

Social Media for Teacher Professional Development



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Social Media - Background

- ▶ Web 2.0 technology
- ▶ Affinity Spaces
- ▶ PLNs

Social Media for Professional Development?

Greenhow, Robelia, and Hughes (2009) maintain teachers' professional scholarship and practice can be developed thorough Web 2.0 technologies, including social networks.

Facebook started "group" Pages in 2007, and the use of Facebook by professional organizations has grown significantly.

Table 1 Social Media Followers from 2009-2014

Pages	# of fans in June 2009	# of fans in October 2009	# of fans in February 2010	# of fans (likes) in February 2011	# of fans (likes) in November 2014
IRA	1104	3239	4240	7719	39,680
NCTM	716	1262	2064	6233	31,498

Pilgrim & Bledsoe, 2011



NCTM - National Council of Teachers of Mathematics

Organization · Education

[Timeline](#)

[About](#)

[Photos](#)

[Likes](#)

[More](#)

People

1,222 People Talking About This

368 People Checked In Here

34,684 Total Page Likes

▲ 0.5% from last week

168

New Page Likes

▲ 7.7%

Research Questions

- ▶ *How are educational organizations using social platforms?*
- ▶ *How does social media promote education?*



Professional Organizations

National Council for Teachers of Mathematics (NCTM)

National Council for Teachers of English (NCTE)

National Science Teacher Association (NSTA)

National Council for the Social Studies (NCSS)

International Literacy Association (ILA)

The Facebook logo is displayed in white lowercase letters on a dark blue rectangular background. The word "facebook" is followed by a registered trademark symbol (®).

facebook®

Professional Organizations - likes

NCTM - 34,684

NCTE - 50,369

NSTA - 68,607

NCSS - 5437

ILA - 46,293



Organizational Missions Related to PD

Organization	Website	Mission
NCTM	http://www.nctm.org/	The NCTM is the public voice of mathematics education, supporting teachers to ensure equitable mathematics learning of the highest quality for all students through vision, leadership, professional development , and research.
NCTE	http://www.ncte.org/	The Council promotes the development of literacy, the use of language to construct personal and public worlds and to achieve full participation in society, through the learning and teaching of English and the related arts and sciences of language .
NSTA	http://www.nsta.org/	To promote excellence and innovation in science teaching and learning for all.
NCSS	http://www.socialstudies.org/	none
IRA/ILA	http://www.literacyworldwide.org/	<p>The mission of the IRA is to promote reading by continuously advancing the quality of literacy instruction and research worldwide. (Oct. 2014)</p> <p>As the champion of a global community of literacy advocates, ILA empowers educators, inspires students, and encourages leaders, connecting them with one another and with the practical resources they need to spread the transformative power of literacy to every corner of the world. (May 2015)</p>

Data Collection

Data included Facebook posts of education organizations from October 15 to November 15, 2014.

Additional data were the numbers of “likes,” “shares,” and comments by followers of the Facebook profiles.



Types of Posts

Organization	Conversational posts	Announcement posts	Link to articles, blogs, etc.	Photos	Videos	Chat sessions	Totals	Percentages
NCTM	3	7	13	8	0	1	32	33%
NCTE	0	4	0	2	0	1	7	7%
NSTA	0	14	1	27	0	0	42	43%
NCSS	0	5	0	0	0	0	5	5%
IRA/ILA	3	1	6	0	0	1	11	11%
totals	6	31	20	37	0	3	97	

Data Analysis

Deductive Coding

▶ Categories/Themes

- ▶ Conference/Webinar
- ▶ Political/Current Event
- ▶ Teaching Tips/Professional Development (pedagogy)
- ▶ Teaching Resources (tool/resource for teachers or parents)
- ▶ Commercial Items
- ▶ Disciplinary Content
- ▶ Building Community
- ▶ Other

Content of Posts

Organization	Conference or webinar	Political or current event	Teaching tips or professional	Teaching resources	Commercial items	Disciplinary content	Building community	Other	Totals	Percentages
NCTM	9	1	5	5	2	1	2	0	25	38%
NCTE	5	0	0	0	0	0	0	2	7	11%
NSTA	13	1	0	0	3	0	0	0	17	26%
NCSS	2	0	0	0	0	0	0	3	5	8%
IRA/ILA	1	1	5	2	0	0	3	0	12	18%
totals	30	3	10	7	5	1	5	5	66	
Percentages	45%	5%	15%	11%	8%	2%	8%	8%		

Content - Conference or Webinar



Like · Comment · Share

42 people like this.

