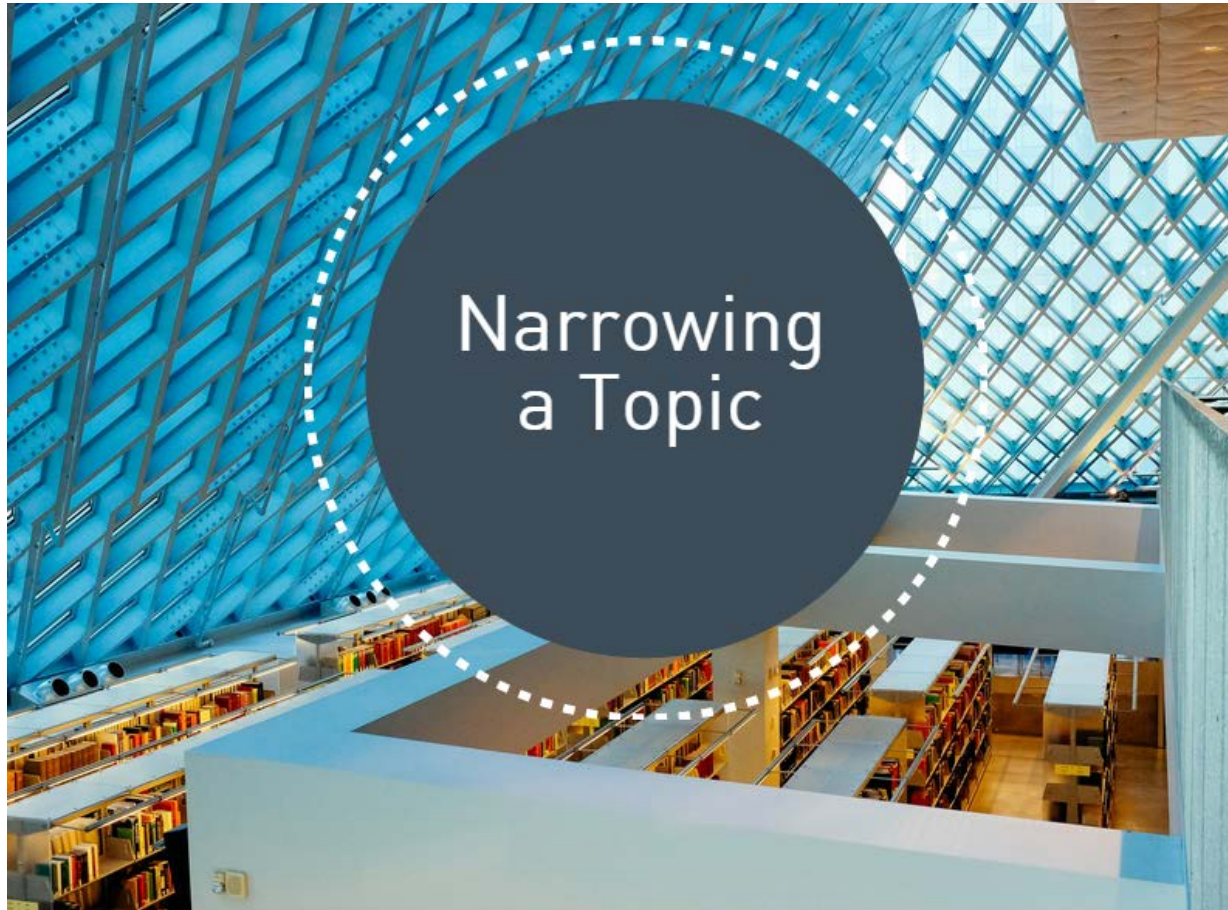
# Practical Uses

- Learning Modules as a Slideshow
  - How to Narrow an Essay's Topic

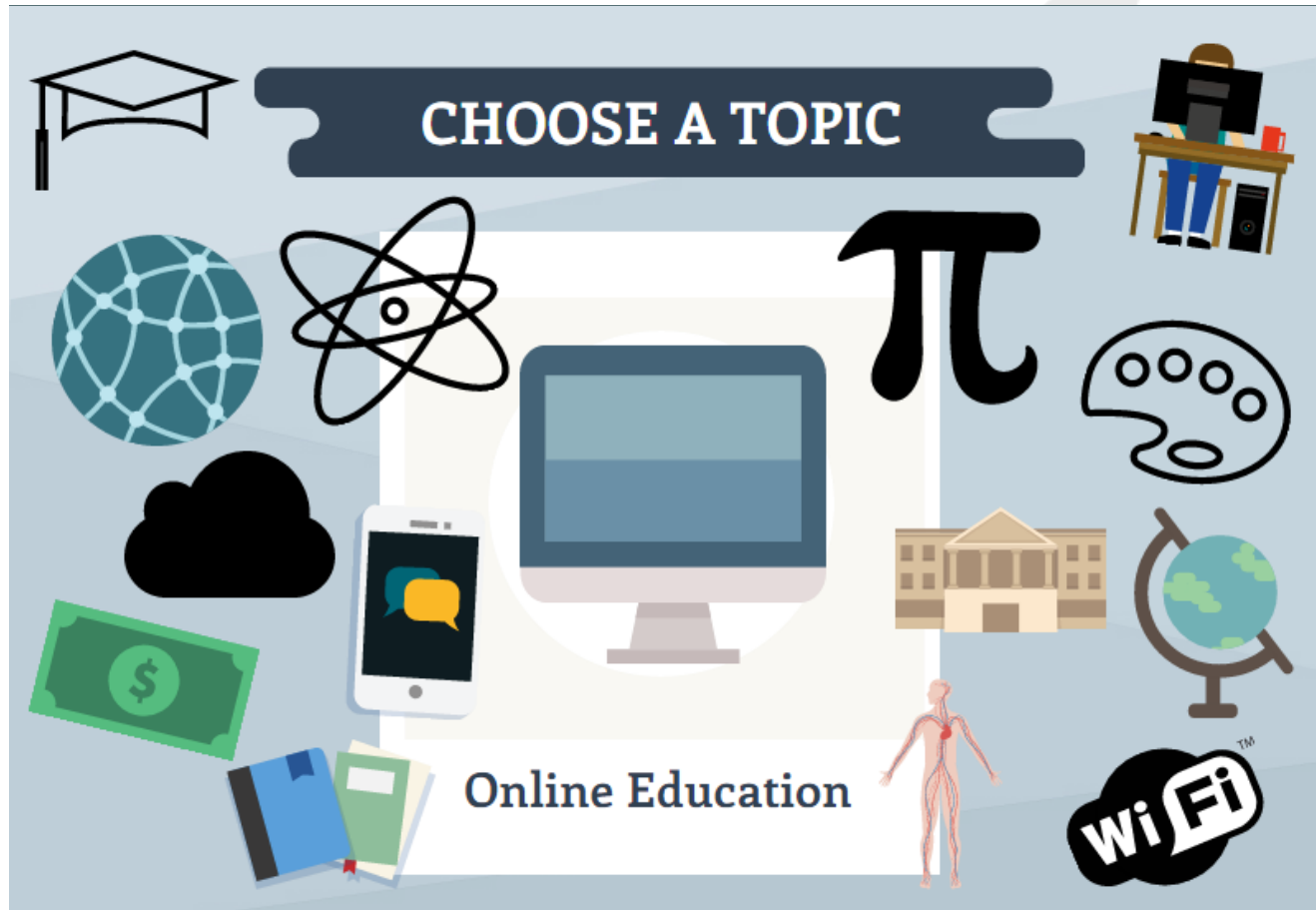




# Narrowing a Topic Slide #1



## Narrowing a Topic Slide #2



## Narrowing a Topic Slide #3

### CHOOSE A STANCE



Is online educational  
beneficial?



Is online education  
detrimental?

## THREE SUPPORTING POINTS

Online learning is beneficial because it has...



### Financial Benefits

- Childcare savings
- Campus lodging savings
- Lower tuition costs



### Academic Benefits

- Technological opportunities
- Self-paced learning
- Variety of programs and courses



### Personal Benefits

- Comfortable learning environment
- Convenient and flexible
- Develop real-world skills

