

Drive Belonging and Engagement in the Classroom

Using Facebook

Facebook Stats

- General Growth
 - More than 63 million active users
 - An average of 250,000 new registrations per day since Jan. 2007
 - An average of 3% weekly growth since Jan. 2007
 - Active users doubling every 6 months
- User Demographics
 - Over 55,000 regional, work-related, collegiate, and high school networks
 - More than half of Facebook users are outside of college
 - The fastest growing demographic is those 25 years old and older
 - Maintain 85 percent market share of 4-year U.S. universities
- User Engagement
 - Sixth-most trafficked site in the United States (comScore)
 - More than 65 billion page views per month
 - More than half of active users return daily
 - People spend an average of 20 minutes on the site daily (comScore)
- Applications
 - No. 1 photo sharing application on the Web (comScore)
 - Photo application draws more than twice as much traffic as the next three sites combined (comScore)
 - More than 14 million photos uploaded daily
 - More than 6 million active user groups on the site
- International Growth
 - Canada has the most users outside of the United States, with more than 7 million active users
 - The U.K. is the third largest country with more than 7 million active users
 - Remaining top 10 countries in order of active users (outside of the U.S., Canada and UK): Australia, Turkey, Sweden, Norway, South Africa, France, Hong Kong
- Platform
 - Over 12,000 applications have been built on Facebook Platform
 - 140 new applications added per day
 - More than 95% of Facebook members have used at least one application built on Facebook Platform

Facebook is Social

- Super-ordinate goals should be social in nature
 - Increase a sense of belonging
 - Build bonds between classmates
 - Increase bond between students and instructors.

Create a “teacher” profile separate from your personal profile.

There are many questions about the appropriateness of sharing your social and family life with your students. So don't. Create two profiles, one for your self, and one for your “teacher” self.

Create a third for your former students, as they don't want to be spammed about your class but will also want to stay in touch.

▼ Friends

598 friends. See All



Colin Randall



Emily Kornblut



Carlos Lopez



Kshama Chandrasekhar



Katie Cage



Hugo Van Vuuren

▼ Friends in Other Networks

Networks with the most friends

San Francisco, CA (117)

Houston, TX (64)

Clark U (55)

Silicon Valley, CA (54)

Harvard (52)

Bellaire High School (50)

Stanford (49)

Networks you belong to

San Francisco, CA (117)

Clark U (55)

Show All Networks | View All Friends

▼ Photos

2 of 6 albums. See All



Mom Visits

Created September 1



Reunion 2007

Created May 25

▼ Posted Items

3 of 100 posted items. See All



Gore Wins Oscar, Nobel Peace Prize For Slide-Show Presentation | The Onion - America's Finest News S

1:57pm Jan 13 | 1 comment



Report: Someone Totally Doing It Somewhere Right Now | The Onion - America's Finest News Source

12:51om Jan 12

▼ Information

Contact Info

Emails: michael.staton@batiq.com
mpstaton@alumni.clarku.edu
mpstaton@gmail.com

Website: http://apps.facebook.com/courses

Personal Info

Activities: NPR. Visualizing myself coding. Visualizing myself cooking. Visualizing myself exercising. Academic ninjitsu. Trying to ignore politics and failing. Entrepreneurial ideas. Erudite magazines. Inquiring into other hobbies.

Interests: Rule consequentialism. Happy stasis in relationships. Exploring interests now that my dancing boots are hung up. Rediscovering idealism. A serene post-economic future. Being personally responsible for the end of scientific management. Thinking about becoming an ascetic vegan.

Favorite Music: TV on the Radio, Andrew Bird, Decemberists, Arcade Fire, The Coup, Beulah.

Favorite TV Shows: Grey's Anatomy, Lost, Frontline, Daily Show, Colbert Report, Curb Your Enthusiasm, South Park, The Daily Show, Biography, C-Span 3, Twin Peaks, Sex and the City.

Favorite Movies: I have a soft spot for movies that convincingly portray family values.