Top Comments ▾



NCTM - National Council of Teachers of Mathematics

October 31

Join us for a Twitter Chat with Texas Instruments (TI) Calculators on November 6 at 8 p.m., ET. Learn about new classroom lessons for middle grades through high school that support the teaching practices outlined in NCTM's "Principles to Actions." #NCTMP2A

#NCTMP2A Twitter Chat



TEXAS
INSTRUMENTS

Content - Political or Current Event



International Reading Association shared a link.

November 13

IRA has been criticized for not demonstrating enough favor for or against education policies, Common Core or otherwise. Our stance on any one particular issue does not make us who we are. The truth is simple: We are pro-educator. We are for teachers. That is our stance.



Let IRA Be Your Guide Through a Loud Public Debate
www.reading.org

As the largest global professional network of literacy educators, we have the duty to provide our members with the resources they need.

Like · Comment · Share

↪ 21 Shares

👍 142 people like this.

Content - Teaching Tip/Professional Development



NCTM - National Council of Teachers of Mathematics shared a link.

October 31

Happy Halloween! Check out these ideas for #Halloween-inspired math lessons.



Trick or treat! How to maximize Halloween hauls

www.msn.com

School hours and curfews have compressed trick-or-treating timeframes, forcing kids to strategize for maximum candy...

Content - Teaching Resources



NCTM - National Council of Teachers of Mathematics shared a link.

November 6

Parents are struggling to help their children with math homework under the Common Core because the teaching is so different. NCTM President Diane Briars chimes in about Common-Core subtraction.

The graphic shows a chalkboard with the problem $34 - 9 = ?$ in a green box at the top. On the left, a traditional subtraction problem is shown: $\begin{array}{r} 34 \\ - 9 \\ \hline 25 \end{array}$. A vertical green line separates this from the right side. On the right, a number line is drawn from 9 to 34 with tick marks at 9, 10, 20, 30, and 34. A red bracket spans from 9 to 10, with a '1' written below it. Another red bracket spans from 10 to 20, with a '20' written below it. A third red bracket spans from 20 to 34, with a '4' written below it. Below the number line, the equation $1 + 20 + 4 = 25$ is written in red. Below that, the equation $9 + 25 = 34$ is written in blue. At the bottom, the final result $34 - 9 = 25$ is written in yellow.

Common-Core Subtraction: Teaching Many Methods

blogs.edweek.org

Under the common core, there are many ways to do subtraction—none of which involve borrowing and...

Content - Commercial Items

National Science Teachers Association added 10 new photos.

October 13, 2014 -

Happy [#EarthScienceWeek](#) ! NSTA Press has great resources for you. Save \$15 on purchases of \$75 or more of NSTA Press books (only) before Oct. 31 using promo code Fall14. <http://www.nsta.org/store/search.aspx...>

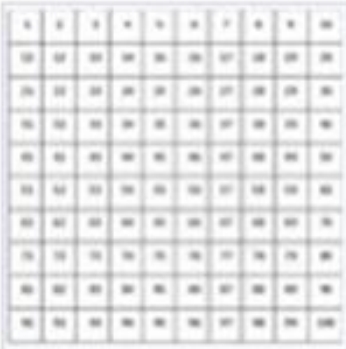


Content - Disciplinary Content



NCTM - National Council of Teachers of Mathematics shared a link.
October 30

We hope you and your students had the opportunity to explore finding the sum of a series of consecutive numbers in the last TCM blog post. Read "More on the Story of Gauss" in the most recent "Math Tasks to Talk About" blog!



More on the Story of Gauss

www.nctm.org

NCTM serves math teachers, math educators, and administrators by providing math resources and professional development opportunities. Working for more and better math for all students.

Like · Comment · Share

↪ 28 Shares

👍 52 people like this.

Content - Building Community



International Reading Association

October 24 

The 50th anniversary of Reading Research Quarterly is around the corner. Help us celebrate by sharing how the journal has impacted your career! Comment here or email cclark@reading.org for more info.

