

# Caveats for Use of Social Media for Teaching





Which of the these  
online services do you use  
for teaching?



- Dropbox
- Google Drive
- YouTube
- Blogger
- Facebook
- SurveyMonkey
- Twitter
- Slideshare

# Faculty Survey: Use of Social Media and Cloud Services

- Conducted May 21 - June 10, 2013 at Foothill De Anza CCD
- 102 faculty responses
- 59% reported using Internet services and sites used for instruction
  - YouTube (93%)
  - Google Docs and Google Plus (77%)
  - Textbook publishers' sites (63%)
  - SurveyMonkey (50%)
  - Dropbox (43%)
  - Facebook (33%)
  - Turnitin (32%)
- Reasons for use
  - To share course content and/or multimedia with students (73%)
  - To allow verbal, video or non-textual communication (42%)
- Help requested
  - Distribute best practices from other colleges that use social media and cloud services (22%)



# Pedagogical Uses of Social Media and Cloud Services

Faculty:

- Want to incorporate tools that students are already using
- Want their students to learn how to use these tools
- Have pedagogical needs to use very specialized tools



# Example

- Instructor puts students in teams to create business plans
- Requires the teams to work collaboratively using appropriate online tools

The image shows the Google+ logo, which consists of the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) followed by a grey plus sign (+).

# Example

- Students required to create a survey as a part of the course



# Example: Facebook

- Students required to read courses announcements and participate in discussion via postings to course's "Group" webpage on Facebook





# Example: Twitter

- Twitter used by the instructors to engage students in discussion about course readings



twitter

# Example: YouTube

- Students assigned to conduct interviews about a class topic and post them via YouTube
- Instructor posts videos of lectures



# Scenario: Blogs

- Instructor has students create blogs to write about a course topic
- Instructor allows students the option to use their own blog tool
- She requires students using blogs to post a link to them from within the course management system for all students to review



# Scenario: Privacy and Security

- Would this constitute a violation of **FERPA**?
- How will the service provider maintain **security of student information** that is collected to set up accounts?



# Scenario: Accessibility

- Is the service provider's website in compliance with **accessibility**?



# Scenario: Copyright

- Who is responsible if students post and/or share **copyrighted** materials without permission or in violation of Fair Use?



copyright

all rights reserved

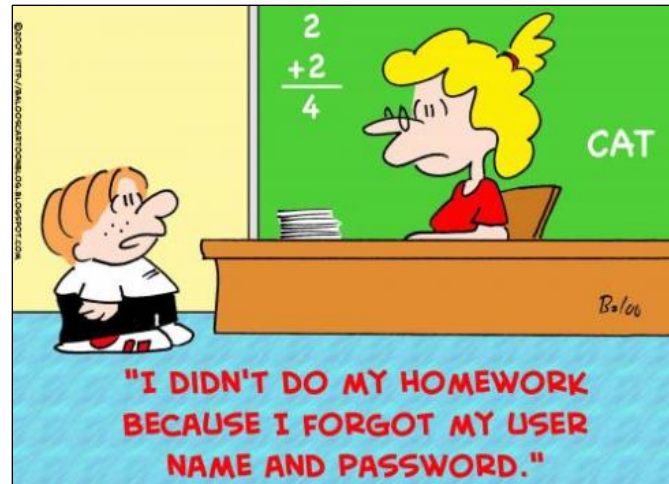
# Scenario: Intellectual Property

- Under the Terms of Service (Terms of Use or Usage Policy),  
who owns the copyright of what is posted by students?
  - Do we have an obligation to protect students' **intellectual property**?
- How will students have **access to their work** if the service goes down temporarily or permanently during the quarter?



