

Always On

**How Pervasive Social Media is Altering
Communication, Education and Learning**



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Managing Partner, McDougall Travers Collins

TECH@NAZ CONFERENCE • JANUARY 9, 2013 • ROCHESTER, N.Y.

“the doorbell test”



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oya yubi sedai

the thumb generation



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more about you



text messages sent each day

Nazareth faculty/staff survey, December 2012

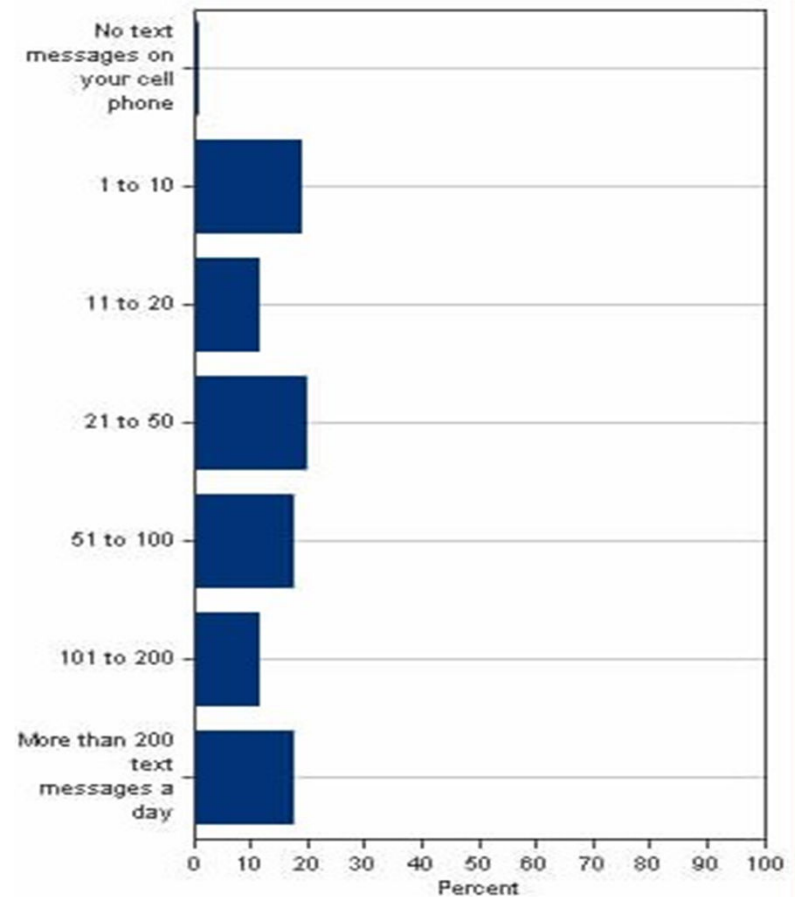


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text messages sent each day

Pew Internet & American Life Project, Teens Ages 12-17, April – July 2011



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riding change



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“For them [students] the real world is the world found in their mobile devices – and everything outside of that is a mere distraction.”

Full-Time Arts & Literature Faculty Respondent
Babson Survey Research Group and Pearson Study, October 2012

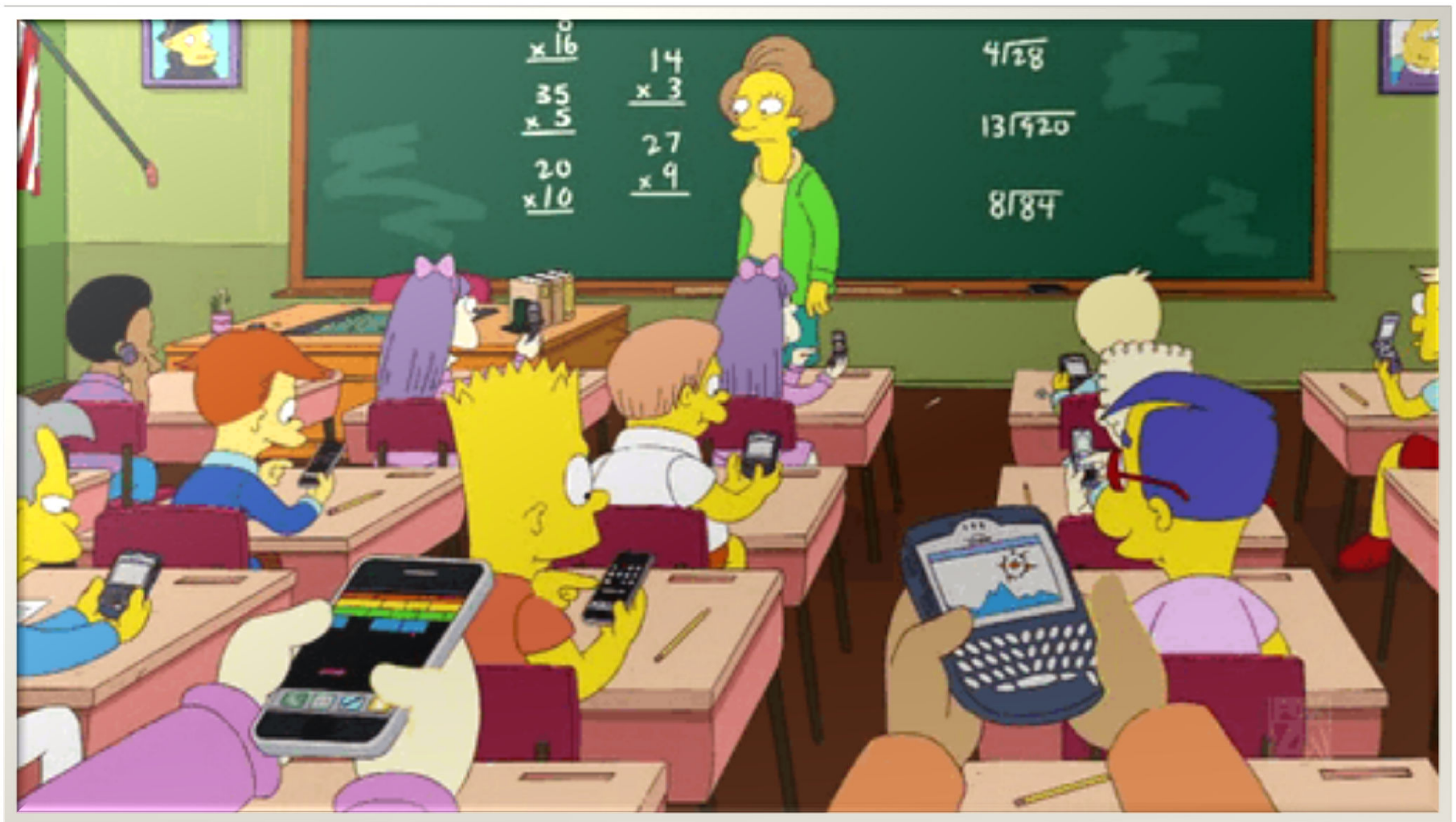


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13



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10 communications trends that will dramatically alter learning in the next decade