Favorite Books: Freedom From Fear by David Kennedy; The Battle Cry of Freedom by James McPherson; The Sorrows of Empire by Chalmers Johnson. Rushdie, Robbins, Amis, and other fantastical humorists.

Favorite Quotes: "Be regular and orderly in your life so that you may be violent and original in your work," Flaubert.
"Our ideas held no water but we used them like a dam," Brock.
"So would you say you're happy but not content?" I said to Alanna. "I'd say I'm content but I'm not satisfied," replied Alanna.
"I'm so excited I just might double fist two tacos." - Paul Falgout.

About Me: My idealism and ambition was once slain but is slowly resurfacing.

▼ The Wall

Displaying 10 of 361 wall posts. See All

Write something on your own Wall...

Attach:  Record Video  Share Link  Attach my courses

 Add Music  Attach My Courses  Attach Course List

Ask Students to Create a Limited Profile with Controlled Settings, friend you, and add you to the Limited Profile List

Students should not show you: Photos, Videos, Status Updates, Friends, Posts, or Notes.

Mini-feed and Photo Albums should also be turned off.

Limited Profile Settings

You can hide some of the information in your **profile** from specific people by changing your limited profile settings and creating a list of people that only see your limited profile. You can choose to include Mini-Feed in your limited profile, and you can select which photo albums you want to show.

[Back to Privacy Overview](#) without saving changes.

Information

Select the information to display in your limited profile.

- ☒ Basic Info
- ☒ Contact Info
- ☒ Personal Info
- ☒ Education Info
- ☒ Work Info
- ☒ Wall
- ☐ Photos Tagged of Me
- ☐ Videos Tagged of Me
- ☐ Online Status
- ☐ Status Updates
- ☐ Friends
- ☐ Posted Items
- ☐ Notes
- ☒ Groups

Mini-Feed

By selecting the checkbox below, you can include Mini-Feed in your limited profile. If you choose to keep Mini-Feed in your limited profile, only the items you selected in the information section above will be included in your Mini-Feed.

☐ Mini-Feed

Photo Albums

Select which albums you want to show in your limited profile. (select all albums)

- ☐ "Mom Visits"
- ☐ "scanR Class Notes"
- ☐ "Reunion 2007"
- ☐ "BatigMentorLaunch"
- ☐ "Friends come to Houston"
- ☐ "oldbostonphotos"
- ☐ "Europe"

Preview

The preview below shows what your profile will look like to people on your limited profile list.

Limited Profile List

List the people who you want to see your limited profile instead of your full profile.

Person:

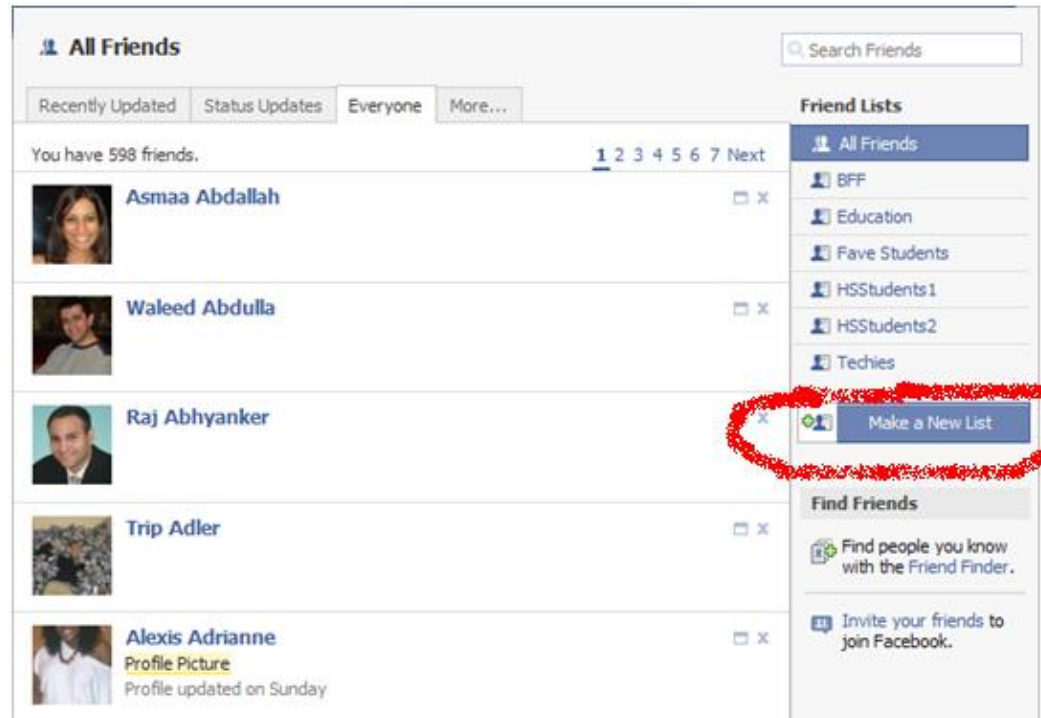
You have not limited profile access to anyone.

