

# Twitter in the Classroom

Increasing interactions in an entrepreneurship class

OBTC June 18, 2010

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# Agenda

- Challenges of increasing interactions in a large class
- Why we selected Twitter
- How we enabled Twitter in the classroom
- Participation and examples of Tweets
- Lessons learned and recommendations

twitter



# Student/student & student/professor interactions challenging in large class

- Technology entrepreneurship class highly interactive
- Grading includes participation and presentations
- Students required to form teams and collaborate
- Business plan presentations require student feedback
- 132 final year engineering students with many questions
- Group presentations take up 25% teaching time
- Issues with certain students dominating interactions
- Challenges of identifying critical questions – can not do it just by who raises hand



# Why Twitter?

- Use a tool that was easy to implement, and enhances the learning process in an innovation-oriented class
- Demonstrated a technology that enabled different learning practices both inside and outside classroom
- Addresses structuration of difference and creates meaningful connections between class members
- Allows TAs to select interactions of importance , improving both quality and quantity of interactions
- No cost to implement, and large variety of free add-on tools available



What's happening?

Text box, maximum 140 characters

Latest: @Paulmairo too bad you can't make #OBTC2010! less than 5 seconds ago

Tweet

Home

Reply

Hashtags



**cduinvest454** @Paulmairo too bad you can't make #OBTC2010!  
less than 5 seconds ago via web



**cduinvest454** Looking forward to #OBTC2010 this week. "Twitter in the classroom" @ 9:30am Friday June 18  
6 minutes ago via web



**cduinvest454** Paul House, Exec Chair of Tim Hortons said "The only difference bt a smart & stupid man is the smart knows he's stupid."  
about 1 hour ago via TweetDeck



**andrew\_finkle** A review of Self-Assembled Mesoporous Materials and how they are used for Catalysis applications <http://post.ly/jcW8>  
about 2 hours ago via Posterous



**tteresa** Say good bye to your wii remote!! - "TechBytes: Microsoft Unveils Kinect - ABC News" <http://j.mp/bu2ewN>  
about 2 hours ago via Social.com

Condensed bit links



**cduinvest454**  
124 tweets

86 following 35 followers 2 listed

**NBA·on·Twitter**  
n. a way to keep up with the NBA on Twitter.

Home

@cduinvest454

Direct Messages 11

Favorites

Retweets

Search



ulmaiero/  
waterloomsci454

New list View all

Following

RSS feed

Connections

# Enabling Twitter

- Created and distributed a Twitter manual
  - Background of Twitter
  - Expectations of Tweets
  - Setting up an account with Twitter
  - Setting up TweetDeck to manage class list
- Second projector in class showed TweekDeck feed
- Students accessed through Smart Phones or Laptops
- Engaged in regular feedback students with users



# TweetDeck


From **cduivest454** cduivesteyn [+]

What's happening?


DRAG PHOTOS AND LINKS HERE

Auto Shorten URLs? 140


## @paulmaiero/waterloomsci4... cduivest454

 @Paulmaiero too bad you can't make #OBTC2010


cduivest454, [+] Tue 15 Jun 15:57 via web

 Looking forward to #OBTC2010 this week. "Twitter in the classroom" @ 9:30am Friday June 18


cduivest454, [+] Tue 15 Jun 15:51 via web

 Paul House, Exec Chair of Tim Hortons said today "The only difference bt a smart & stupid man is the smart man knows he's stupid."


cduivest454, [+] Tue 15 Jun 14:45 via TweetDeck

 A review of Self-Assembled Mesoporous Materials and how they are used for Catalysis applications <http://post.ly/jcW8>

• andrew\_finkle, [+] Tue 15 Jun 14:22 via Posterous


 Watching #CIV vs. #POR #Worldcup #Fifa. Cant wait for the #BRA #PRK later on!!!

• andrew\_finkle, [+] Tue 15 Jun 11:26 via web


 For the first time, researchers observe graphene sheets becoming buckyballs (w/




## All Friends cduivest454

 @Paulmaiero too bad you can't make #OBTC2010


cduivest454, [+] Tue 15 Jun 15:57 via web

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• andrew\_finkle, [+] Tue 15 Jun 14:22 via Posterous


 Say good bye to your wii remote!! - "TechBytes: Microsoft Unveils Kinect - ABC News" <http://j.mp/bu2ewN>

• tteresa, [+] Tue 15 Jun 14:09 via Social.com


 Watching #CIV vs. #POR #Worldcup #Fifa. Cant wait for the #BRA #PRK later on!!!