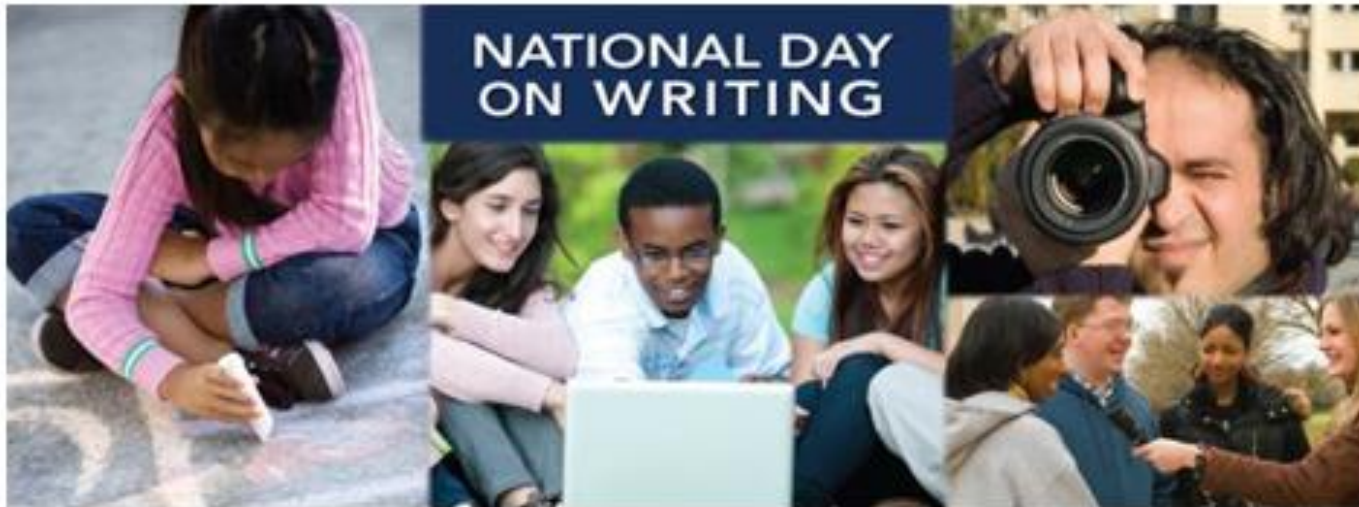
Like · Comment · Share

 21  2  1 Share

Content - Other

(Ex: Updated Cover Photo)

National Council of Teachers of English updated their cover photo.
October 15, 2014 -



Impact of Posts - NCTM



Organization	Facebook Activity	Conference or webinar	Political or current event	Teaching tips or professional development	Teaching resources	Commercial items	Disciplinary content	Building community	Other	Totals
NCTM	posts	9	1	5	5	2	1	2	0	25
# members	likes	272	93	525	525	74	52	65	0	1606
	shares	25	0	448	327	47	28	2	0	877
	comments	8	6	0	58	0	0	0	0	72
	totals	314	100	978	915	123	81	69	0	2580

Impact of Posts - NCTE



Organization	Facebook Activity	Conference or webinar	Political or current event	Teaching tips or professional development	Teaching resources	Commercial items	Disciplinary content	Building community	*Other	Totals
NCTE	posts	5	0	0	0	0	0	0	2	7
# members	likes	171	0	0	0	0	0	0	56	227
	shares	19	0	0	0	0	0	0	5	24
	comments	9	0	0	0	0	0	0	2	11
	totals	204	0	0	0	0	0	0	65	269
			*Update cover photo with Writing Day							

Impact of Posts - NSTA



Organization	Facebook Activity	Conference or webinar	Political or current event	Teaching tips or professional development	Teaching resources	Commercial items	Disciplinary content	Building community	Other	Totals
NSTA	posts	13	1	0	0	3	0	0	0	17
# members	likes	529	68	0	0	66	0	0	0	663
	shares	20	17	0	0	20	0	0	0	57
	comments	17	1	0	0	0	0	0	0	18
	totals	579	87	0	0	89	0	0	0	755



