Details

3 Types of Audience for Student Work [EdTech Essentials Spotlight] - 148
In this episode, I share tips for connecting students with a relevant and authentic audience inspired by Chapter 8 of my book *EdTech Essentials: The Top 10 Technology Strategies for All Learning Environments*. An audience can be entertained, persuaded, and informed and in this episode we're going to look at audiences for your next student project.

Website: https://classtechtips.com/2022/02/01/audience-148/

Introduction

Hello there and welcome to today's episode of the Easy EdTech Podcast! If we haven't met before, my name is Monica Burns. I'm a former NYC public school teacher and I've been out of the classroom for a few years leading professional development for educators, and writing about all things EdTech on my blog ClassTechTips.com This year we're celebrating the 10th anniversary of the blog and there are a lot of exciting things in the works! From new music here on the podcast to a new look on the website – I can't wait to share everything with you. Before we jump into today's episode, a quick reminder — you can head to my website classtechtips.com/podcast for all of the show notes and resources from today's episode, and if you're listening to this episode on a podcast player like Apple Podcasts, Spotify, or Google Podcasts, you should see a link in the description that you can click on as you listen today and it will take you to all of the resources I mention.

Promotion/Reminder

This episode is sponsored by Tract, and I'm so excited to partner with them to bring their on-demand, project-based learning platform to teachers everywhere - for *FREE*. On Tract, students can learn, create, and share projects designed to strengthen 21st century skills while within a safe and securely monitored platform. From Genius Hour and GATE Enrichment, to PBL Time and Distance or Hybrid Learning, see how Tract's peer-to-peer learning model can fit into your classroom by visiting teach.tract.app, and get your free account by using access code MONICA at sign up.

Today's Intro

This week's podcast is titled: *3 Types of Audience for Student Work* and it's another *EdTech Essentials* Spotlight -- and the first spotlight of 2022.

Regular listeners of the podcast might remember that I had a few spotlights from my book *EdTech Essentials: The Top 10 Technology Strategies for All Learning Environments*, earlier this school year. These were episodes:
- How to Help Students Better Navigate Digital Spaces [EdTech Essentials Spotlight] - 129
- 5 Tips for Picking the Best Resources for Your Students [EdTech Essentials Spotlight] - 132
- Exploring the World With Virtual Field Trips [EdTech Essentials Spotlight] - 138

This episode is all about audience and is inspired by Chapter 8 -- "Connect Student Work to a Relevant and Authentic Audience." In today's episode we're going to look at three types of audiences for student work. An audience that can be entertained, an audience that can be persuaded, and an audience that can be informed. I'll also share an excerpt from the chapter that gives you a sneak peek at the book and a few extra ideas to consider.

Let's dive into today's episode!

Episode Transcript

We know that audience is such a critical part of the creative process for students. Having an audience sets a purpose and gives a different sense of ownership over the work they create. In December I gave a keynote to about 750 educators in Wisconsin to kick off the SLATE Conference. I spoke about the idea of student creators and I shared a clip from a podcast episode I had listened to -- it was an interview with Jeff Kinney the author of the Diary of a Wimpy Kid series. The podcast, The Press Box, was all about his origin story and how he became a writer. And when the host asked him about this, Jeff Kinney said: *I always had that decision to make every day, which was should I do this term paper? That will be seen by my one professor. Or should I do my comic? Which will be seen by 30,000 people. And my grades really suffered, but I cut my teeth.*

Now I'm not saying students need to have an audience of 30,000 or 3,000 or even 300 to make their work special. No matter how big or small, having an audience is important and can change the whole conversation for student creators. As we think about audience today, let's look at three types of audience you might explore. These connect to the purpose of student writing, and what students create.

Here's a quick excerpt from page 82 of my new book for ASCD, *EdTech Essentials: The Top 10 Technology Strategies for All Learning Environments*:

English language arts teachers are familiar with different types of writing and the purpose of an author who is creating text for someone to read. A reader should be able to identify why an author wrote a particular piece. We commonly refer to this as an author's purpose. Three core purposes are to persuade, to entertain, or to inform a reader. Although there are variations and nuances to these three overarching categories, understanding them can help in developing learning experiences that ask students to connect to a relevant and authentic audience.

Products in the persuade category seek to change or influence the opinion of the viewer, reader, or listener. A public service announcement, an editorial, a commercial, or an advertisement would fall into this category. The audience for this type of student product should be an individual or a group of people who are invested in the issue, are affected by the topic, and are open to changing their mind. So if students create a persuasive piece, their audience should be a group that could actually be persuaded by their argument.

A student creation designed to entertain an audience is providing value to a group while students apply skills related to the academic goals for that unit or activity. Such creations might include creative writing projects or multimedia presentations. Students might make a short video where they recreate a notable moment in history, or compose a song inspired by a novel. This type of student product often elicits an emotional response from an audience, such as laughter or tears.

Student work products designed to inform an audience about a topic may include explanations or tutorials. In digital spaces, students can create infographics, interactive presentations, and summaries of their learning in a variety of contexts. Establishing a clear audience can help guide students during the production process, particularly in choosing a media format appropriate for this specific group. To find exemplars for this type of project, you might share an explainer video from TED-Ed or an article from Newsela.

There's a whole chapter that talks about audience but this is just a quick selection. I'll add a link to the book in the episode show notes in case you want to check it out.

As you think about student creation this year, I hope the connection to an audience will stay front of mind. You can start with a conversation about audience as soon as you share a new project with students. This can help establish a purpose for their creative endeavor from the very beginning of their journey.

So let's make this EdTech easy…

First, choose an audience type.

Next, share the audience with students.

Then, keep audience in mind throughout the creation process.

Finally, turnt the audience connection into a celebration.

Remember, you can find the show notes for this episode with all of the resources and tools I mentioned today by heading to ClassTechTips.com/podcast and finding today's episode #148.

Promotion/Reminder

A big thank you to Tract, our sponsor for this episode. Don't forget to visit teach.tract.app and use access code MONICA at sign up to get Tract's on-demand, project-based learning platform *FREE* for your classroom. That's teach.tract.app and access code MONICA.

Outro

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Episode Resources

- [EdTech Books](#) by Monica Burns
- [FREE Study Guide for *EdTech Essentials*](#)
- [EdTech Essentials: The Top 10 Technology Strategies for All Learning Environments](#)
- [EdTech Essentials: A Sneak Peek Inside My New Book](#) (Podcast Episode)
- [How to Help Students Better Navigate Digital Spaces [EdTech Essentials Spotlight]](#) (Podcast Episode)
- [5 Tips for Picking the Best Resources for Your Students [EdTech Essentials Spotlight]](#) (Podcast Episode)
- [Exploring the World With Virtual Field Trips [EdTech Essentials Spotlight]](#) (Podcast Episode)

- [Newsela](#) (ELA and Current Events resource)
- [TED-Ed YouTube Channel](#)
- [How to Write a Children's Book With Jeff Kinney, Author of 'Diary of a Wimpy Kid'](#) (The Press Box Podcast episode)
- [25 Reasons To Use TED-Ed In Your Classroom](#) (Blog Post)
- [Quick Ways to Share Student Videos with an Audience](#) (Podcast Episode)
- [4 Ways to Create an Authentic Audience for Students](#) (Blog Post)
- [6 Tips for Connecting Students with an Audience for their Work](#) (Blog Post)