## Search: obtc

 Options Trading Online <http://migre.me/ObTc>

• Avid\_option\_Dan, [+] Sat 12 Jun 21:17 via API

 RT @cduivesteyn: Presenting "Twitter in the Classroom" June 18, 9:30am, University of New Mexico #obtc #obtc2010


• LorettaRuff, [+] Fri 11 Jun 16:51 via HootSuite

 Presenting "Twitter in the Classroom" June 18, 9:30am, University of New Mexico #obtc #obtc2010


• cduivesteyn, [+] Fri 11 Jun 12:00 via TweetDeck

 Presenting "Twitter in the Classroom" June 18, 9:30am, University of New Mexico #obtc #obtc2010

• cduivest454, [+] Fri 11 Jun 12:00 via TweetDeck

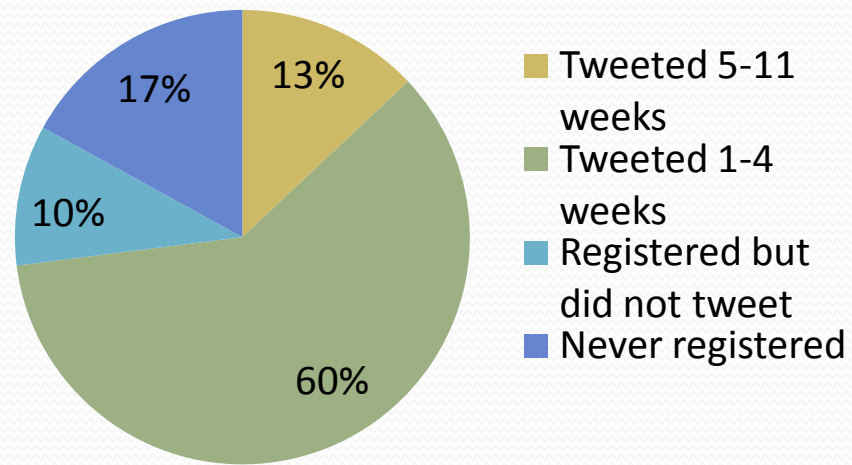
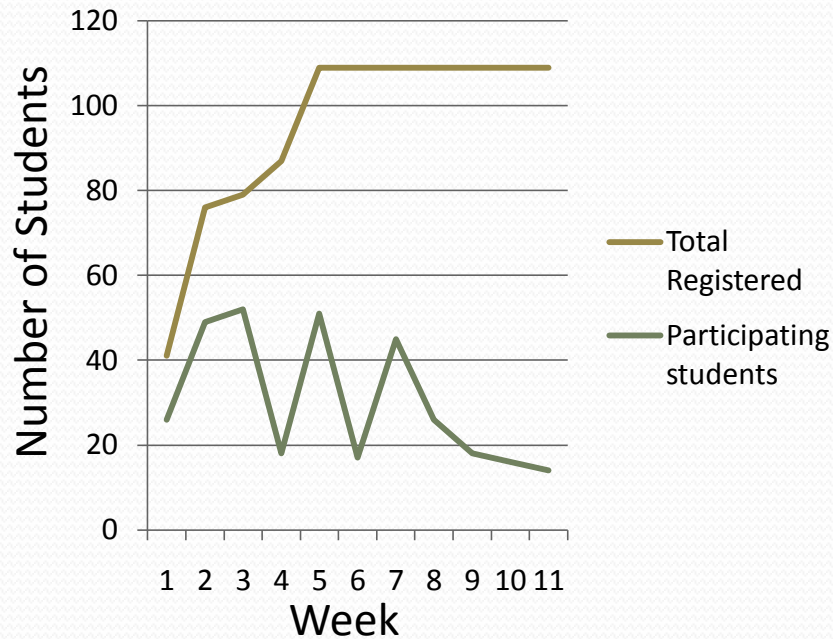
 It's official, I'm presenting at the Teaching Conference for Management Educators. June 19, 9:30am, University of New Mexico #obtc #obtc2010

• cduivest454, [+] Fri 11 Jun 11:58 via TweetDeck

 It's official, I'm presenting at the Teaching Conference for Management Educators.

