



# EMERGING TECHNOLOGIES IN THE ADULT EDUCATION CLASSROOM

Nell Eckersley

# To Access this PowerPoint



<http://bit.ly/EmergingTechIowa>

<https://community.lincs.ed.gov/>

The screenshot shows the LINCS Community website homepage. At the top left is the LINCS logo with the tagline "Literacy Information and Communication System". On the top right, there is a user profile for "Nell Eckersley" with a "logout" link. A navigation bar contains links for "Community", "Groups", "Events", "My LINCS", and "About". A search bar is located on the right side of the navigation bar. The main content area is divided into three sections: a "Welcome!" message, a "Featured Groups" section, and a "Recent Announcements" section. The "Featured Groups" section highlights a "Health Literacy" group with a "Join" button. The "Recent Announcements" section lists two announcements, both marked as "new".

# LINCS

Literacy Information and Communication System

Welcome back, **Nell Eckersley** | [logout](#)

[Community](#) [Groups](#) [Events](#) [My LINCS](#) [About](#)

Search

Entire site ▼

## Welcome!

Welcome to the LINCS Community, an interactive online social learning space for adult educators. Get involved by joining groups of interest to participate in conversations; find the information you need in the community's high-quality resources; and become inspired by the knowledge you gain from fellow members and professional development activities.

### Featured Groups

Get involved in the conversation! Click on a topic of interest below to join the group or learn more about it.



#### Health Literacy

For adult education and literacy practitioners, healthcare providers, educators, researchers, policymakers, and others to discuss health literacy

[Join](#)

### Recent Announcements



#### Adult College Completion Tool Kit

**new**  
Posted: Sep 21 2012 - 9:21am  
by JoM



#### Orientation to the LINCS Community LIVE Event Coming in October!

**new**  
Posted: Sep 13 2012 - 4:00pm  
by Michelle Carson

[View all Announcements](#)

### Resource Collection

See below for recently added resources:

[Federal Student Aid for Adult Students](#)  
Filed under: [Financial Literacy](#)

# Introductions

- What do you know about Social Media?
- What would you like to learn?
- What one thing would you like to take away from this session?

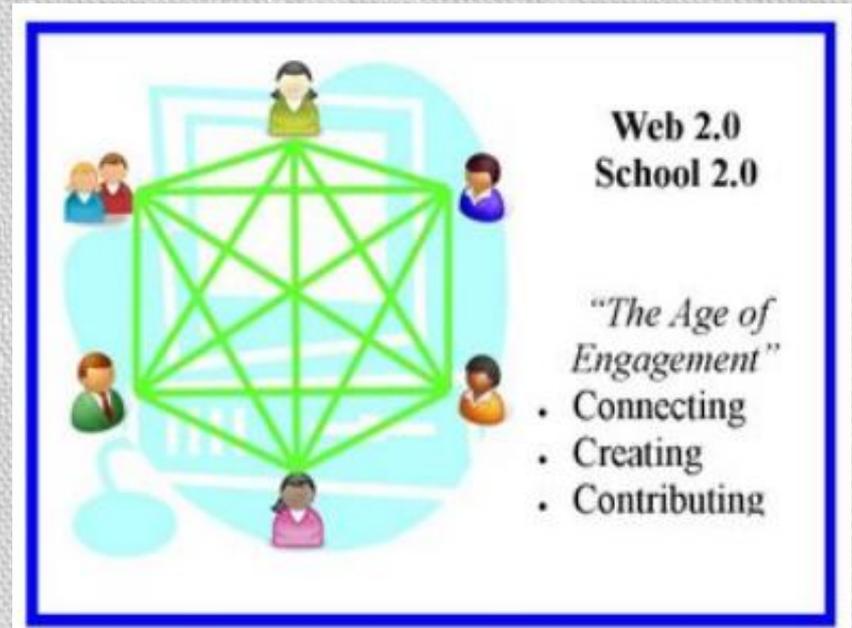
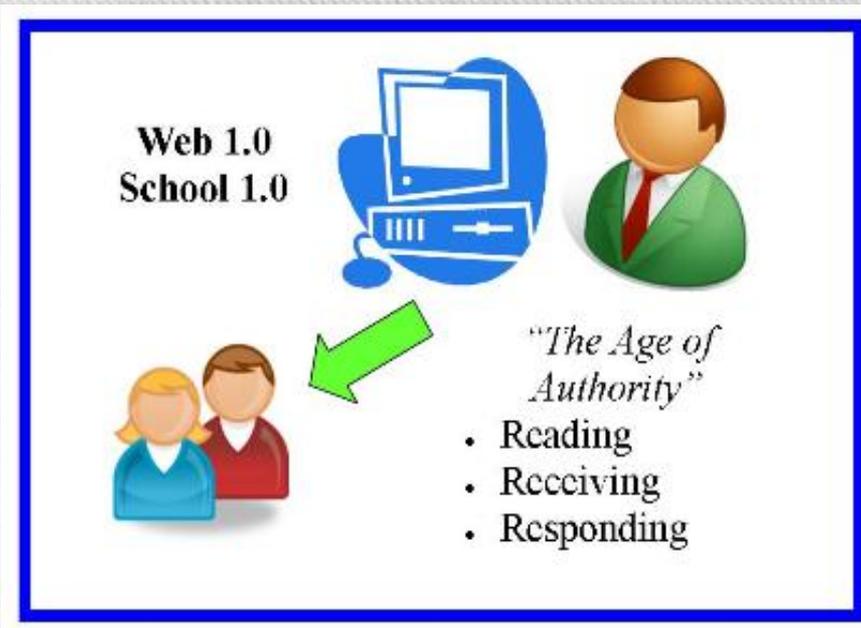
# Agenda

- What is Social Media and why should we use it?
- Bitly
- QR Codes
- Pinterest
- Google Voice
- PollEverywhere