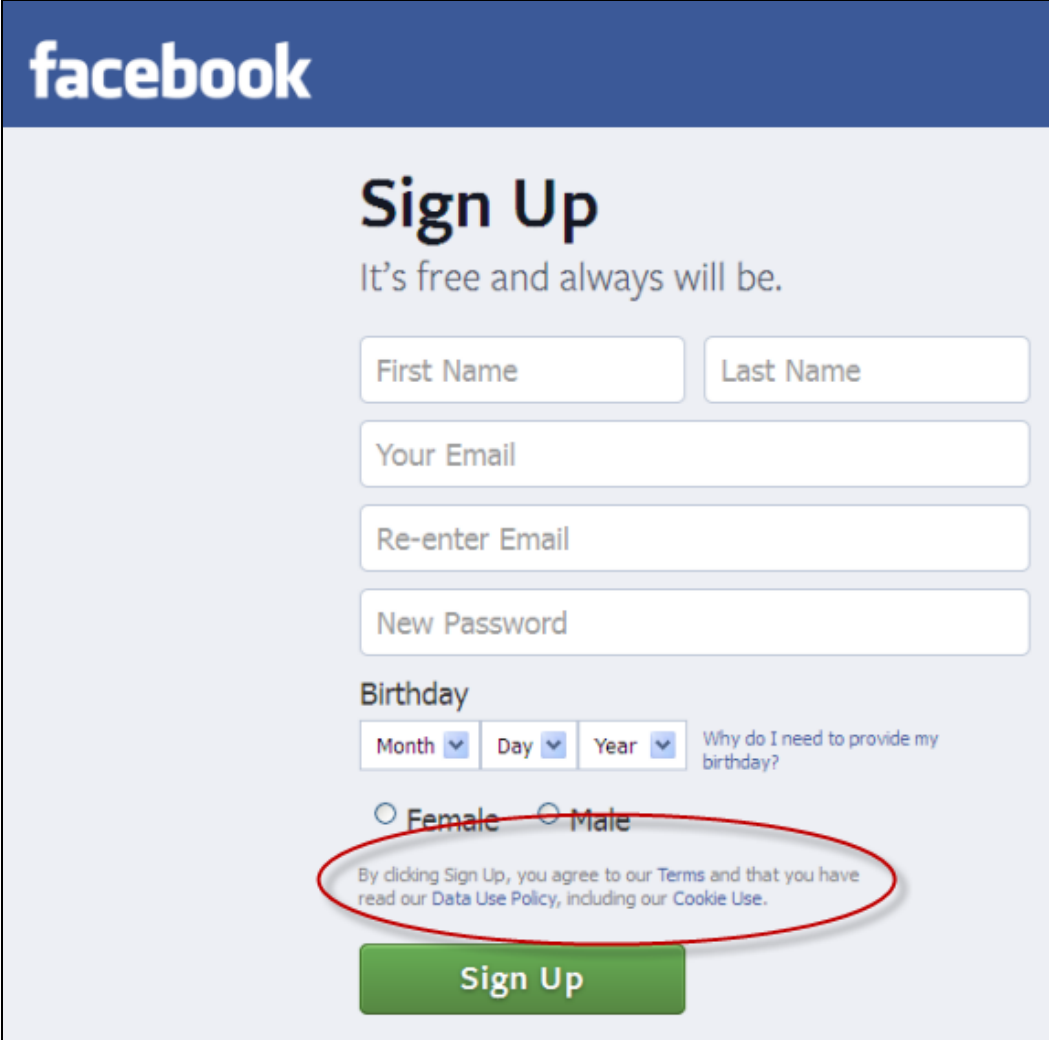
# Scenario: Identity and Tech Support

- How will the instructor establish **student authentication** to be sure that the students who complete the work and review the work are those who will receive the grades and course credit?
- Who will provide **tech support and password recovery** for students with problems using the service?





# How many of us actually *read and understand* the Terms of Use?



facebook

## 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

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

Sign Up



# Terms of Service Didn't Read

**"I have read and agree to the Terms" is the biggest lie on the web. We aim to fix that.**






<http://tosdr.org/>



# Terms of Service Didn't Read



YouTube






-  Terms may be changed any time at their discretion, without notice to the user
-  They can remove your content at any time and without prior notice
-  The copyright license is broader than necessary
-  Reduction of legal period for cause of action
-  Deleted videos are not really deleted

<http://tosdr.org>



# Terms of Service Didn't Read

## Facebook






-  Very broad copyright license on your content
-  This service tracks you on other websites
-  No promise to inform you about data requests from governments
-  Facebook automatically shares your data with many other services
-  You can give your feedback before changes