barriers eroding

1



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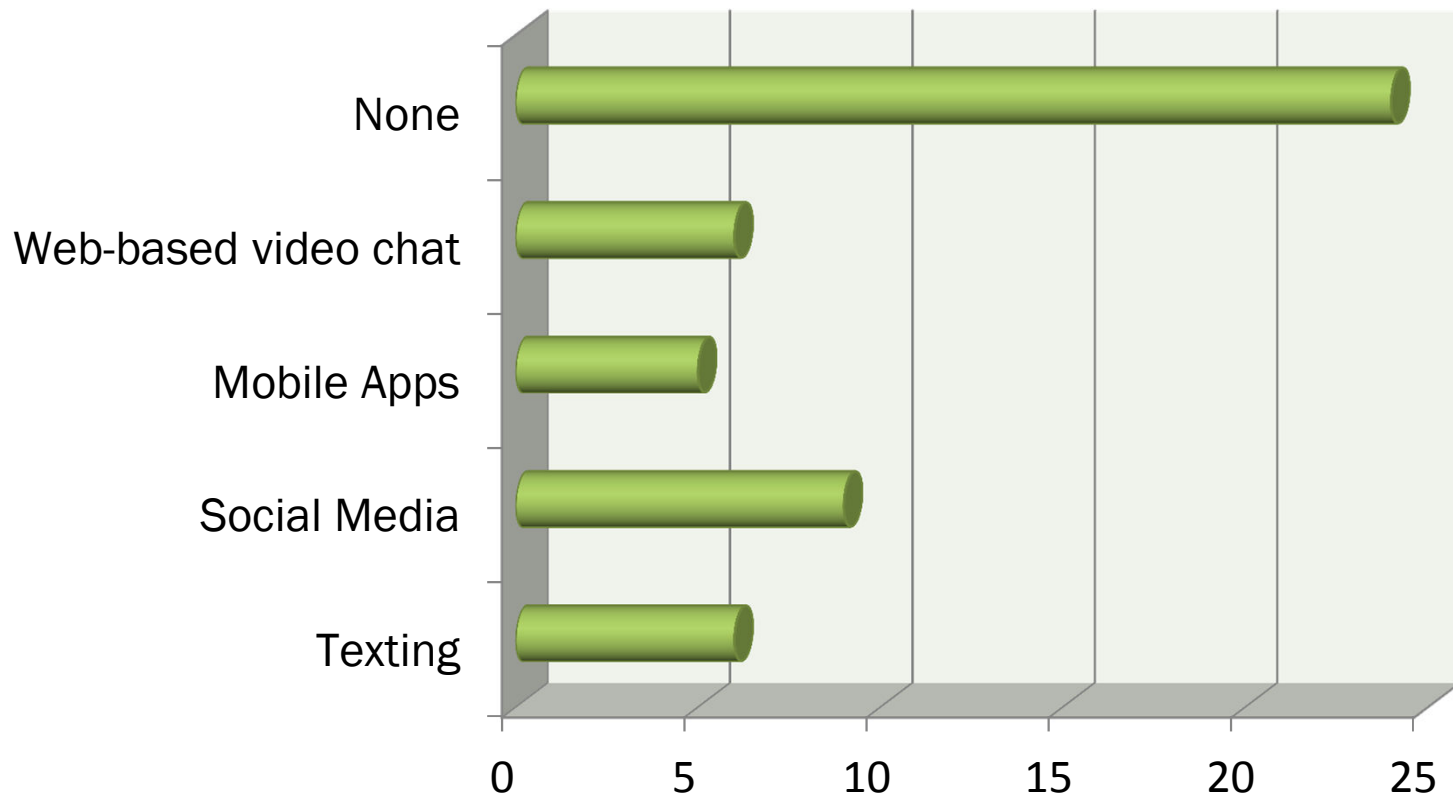
16



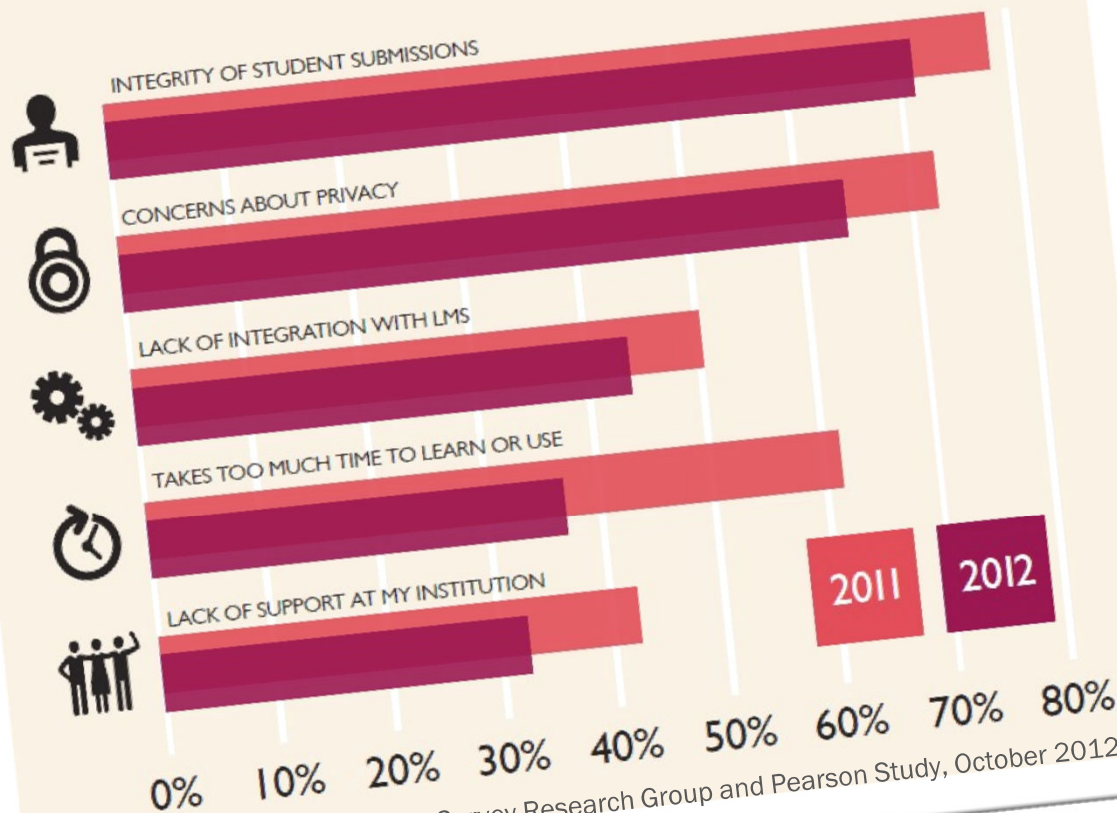
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technologies used in the classroom