# Components of Social Media

- Web 2.0



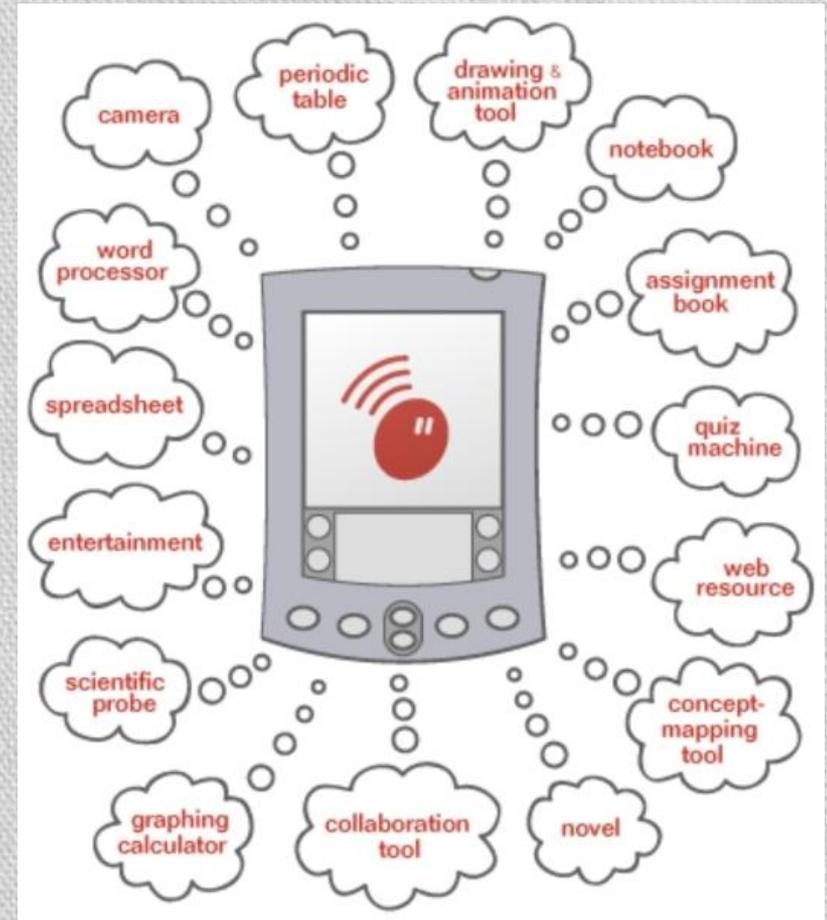
# Components of Social Media

- Cloud Computing
  - performing computer tasks using services delivered entirely over the Internet.
  - movement away from applications installed on an individual's computer towards the applications being hosted online.
  - The "cloud" refers to the Internet and was inspired by technical flow charts and diagrams, which tend to use a cloud symbol to represent the Internet.

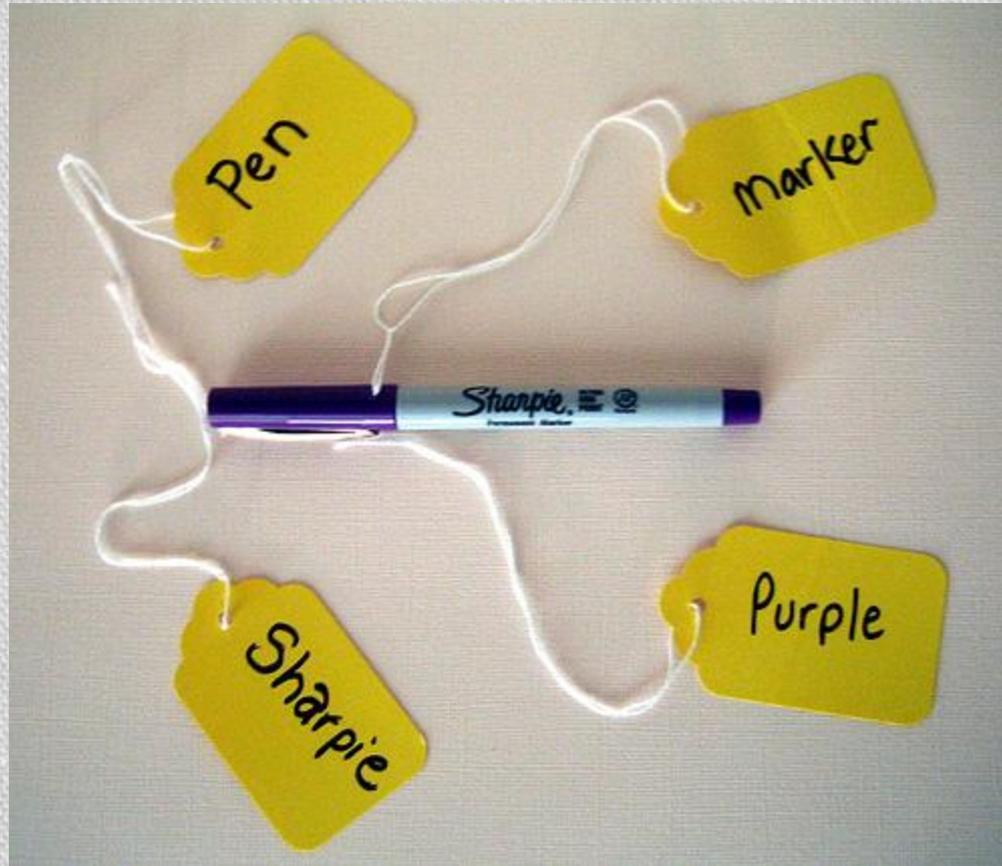


# Components of Social Media

- Mobile Learning
  - The use of common handheld hardware, wireless networking and mobile telephony to facilitate, support, enhance and extend the reach of teaching and learning.

