Instagram for Education
@_insta4education

ETEC 523 – A1: Analytical Publishing Project
Adrian Granchelli

We're going to look into the question: if Instagram has any educational merit. Before you move on to the next post, leave a comment below and tell me what you think.

Why? - Social media is part of our lives. It is estimated that across our life, we will spend 6.75 yrs on social media (1) and that over 60% of Instagram users log in daily (2).

If social media is such a part of life, can it be leveraged for education? Should it?

#socialmedia #education #learning #learn #mobilelearning #distanceed #edtech #dataisinteresting #socialmediauseage

1. BroadbandSearch.net, 2020, https://cdn.broadbandsearch.net/blog/average-daily-time-on-social-media/2020Average_Time_Spent_In_a_Lifetime.jpg
2. Brandwatch, 2019, https://www.brandwatch.com/blog/instagram-stats/

Why? - 70% of people aged 13 – 29 years old use Instagram (1). The major demographic of those in secondary or post-secondary school is already on the platform. Meeting students where they are is a student-centred approach.

Can we meet students where they are by delivering educational content on existing platforms? Can that be easier or more beneficial than introducing a new platform?

#socialmediademographic #education #learning #learn #mobilelearning #distanceed #edtech #dataisinteresting #socialmediauseage

1. Sprout Social, 2020, https://media.sproutsocial.com/uploads/2020/01/instagram-demos-2020.png
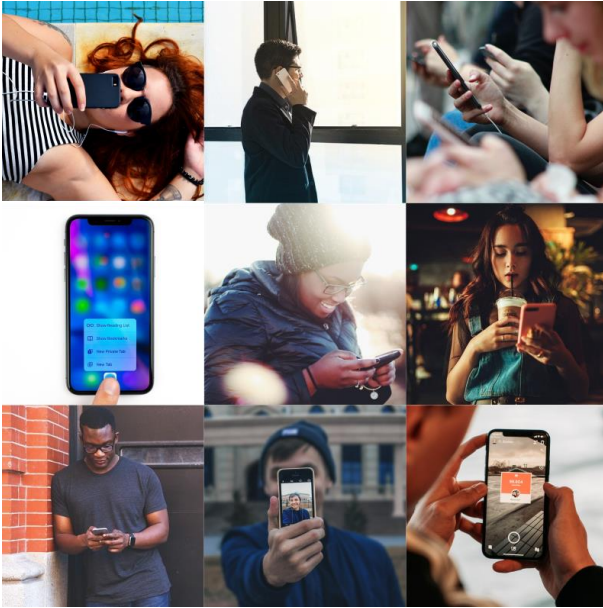
Why? - Instagram is mobile, open and free to use.

Instagram is predominately used and designed as a mobile phone app. It can be taken anywhere there is internet and posts can be queued for upload when internet becomes available.

Access is the most discriminating factor (1) and the use of Instagram needs a smartphone and internet.

#openlearning #education #learning #learn #mobilelearning #distanceed #edtech #dataisinteresting #socialmediauseage

1. Bates, 2019, https://opentextbc.ca/teachinginadigitalage /chapter/9-2-the-sections-model/

THE FUTURE IS NOW

Image medium – Students of the 21st century are more accustomed to images than text (1). Instagram is a visual based platform.

This new image culture emphasizes speed, fragmentation and variety - Is this shift in content effecting our thought patterns (1)?

#images #thefutureisnow #education #learning #learn #mobilelearning #distanceed #edtech #photography

1. Yousman, B. (2016). The Text and the Image. In *Media Literacy, Pedagogy, and Generational Divides* (pp. 157-170)

Image medium – Effective use of images engage us primarily on an emotional level (1). Images are quick to process and discourages us from lingering too long on any one thing (1).

Emotion is a gatekeeper of education. Positive association with learning is paramount, while negative feelings can contribute to students withdrawing from learning and learning environments (2).

