

Library Technology Conference 2014 at [St. Cloud State University](http://www.stcloudstate.edu) in St. Cloud, Minnesota.



The Learning Curve

College Students, Social Media, and Metaliteracy

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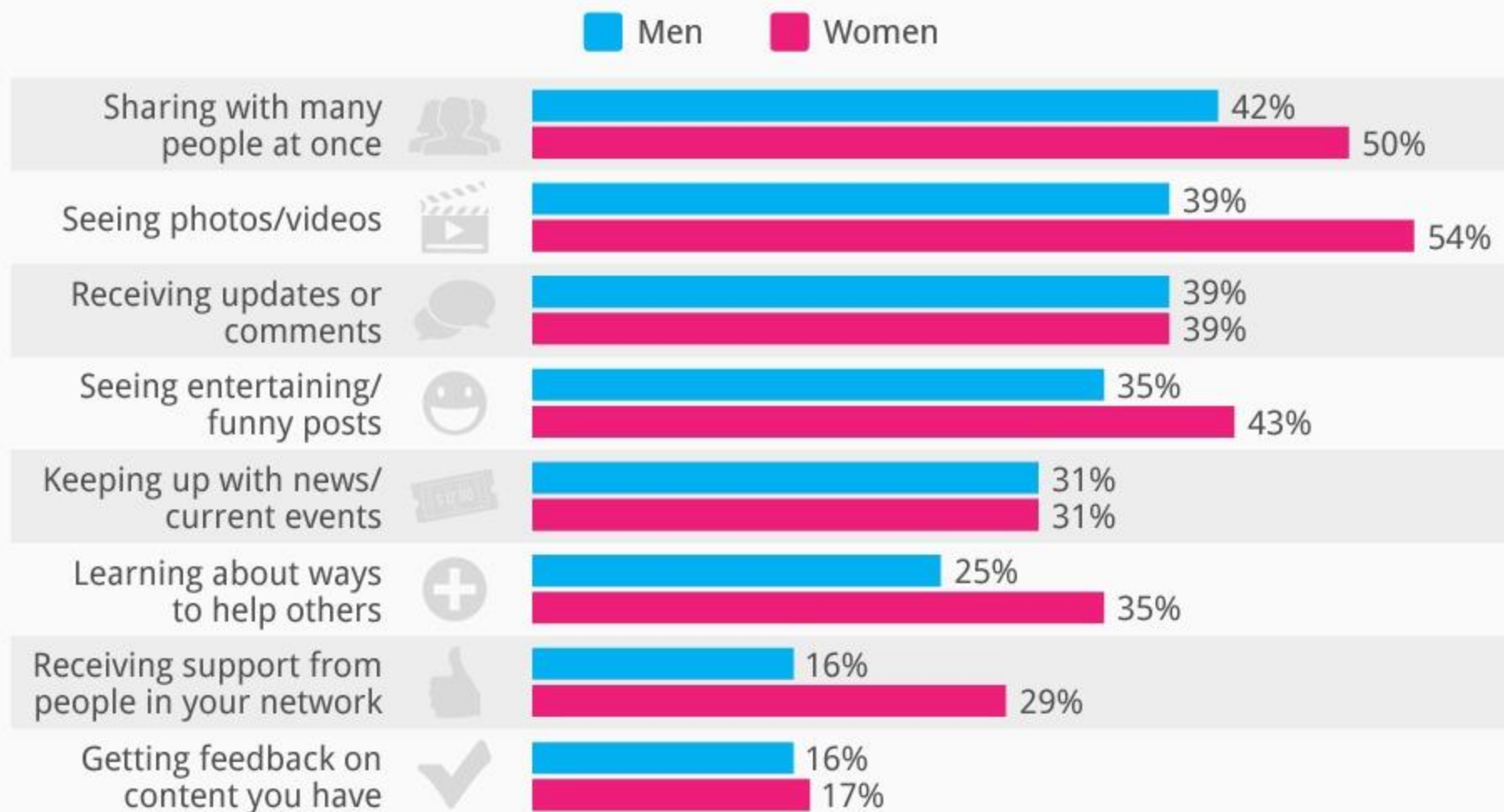


How Do YOU Use Social Media?