Make Lists for Classes

Lists can help manage your course rosters.

You can message an entire list.

Keep a maximum of 20 persons per list if you want to retain message capability.



Create Groups

Groups allow you to manage basic information, memberships, photos, videos, links, officers, and a wall.

Name the group something fun.

Use the “officer” position as a reward for students with exemplary behavior.

Related Groups

Cypress Bay HS
Student Groups - Classes & Departments

Mr. Berger's fan club
Student Groups - General

Richard Farmer, "THE" BEST
STATISTIC teacher!
Just for Fun - Fan Clubs

CBHS SENIORS '08
Student Groups - Classes & Departments

Mrs. Russo's AP Chem kids!
Just for Fun - Fan Clubs

Ms. Irizarry Is the World's Best Calculus Teacher

Global

Information

Group Info

Name:

Ms. Irizarry Is the World's Best Calculus Teacher

Type:

Just for Fun - Totally Random

Description:

She's the teacher who doesn't stop comparing "Lalaland" to Room #321 and can always be heard screaming "AY BENDITO!" or "OH MINE!" She's the math teacher that can't stop using "BANANAS" instead of just variables. Yes, she's that one teacher that wears different colored shoes everyday and then asks you about them on a quiz! She's the crazy teacher who tells us we will fail if we sit in the last seat of each row.

Derivatives, Integrals and Theorems had NEVER been so much fun.

Whether you are currently experiencing the Irizarry Phenomenon or you're part of the Irizarry Legacy... This group is just for you!

Contact Info

Street:

Cypress Bay High School, Room 321

City:

Weston, FL

Photos

Displaying 4 of 31 photos. [See All](#)



Videos



[Join this Group](#)

[Share](#) [+](#)

Officers

Todd Choi (Texas)
Head Cool Korean Kid

Cassie Catania (Cypress Bay High)
Whipmaster General

Fred N (Cypress Bay High)
Head Strong Man

Sida Huang (Cypress Bay High)
Head Irizarry Distractor for 3rd Hour

Aneesh Raghunandan (Yale)
Retired Calculus Team Leader

Carlos F. Sánchez (Cypress Bay High)
Going to Hell

Matt Atha (La Costa Canyon)
Creator

If you are a High School Teacher

You Might Want to Have Parents Sign a Permission Slip to Be Tagged on Facebook

A student could be in the Witness
Protection Program

or could have Reactionary, Vocal
Parents that can make life not so
fun for you.

Share Photos

Photos are the primary way to increase a sense of belonging

Have students take pictures with their mobile phones and upload them onto your group photos

Photos from Ms. Irizarry Is the World's Best Calculus Teacher

[Back to Ms. Irizarry Is the World's Best Calculus Teacher](#)



Photos 1 - 20 out of 31

[1](#) [2](#) [next](#)



[1](#) [2](#) [next](#)

Publish Notes and Tag Students

Notes are like blogs, but are more targeted toward the personal than the publicly searchable.

