University of Phoenix Material

Collaborating Using Social Media Worksheet

Complete this worksheet by answering the following questions. In Part A, write each response as an academic paragraph of at least 150 words. Be clear and concise, and explain your answers. If you cite any sources, use APA format. In Part B, answer each statement with a specific example and explanation in one to two sentences.

Part A

1. What is social media? Why is it an important component of social learning?

To understand what social media is, you must first break down the words. "Media is an instrument of communication" (Nations, 2015). To be social is to interact with others so social media is an instrument of communication in which you interact with other. In other words, social media is an instrument that is used for two way communication between individuals or groups of individuals. For there to be social learning there must be interfacing and interaction between individuals. Social media is a crucial tool used to enable a give and take dialogue regarding a subject to take place. The exchange of ideas and knowledge provides richness to the learning process that would not otherwise exist. Social media provides a worldwide platform bringing social learning to a whole new level. No longer is social learning confined to a small group of individuals in a classroom. Through social media social learning can take place anytime any place.

2. Discuss the role of participation within the collaborative social media environment. Why is participation such a critical component of social learning?

The collaborative process depends on all individuals involved participating and sharing their creativity, experience, and expertise to accomplish a mutual goal. Collaboration is highly interactive and lack of participation of any member of the group can greatly hamper the cohesiveness of the process and the end result. Participation within the collaborative social media environment can happen in a multitude of ways. It can take place in real time using tools such as Skyp® or Jabber®. Collaboration can also take place using tools such as Facebook®, LinkedIn® and Google®+. Individuals can share ideas, compile presentations and projects, discuss topics, and produce a final product without having to meet in a centralized location. The dynamic nature of the collaborative process is a fertile incubator for social learning. Social learning can only take place when individuals are present, engaged, and diligent in their participation. "Social learning environments that lack engagement typically also lack meaningful participation and thus become useless to everyone involved" (Emelo, 2014).
3. When would using video sources such as YouTube® or Vimeo® be important? Visit www.youtube.com and locate a training video designed to educate. Provide the link and discuss how this video enhanced the learning process for its intended audience.

Video sources such as YouTube® or Vimeo® are especially helpful when viewing of a demonstration or other visual material is indicated. One example of the usefulness of YouTube® would be math education. Instructors work problems on a white board allowing others to see how equations are solved. The attached YouTube® video link is a great example of this. I personally used this video and others like it while taking Algebra on line through University of Phoenix. In this video the instructor shows you how to solve equations. Then he puts equations on the board and allows the individual to stop the video and solve the equations. When you are ready you start the video again and you are given the answers. This video enhances the learning process by providing hands on experience that takes place at the learners pace. Individuals are able to better grasp the concepts being presented. The other contribution to social learning is the comment section available. In this area you can post comments and even questions to the instructor. YouTube videos such as this one got me through Algebra A and B.

https://www.youtube.com/watch?v=ti5jmj9EZ8k

4. What is a wiki? When would this be an appropriate channel for transferring knowledge? Provide an example of how a wiki might be used within an organization to enhance employee learning.

According to Dictionary.com (2015), a wiki is a website that allows anyone to add, delete, or revise content by using a web browser. A wiki is a great knowledge transfer tool and a great way to facilitate collaboration. A key feature of a wiki is ease of use. A wiki can quickly become a repository for institutional knowledge, procedures, instructional guides and much more. One example of how a wiki might be used within an organization would be as a technical reference for troubleshooting a piece of equipment or a software program. When new knowledge is gained through the trouble shooting experience it can quickly be added to the appropriate wiki page. While there is an abundance of knowledge management systems on the market, more and more companies are moving to a Web-based wiki solution. Organizations are finding that “the wiki’s simplicity is inspiring employees and managers alike to contribute more to the knowledge base” (Lisitski, 2008).

Part B

1. You are in charge of training at a large organization whose primary function is ensuring that inventory that arrives at various warehouses is checked in and accounted for properly. A new process will make checking in inventory faster, less expensive, and more efficient. Which social media tool would be most useful in presenting training for this new process? Explain your response.

The social media tools that would be most useful for this in presenting this training would be a video presented on YouTube® or Vimeo® and a wiki page. The video would show the new process in action and would appeal to individuals who are visual learners. The wiki page would contain the steps of the process. Both would allow learners to participate in the in learning the process in a social
environment. The ability for learners to give feedback and interact with others is vital not only to the learning process but also to acceptance of the change in procedure.

2. What is the difference between social media for personal use and social media for professional learning? Why are these distinctions important?

   Social media for personal use is mostly entertainment. Social media for professional learning is about growth in one's field. It is important to make this distinction so that there is a separation. On a social media for personal use you see such things as what someone is having for dinner. On a professional learning social media site you see an exchange of ideas regarding different topics pertaining to business of all kinds. The interaction is and should remain professional and not personal on a site like LinkedIn®.

3. What are some issues to consider when launching new social media tools within an organization? Why is setting guidelines for use important when using social media for training purposes?

   The major issue to consider is what will the social media tool be used for? Will it be used for internal communication or for communication with customers? It is important to set guidelines in order to insure that the learning environment is respectful and safe for all learners. Just as one would set guidelines within the classroom one must also set guidelines within the virtual space of the social media environment. Without guidelines chaos could quickly ensue.

4. Why is it important to consider diverse levels of awareness, along with diverse comfort levels, regarding technology and the use of social media? How might you encourage those who are hesitant to try social media tools for professional development?

   Today's workforce consists of individuals from five different generations with various levels of comfort with technology. It is important to keep this in mind when launching social media within an organization. Some older employees may need more assistance in understanding to use social media and understanding how it is a benefit to them. This is vital because without the participation of the older generations the interaction and eventual social learning aspects would lack the richness that comes with the sharing of experience.

References

