Harnessing the Interactive Web

A Web 2.0 Toolkit for Instructors

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Wayne State University

http://www.slideshare.net/warters/

Bring the World Into Your Classroom

AOL Instant Message Traffic Snapshot
Welcome to Web 2.0

images from http://web2.wsj2.com/

Social Media

The Emergence and Rise of Mass Social Media

Dion Hinchcliffe
Source: http://web2.wsj2.com

Source: http://web2.wsj2.com
Web 2.0 Explained...

Stephen Downes portrays it as a shift "from being a medium, in which information is transmitted and consumed, into being a platform, in which content is created, shared, remixed, repurposed, and passed along"

(Downes, 2005 "E-Learning 2.0," ¶4)

Old and New

<table>
<thead>
<tr>
<th>Table 1. Characteristics of Web 1.0 and Web 2.0</th>
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<tbody>
<tr>
<td><strong>Web 1.0</strong></td>
</tr>
<tr>
<td>Publishing</td>
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<tr>
<td>Content management, presentation</td>
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<tr>
<td>Individual, large-scale Web sites</td>
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<tr>
<td>Directories</td>
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<tr>
<td>Users observe, &quot;listen to&quot; Web sites</td>
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<tr>
<td>Subscription services</td>
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<tr>
<td>They, the media (content held by a few)</td>
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<tr>
<td>Macro-content</td>
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<td>Authority is key</td>
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<td>Versions and major releases</td>
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<tr>
<td>Creator defines content, design</td>
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<tr>
<td>Taxonomy</td>
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<tr>
<td>Value indifferent to amount of usage</td>
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<tr>
<td>Business model</td>
</tr>
<tr>
<td>In author we trust</td>
</tr>
<tr>
<td>Harnessing of authority's intelligence</td>
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<tr>
<td>Best-sellers</td>
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<td>Control</td>
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</tbody>
</table>
Digital Natives & Immigrants

Where are you on this chart?

Web 2.0 Video
Created for/by a University Class
Does it Matter for Higher Ed?

School 1.0

Teacher Delivers Content & Skills based on government standards

Content and skills delivered by the teacher and reflected back by the students.

Students act as mirrors, reflecting content and skills back to the teacher and government assessors

http://www.slideshare.net/gemnosea/teaching-online-best-practices/
School 2.0

Students act as amplifiers, mining, processing, mixing and remixing content, and sharing.

Teacher models learning and sharing and monitors student work channeling and crafting learning experiences.

Content and skills are mined by students who build from the information raw materials and then share within the class and outside.

http://www.slideshare.net/brilliam/macosh/the-best-practices/9

Web 2.0 = Engaged Learning?

CONE OF LEARNING
WE TEND TO REMEMBER OUR LEVEL OF INVOLVEMENT

(developed and revised by Bruce Hyland from material by Edgar Dale)

Impressive Blog Growth & Posting Rates

- 57 Million+ Weblogs Tracked
- Blogosphere growth remains strong with nearly 3M blogs created monthly during Q3 2006 and 100K blogs being created every day

Daily Posting Volume

- 1.4 Million Posts/Day
  (30 day avg. as of March 6, 2007) 56,000+ posts per hour
Blog Growth Report

• 70 million weblogs

• About 120,000 new weblogs each day, or...

• 1.4 new blogs every second

• 3000-7000 new splogs (fake, or spam blogs) created every day

• Peak of 11,000 splogs per day last December

• 1.5 million posts per day, or...

• 17 posts per second

Volume of Podcasts and Videocasts Increasing as Well

What’s happened since February 2004?
RSS Feeds

- Blogs really started the move toward a “Read-Write” Web. Easy to write and easy to subscribe to and watch others.
- RSS is the XML “Glue” that makes it all possible.
- Uses for RSS have expanded greatly as it has become a reliable standard.

From RSS for Educators

RSS for Educators Explained

Lots of Examples and Ideas for Use in Teaching

- RSS Ideas for Educators.pdf
- Quentin D'Souza shares many tools and links via TeachingHacks.com
- See the Web 2.0 Wiki he’s got going http://www.teachinghacks.com/wiki/
One Day on the WWW...


Behold The Aggregator!
RSS Explained

http://www.youtube.com/watch?v=OkIgLsSxG5U

New Book Alerts via RSS
Demonstration of Bloglines Aggregator

http://www.bloglines.com

Tagging Explained

- Label and Find Web Content with Tags
Online Bookmarking

- FURL
  - FURL Homepage <http://www.furl.net/>
- Del.icio.us
  - del.icio.us Homepage <http://del.icio.us/>
- CiteULike
  - CiteULike Homepage <http://www.citeulike.org/>
- Scholar.com <http://www.scholar.com/>

CiteULike
(the busy scholar’s friend...)

citeulike

- CiteULike was launched in November of 2004 and has been steadily improving since then
- It is free and privately managed by Richard Cameron in the U.K.
- While your bookmarks are stored online, you can export your library to either BibTeX or Endnote for use when writing
CiteULike will automatically grab article metadata when browsing these collections. You can also input manually.