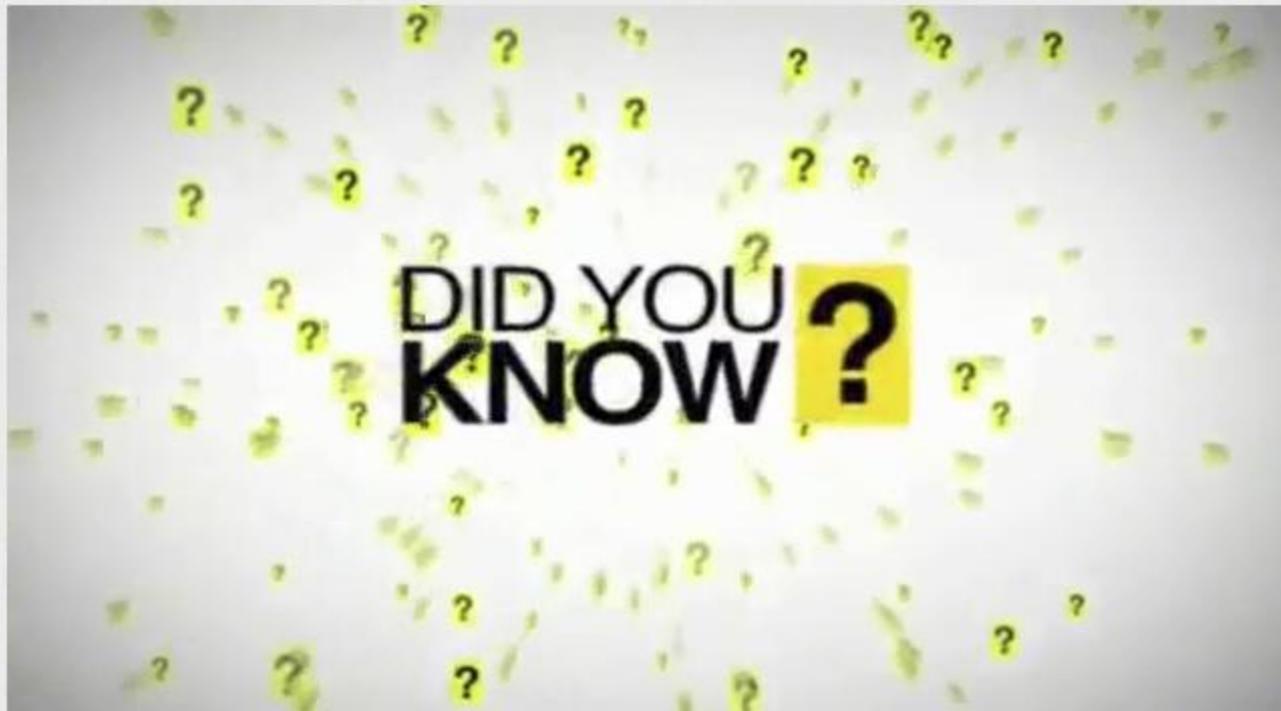


# Tagging



# Why use Social Media in Adult Ed?

<http://www.youtube.com/watch?v=hyZRS0BnpAI&feature=youtu.be>

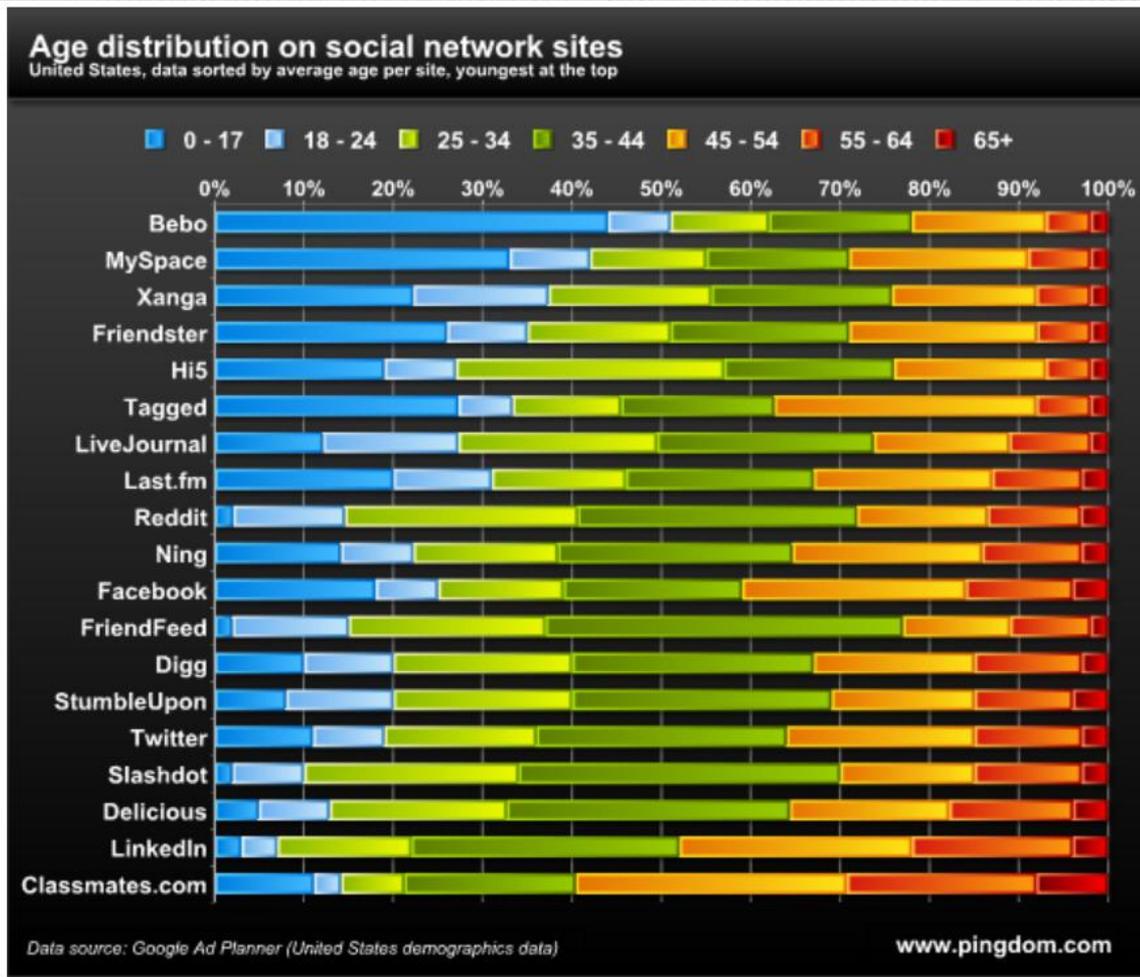


# Why Social Media?

- Makes tasks authentic & challenging
- Extends time devoted project
- Supports collaborative work
- Inexpensive, multiplatform
- Real life experience
- Help break down the digital divide



