A Pinteresting Possibility: Using Social Bookmarking To Promote Student Learning

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Introduction

- Increasing number of digital natives entering college classrooms
  - Challenged to find new ways to meet students’ unique learning styles
    - “...integrating virtual pedagogies (Internet and interactive simulations) to support the venerable face-to-face classroom” (Prosperio & Gioia, 2007, p. 75)
Introduction

- Effective and engaging content for today’s students will take multiple sources of Web-based media, including social media (Baird, 2005)

- Utilizing Pinterest in the classroom provides a new avenue for students to learn, improves classroom learning, and fosters collaboration between students (Holt, 2012)
What Is Pinterest?

- Social sharing network, as well as a bookmarking site
- Fastest growing social media tool to date
- Centered around visuals images rather than text
- Their mission is to “Connect everyone in the world through the ‘things’ they find interesting”
3 Agricultural Communications courses utilized Pinterest to enhance course content
- 1 as extra credit
- 2 as part of course requirements

Students instructed to join class pin board and were instructed to pin based on class requirements
- One pin per week throughout the semester
- When pinning assignments were given
What We Did

- For an agricultural communications campaigns course, students pinned:
  - Design, advertisements, and page layout ideas
  - Event planning
  - Other effective campaign tactics

- For an agricultural graphic design class, students pinned:
  - Graphic design inspirations
  - Photoshop and Illustrator tutorials and shortcuts
  - Design project ideas
One of Our Class Pin Boards

ACOM 4305 - Spring 2013

Social Stereotypes
You Are What You Share

10 Steps on How to Create a Social Media Strategy

The Science of Social Timing

Add a pin

Creative, simple and effective ad for toothpaste

Replimed by Jordan Burson
10 STEPS ON HOW TO CREATE A SOCIAL MEDIA STRATEGY

1. Get buy in from the business
2. Set your objectives and
Most students in each class pinned regularly
  – Some, especially females, went well beyond the minimum requirement
What Our Students Thought

- Students completed a hard copy, simple questionnaire
- Comments were mostly positive
  - Gave them ideas that helped them be more creative and think outside the box
  - Many were using it outside of the class and liked getting to use it in class as well
  - Felt they were learning and utilizing a social media tool they may use in their future careers
The positive responses from students indicate that Pinterest had some value and should be considered as an instructional tool in agricultural communications classrooms.
Some Suggestions For Using Pinterest in the Classroom

- Give students specific topics to pin
- Have a system for assigning credit for pins
- Participate with your students!
- Look at and discuss the board in class