Are We Ready for the Paradigm Shift

Peggy Walker
21st Century Skills Initiative
- more than a decade ago

“What was considered a good education 50 years ago, is no longer enough for success in college, career, and citizenship in the 21st century.”
Aim: To Prepare 21st Century Students for a Global Society
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Critical Thinking

Communication

Collaboration

Creativity
True or False?

More people own a mobile device than a toothbrush.
True or False?

More people own a mobile device than a toothbrush.
What is the fastest growing demographic group using twitter?

A. Primary School Children
B. Middle School Children
C. Young Adults (high school and college)
D. Midlife Adults (child rearing and working)
E. Grandparents
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Work with a partner. The person whose last name appears first alphabetically guesses the percentage, the partner guesses higher or lower. Trade roles for the next question.
What percent of the world’s population is under 30?
What percent of the world’s population is under 30?
50%
What percent of terms typed into Google each day have never been searched before?
Hi - Low

What percent of terms typed into Google each day have never been searched before?

20%
Hi - Low

What percentage of parents friend their children on social media?
What percentage of parents friend their children on social media?
69%
Hi - Low

What percent of two year olds have a digital shadow?
What percent of two year olds have a digital shadow?

92%
What percent of consumers trust peer recommendations?
What percent of consumers trust peer recommendations?
90%
What percent of consumers trust advertisements?
Hi - Low

What percent of consumers trust advertisements?

14%
Hi - Low

What percent of higher education students take at least one course online?
What percent of higher education students take at least one course online?

32%
The Ford Explorer Launch on facebook generated more traffic than a SUPER BOWL AD

Source: Eric Qualman Social Media Revolution
If Wikipedia were made into a book it would be 2.25 MILLION pages long

Source: Eric Qualman Social Media Revolution
YouTube is the 2nd largest search engine in the world.

Source: Eric Qualman Social Media Revolution
How do we prepare our students for success in college,
How do we prepare our students for success in college, career,
How do we prepare our students for success in college, career, and citizenship in the 21st century?
Curriculum for today’s student
Blended Learning

Combines face-to-face learning and online learning
with a goal of learning for real life
Why Start with Social Media?
Why Start with Social Media?

Social and Economic Paradigm Shift:
We can embrace it, or be left behind.
This is the world our students live in and are most comfortable in.
Academic language - communicating in the real world

"Change your language and you change your thoughts." -- Karl Albrecht

http://www.edutopia.org/blog/8-strategies-teaching-academic-language-todd-finley
Online Discussion Boards

Students learn and practice communicating using appropriate and academic language with their peers in a protected and monitored social media setting.
Adapting traditional lessons to fit the new paradigm: Online Discussion

Using Twitter, Reddit, Tumblr, Facebook or similar interactive social media, find a quotation or short statement about a topic related to psychology. Explain why it interests you and how it applies to psychology.

Respond to two other classmates’ posts.
"@Factsionary: As we grow up, we realize it becomes less important to have a ton of friends, and more important to have real ones." I pulled this from a twitter page and I find it incredibly relatable and powerful. You always here the cliché of "quality over quantity" but the average person just wants 10 to 20 people in their face reassuring them how close they are as oppose to building an actual relationship with someone. It's becoming a common thing for kids in our generation to take quantity over quality. This is self-destructive however because not only with the friendship lack any meaning or loyalty, there also may be issues when you're looking for someone to genuinely talk to and no one is available. Personally, me myself had this issue all the way through sophomore year until I took a step back and truly took time to reevaluate and look at who was a true friend and who was there for another Instagram like. Overall i've found that it is much more rewarding expending energy into those that will return it and possibly even more optimistically, as oppose to bouncing from person to person until there's no one left.

I love this quote. In the movies it seems like having a ton of friends is how your life should be and if you don't then you're considered an "outsider". As you get older and you go through middle school and high school you start realizing that it's a lot more important to have a couple close friends that really know you and will always be there for you as opposed to a bunch of friends who aren't really going to be there for you, don't really know you, and are kind of just hanging out with you to seem popular or cool.
After reading Myers Unit 1, pages 1-11, consider the quote you posted in the first discussion. Restate your quote for the benefit of readers. What perspective(s) do you think your topic(s) fit best? Explain your choice. Respond to at least two other students’ posts, discussing how their quotation relates to perspectives.

(Note that the students see the percent of perspectives that relate to students’ quotations)
“The way we talk to our children becomes their inner voice.”
-Peggy O’Mara
I believe my quote fits the behavioural category, as it is talking about how the influence of the voices of our parents can shape the way we speak to ourselves.