# Myths about Social Media



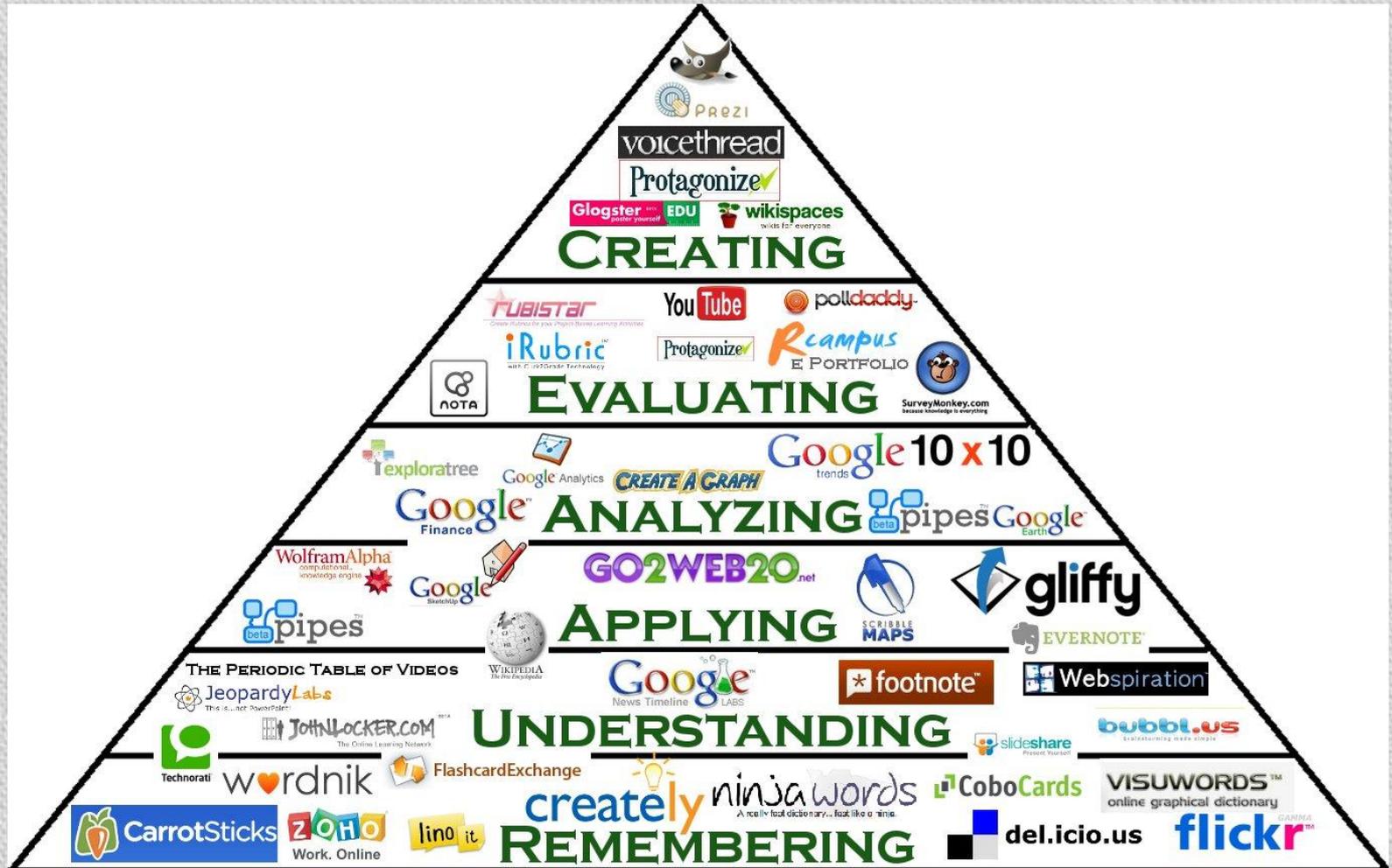
- Only young people use Social Media
- Social Media; just a waste of time
- Fears about security & privacy
- Hierarchy of needs; technology comes after literacy

# Integrating Social Media into Adult Ed

## Blooms Taxonomy

- Creating
- Evaluating
- Analyzing
- Applying
- Understanding
- Remembering

# Blooms Digital Taxonomy Pyramid



# 5 Moments of Learning

- Dr. Conrad Gottfredson's Five Moments of Learning Needs:
  - When Learning for the First Time
  - When Wanting to Learn More
  - *When Trying to Remember*
  - *When Things Change*
  - *When Something Goes Wrong*

<http://www.upsidelearning.com/blog/index.php/2010/03/17/the-practice-of-mobile-learning/>

# What Do You Know?



tumblr.

*Pinterest*



paper.li



Bitly

<https://bitly.com/>

You can use Bitly to shorten URL's without creating an account

The Bitly logo is written in a lowercase, rounded, orange font.

Save, share & discover links

[Learn more](#)

 Sign in with Facebook

 Sign in with **twitter**

**Don't care for those?**

Sign in with your bitly account

[Create a free account](#)

Just want to shorten a link?

 Paste any URL



Welcome to the new bitly

Learn what's changed

Search your bitmarks

1-10 OF 406 BITMARKS

theohiobloke.edu.glogster.com/qr-codes-in-education/

6:44p theohiobloke.edu.glogster.com

Using an iPad in your Literacy Zone

may 22 www.slideshare.net/Nelightful/using-an-ipad-in-your-literacy-zone

Add note

Add to bundle

Share

Saved once • 37 clicks

37 clicks via: slidesha.re/JkjqcE COPY

Stats, shortlink, and further details

### What are bitmarks?

Bitmarks are better bookmarks

Save, search, and organize all your links from around the web. Group them into bundles. Share them with friends. If you don't want them on your public profile, just mark them as private.

