

Week-by-Week Course Mapping Template

CSE 627: Web 2.0 Tools for Teaching and Learning

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Course description

Explores the many Web 2.0 tools online and looks at proven ways these tools are used in education. Examines how Web 2.0 tools can be used in meaningful ways, when appropriate, to allow additional collaboration between colleagues, teacher and students, and students themselves. Includes hands-on exploration of blogs, wikis, podcasts, screencasts, RSS, social networking, online imaging, online presentation tools, and more.

Expected course size: 12-20

Course Learning Outcomes

- Know how to use motivating instructional strategies for student alternative assessments.
- Define and use appropriate Web 2.0 applications.
- Explain and demonstrate the educational benefits of all types of Web 2.0 applications.
- Critique articles related to emerging learning technologies.
- Create their own personal learning network (PLN) and contribute to online conversations.

Course Map (Layout Table)

Week	Module-Level Learning Objectives	Assignments or Assessments	Formative Feedback	Learning Activities	Lecture Topics, Readings, and/or Other Resources
	Students will be able to do these <i>specific things</i> which link to bigger course-level learning outcomes	Students will express or demonstrate their learning in these ways...	Students will get formative feedback on their efforts via...(ex: rubrics, quiz answer explanations, etc.)	Students will do these activities to interact with other students, course content, and the instructor...	Students will complete these readings and/or access these videos and course materials. Suggested initial content still needs to be reviewed for propriety, accessibility, & caption quality
1 Canva	<ul style="list-style-type: none"> • Create 3 images for sharing on different social media platforms • Understand value of tools to create images/videos for social media 	<ul style="list-style-type: none"> • create 3 different images formatted for Facebook, Snapchat, Instagram 	<ul style="list-style-type: none"> • rubric • see sample work • see peer work • feedback on work 	<ul style="list-style-type: none"> • Explore platform • Create artifacts • Share artifacts in class forum • Give & receive constructive feedback in class • Discuss, critique readings; apply readings' ideas to professional context 	<ul style="list-style-type: none"> • Getting Started w Social Media Design • Is a picture worth 1000 Words (scholarly article) • Bergen: Like, Comment, Subscribe excerpt 1-2 chapters [EdFairUse] • Interview with Bergen video
2 YouTu be	<ul style="list-style-type: none"> • Understand YT more than just simple upload site • Understand importance of customizing profile on YT • Grasp YT's role in the larger socio-political landscape 	<ul style="list-style-type: none"> • students will customize five different things on their YouTube channel • students will create 2-3 playlists • students will write up channel description 	<ul style="list-style-type: none"> • see sample work • see peer work • feedback on work • 	<ul style="list-style-type: none"> • Create & customize YT channel • Upload several videos • Explore customization options • Share artifacts in class forum • Give & receive constructive feedback in class • Discuss, critique readings; apply readings' ideas to professional context 	<ul style="list-style-type: none"> • Customize Your Channel YouTube Guide • Customize YouTube Channel video • Fisher: Chaos Machine excerpt 1-2 chapters [EdFairUse] • Interview with Fisher video

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3 Linked In	<ul style="list-style-type: none"> Understand LinkedIn as professional marketplace Understand & create effective professional profiles on LinkedIn 	<ul style="list-style-type: none"> students will create &/or modify LinkedIn profile <ul style="list-style-type: none"> photo CV Biography 4 posts 	<ul style="list-style-type: none"> see sample work see peer work feedback on work rubric 	<ul style="list-style-type: none"> Create & Customize LinkedIn Profile Share profile in class forum Give & receive constructive feedback in class Discuss, critique readings; apply readings' ideas to professional context 	<ul style="list-style-type: none"> Customize LinkedIn video guide from LI Donovan, et al.:Meme Wars excerpt; [EdFairUse] Interview w Donovan, Dreyfuss video
4 Mastodon	<ul style="list-style-type: none"> Understand difference between Twitter and Mastodon Identify & execute key aspects of profiles on sites like Mastodon 	<ul style="list-style-type: none"> students will create account w/ image & profile students will follow 10+ related professional accounts students will post/share resources 5 times 	<ul style="list-style-type: none"> see sample work see peer work feedback on work rubric 	<ul style="list-style-type: none"> Create account Follow peer accounts Engage with peers on platform Discuss engagement & platform in course forum Discuss, critique readings; apply readings' ideas to professional context 	<ul style="list-style-type: none"> NYT: What is Mastodon... Lifewire: History of Twitter up to 2020 [article] Wikipedia: Twitter under Musk How to use Mastodon video
5 TikTok	<ul style="list-style-type: none"> Understand TikTok's power, influence, rise Understand basics of TikTok Learn how to caption on TikTok 	<ul style="list-style-type: none"> students will create account w/ image & profile students will follow 10+ related professional accounts 	<ul style="list-style-type: none"> see sample work see peer work feedback on work rubric 	<ul style="list-style-type: none"> Create account Follow accounts Engage with peers on platform 	<ul style="list-style-type: none"> TikTok Business Statistics WaPo: How TikiTok at the internet [need link; paywall] Pew 2022: Teens, Social Media, Tech survey