Nazareth faculty/staff survey, December 2012



Barriers to social media use



Babson Survey Research Group and Pearson Study, October 2012



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student expectations growing 2



The image shows the Edmodo website interface. At the top, the Edmodo logo is displayed in a blue speech bubble. Below the logo, there are input fields for 'Username or Email' and 'Password', a 'Forgot?' link, and a 'Login' button. In the center, there is a 'Create Your Account' section with buttons for 'I'm a Teacher', 'I'm a Student', and 'Parent Sign Up (Requires Parent Code)'. The page is decorated with a blue header and footer, and a collage of student photos on the sides.

edmodo

Username or Email Password [Forgot?](#) Login

Edmodo for Gaston County Schools
Create Your Account

I'm a Teacher I'm a Student

[Parent Sign Up](#) (Requires Parent Code)

[Blog](#) [Schools & Districts](#) [Platform](#) [Mobile](#) [Help](#)

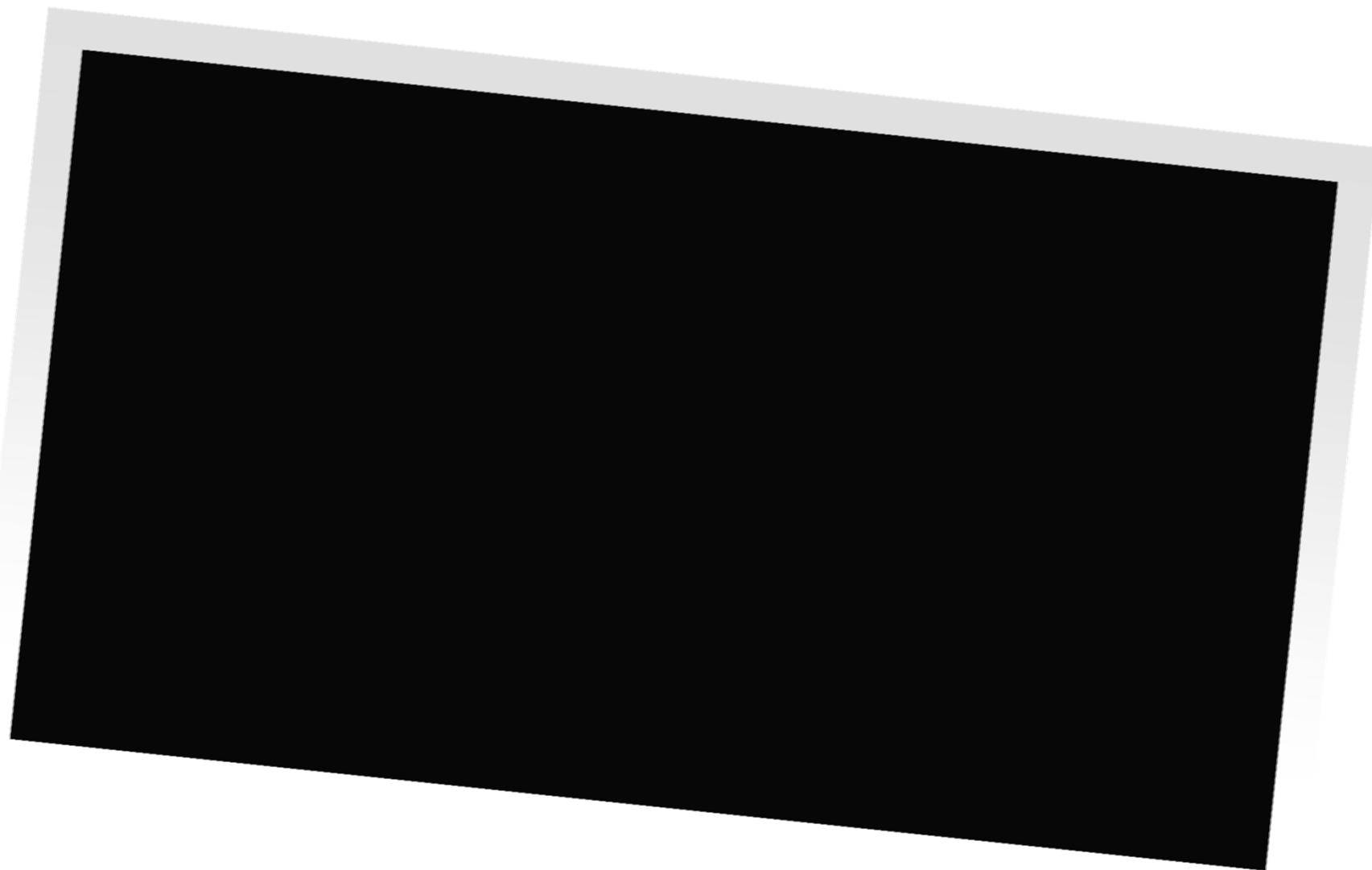


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20



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15 000 000

teachers and students globally



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geo-independence increasing 3



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By 2015



Only 4.1MM U.S. post-secondary students will take classes exclusively on a physical campus (down from 14.4MM in 2010)...



... and 3.9MM students will take classes exclusively online.