Share anecdotes about good things that happened in class.

Publish thoughts about class content.

Tag students in notes, but do not embarrass them.

My Notes

Notes about Me

Note 4 of 10

Previous

Next

McKinsey Interpreting PISA Interpreted

7:41pm Tuesday, Oct 30, 2007 | [Edit Note](#) | [Delete](#)

Share

Posted on October 30th, 2007 by mpstaton on www.collegeredi.com

McKinsey, the world famous consulting firm, thought it might help the world draw some policy conclusions from the OECD's Programme for International Student Assessment (PISA), an agency that ranks the students of the industrialized world country by country. Their conclusion was, of course, that we have our priorities in the wrong places.

McKinsey's recommendation was striking only in its predictability - hire the best teachers, and recruit teachers from the brightest pool of college students and professionals. In usual McKinsey fashion, it was also striking in the fact that the firm under review (in this case our nation) doesn't actually practice the simple focus they recommend.

The PISA data causes revelations that are contrary to current movements in education: it reveals that there is no correlation between higher teacher pay and better performance and, after primary school, there is no result to lowering class sizes.

Instead, countries that focus on being very selective about candidates for teacher-training see the best results. "In Finland all new teachers must have master's degree. South Korea recruits primary-school teachers from the top 5% of graduates, Singapore and Hong Kong from the top 30%." What these countries do is only accept top performing graduates as candidates and focus resources and time on training them well. It is an accomplishment in of itself to become a teacher. As a result, society and students give them respect and teachers feel good about their status and position.

The United States, on the other hand, seems to allow anyone who passes a basic subject test and has a degree (which can be easy to come by these days) to become a teacher. Teachers, while paid a livable salary (as long as they are not the primary bread winner for the family), are generally not venerated. Teachers feel as though they are on the bottom rung of the white-collar totem pole, and students and parents often treat them that way.

Teacher training is varied and falls short for many. Teachers even have to foot the bill for their training in some places. Many teachers enter the classroom with no training, and many that have thorough training feel the training was inadequate or impractical. The average teacher leaves in less than five years (probably to get a job they can feel positive about), thus preventing on-the-job know-how to create a culture of good instruction.

The only American trend consistent with these findings is Teach for America, which has gained a strong status symbol because of its selectivity and strong alumni program. Teach for America, however, only lasts two years. As a result, the teacher leaves before they have even mastered the classroom.

Policy recommendations to take away from this should include the expansion of the Teach for America program, not in the number of accepted applicants but in the years they must commit and the symbolic rewards in doing so. Financial incentives need not be directly in the form of salary, but may be in the form of paying off expensive college debt which comes with the privilege of attending one of America's top Universities. A sister program to Teach for America should be established to focus on recruiting away top-notch professionals in mid-career transition or early retirement, which might enjoy spending a few years as a teacher after they have already proved their self-worth

Tag people in this note:

Type any name

In this note:



John E Burke
[Notes](#) | [Notes About](#)
[\(remove tag\)](#)

Make Status Updates

Status updates are small, casual updates on your thoughts and experiences.

Send casual messages out to your classes through the micro-blog.

News Feed

[David E. Weekly](#) posted a link.

Startup SIG: PBwiki founders David Weekly, Ramit Sethi, Nathan Schmidt at SAP Labs (Monday, February)
<http://upcoming.yahoo.com/event/415364/>

At an all-night SuperHappyDevHouse event in May 2005, David Weekly spent 7 hours coding a simple hosted wiki service from concept to production-available. Within 48 hours of launching, PBwiki was adopted by over a thousand groups as news of the service spread on blogs like LifeHacker and BoingBoing....

“ I'm giving a talk Monday night in Palo Alto on PBwiki - come on by to say hi or grill me. ;) ”

[Add a comment](#)

[Danna Gutman](#) added new photos to a group.

I find the new Captchas strangely fascinating
7 photos


[Ann Shin](#) uploaded a mobile photo.