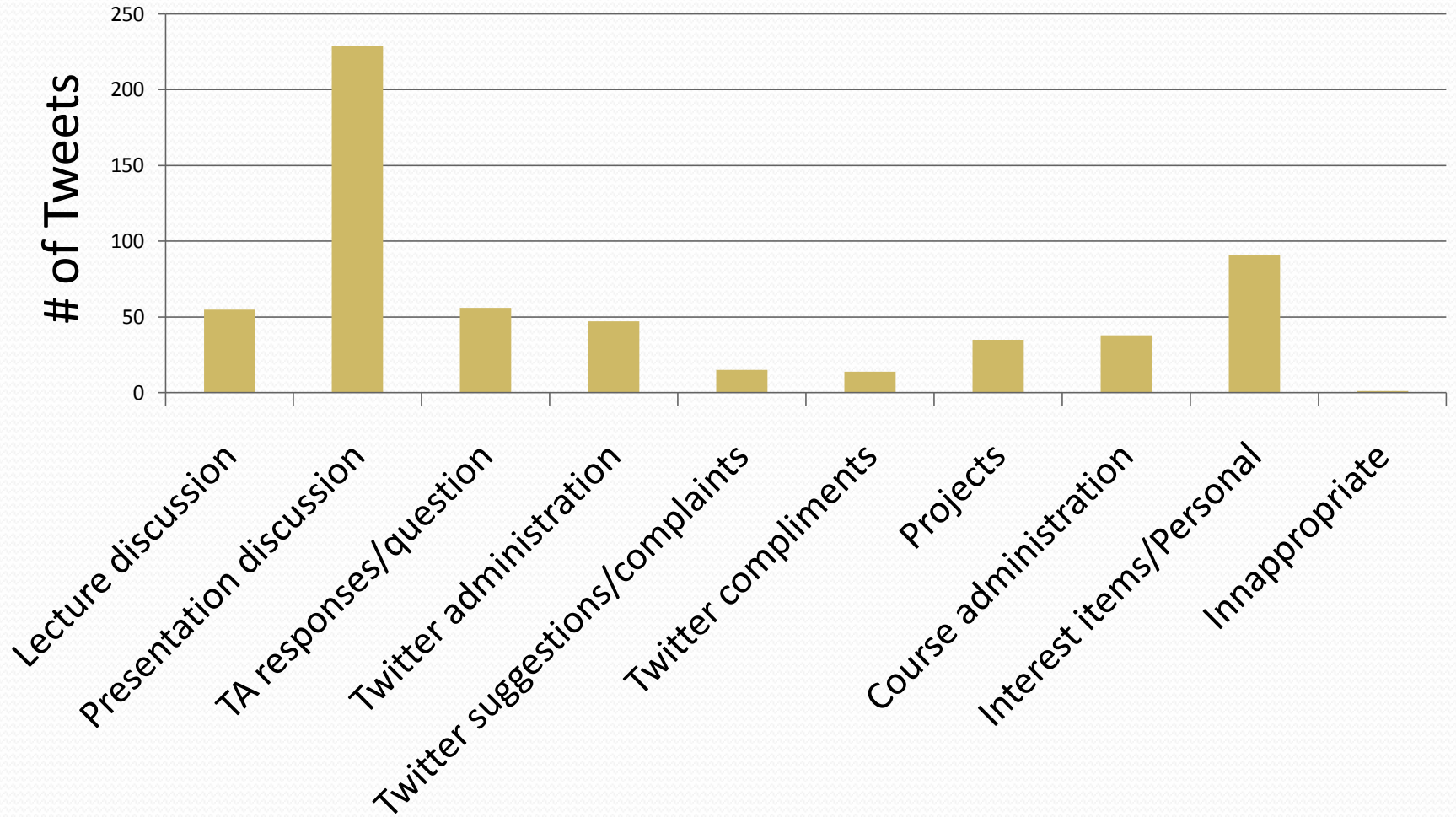


# Participation



- 83% of students were registered by Week 5
- Dedicated core of 13% tweeted almost every week
- Participation highest during class presentations weeks