<http://tosdr.org>



# Terms of Service Didn't Read








-  Twitter deletes tracking data in 10 days and offers an opt-out
-  Very broad copyright license on your content
-  Promise to inform you about data requests from governments
-  Critical changes to the terms with little users' involvement
-  Transparency on law enforcement requests

<http://tosdr.org>



# Terms of Service Didn't Read

## Google

-  Google keeps your searches and other identifiable user information for an undefined period of time
-  Google can use your content for all their existing and future services
-  This service tracks you on other websites
-  Google can share your personal information with other parties
-  No promise to inform you about data requests from governments

<http://tosdr.org>

Terms and

Conditions

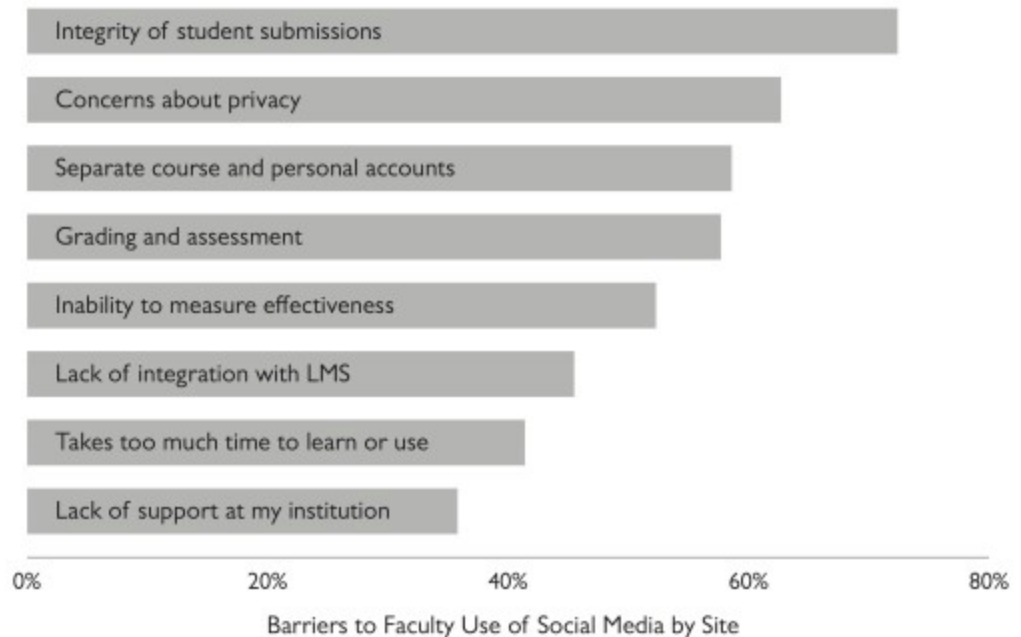
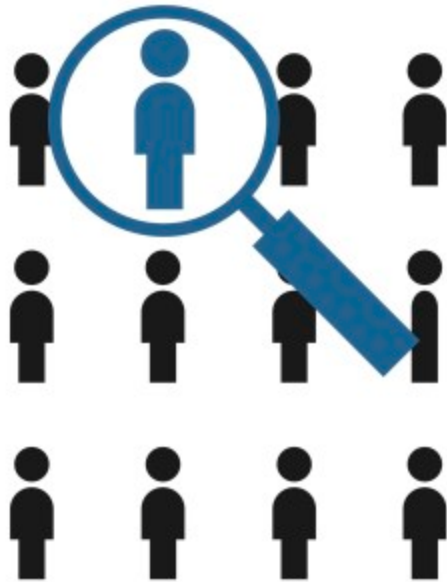
May Apply

<http://vimeo.com/73079834> (3:15 - 6:15)



# Existing Concerns About the Use of Social Media in Education

THE NUMBER ONE CONCERN OF SOCIAL USE IS THE INTEGRITY OF STUDENT SUBMISSIONS (72%)



THE NUMBER TWO CONCERN IS PRIVACY (63%). THE TOP THREE PRIVACY CONCERNS INCLUDE:



91%  
Others outside of class should not be able to participate in class discussions