“ I am beautiful ”
[Check out Facebook Mobile](#)

[Rachel Hart, Robin Cohen and Morgan Peirce](#) were tagged in an album.

Status Updates

[see all](#)

 Michael is coming up with bonus questions for tomorrow's quiz!
[see all status updates](#)

[Jamie Quint](#) really really wants to go snowboarding right now.
16m ago

[Matthew Bungul Chung](#) is playing cell phone doom. 40m ago

[Andy Young](#) we are your friends.
58m ago

[hide friend updates](#)

Upcoming Events

[see all](#)

Lunch 2.0 @ CastTV (San Francisco)
Friday, February 1 at 12:00pm


Birthdays

[see all](#)

Today
[Danna Gutman](#)
[Richard Mackenney](#)

Friday, February 1
[James Hegarty](#)
[Hilary Rosenstein](#)

Invite Your Friends


 [Invite your friends](#)

Share Videos

Have students create YouTube style videos and publish them to your group.

🔍 Videos from Introduction to the New Testament BINT 1203 2008: Jan 12, 2008 5:55am

Video 1 of 1 | [Back to Group](#) | [See All Videos](#)



Add a comment

Jan 12, 2008 5:55am
Added by George Bogaski (videos)
0:50 Uploaded about 3 weeks ago

[Share](#) [+](#)

[Report Video](#)


[Add Comment](#)

Introduction to the New Testament BINT 1203 2008 Global

Information


Group Info
Name: Introduction to the New Testament BINT 1203 2008
Type: Student Groups - Academic Groups
Description: A meeting place for the class which provides information about the class as well as offers a place to discuss class topics.

Contact Info
Email: gbogaski@macu.edu
City/Town: Oklahoma City, OK



[View Discussion Board](#)
[Leave Group](#)
[Share](#) [+](#)


Photos
Displaying 4 photos. [Add Photos](#) | [See All](#)



Group Type
This is a closed group. Members must be invited or approved by an admin.

Admins
• [George Bogaski \(Mid-America\)](#) (creator)

Videos
Displaying 1 video. [Add Videos](#) | [See All](#)



Jan 12, 2008 5:55am
by George Bogaski
0:50 Uploaded about 3 weeks ago
[View Video](#)

Share Examples

Share examples of “exemplary work” through photos or posts.



Sharief M wrote
at 5:40pm on January 23rd, 2008

hey guys i don't have 36.3 and 36.4. I forgot to take their pictures. So if anybody has them please put them up

[Message](#) - [Report](#)

Photos from Pre-AP PreCal

[Back to Pre-AP PreCal](#)



Photos 1 - 20 out of 263 | [View My Photos](#) | [Edit My Photos](#) | [Add Photos](#)

[1](#) [2](#) [3](#) [4](#) [5](#) [next](#)



[1](#) [2](#) [3](#) [4](#) [5](#) [next](#)

To Extend Facebook's Functionality

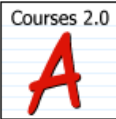



THIRD PARTY APPLICATIONS

Add Courses

<http://apps.facebook.com/courses>

is the only application with instructor and course management functionality.

Courses can be used without “Friending” your students.

	Courses 2.0 Application: Developer: Cramster.com Description: Share your weekly schedule visually on your profile page. Include all your courses, work or other activities. See when your friends are supposed to be in class. View a roster of everyone in your class or using your textbook. Connect with classmates. Users: 5703 daily active users (5%) Matches: Application Description	View Application Become a Fan
 Courses	Courses Application: Developer: Jake Jarvis Description: After Facebook removed their official Courses application, a need arose for a new Courses application. While keeping with the simplistic interface of Facebook, Courses allows you to display your courses on your profile and connect with classmates. Users: 5491 daily active users (3%) Matches: Application Description	View Application Become a Fan
	Courses Application: Developer: Jeff Hammerbacher, Michael Staton and 3 other people Description: Display your courses on your profile for college or high school, find classmates, manage your schedule and assignments, create discussions, post notes, and form exclusive study groups. Welcome to Courses on Facebook. Users: 2371 daily active users (3%) Matches: Application Description	View Application Become a Fan View Insights
	CourseFeed Application: Developer: ClassTop Description: CourseFeed provides a virtual classroom for courses that includes a course wall, posted notes, and if your school has Blackboard then also announcements and content items. The main display will show what's new for the last few days. Users: 492 daily active users (5%) Matches: Application Description	View Application Become a Fan

Add the Courses you teach to list them on your profile.