I agree with you that this is behavioral, yet it could also fit under the social-cultural category. Social cultural compares and contrasts how humans are like as family members. This could also fit under biological, because it has to do with actual genetic makeup and how our environment and genes come together to make people who they are.

I think this could also fit under psychodynamic because it is how childhood problems and childhood achievements can affect a persons behavior. So yes a parents influence will affect a child’s behavior, even if it is unconsciously.

PM

I agree with this! The way our parents talk to us affect us in so many ways. We develop habits from them because of behavioral psychology.

PM
Great posts and responses. I think we understand perspectives and approaches better after this discussion.

39 Votes

- **Biological**
- **Evolutionary**
- **Psychoanalytical**
- **Behavioral**
- **Cognitive**
- **Humanistic**
- **Social-cultural**
- **Other**
Fantastic discussion! I enjoyed reading your postings.
Post: There are many advertisements presented in the media (TV commercials, newspaper and magazine ads) that rely on pseudoscience to advertise a claim or product. Find and post an advertisement that makes scientific claims that are not based on reliable evidence. DO NOT explain why it is a pseudoscience.

Respond: Select a classmate’s post to respond to. Describe the claims, identify any elements of pseudoscience, explain why the ad (your classmate posted) relies on pseudoscience rather than science for its claims. Refer to the 6 common characteristics of pseudoscience listed in notes taken in class.

For this exercise, respond to a post that no one else has responded to. After a student responds to your post, agree, disagree, add, etc. to their comments.

Ad that utilizes pseudoscience:
This is an ad relying on pseudoscience because it claims something extraordinary without supporting evidence. It is extraordinary that this soap has the ability to wash away fat, but there is no true scientific evidence it. This ad might catch the eyes of people trying to lose weight, but because there is no supporting evidence, the claim is pseudo.

PM

This is definietly a pseudoscience. There is absolutely no evidence at all, and it's very obvious that this claim can't be true. There is scientifically no facts saying that fat can be washed away with soap.

PM

I agree with you both! There is no evidence proving the claim, thus indicating that the ad is a pseudoscience!
Any cigarette advertisement states inaccurate medical facts within its message to the reader.
The advertisement claims that most doctors that smoke, smoke Camels cigarettes, implying that Camels are healthier than other cigarettes. The ad heavily relies on the "authority endorsement" of the "doctor." Doctors are assumed to be knowledgeable and healthy people, which leads people to believe that this brand is healthier. The ad utilizes pseudoscience, particularly with the doctor, in an attempt to dispel the fact that all cigarettes are harmful.

01:39 PM

I think this also could be an anecdote that people heard from their friends who are doctors, or they're friends say that doctors usually smoke that. Since it is known for doctors to smoke that type, they're trying to say that doctors smoke it in an ad as evidence that its healthier only because doctors will usually smoke that brand of cigarettes.

07:26 PM

This is definitely a pseudoscience. Considering this is an old ad, which was probably used back when everyone was smoking, an anecdote and a false authority figure are both used to assure the smoker that using this product is safe because doctors use it.

01:39 PM

This ad is portraying pseudoscience because it is showing something that is false and trying to use science to prove itself. Clearly it is not healthy, but made to show that way because a "doctor" is supporting it.
WE DON'T HAVE A CHOICE
ON WHETHER WE DO SOCIAL MEDIA
THE CHOICE IS HOW WELL WE DO IT
-ERIK QUALMAN

Source: Eric Qualman Social Media Revolution
Get serious about social
Join the 10+ million professionals who trust Hootsuite. Get started for FREE.

Sign in with Twitter
Sign in with Facebook
Sign in with Google

Or create a new account

Using social media for business? See Business Plans

Hootsuite
Get serious about social
Join the 10+ million professionals who trust Hootsuite. Get started for FREE.

A social media dashboard that allows teams to broadcast, monitor and track results.

Or create a new account

Using social media for business?
See Business Plans
Hootsuite lets you add multiple social networks to view, post and schedule messages.
TweetDeck
by Twitter

The most powerful Twitter tool for real-time tracking, organizing, and engagement.

Start Tweeting like a pro. Learn more.

New to Twitter? Sign up
Curriculum for today’s student
Why Start with Social Media?
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Socialnomics - word of mouth on steroids;
Why Start with Social Media?

Socialnomics - word of mouth on steroids; word of mouth for social good.
Why Start with Social Media?

The stronger the communication skills and the more prepared for responsible use of online resources, the better digital and global citizens our students will be.
Why Start with Social Media?

The more prepared our students will be to succeed in college, career and citizenship in the world we live in.