### Tools and apps

There are many ways to save, organize and share your bitmarks from just about anywhere.

Find out how on our tools page

facebook

+ bitmark

twitter

# Customizing Your Shortened URL

The screenshot displays a Bitly interface for a saved bitmark. At the top, a message reads "You just saved this bitmark" with a close icon. Below this, the original URL "www.youtube.com/watch?v=SWNR64G72tU" is shown, along with "3 saves · 6 clicks". The shortened URL "bit.ly/LCszKx" is highlighted in blue, with the text "Your shortlink" underneath. To the right of the shortlink are two buttons: "COPY" (with a link icon and "Ctrl-C" below it) and "Customize" (with a pencil icon). The "Customize" button is circled in red, and a tooltip above it says "Customize this shortlink". Below the shortlink, the title "QR Codes: Applications in Education - YouTube" is visible. There is a text input field with a speech bubble icon and the placeholder text "Add a note?". At the bottom left, there is a "Public" status indicator and an "Add to bundle" button. At the bottom right, there are "Share.." and "Close" buttons. A small "LI" logo is in the bottom left corner of the overall image.

# Analytics

376  
out of  
376

 US Conference on Adult Literacy

<http://paper.li/LACNYCneil/1319831416>

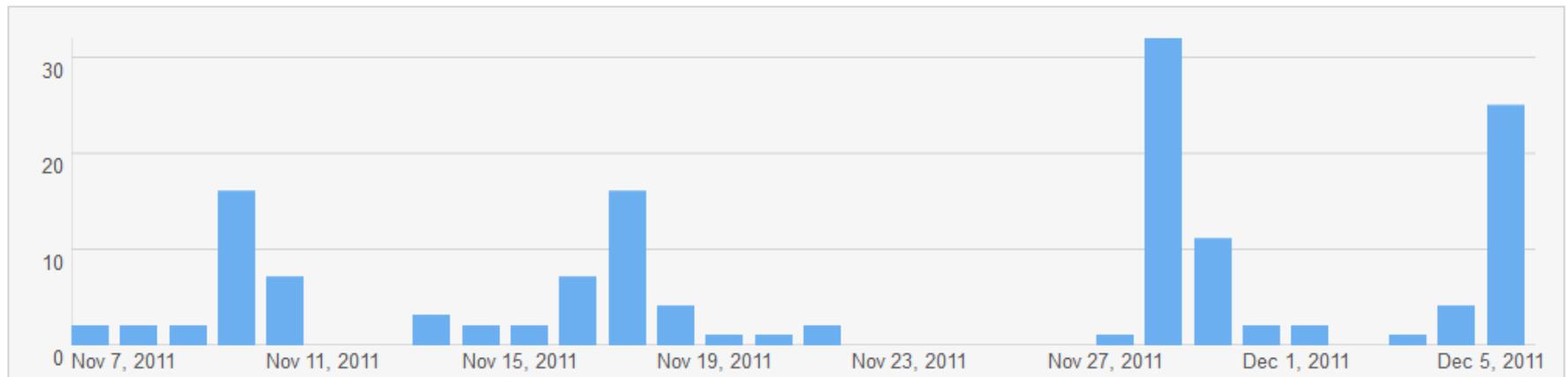
[bit.ly/USCALPaperLi](http://bit.ly/USCALPaperLi) - Copy

With an account you can also track how many times the URL you created has been clicked.

145 Clicks on Your bitly Links since Nov 7, 2011

Clicks

Past 30 Days



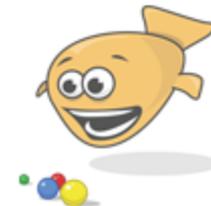
All times are in UTC-5

# QR Code

And with or without an account you can make any of the shortened URLs into a QR Code by adding .qr at the end



<http://bit.ly/wiggiotips.qr>



# Bitly Exercise

1. Go to <http://www.youtube.com/> and search for a video on a famous person, a holiday, a type of food
2. Find a video you would like to share and copy the URL (Ctrl C).
3. Open a new tab or a new window and go to <http://bitly.com/>. Paste the long YouTube URL into the space (Ctrl V)
4. Share the shortened URL with your neighbor



# QR Codes

# QR Codes

- Quick Response Code
- Can be scanned using apps on a smart phone, an iPad, and even a desk top computer with a camera and generated using Bitly but others too
  - <http://www.scanlife.com/en/> Scanlife
  - <http://qrcode.kaywa.com/> Kaywa
- QR codes contain information and directions
- Most are used to take you to a website, but can also contain other information and directions
- Great way to share content in mobile way

# QR Infographic

- <http://bit.ly/elKi2c>



# QR Codes: Applications in Education (Video)

- <http://bit.ly/LCszKx>



# QR Exercise

1. <http://bit.ly/RdrRZp>



2. <http://bit.ly/QAL2d9>



# QR Exercise

3. <http://zd.net/Rdu9YG>



4. <http://bit.ly/RSDozR>





<https://pinterest.com>

*Pinterest*

Everything ▾ · Videos · Popular · Gifts ▾

**Pinterest is an online pinboard.**  
Organize and share things you love.

**Request an Invite »**

**Login**



not sandals sandals

PRINCESSES  
WEAR CROWNS  
TO REMIND THEM  
THAT THEY ARE  
**BEAUTIFUL**  
ඔබේ සුන්දර බව සිහිපත් කිරීමට  
**IT IS EASY**  
TO FORGET

:)