Add the Courses you teach to list them on your profile.

Courses on Facebook

[Home](#)
[Courses](#)
[Schedule](#)
[Friends](#)
[Like our App? Invite Friends!](#)
[Settings](#)

Add a Course
Browse All Courses

HIST281 - China Rising: The Peop...
102983 - Yojimbo Training
ANATOMY 1 - Anatomy
A - Funky Town
MGMT 170 - Managerial Communication
MGMT 215 - The Art of the New
MGMT 215 - Section 2

I have friends in MGMT 170

Genius
Current: Clark U
Genius:

Liz Garrett
play genius rank

Coursework
see all
no upcoming assignments.
add assignment
add next assignment

What's Up
all discussions | all announcements

102983: this will be long by Joseph Sofaer
102983: New Version by Joseph Sofaer
ANATO 1: Liver Maintenance in a College Lifestyle by Michael Staton
ANATO 1: Get your Textbooks by Michael Staton
102983: Will I be closer to Ninja status upon the ... by Mark Cabus

start a discussion make an announcement

[ael Staton](#)

[ael Staton](#)

[ael Staton](#)

[ael Staton](#)

[ael Staton](#)

hey homey, give ur sis my number or email and have her get in touch w moi, I,m not sure if I have the job contacts but i'll try dude

[Wall-to-Wall](#) • [Write on Dave's Wall](#) • [Message](#) • [Delete](#)

See all 361 wall posts

Courses

List Calendar Classmates

Clark U, Fall 2007
HIST2. China Rising: The People...
MGHT 170 Managerial Communication
MGHT 215 The Art of the New
MGHT 215 Section 2 2
Global, Dangerous 2007
102983 Yojimbo Training
Global, Spring 2007
Period A Funky Town
Global, Summer 2007
ANIATO. 1 Anatomy
Courses on Facebook Friends Genius

Cities I've Visited
I've traveled to 66 cities in 15 countries

tripadvisor travel map

Claim and Manage Your Courses


You can manage specific classes through Courses

Make announcements, post documents, host discussions.

102983 Yojimbo Training

Course Info

Instructors


Sofaer

Meetings

Mon 06:30 to 08:30


Options

edit | mark complete | drop

new course time

Upcoming Coursework

see all













 Essay - Jan 18

add your next assignment

Classmates in Yojimbo Training

study groups | video chat

see all 22 classmates





I have friends in this course

What's Up

Announcements | Attachments | Discussions

see all announcements

 102983: this will be long by Sofaer

 102983: Tommy can you hear me? by Sofaer

make an announcement


Manage Assignments and your Instructor Page

Post assignments to the class.

Manage an Assignment bank.

Allow students to be your fan.

Instructor Page [Edit](#)



Name: **Professor of Biology Michael Staton**
Office: **Atwood 210**
Hours: **M 9-11, W 9-12**
Email: **mpstaton@gmail.com**
Website: **Website**
Bio: asdfklsndfasdf ansdf a;lasdf nadsfowlasdf n lasdf l;as fasd fa

- [Send Message](#)
- [Become a Fan](#)

Courses at Global

Summer 2007

[Announce to all Courses](#)

ANATOMY 1 - Anatomy ##### students [View](#) [Invite](#) [Leave](#) [Announce](#)


Your Assignments [Create an Assignment](#)

Name: **the Word:**
Helpful URL:
Description:

102983 Yojimbo Training

Course Info

Instructors [Become an Instructor](#) | [add](#)