This Is Why Men and Women Use Facebook

% of males/females* who cite the following as "major reasons" why they use Facebook



* Facebook user

Survey conducted August 7 - September 16, 2013

Source: Pew Research Center

Social Media User/Online Student Comparison

Similarities

- Female
- 29 or younger
- Frequent social media visitors
- Avid news followers

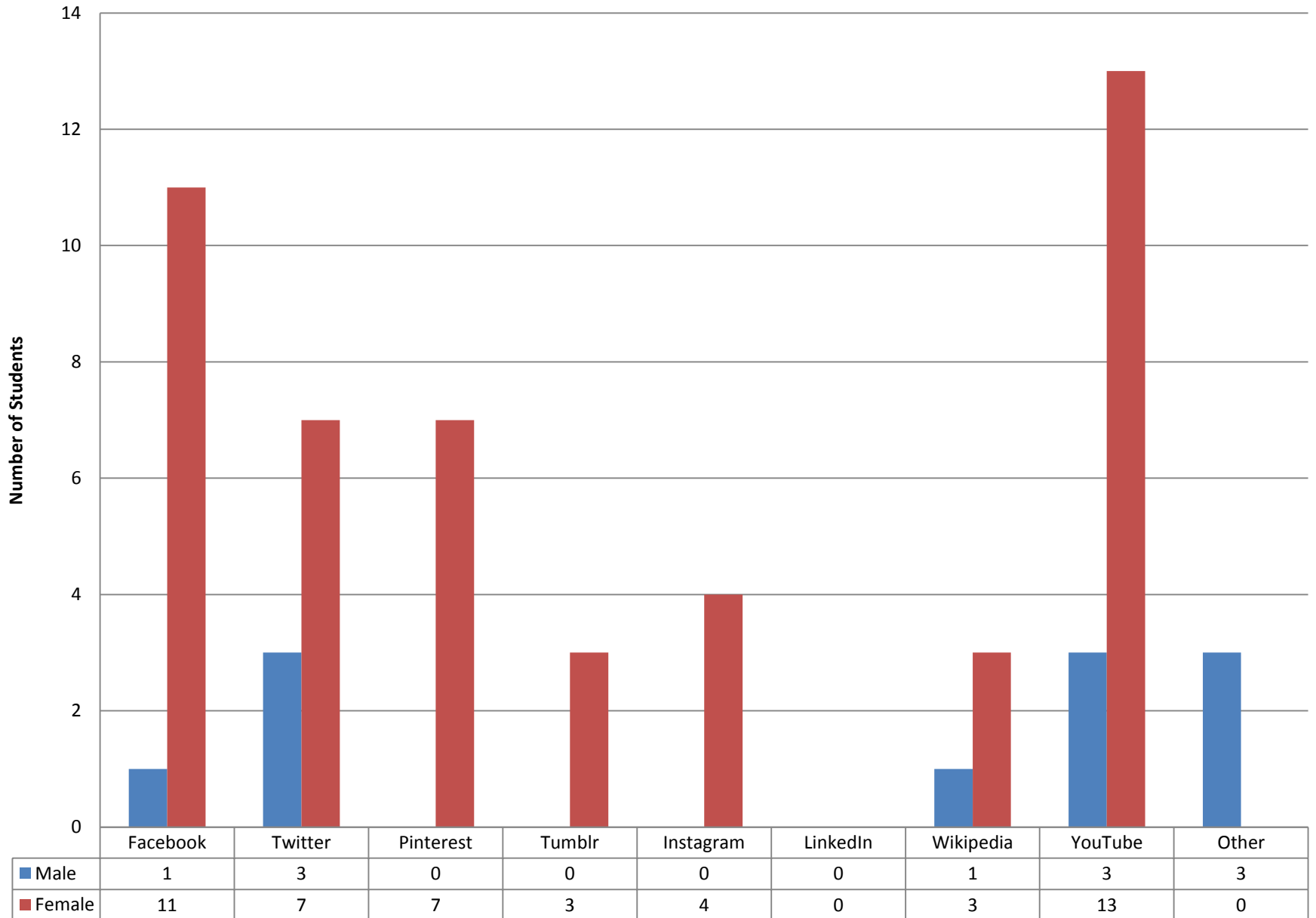
Differences

- Lack of “diversity”
- Disengagement
- Mindset believing in fixed rather than flexible abilities