89%  
Others outside of class should not be able to view class discussions



87%  
Risks to the personal privacy of students



# Concerns

## **Privacy and Security**

- Data storage security
- Student privacy and FERPA
- Data retrieval and disaster recovery
- Student authentication (identity verification)
- Technical support and password recovery



# Concerns



**Blogger™**

## **Legal Exposure**

- Accessibility compliance
- Copyright and fair use compliance
- Intellectual property

# Concerns



## Student Experience

- Student confusion and frustration with lack of standardization of online courses
- Inadvertent exposure of students to inappropriate advertisements
- Unauthorized use of FHDA, Foothill College, and De Anza College logos and brands
  - Damage to reputation

Cloud Services	Possible Considerations
YouTube	accessibility; tech support; ads
Google Docs and Google Plus	privacy; ads
Textbook publishers' sites	security; accessibility
SurveyMonkey	tech support
Dropbox	security
Facebook	privacy; accessibility; ads
Flickr	accessibility; copyright
Blogger	privacy
Slideshare	intellectual property

# Solutions

Faculty can –

- Share their experiences with use of social media and cloud services for teaching and **suggest effective practices**
- Provide input in the **development of guidelines**



# Solution

*Read and  
understand the  
Terms of Service!*



## Join Twitter today.

Full name

Email address

Create a password

Choose your username

Keep me signed-in on this computer.

Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email

Create my account

# Checklist for Adoption

## Privacy and Security

- ✓ Can this service be used without violating **FERPA**?
- ✓ Will the service provider give advance notice of any change of terms in the terms of service or privacy policy?
- ✓ Does the service provider maintain **security of student information** that is collected to set up accounts?
- ✓ Does this service provide password protection and/or other way for the instructor to establish **student authentication** (ensure that the students who complete the work are those who will receive the grades and course credit)



# Checklist for Adoption Technology

- ✓ Does the service provide any free **tech support and/or password recovery** for students with problems using the service?
- ✓ Will campus lab computers have the **software downloads, plugins, and/or peripherals** (e.g., webcam, microphone) necessary to use this service?
- ✓ Will faculty and students have **access to their work** if the service goes down temporarily or permanently during the quarter?

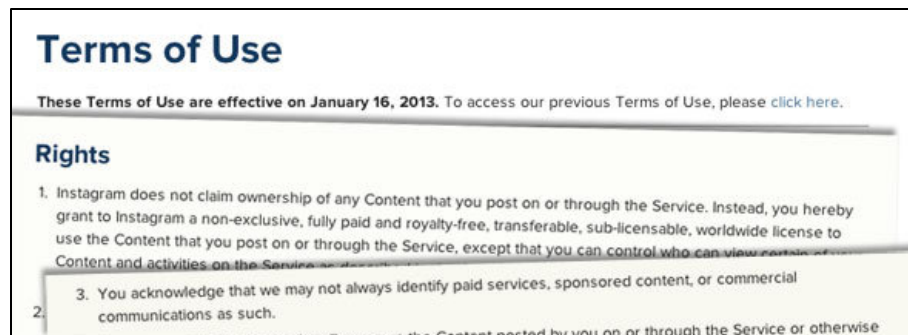




# Checklist for Adoption

## Legal Exposure

- ✓ Is the service provider's website in compliance with **accessibility guidelines**
- ✓ Can students post or share **copyrighted** materials using this service under terms of Fair Use?
- ✓ Under the Terms of Service (or Terms of Use), do students and faculty retain **copyright** of what they post when using this service?
- ✓ Can students and faculty save a copy of their postings to their own computers?



# Checklist for Adoption

## Student Experience

- ✓ Are **training and instruction readily available** for students who have difficulty using the service?
- ✓ Is the service quick and easy for students to use?
- ✓ Are alternatives available to students who cannot afford **costs or risks** associated with use of the service?
- ✓ Can the service be used by both PC and MAC users?
- ✓ Can the amount and/or type of **advertising** associated with the service be controlled by students or faculty?
- ✓ Has your college **authorized** use of its name and/or logos in conjunction with this service, if necessary?



# Tips for Classroom Social Media Engagement

- Tell students exactly how and why you will be using social media for your class
- Offer options such as using an alias for students concerned about privacy



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