181 likes 7 comments 617 repins



Marlo Martin onto Quotes



easy finger food

73 likes 2 comments 407 repins



Joyce Burke onto Get fit



# Pin it button for browser

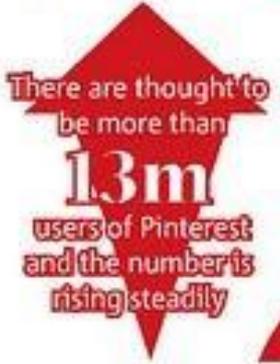
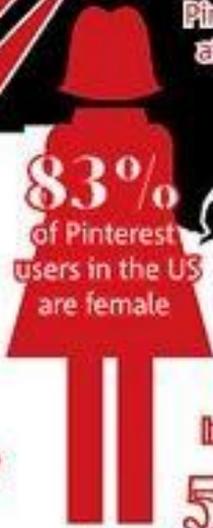
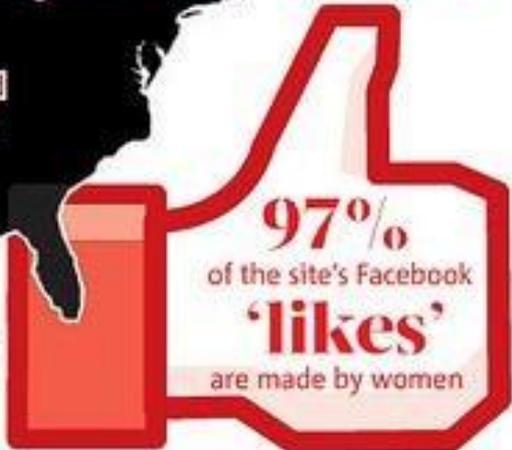
- <http://pinterest.com/about/goodies/>

The US Army, the Backstreet Boys and Yoko Ono all have Pinterest pages

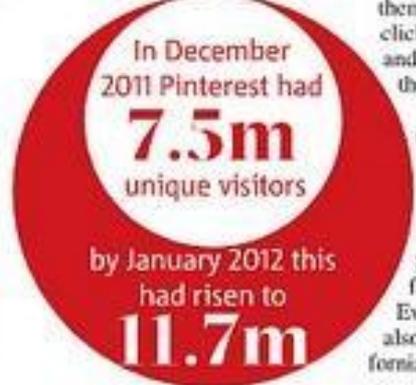
Sources: Google, comScore  
Pinterest has **16 employees** and is based in Palo Alto, California

# Pinterest

Pinterest is valued at about \$200m (£125m)



In May 2011 there were just **400,000** users



In Britain, however, that trend is not replicated, with more than half of Pinterest users here men.

Katherine Hannaford, editor of tech website Gizmodo UK, said: 'In under a year, Pinterest has amassed around 12million users, most of which appear to be cash-rich and click-hungry women.'

Brands love it, too. Mecca Ibrahim, head of social media at Great British Chefs, said Pinterest has been a healthy source of new traffic for the company.

'It works very effectively for us as people not only love looking at attractive photographs of food but are also keen to find out how to make them, so they will click on the pictures and not just share them,' she said.

The site was started two years ago by Yale University graduates Ben Silbermann and Paul Sciarra and their friend, designer Evan Sharp. It is also based in California's Palo Alto -

# Pinterest Exercise

1. Review your assigned website and answer these questions
2. What is the name or theme of the website?
3. How could the information on this website inform your teaching practice and the use of Pinterest?
4. Think of one way you could use Pinterest in your practice.

Orange <http://bit.ly/PinterestQRcodes>

Blue <http://bit.ly/PTAdultAd>

Green <http://bit.ly/OmNg42>

Red <http://bit.ly/QAQvRn>



Voicemail transcription



One number rings all your phones



Block callers with one click



Insanely cheap international calls



Forward SMS to your email



Personalized greetings



Set up free conference calls

# Google Voice

<http://www.google.com/googlevoice/about.html>

Google voice

Home Features What's new Blog Help

## Features

Try it out

Explore some of the most popular features of Google Voice by watching these videos:

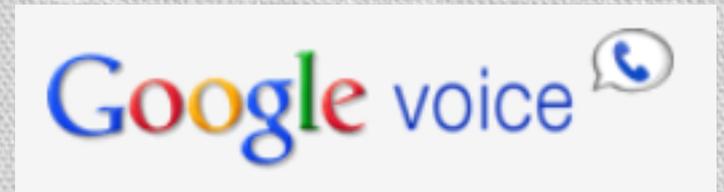
- Overview
- Voicemail transcription
- One number
- Personalized greetings
- International calling
- SMS to email
- Share voicemails
- Block callers
- Screen callers
- Mobile app
- Conference calls

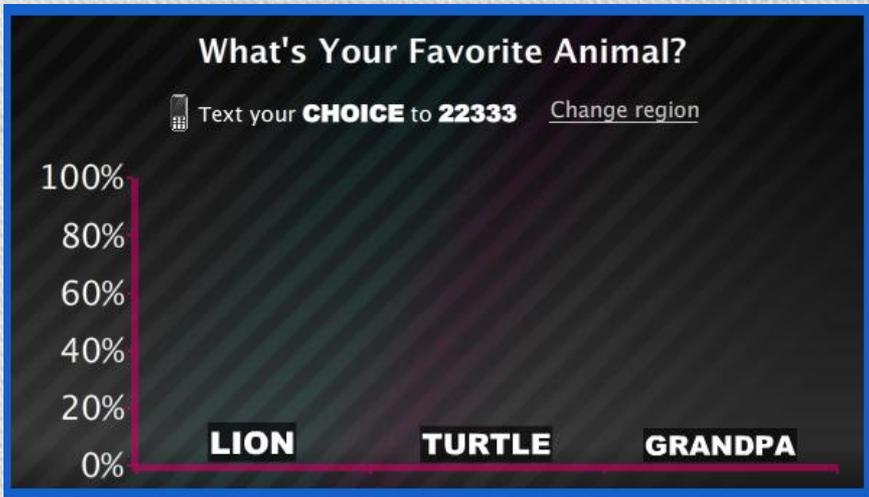
Google Voice

0:00 / 1:33 YouTube

# Google Voice

1. Fill in the blanks in the dialog
2. Practice the dialog with your partner
3. When ready to record, use one cell phone to call (347) 927-7044 (Nell's GoogleVoice number)
4. Once prompted to leave a message, read dialog into the phone
5. <https://www.google.com/voice#inbox>