LIB 290: Social Media in a Global Context

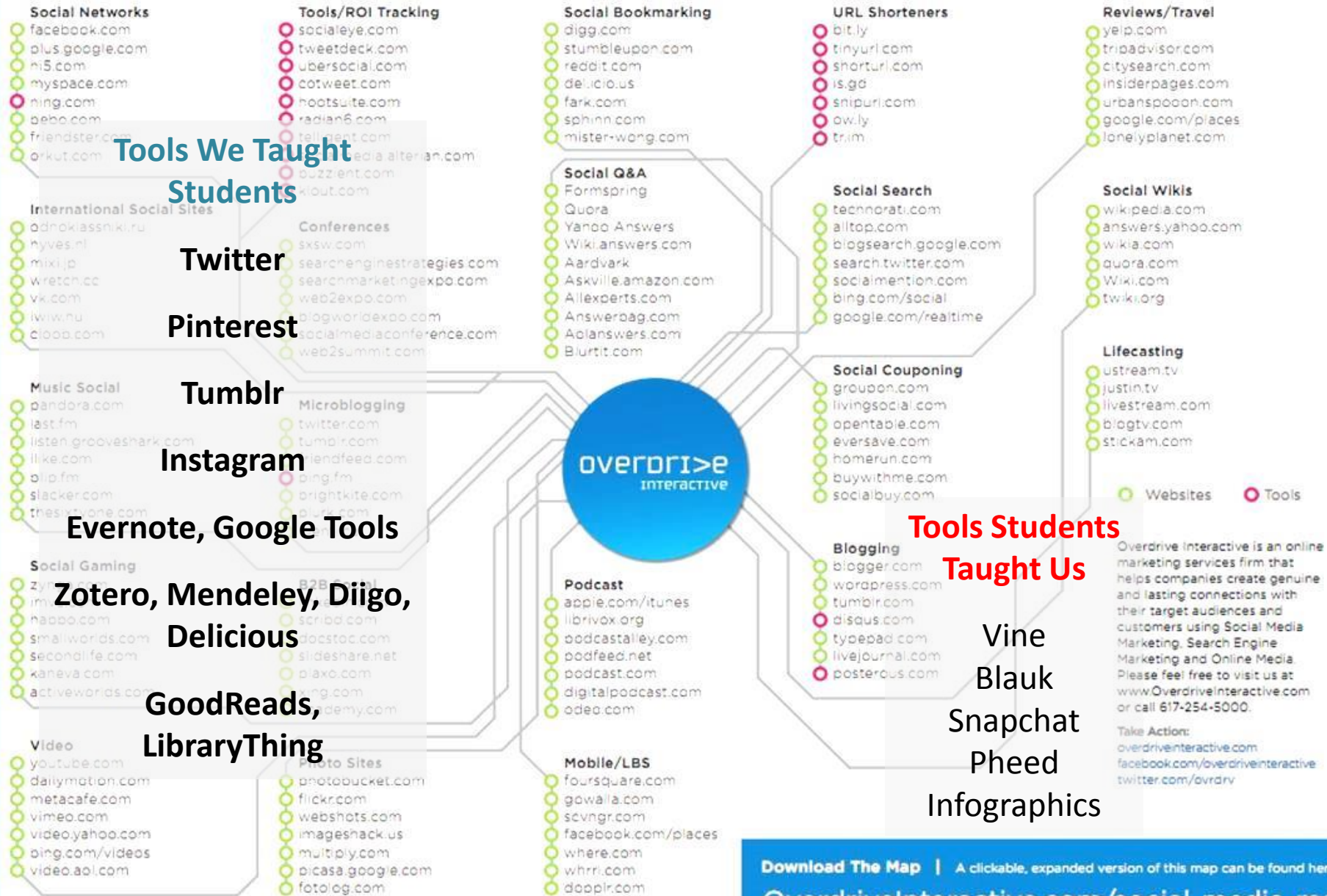


Social Media Use Before LIB 290



SOCIAL MEDIA MAP

Social Media Tools in LIB 290



What They Know and Don't Know

- Hyper-aware of online privacy/security issues
- Skepticism toward information presented through social media
- FB for communication
- SmartPhone skills
- Most teach themselves how to use social media

- Poor research skills in any environment
- Little exposure to other cultures (“social media bubbles”)
- Limited academic or professional social media experience

WEB 2.0: SOCIAL MEDIA AND GLOBAL CITIZENSHIP

Research the following topic, evaluate the scenario, and propose the best solution for [Lane Raspberry](#).



Scenario:

[Lane Raspberry](#) is a Wikipedian who edits Wikipedia entries about [global health](#). His mission is to provide accurate information about HIV and AIDS to people in India who do not have access to printed materials. Please review his [Prevention of HIV/AIDS page](#).

Assessment:

In one paragraph, individually report whether or not Lane's [Prevention of HIV/AIDS page](#) would actually help people in India prevent HIV/AIDS. Who are the people in India most at risk? Locate one online resource on HIV/AIDS that you believe would be more appropriate for the population in need, and one professional in India who is an HIV/AIDS specialist. ([be sure to cite sources in APA format](#))



Members of VAMP Sex Work Collective. Photo AVERT ©2013.

Solution to Real World Problem:

Compare your report with those of your group. Based on your findings, what advice and social media strategies would you give Lane in order to improve the promotion of HIV/AIDS education in India? Based on your research and assessment of the situation, please propose in two paragraphs 1) a solution to the Lane's problem and 2) how would you approach the situation if you needed to use Web 2.0 tools for education in another country, with people from another culture. ([be sure to cite sources in APA format](#))

ONLINE SEARCHING: FINDING AND SHARING RESOURCES

Research the following topic, evaluate the scenario, and propose the best solution for this group:



Ping Lew: Taking course from Malaysia; English is second language, tech savvy.