Source: Ambient Insights



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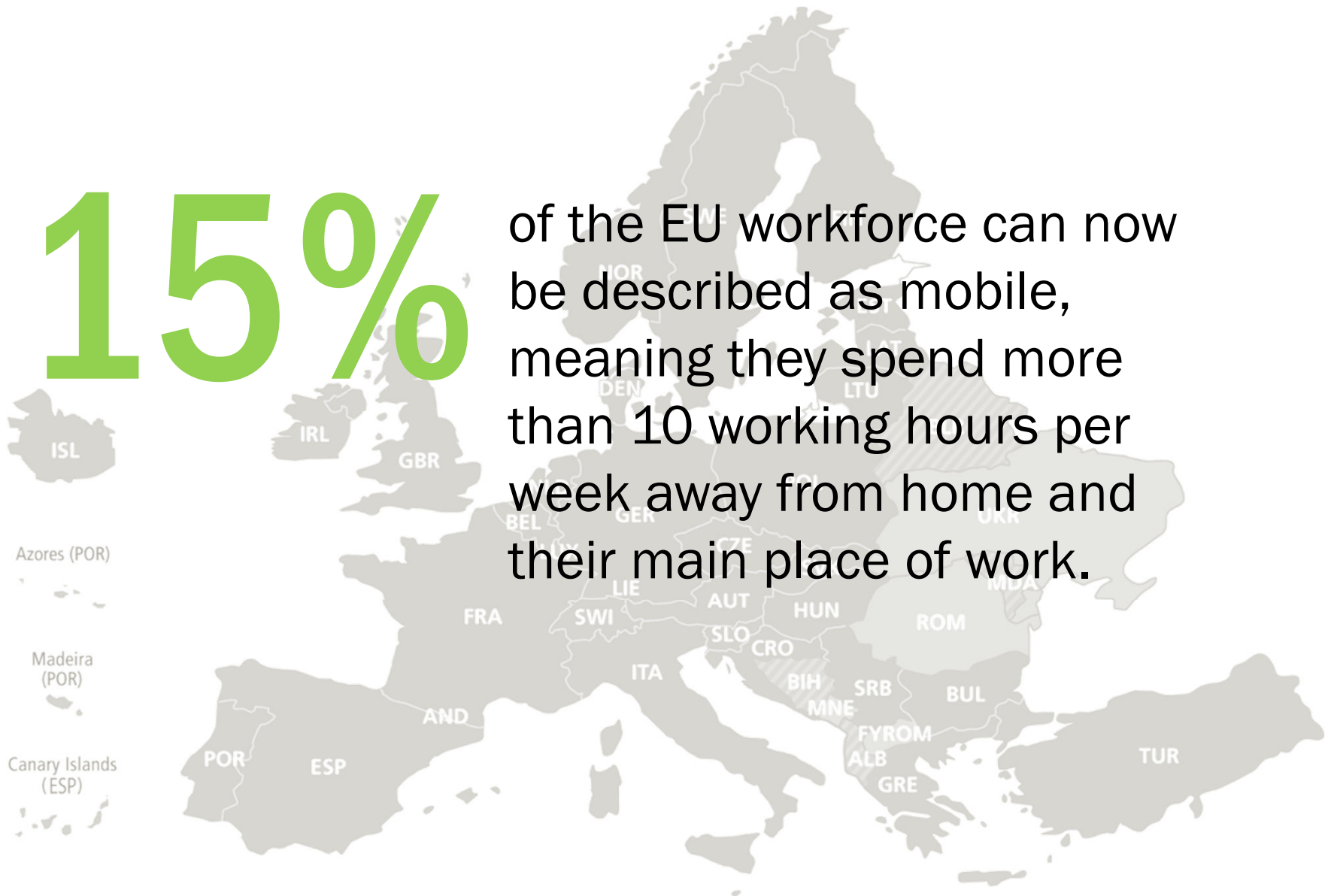


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15%

of the EU workforce can now be described as mobile, meaning they spend more than 10 working hours per week away from home and their main place of work.