#imagesareemotional #emotions #education #learning #learn #mobilelearning #distanceed #edtech

1. Yousman, B. (2016). The Text and the Image. In *Media Literacy, Pedagogy, and Generational Divides* (pp. 157-170).

2. Dumont, H., Istance, D., Benavides, F., & Groff, J. (2010). The Nature of Learning: Using Research to Inspire Practice. Centre for Educational Research and Innovation.

Captions – Text can be powerful.

"Images draw our attention and engage us emotionally, but for critical understanding we need textual context." (1)

Contrary to images, text can provide further depth, analysis and reason. Text moves beneath the surface of an image and allows for more critical thought (1).

Strategic use of text can prompt certain emotions and thoughts from an image.

#blacklivesmatter #poweroftext #thepenismighterthanthesword #education #learning #learn #mobilelearning #distanceed #edtech

1. Yousman, B. (2016). The Text and the Image. In *Media Literacy, Pedagogy, and Generational Divides* (pp. 157-170).

Captions – Optimizing captions is crucial for engagement. However, there are many hypotheses for the best caption length. Later Inc. states that 405 characters is best for increased engagement (1), while HootSuite reports 150 since most people scroll so quickly (2).

A couple sources agree that 9 is the best amount of hashtags to use (2) (3).

#optimize #education #learning #learn #mobilelearning #distanceed #edtech #captionsaregood #captions

1. https://later.com/blog/instagram-caption-length/
2. https://blog.hootsuite.com/ideal-social-media-post-length/#Instagram
3. https://influencermarketinghub.com/what-is-the-best-length-for-social-media-posts/

The Network – Learning is social by nature (1). Instagram promotes commenting and 'liking' content - an additive process.

Users can self-organize and reach out to anyone

The Instagram network has professionals, influencers, celebrities, politicians, friends and family, all in one place. Users can find inspiration and maybe mentorship who could provide insight, advice and opportunity (2).

#thesocialnetwork #social #sociallearning #education #learning #learn #mobilelearning #distanceed #edtech

1. Dumont, H., Istance, D., Benavides, F., & Groff, J. (2010). The Nature of Learning: Using Research to Inspire Practice. Centre for Educational Research and Innovation.
2. McKay, 2020, https://www.thebalancecareers.com/how-can-a-mentor-benefit-your-career-526243

Downsides – Instagram is designed to be addicting and filled with attention grabbing stimulus (1).

Phones alone can be extremely distractible, especially social media.

From an educational perspective, it could be very difficult to maintain students' attention.

#squirrel #distracted #addicting #education #learning #learn #mobilelearning #distanceed #edtech

1. Business Insider, 2020, https://www.businessinsider.com/facebook-has-been-deliberately-designed-to-mimic-addictive-painkillers-2018-12?op=1

Downsides – Instagram is an unprofessional platform. It is predominately a fun, social media platform.

Shifting this public opinion to become a respectable hub for learning is a challenge, both for learners who do not see Instagram as an educational resource, and for onlookers (parents, colleagues, etc.) who may condemn a teacher for using it.

#unprofessional #different #unaccepted #education #learning #learn #mobilelearning #distanceed #edtech
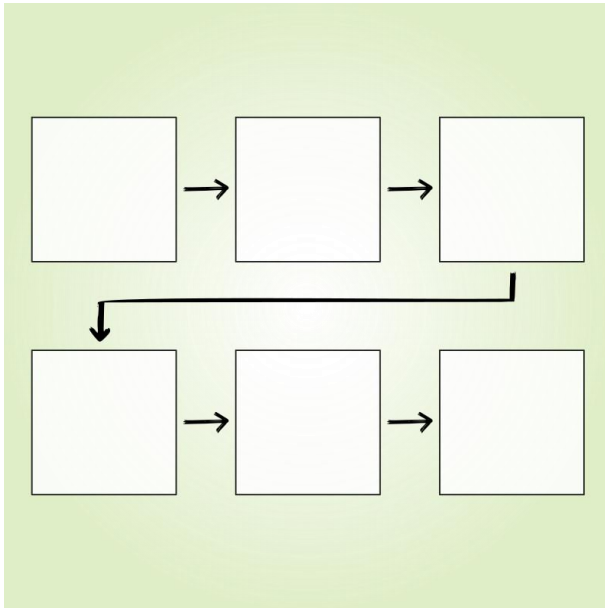
Downsides – The order of posts on a profile page go from top-down, from most recent to oldest, and there is no way for a user to change that.