David S.: Taking course in St. Cloud; Foodie blogger.







Anne Gomez: Taking course from California, only uses SmartPhone for coursework.

This group, taking an online course, is working on a research project. Their research topic is “The effects of American popular culture on global eating habits”. Students must use the [Miller Center Library website](#), [Google](#), [Pinterest](#), and [Twitter](#) to locate scholarly journal articles and statistics on the topic. Group members must communicate with each other about their findings, and compile findings in one location.

Assessment:

Prior to working with your group, individually complete this chart:



RESOURCE	Location to find scholarly journal articles/statistics	Keywords (or hashtags) used	Was strategy successful? Why/why not?
 LIBRARY ST. CLOUD STATE UNIVERSITY.			
			
			
			

With group members, compare your search strategies for each resource listed above, and success in locating scholarly journal articles and statistics from each. Describe in 1-2 paragraphs the common successes and challenges that you had in locating scholarly journal articles and statistics for each resource.

Solution to Real World Problem:

Based on your research experience on the topic “The effects of American popular culture on global eating habits”, describe in 1-2 paragraphs how you would advise the online student group on how to communicate with one another, how to break up research tasks, how to conduct effective searches for scholarly journal articles and statistics from each resource, and how to compile findings?

- What work do you currently do with Millennials or younger generations? Do you work with a specific population?
- How do you currently observe these groups using social media? What tools do they use, and for what purposes?
- Do you notice any cultural differences in how your generation OR the younger generation use media?
- How do you currently reach out to the younger generations through social media? How do you encourage them to use a particular media?
- What have been your successes, challenges, or fears in regard to youth social media use? What have you seen youth achieve with social media? Who are their social media mentors and role models?

Any Questions???

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