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platforms evolving 4



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Personal use by site



Babson Survey Research Group and Pearson Study, October 2012

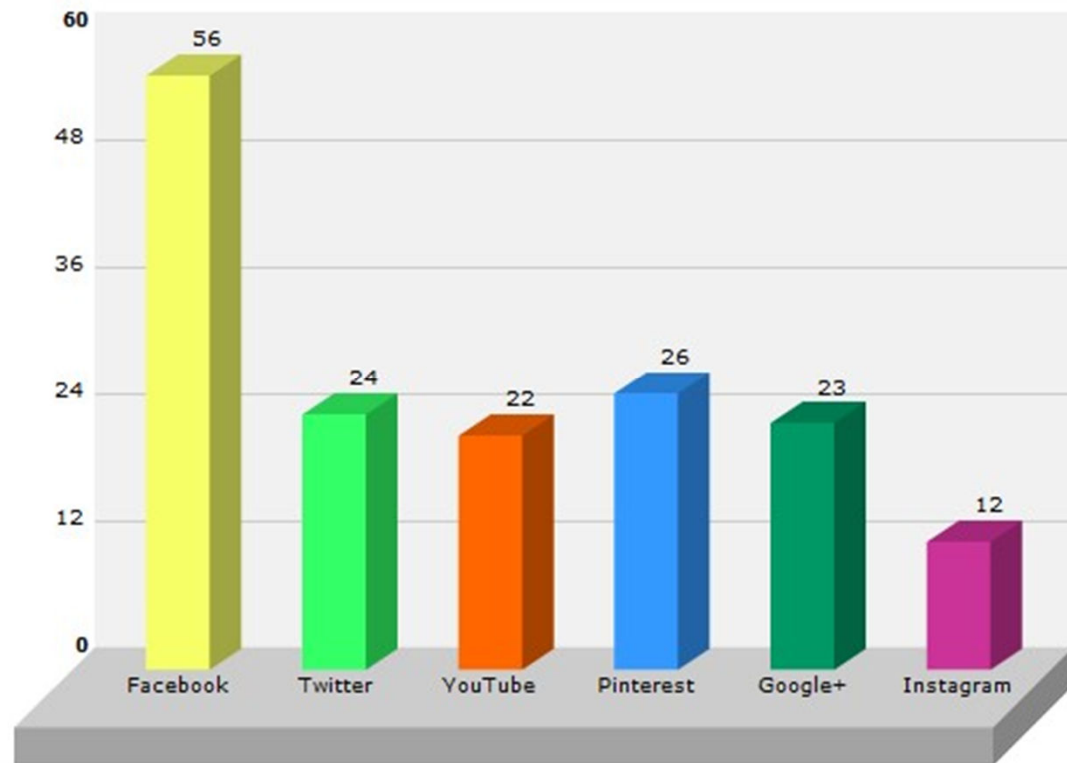


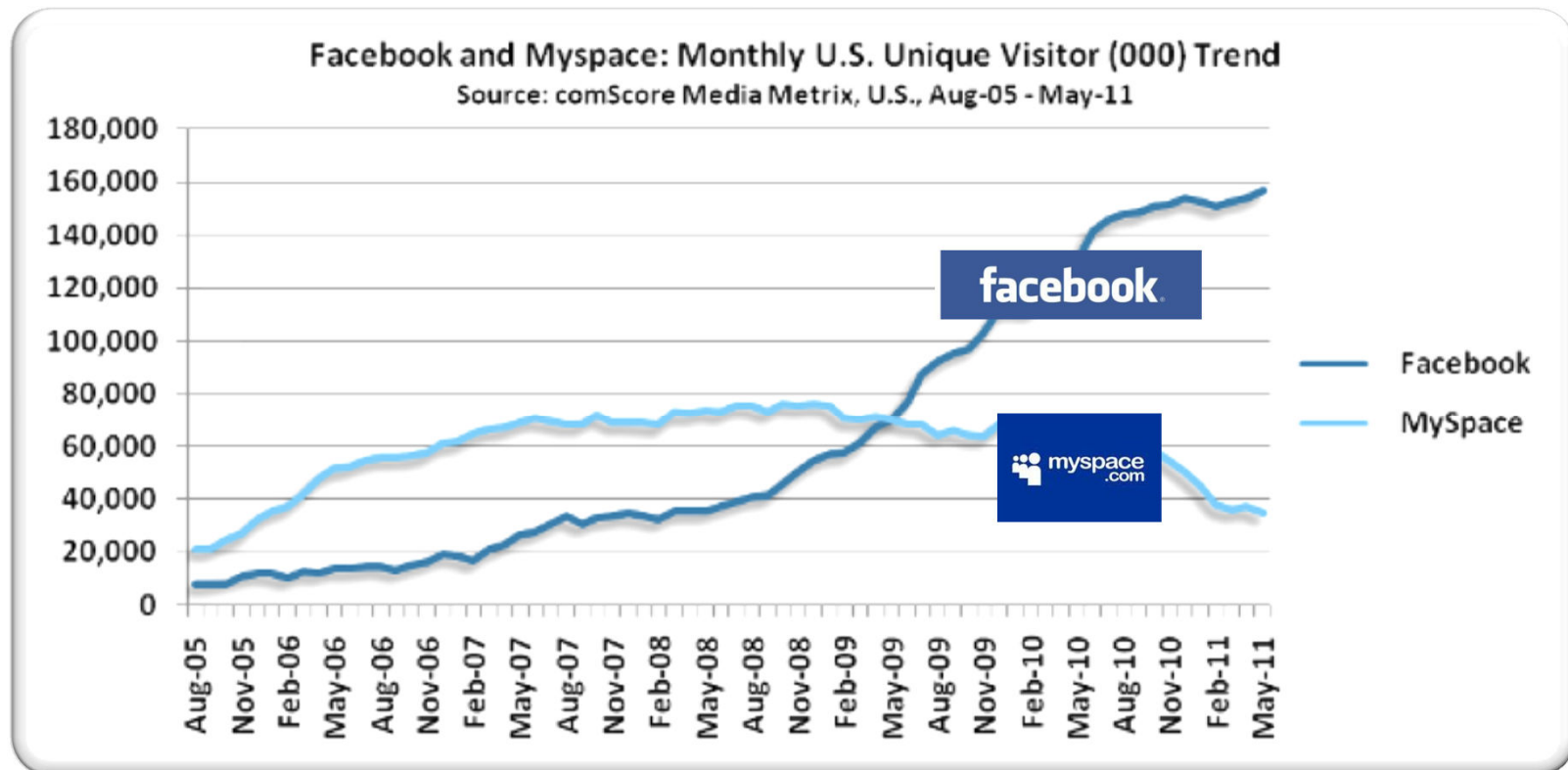
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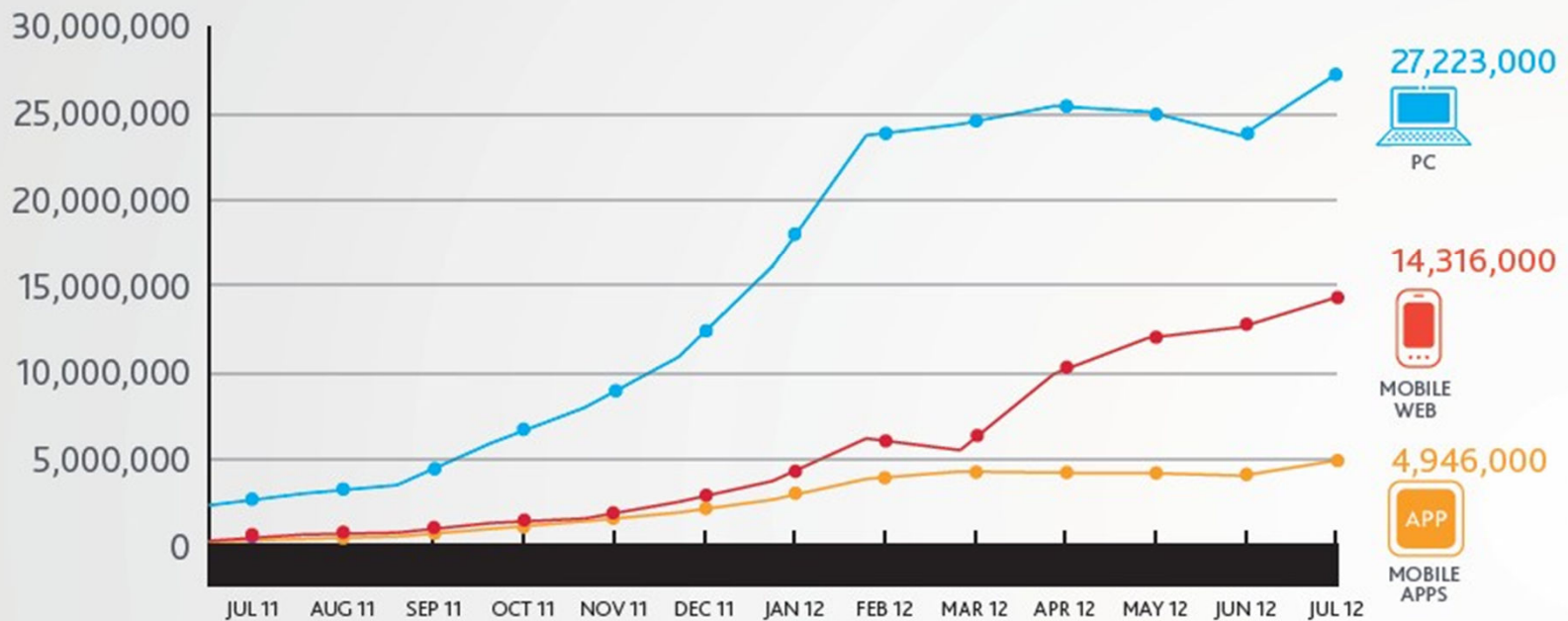
personal social media use

Nazareth faculty/staff survey, December 2012





Unique U.S. Audience



Nielsen Social Media Report 2012



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oversimplification threatening 5

≤140





Woman meets man called Darcy who seems horrible. He turns out to be nice really. They get together.



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“digital snacking”

Android users spend nearly one hour on their devices a day, yet the average app session lasts just over a minute.

DFKI, November 2011



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visuals winning 6



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Video use

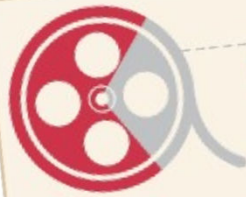
What sources do faculty look to for video?