Sofaer

Meetings [add](#)

Mon 06:30 to 08:30

Options [edit](#) | [mark complete](#) | [drop](#)

[new course time](#)

Upcoming Coursework [see all](#)

 Essay - Jan 18

[add your next assignment](#)

Classmates in Yojimbo Training


[study groups](#) | [video chat](#) [see all 22 classmates](#)





[I have friends in this course](#)


What's Up


[Announcements](#) | [Attachments](#) | [Discussions](#) [see all discussions](#)

 New Version by Sofaer last update: Jan 09

 Will I be closer to Ninja status upon... by Cabus last update: Sep 06

 Is this the Karate class? by Sofaer last update: Aug 15

 How Hard is the Training Really? by Sofaer last update: Aug 02

 Blinding Speed by Sofaer last update: Aug 02

[add a comment or question](#)

Instructors everywhere are starting to use Facebook.

EXPERIENCES

Testimonials to Facebook



Erica Messenger (Bowling Green) wrote
at 5:32am

I am holding professional development sessions this week for our Composition instructors about using Facebook in their courses. We are talking about ways to replace Blackboard with a Facebook-Google Docs combination and are looking at ways to connect academic writing to a larger context via Facebook groups.

So far, the reaction has been very positive, especially among the graduate students who teach for us.

My biggest concern is about instructors who think we are simply "pandering" to the whims of our students. How can I convince them that this isn't just a passing fad and that Web 2.0 tools are becoming a necessary part of academia?

[Message](#) - [Report](#) - [Delete](#)



Peter Appelbaum (Arcadia) wrote
at 2:31am

FaceBook replaces most of the functions of other on-line courseware for me, e.g., Blackboard, etc., in ways that are more accessible for my students, integrated with their everyday life. One key difference is that it is easy to include people that are not officially enrolled in the course, broadening the conversations, connections, events, and so on.

[Message](#) - [Report](#) - [Delete](#)



Anthony Fontana (Bowling Green) wrote
at 6:27pm on January 24th, 2008

I too have started a Facebook group for my students. I primarily use the forums and wall to announce upcoming events in our School of Art (I teach 2D and Drawing) and give the students someplace to connect.

For me it was a no-brainer... I asked my class how many of them were on Facebook (almost 90%) and how many used it weekly (again, 90%).

To answer George's question... with Google Docs and other Facebook aps, it could be possible to migrate all my course management to Facebook. (I'm just not sure I'm ready for that.)

[Message](#) - [Report](#) - [Delete](#)

I can't say that I fully run my course on Facebook, but I have gone to using it as my means of communication with my students.

I first heard of Facebook about a year ago when I noticed that all my students were on the same page before class started (I teach in a computer lab). I never really thought much about it, but I later taught an online course and I wanted some way to get to know a little more about my students, so I required them to add me as a friend and to join a Facebook group dedicated to the course. Since then, I now require all of my students, both graduate and undergraduate, who have Facebook to add me as a friend.

It only makes sense. Many times students don't read e-mail anymore, but they can't wait to see who has posted on their wall. So if someone misses a class or something, I'll drop them a note and say, "Hey, missed you in class today, everything OK?" I don't mind taking the time, and they know that I know that they aren't keeping up. In the case of a missing assignment, I'll drop them a message instead of posting it on the wall, because the messages are private. As a matter of fact, most of my students don't e-mail or call anymore because they "Facebook" me instead. The only problem I have had with this, however, is that some students can't—or shouldn't—be on Facebook (such as some of the high-profile athletes on campus don't want the distraction or "public access to their private lives" or some of the student organization officers are prohibited as well), but I've just made other arrangements with them.

I do think that your idea is an interesting one. We've just gone through the process of switching CMS here at Oklahoma State, and I find that I'm using our CMS (D2L) less and less and Facebook more and more.

Join Educators Using Facebook

<http://www.facebook.com/group.php?gid=7036945291>

Email questions or suggestions to:
mpstaton@gmail.com