Impact of Posts - NCSS

Organization	Facebook Activity	Conference or webinar	Political or current event	Teaching tips or professional development	Teaching resources	Commercial items	Disciplinary content	Building community	Other	Totals
NCSS	posts	2	0	0	0	0	0	0	3	5
# members	likes	19	0	0	0	0	0	0	9	28
	shares	2	0	0	0	0	0	0	0	2
	comments	4	0	0	0	0	0	0	0	4
	totals	27	0	0	0	0	0	0	12	39



Impact of Posts - IRA/ILA



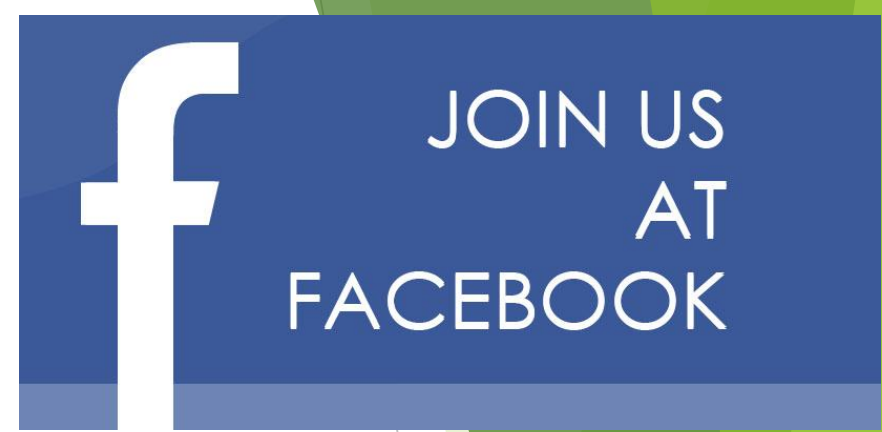
Organization	Facebook Activity	Conference or webinar	Political or current event	Teaching tips or professional development	Teaching resources	Commercial items	Disciplinary content	Building community	Other	Totals
IRA/ILA	posts	1	1	5	2	0	0	3	0	12
# members	likes	0	142	656	256	0	0	67	9	1130
	shares	1	21	430	96	0	0	21	0	569
	comments	1	8	3	2	0	0	39	0	53
	totals	3	172	1094	356	0	0	130	9	1764



Unknown Impact



Conclusions



- ▶ 45% of Facebook activity was related to events such as conferences or webinars.
- ▶ 73% of organizational posts related to professional development (events, teaching tips, teaching resources, and disciplinary content)
- ▶ Posts related to teaching tips and teaching resources initiated the most shares and likes.
- ▶ Based on increased activity and likes of organizations, an increase in followers of posts results in an increase in followers of organizations.
- ▶ Most organizational mission statements aligned with Facebook posts, but ILA's mission statement reflected professional development within a Web 2.0, global environment.

Recommendations

- ▶ Teachers and teacher educators can use Facebook Pages representing educational organizations to gain information about the professions of teaching.
- ▶ Based on Facebook activity, the opportunity for organizations to promote their mission of PD is present. Therefore, organizations wishing to promote PD might increase monthly posts on teaching tips to benefit the organizations and the followers.
- ▶ Posting teaching tips leads to increased exposure, so organizations might consider providing practical information teachers can use in the classroom.



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AT
FACEBOOK

Future Research

- ▶ Analyze comments from followers
- ▶ Personal Learning Networks
- ▶ Long-range data collection
- ▶ Expand data sources to twitter, blogs...
- ▶ Examine and other teacher Facebook sites (Reading Rockets, Edutopia, National Education Association, ReadWriteThink.org)
- ▶ Investigate ways Facebook sites are managed by organizations (salaried positions, elected officers, or volunteers)

References

Greenhow, C., Robelia, B., & Hughes, J.E. (2009). Research on learning and teaching with Web 2.0: Bridging conversations. *Educational Researcher*, 38(4), 280-283.

Pilgrim, J., & Bledsoe, C. (2011). Engaging preservice teachers in learning through social networking. *The Journal of Literacy and Technology*, 12 (1), 2-25. Retrieved from http://www.literacyandtechnology.org/volume12_1/jlt_v23_1_pilgrim_bledsoe.pdf

Contact us with questions!

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