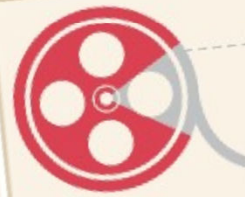
33.8%
Created
my own



41.1%
Provided
by my
institution



69.5%
Provided by
education
companies



83.3%
Found
online

One area where adoption is almost universal is in the use of video for teaching.

Babson Survey Research Group and Pearson Study, October 2012



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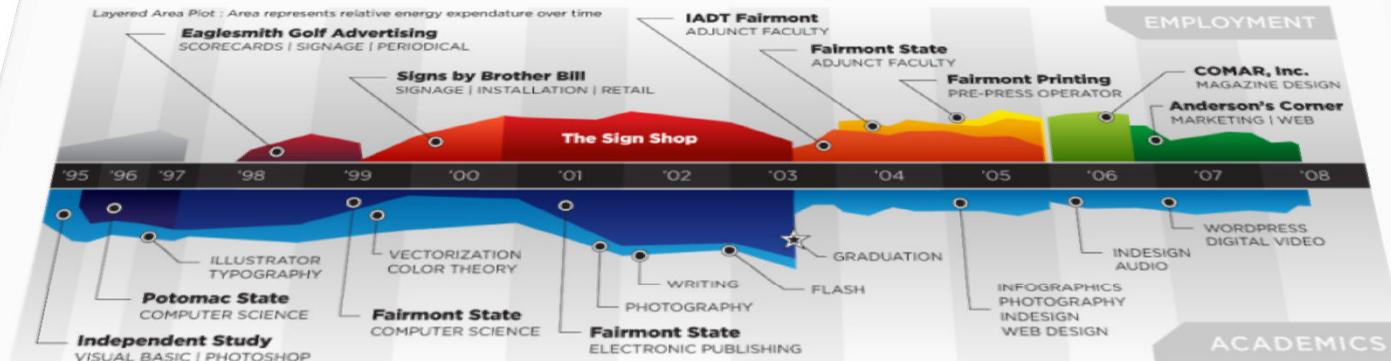




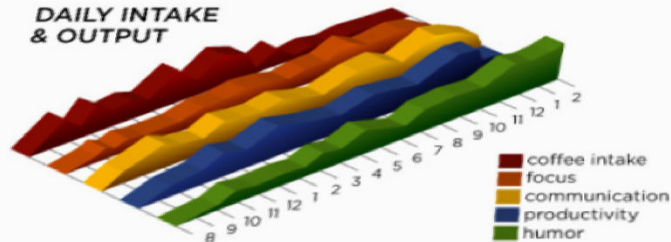
Michael Anderson

RÉSUMÉ / INFOGRAPHICS

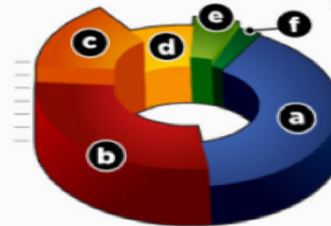
theportfolio.ofmichaelanderson.com
lunyboy@yahoo.com | 304-382-5145
HC 63 BOX 2340 | ROMNEY, WV 26757



DAILY INTAKE & OUTPUT



PRIMARY SKILL SETS



- a. Digital Photography, Photoshop
- b. Layout, InDesign, Typography
- c. Illustrator, Vectorization, Signs
- d. Flash, Animation, Scripting
- e. Web Design, Wordpress, CSS
- f. Copywriting, Editing, Research

Pie slice = represents % personal time investment.
Height indicates approx. professional deployment.



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sharing is exploding

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What Happens in an Internet Minute?

A 3D bar chart where each bar represents a different online activity. The bars are arranged in a descending sequence from left to right. A large, glowing, coiled cable on the left side of the chart represents the volume of data transferred. A stopwatch icon is positioned at the top left, indicating the time frame of one minute. Lines connect specific data points to their corresponding bars or boxes.

Activity	Count
Global IP data transferred	639,800 GB
New victims of identity theft	20
Emails sent	204 million
App downloads	47,000
In sales	\$83,000
Hours of music	61,141
Photo uploads	3,000
Photo views	20 million
New Twitter accounts	320+
New tweets	100,000
New mobile users	1,300
Botnet infections	135
New Wikipedia articles published	6
New LinkedIn accounts	100+
Logins	277,000
Facebook views	6 million
Search queries	2+ million
Hours of video uploaded	30
Video views	1.3 million

And Future Growth is Staggering

Today, the number of networked devices = the global population

By 2015, the number of networked devices = 2x the global population

In 2015, it would take you 3 years to view all video crossing IP networks each second



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DASHBOARD
PERKS
64
MIKE

Hello, Mike [View your profile](#)

Show Stats
☒ ON

Twitter

50+ Mentions

70+ Lists

20+ Retweets

900+ Followers

Facebook

500+ Friends

1K+ Likes

400+ Comments

10+ Wall Posts

Google+

-- +1s

-- Comments

-- Reshares

Info is gathered from public posts only.

Friday

Lore and Peggy engaged with the link you shared on Facebook

"Would it be wrong for me to carry my own tape supply? Frequent fliers will relate!"