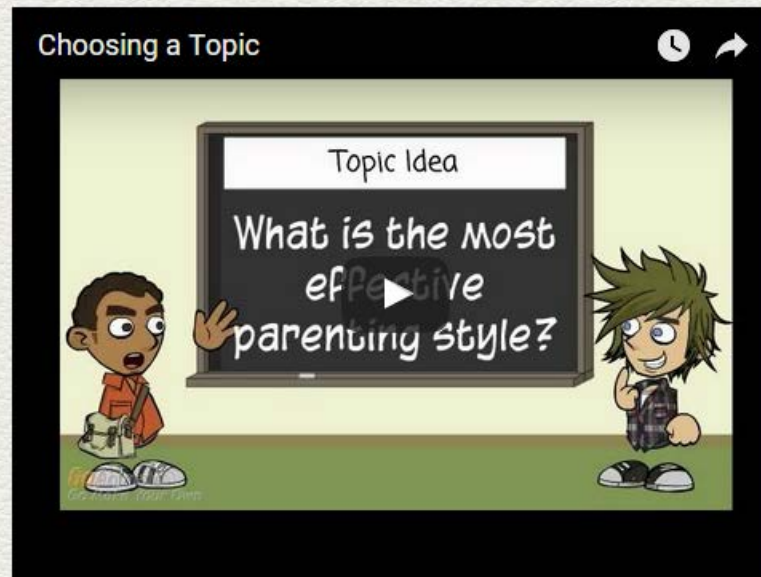


**IF YOU CANNOT NARROW  
YOUR STANCE AND  
SUPPORT IT IN THREE  
WAYS, START OVER.**



## Narrowing a Topic Slide #6

### ADDITIONAL RESOURCE



# Narrowing a Topic Slide #7



Brought to you by:



# Limitations of Microlearning

- Microlearning is not for everything.
- Microlearning does not replace e-learning; it's a facet of it.
- Microlearning does not ensure mastery and understanding.





## How can microlearning be used?



- Scenario #1: How can you use microlearning to teach students how to submit an online assignment?
- Scenario #2: What activity could you develop where students need to respond in 140 characters or less?

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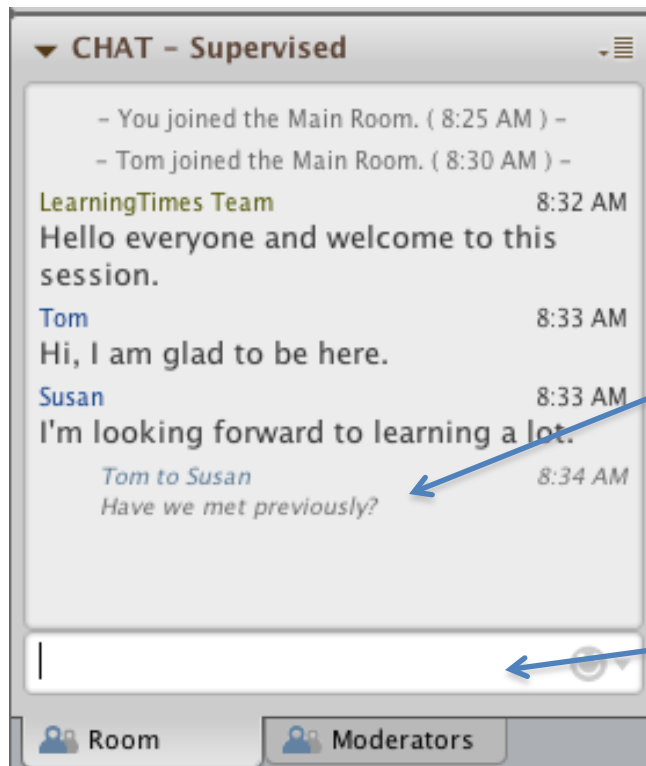


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# #tcc22nd



# Chat with us!

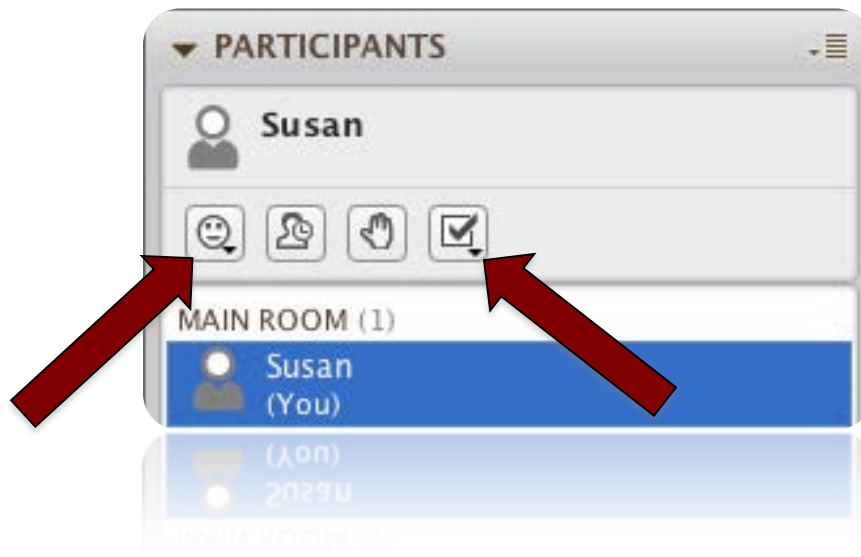


Private messages can be viewed by Moderators, just so you know.

Type your message here and press Enter to send.



# Polls, smiles and handraising



# You have a voice!

Audio Setup Wizard



Click on the Talk button.  
We won't be using  
Video.