# Tweet Topics



# Tweet Topics

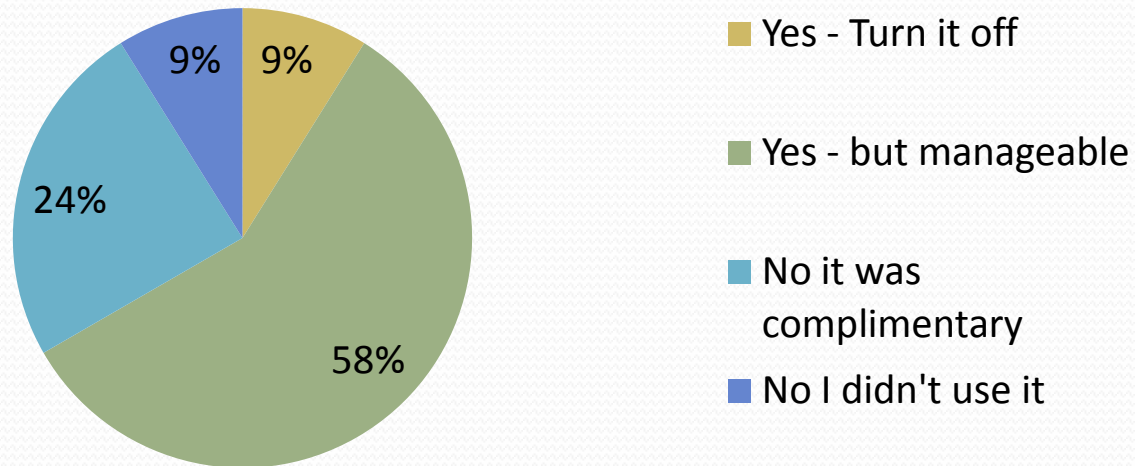
- Lecture Discussion
  - **Bilal454@cduinvest454** : What's the difference between "Develop a realistic go-to market strategy" and "Have a plan to stimulate adoption" 6:58 PM Feb 7th
- Presentation Feedback
  - **charliehan454**: Other than cost can you differentiate from the products on the market (Klipsch) with established models and brands? [#audiobulb454](#) 4:10 PM Feb 9th
- Course Material and Administration
  - **Brianle454**: When is the due date for our 2<sup>nd</sup> presentation? @cduinvest454 7:02 PM Feb 21st

# Tweet Topics

- Twitter Administration
  - Initial confusion about setting up accounts
- Twitter Feedback
  - Voiced excitement/concern about using Twitter
- Team Projects
  - Finding partners for class presentations
- Items of Interest
  - Personal insights on current events and campus events
- Inappropriate Comments
  - Disrespectful or harsh comments, only one in term

# Student Feedback

- After Week 2, we asked through TwtPoll:
- Is Twitter a distraction? (45 responses)



# Student Feedback

- “I think people were just beginning to get used to the technology. Give it time and you will find deeper class discussion and involvement”
- “Primarily it allowed people to ask questions who otherwise wouldn't have. Plus it allowed us to keep a record of the questions asked during presentations and respond to them accordingly.”
- “More participation bonus marks potentially gained from it plus rapid responses to questions/inquiries (ie. Faster than email!) Overall just better discussions.”
- “I think it is a good tool, need to encourage answering of questions on twitter. Maybe something to better organize the tweets is needed”

# Student Feedback

- “If the course was taught in a computer lab, this would allow every student to have access to twitter. Having the entire class use twitter would foster a more unified learning environment”
- “Twitter should only be used for the presentation Q&As. Using it during lecture is pointless, as the professor doesn't have time to watch TweetDeck during class. People should be comfortable in a 4th year course to put their hand up”
- “If twitter is to become an integral part of a course, then it should be a requirement that a student own either a laptop or a smartphone, and thus have access to the twitter discussions during class time. As I did not have access to either, the focus on twitter disengaged me from the learning experience as I was unable to participate”
- “Biggest drawback is character limit. Significantly limits replies”

# Lessons Learned

- Twitter enhances peer-to-peer feedback and increases efficiency in the class
- Most students participated sporadically – need to monitor
- Creates an alternate communication channel
- Don't expect students to be familiar with Twitter
- Twitter can improve class-room dynamics
- TA required to provide real time feedback in class
- Need to integrate Tweets with class content
- Creates opportunities for experimentation (especially using add on tools)

**LESSONS  
LEARNED**



# Recommendations

- Twitter participation should be voluntary
- Twitter participants should be identifiable
- Set clear expectations early
- Experiment with different alternate ways of student access
- Incorporate real-time surveys
- Check in with the class on twitter use
- Identify ways to preserve content
- Find ways to encourage interactions outside class



# Thank you.

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Teaching Assistant

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Centre for Teaching Excellence