gamification expanding 8



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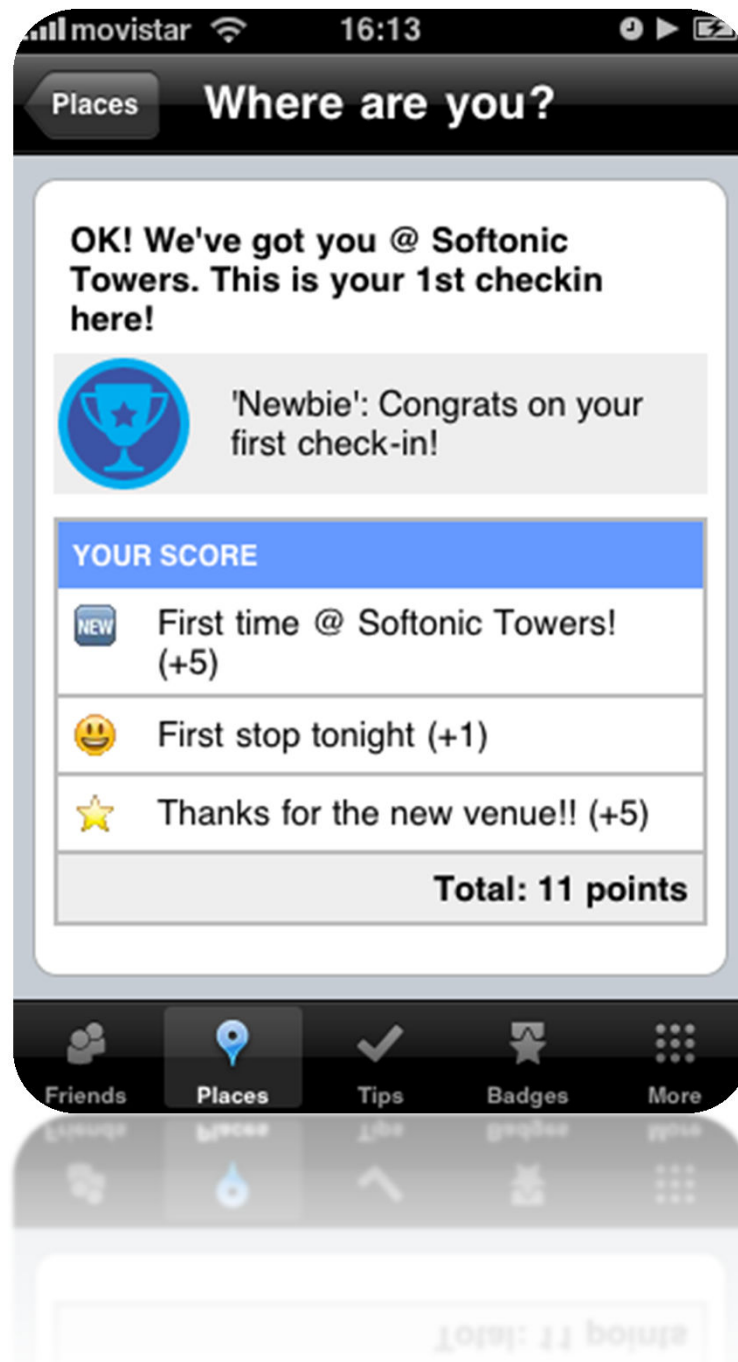


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		Leader Board		Module 4: Managing Performance	
Avatar/Username		Completed Modules		Star indicator	
 Dr. Jazz		1 2 3 4 5 6 7 8 9 300		★ ★ ★ ★ ★	
 Kimberly		1 2 3 4 5 6 7 8 9 12		★ ★ ★ ★ ★	
 Gregory		1 2 3 4 5 6 7 8 9 0		★ ★ ★ ★ ★	
 Buryan		1 2 3 4 5 6 7 8 9 0		★ ★ ★ ★ ★	
 Tanis		1 2 3 4 5 6 7 8 9 0		★ ★ ★ ★ ★	
 Monique		1 2 3 4 5 6 7 8 9 0		★ ★ ★ ★ ★	
 Shadonna		1 2 3 4 5 6 7 8 9 0		★ ★ ★ ★ ★	





www.knewton.com/gamification-education/



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“privacy” is changing 9



facebook

Email or Phone

☐ Keep me logged in

Password

Log In

[Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up

It's free and always will be.

First Name

Last Name

Your Email

Re-enter Email

New Password

Birthday:

Month:

Day:

Year:

[Why do I need to provide my birthday?](#)

☐ Female ☐ Male



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barter



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always on is “normal”

10



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A survey of US adult smartphone owners found that 63% of female respondents and 73% of male respondents don't go an hour without checking their phone

Source: Harris Interactive, June 2012



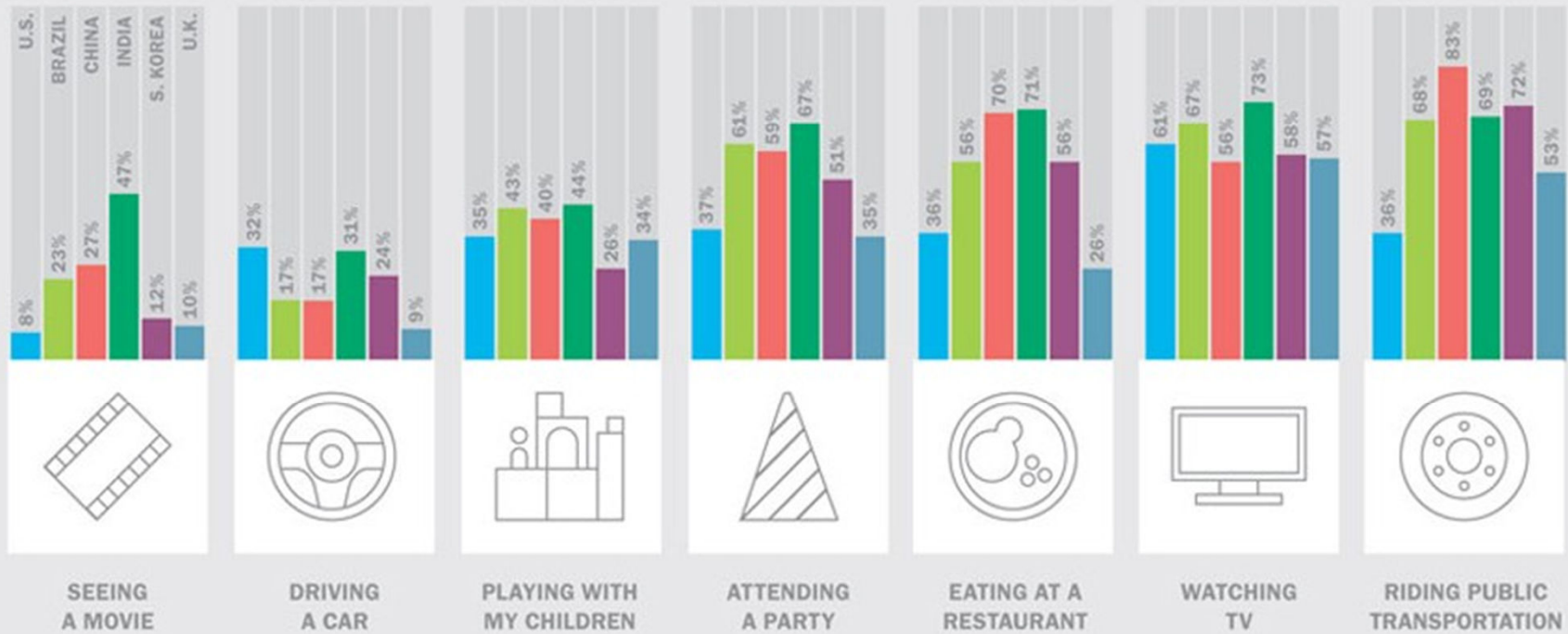
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Do you almost always use your mobile device while doing these other tasks?