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		<ul style="list-style-type: none"> students will post/share resources 5 times 		<ul style="list-style-type: none"> Discuss engagement & platform in course forum Discuss, critique readings; apply readings' ideas to professional context 	<ul style="list-style-type: none"> Tech & Learning: How can TikTok be used in classroom CHC: How to use TikTok to Engage Students in Learning Modern Millie: Ultimate TikTok Tutorial for Beginners video
6 Snapc hat	<ul style="list-style-type: none"> Understand how to use Snapchat as an individual Understand how to use Snapchat as a Creator Practice creating different types of media on platform 	<ul style="list-style-type: none"> students will create account w/ image & profile students will follow 10+ related professional accounts students will post/share resources 5 times 	<ul style="list-style-type: none"> see sample work see peer work feedback on work rubric 	<ul style="list-style-type: none"> Create account Follow accounts Engage with peers on platform Discuss engagement & platform in course forum Discuss, critique readings; apply readings' ideas to professional context 	<ul style="list-style-type: none"> Payette Forward: How to Use Snapchat for Beginners video Social Sheperd: 24 stats about Snapchat (fast context) DitchThatTextbook: 15 ways to use SC in classes, schools BusinessNewsDaily: Snapchat for Business
7 Substa ck	<ul style="list-style-type: none"> Understand Substack's role as alternative media Understand how to start publishing newsletter & videos on Substack Improve understanding of 	<ul style="list-style-type: none"> students will create account w/ image & profile students will follow 10+ related professional accounts 	<ul style="list-style-type: none"> see sample work see peer work feedback on work rubric 	<ul style="list-style-type: none"> Create account Follow accounts Publish content Engage with peers on platform 	<ul style="list-style-type: none"> Substack Tutorial in 2023: how to create a newsletter video NYT: Substack's Growth... [need link: paywall] <ul style="list-style-type: none"> response to NYT article on Substack by Singal

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	Substack's media ecosystem	<ul style="list-style-type: none"> students will post/share resources 5 times 		<ul style="list-style-type: none"> Discuss engagement & platform in course forum Discuss, critique readings; apply readings' ideas to professional context 	<ul style="list-style-type: none"> Forbes: Rise of Substack & What's Behind it Substack: Customizing Your Substack
8 Telegr am	<ul style="list-style-type: none"> Understand how to use Telegram as an individual Understand how to use Telegram as a Creator Practice creating different types of media on platform 	<ul style="list-style-type: none"> students will create account w/ image & profile students will follow 10+ related professional accounts students will post/share resources 5 times 	<ul style="list-style-type: none"> see sample work see peer work feedback on work rubric 	<ul style="list-style-type: none"> Create account Follow accounts Publish content Engage with peers on platform Discuss engagement & platform in course forum Discuss, critique readings; apply readings' ideas to professional context 	<ul style="list-style-type: none"> AppOfTheDay: How to Use Telegram video MakeUseOf: Telegram Channels vs Groups Fortune: Ukraine War & Telegram's Rise ColdFusion: How Telegram Became the Anti-Facebook video
9 Synth esize	<ul style="list-style-type: none"> Understand benefits, weaknesses of different social media platforms Understand how different platforms can work together Develop ability to effectively compare & recommend different platforms 	<ul style="list-style-type: none"> students will write up their experiences with different platforms & compare/contrast for their professional needs & development 	<ul style="list-style-type: none"> see sample work feedback on work rubric 	<ul style="list-style-type: none"> Write 1200-1500 thoughtful synthesis that connects their practical activities with the readings and their prior experience as well as popular narratives 	<ul style="list-style-type: none"> no readings

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	to different users based on user needs & contexts.				
10 Campaign	<ul style="list-style-type: none"> holistically plan how text, image, and video can support a messaging campaign effectively practice the above create & design content for different media that work together 	<ul style="list-style-type: none"> students will create text, images, &/or videos for an organized 5 day social media campaigns across three platforms students will write up a 500-800 word proposal that explains/ justifies the content & platform use 	<ul style="list-style-type: none"> rubric feedback on work 	<ul style="list-style-type: none"> Create a short social media campaign to last for 5 days across three media platforms of their choice 	<ul style="list-style-type: none"> No readings
Finals Campaign	<ul style="list-style-type: none"> same as Week 10 	<ul style="list-style-type: none"> students will finish up their campaign started in Week 10 students are NOT required to launch their campaign—just prepare it 	<ul style="list-style-type: none"> rubric feedback on work 	<ul style="list-style-type: none"> Create a short social media campaign to last for 5 days across three media platforms of their choice 	<ul style="list-style-type: none"> No readings

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