In creating this learning activity, I made a conscious effort to post the first part of the course, last. Looking at this profile page, the content moves in a logical progression.

This can be confusing, especially if course material is released on different dates.

Maybe this is just a 'normal' thing that should be rethought.

#timing #chronology #direction #education #learning #learn #mobilelearning #distanceed #edtech
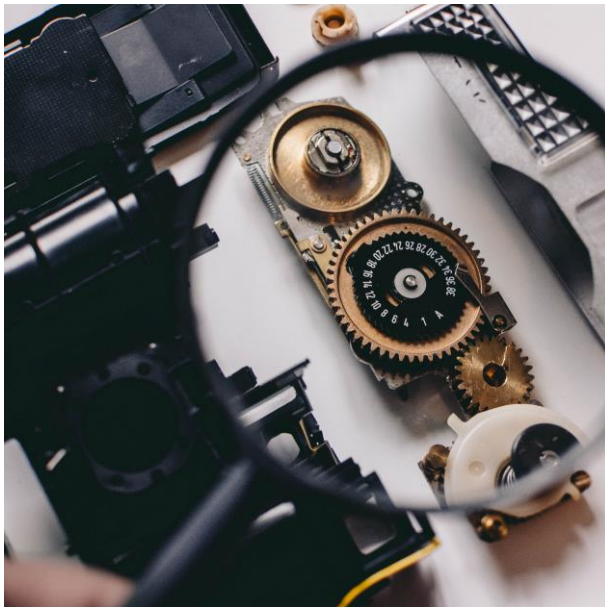
Opportunity - Microlearning is a learning activity that can occur from seconds up to 15 minutes (1).

"In a wider sense, microlearning is the way more and more people are actually doing informal learning and gaining knowledge" (1).

#zoomedin #micro #microlearning #education #learning #learn #mobilelearning #distanceed #edtech

1. Wikipedia, 2020, https://en.wikipedia.org/wiki/Microlearning

Example - @mrs_angemi posts a photograph every Friday labelled as a 'mystery diagnosis' where users are encouraged to guess the diagnosis. A detailed diagnosis is later revealed.

Original post:
https://www.instagram.com/p/CBMv6P1Dwn1/

#mysterydiagnosis #microlearning #QandA #education #learning #learn #mobilelearning #distanceed #edtech

Example - @history shares a photograph which is instantly recognizable, maybe even drawing the user into the caption, and provides historical context with more information.

Original post:
https://www.instagram.com/p/CBjDT1Rhe9s/

#history #microlearning #education #learning #learn #mobilelearning #distanceed #edtech

You – Instagram makes it extremely EASY FOR YOU to post and participate. So how can you use Instagram for education?

Informational posts: Image and content to inform and educate.

Q&A: Question posts to a wider audience and later reveal the answer.

Research: Prompt students to research a topic through a platform they are familiar with.

Scavenger Hunts: Share or comment on photos based on a list of learning areas.

Please comment any other ideas you may have below.

#act #instagramforeducation #teach #education #learning #learn #mobilelearning #distanceed #edtech

Instagram may not be taking over educational practices, but I hope you may see it in a slightly different light. Would you use it for education? With your children, students or for yourself? Please leave me a comment below sharing if and how you would use it. And if there's anything else you would like to say, be it positives or negatives about the platform or anything at all, please comment below.