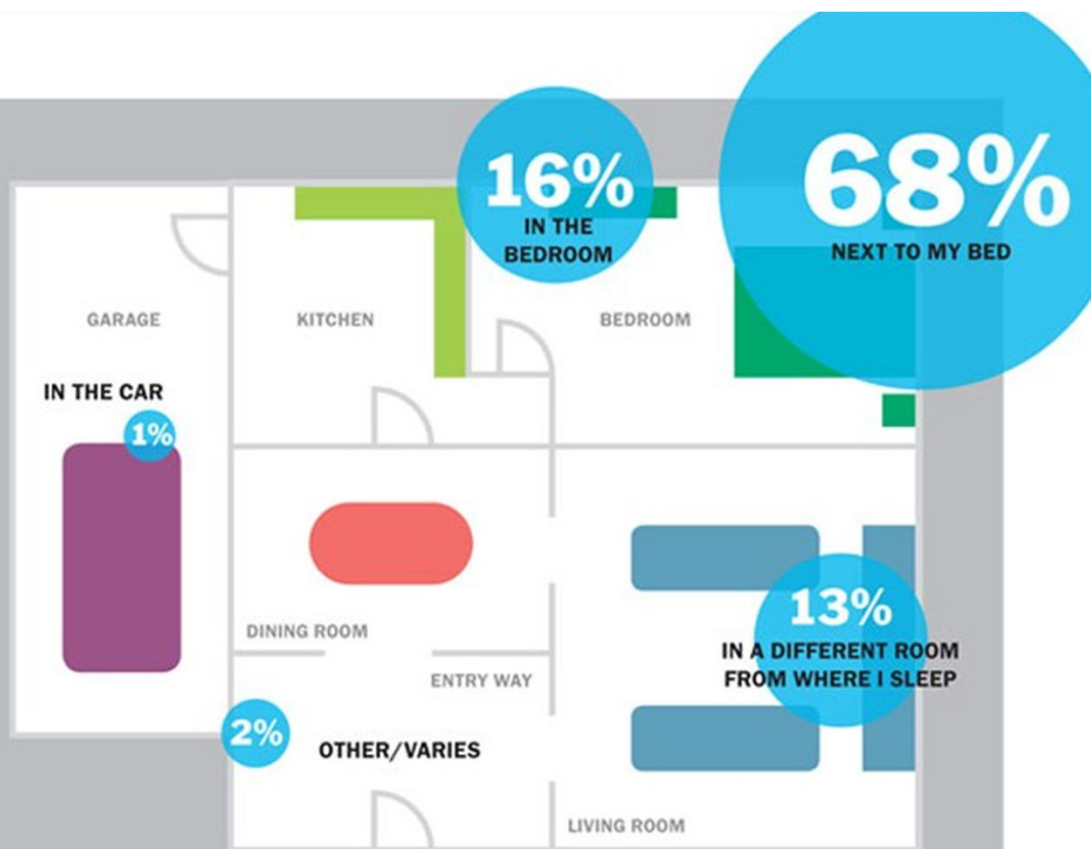
Source: Qualcomm, June – July 2012



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**Where
do you
place
your
mobile
device
while
sleeping
at
night?**



Source: Qualcomm, June – July 2012



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HOW WE CONNECT 2011 | 2012



Nielsen Social Report 2012



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It's no longer “social media” or
“the web” or “the Internet.”

It's communication.



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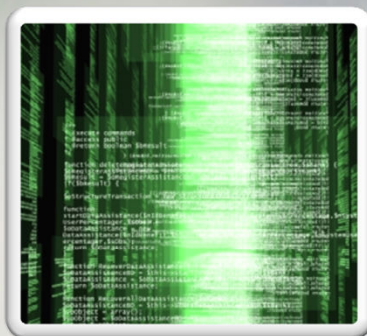
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SO what does
it all **mean?**





**Harder
Work**



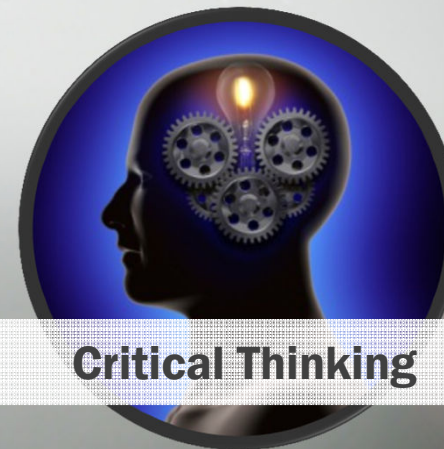
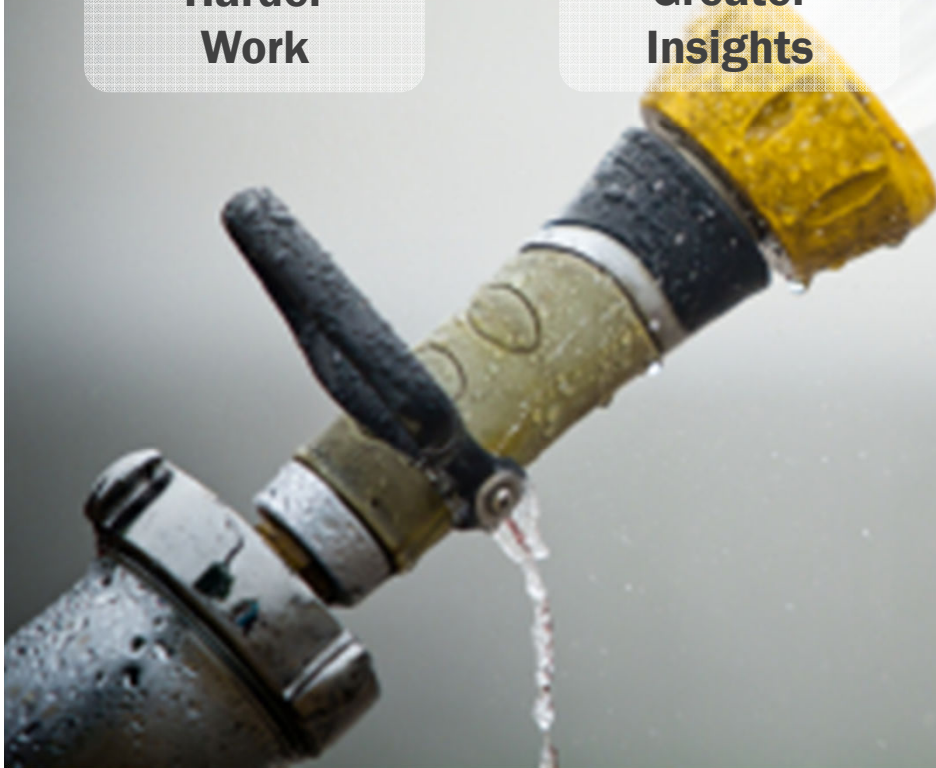
**Greater
Insights**



**Deeper
Engagement**



**Lifelong
Learning**



Critical Thinking



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debate & discuss



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