# PollEverywhere

# PollEverywhere

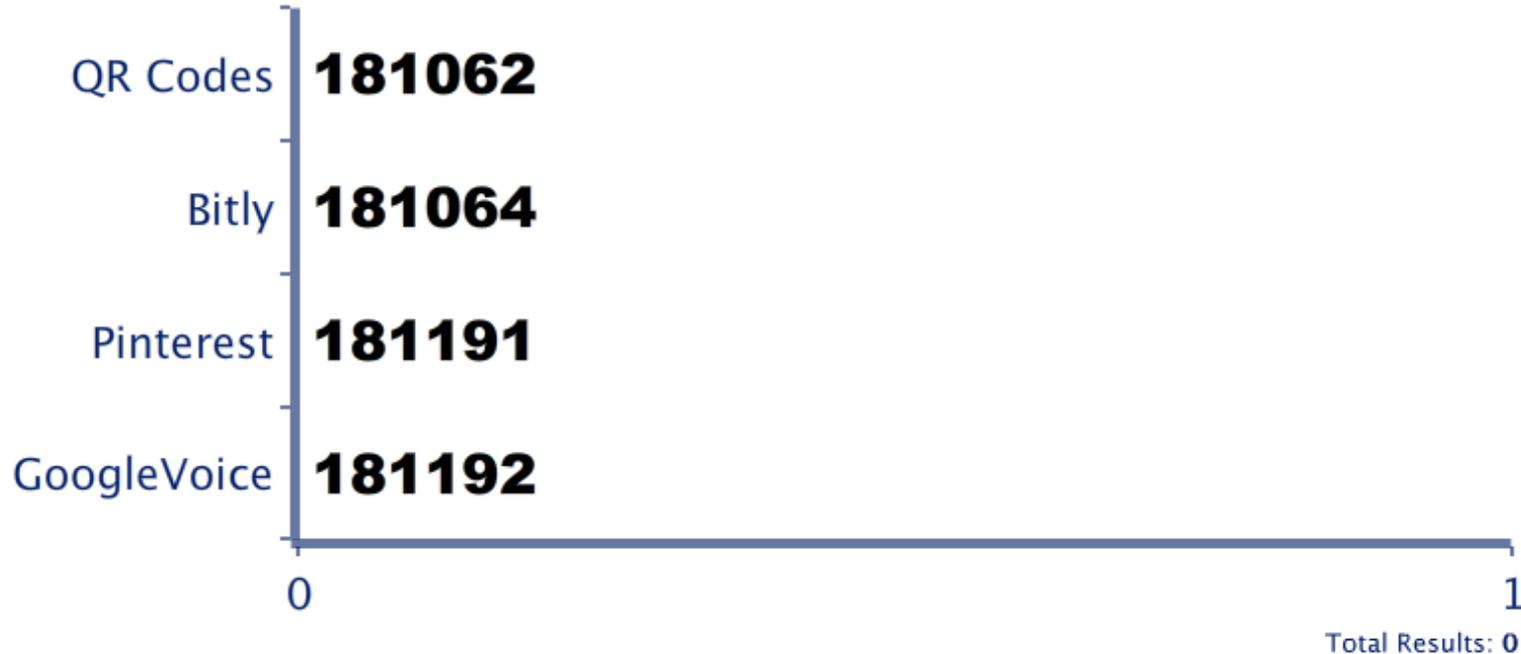
## What is your favorite Web 2.0 Tool?



Text a **CODE** to **37607**



Submit a **CODE** to **<http://PollEv.com>**

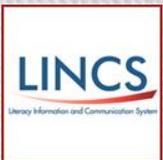
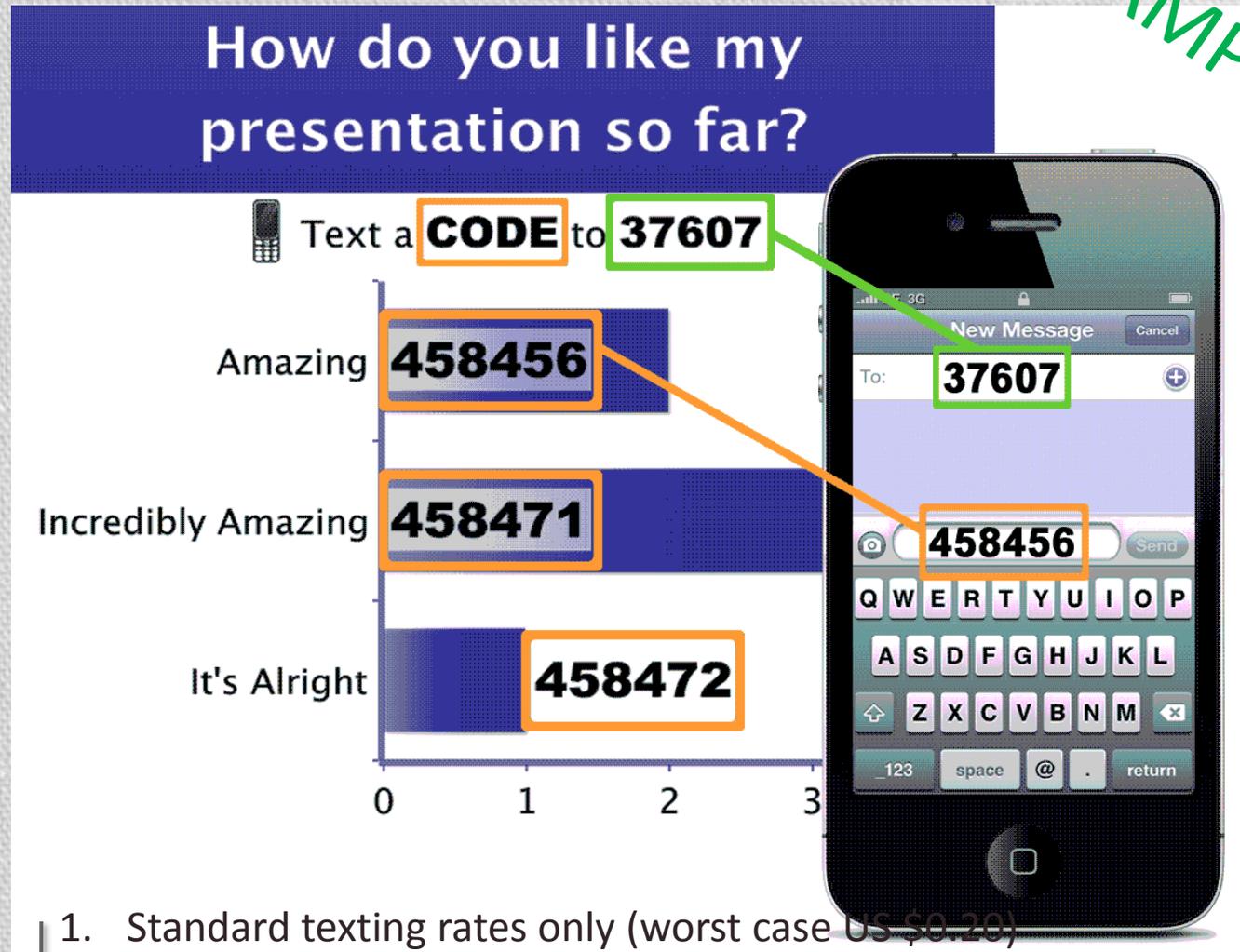