<table>
<thead>
<tr>
<th>AIP Scitation</th>
<th>IoP Electronic Journals</th>
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<tr>
<td>Amazon</td>
<td>JSTOR</td>
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<tr>
<td>American Chem. Soc.</td>
<td>MathSciNet</td>
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<tr>
<td>Publications</td>
<td>MetaPress</td>
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<td>American Geophysical</td>
<td>NASA Astrophysics Data</td>
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<td>American Meteorological</td>
<td>System</td>
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<td>Society</td>
<td>Nature</td>
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<td>Anthrosource</td>
<td>Physical Review Online</td>
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<td>ACM portal</td>
<td>PLoS</td>
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<td>Blackwell Synergy</td>
<td>Project Muse</td>
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<td>BMJ</td>
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<td>CiteSeer</td>
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<td>CSIRO Publishing</td>
<td>Science</td>
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<td>e-Print archive</td>
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<td>HighWire</td>
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<td>IEEE Xplore</td>
<td>Usenix</td>
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<td>Ingenta</td>
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CiteULike “Watchlists”

Screencast by Tannis Morgan from UBC.
Blackboard Scholar

http://www.scholar.com

Wikis Explained

- For Teachers New to Wikis
  - writingwiki.org—For Teachers New to Wikis  http://snipurl.com/oaoi
How Do Educators Use a Wiki?

Educational Content

- Wikipedia
- Wikiversity
  - http://en.wikiversity.org
- Wikibooks
  - http://en.wikibooks.org
- Guidelines for class projects
- WSU Class book-writing example
PBWiki - an Educator Friendly Starting Place

http://xtremeweek.pbwiki.com

Try Editing A Page?

http://xtremeweek.pbwiki.com/
Blogs in a Nutshell

A Blog is...

- A shortened form of the phrase “Web Log”
- Like a ship’s log written daily by the captain of a vessel.
- A web site that is easily updated by posting short items. Ordered by date and topic, with newest items at the top. Often archived for searching and reading later.
Some Typical Blog Features

- Comments (now comment spam is becoming a problem)
- Feeds (others can subscribe to your Blog and read it in a newsreader of their choice)
- Trackbacks (“pinging” system lets you know when others have commented on your post at their site)
- Categories (often overlapping and loose)
- Site Search
- Permanent Archives
- Blogroll of other blogs

Wiki Listing of Academic Blogs

http://wiki.henryfarrell.net/wiki/index.php/Main_Page
Chronicle’s List of Blogs

http://chronicle.com/jobs/blogs.htm

Links to Academic Blogs

All of the Web logs listed here feature occasional discussions about academic life, career, and the job market. If you’d like to add your blog to this list, please send an e-mail message to careers@chronicle.com.

A Frolic of My Own:
"Jazz, books, food, and life outside the academy."

ABDnova:
"The realities and insanities of life as a dissertatin' major.

Academic Coach:
"Earnest exhortations and random tidbits for dissing grad students, post-doctoral job hunters and tenure-track faculty."

Academic Kitchen:
Scott Eric Kaufman, a doctoral student in English at the University of California at Irvine, writes about academic life, books, literature, and more.

ACTA Online:
Commentary on issues in higher education from the American Council of Trustees and Alumni.

Adjunct Law Prof Blog:

Free Blogs for Educators and Students
Other Free Blog Hosts

Blogger.com

Wordpress.com

Good List of 40+ Services

Using Videos & Photos

- Video Blogs (see iTunes for many examples)
  - RocketBoom
  - Screencasts Online (macintosh-focused)
- Google Video
- YouTube Video
- Flickr.com (social photo sharing site)
Splashr.com - Build Photo Shows in an Instant

• Pick a Flickr tag, plug it into www.splashr.com and voila. Instant gorgeous slide show.
• http://splashr.com/show/reflect2/sciencefiction/25

Toolkit Item!

Web-based Applications

• Gliffy (diagrams on the web)
  • gliffy.com <http://gliffy.com/>
• Google docs
  • Google Docs & Spreadsheets <http://docs.google.com/>
• Slideshare (see next slide)
SlideShare

- Slideshare - http://www.slideshare.net/
- Create Online Shows that work within Blackboard
- Subscribe to content via RSS, can follow a particular user’s content

**Example**

RSS feed for Slides by the travelinlibrarian
http://www.slideshare.net/rss/user/travelinlibrarian

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Grazr - Get Your Fill of Feeds

Grazr is a tool for displaying RSS News Feeds in web browsers. Simple to use, highly customizable.
Example Using Sci-Fi

- Got Example Blogs from Technorati Directory
- Pointed GRAZR at this list
- Read and enjoy from a webpage

GRAZR on Sci-Fi Example

Integration with Blackboard

See how-to walk throughs at http://xtremeweek.pbwiki.com

- **Use Grazr Feed Display Tool**
  - CiteULike RSS Feeds
  - Topix News Feeds
  - WSU New Books Feeds
- **Flickr picture slideshow**

Let’s Build One!
Interested in Learning More?

- Online “Course” on Emerging Technologies for Scholars
- Links to Lots more ideas

http://snipurl.com/emergingtech

http://xtremeweek.pbwiki.com