powered by **Poll Everywhere**

Live Audience Polling

# How To Vote via Texting

EXAMPLE



## TIPS

1. Standard texting rates only (worst case US \$0.20)
2. We have no access to your phone number
3. Capitalization doesn't matter, but spaces and spelling do

# How To Vote via PollEv.com

How do you like my presentation so far?

EXAMPLE



Text a **CODE** to **37607**



Submit a **CODE** to <http://PollEv.com>



Web Response

458456

Submit response

Login if you're a registered participant.

TIP

Capitalization doesn't matter, but spaces and spelling do

# How To Vote via PollEv.com/username

**How do you like my presentation so far?**

Submit responses at **PollEv.com/username**

Text a **CODE** to **37607**

Response	Count
Amazing	458456
Incredibly Amazing	458471
It's Alright	458472

**EXAMPLE**



**TIP** Capitalization doesn't matter, but spaces and spelling do

# How To Vote via Twitter

How do you like my presentation so far?



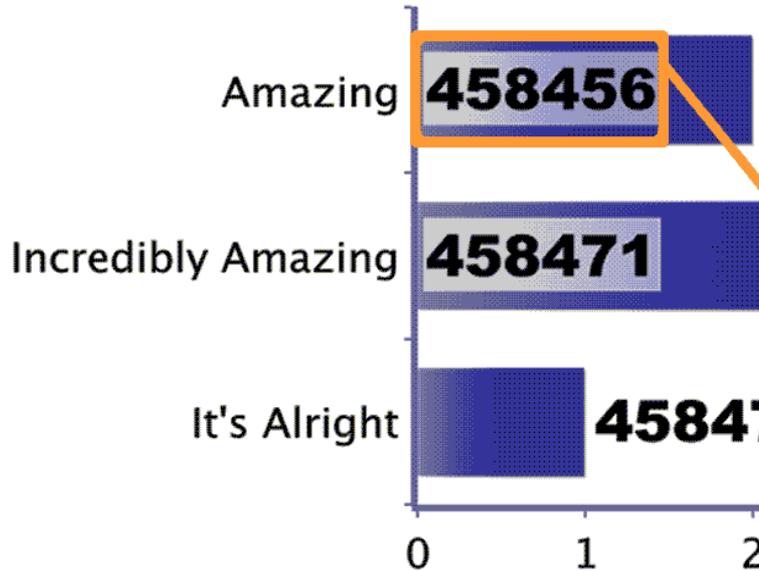
Text a **CODE** to **37607**



Tweet **@poll** and a **CODE**



Submit responses at **PollEv.com/username**



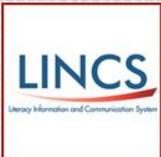
EXAMPLE

polleverywhere  
View my profile page

1,305 TWEETS   719 FOLLOWING   2,226 FOLLOWERS

**@POLL 458456**

128 Tweet

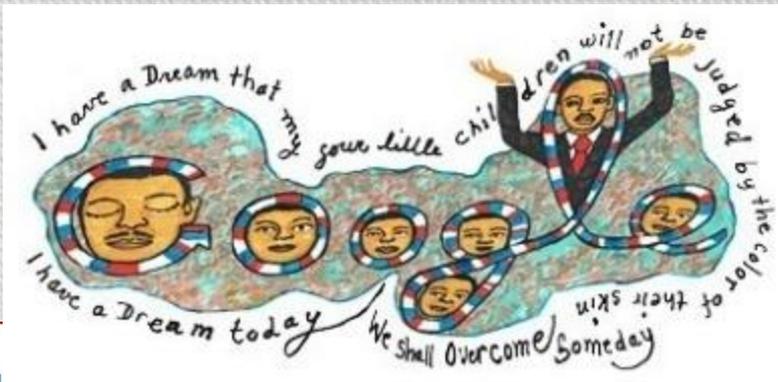
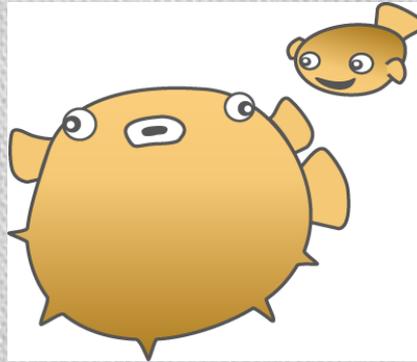


## TIPS

1. Capitalization doesn't matter, but spaces and spelling do
2. Since @poll is the first word, your followers will not receive this tweet



# Advanced What Do You Know?



# SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOURSQUARE THIS IS WHERE  
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE  
PHOTO OF MY DONUT

YOUTUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS.

# My contact info

- Subject Matter Expert, LINCS Community Technology and Learning Group: <https://community.lincs.ed.gov>
- Email: [nelle@lacnyc.org](mailto:nelle@lacnyc.org)
- Twitter: <http://twitter.com/LACNYCnell>
- Facebook: <http://www.facebook.com/nell.eckersley>
- Blog: <http://nelightful.wordpress.com/>
- Delicious: <http://www.delicious.com/nelleckersley>

