How to create your PERSONAL LEARNING NETWORK for Professional Development & Research

Corinne Weisgerber & Shannan Butler
Assistant Professors of Communication
The summation of human experience is being expanded at a prodigious rate, and the means we use for threading through the consequent maze to the momentarily important item is the same as was used in the days of square-rigged ships.
The summation of human experience is being expanded at a prodigious rate, and the means we use for threading through the consequent maze to the momentarily important item is the same as was used in the days of square-rigged ships.

Vannevar Bush, 1945
Books
Research
Experience

Knowledge Pipe

Expert
Knowledge

Expert 1

Expert 2

Expert 3
Books
Research
Experience

Expert
Knowledge

Expert 1
Expert 2
Expert 3

Filter
Pipe

Knowledge

Personal
Resources

YOU
Books
Research
Experience

Expert
Knowledge

Knowledge
Pipe

Personal
Resources

Share Your Knowledge & Experience

Filter

Expert 1

Expert 2

Expert 3

YOU
Everyone’s Knowledge Pool Grows

Share Your Knowledge & Experience

Books Research Experience

Filter

Expert Knowledge

Knowledge Pipe

Personal Resources

YOU
PLNs are deliberately formed networks of people and resources capable of guiding our independent learning goals and professional development needs.
How to build a PLN using
How to build a PLN using

Twitter

Social Bookmarks

Blogs
What is Twitter?
What is Twitter?
What is Twitter?
What is Twitter?
What is Twitter?
What is Twitter?
What is Twitter?
What is Twitter?
You don’t need to tweet to get value out of Twitter
Setting Up Your PLN Using Twitter

1. Identify people in your field whose work you admire
2. Use Twitter’s search engine to find their Twitter handle
3. Follow them on Twitter
4. Expand the list of experts you follow by:
   a. Checking their following/follower lists
   b. Checking RTs to find out who sent the original tweet
   c. Checking out the #followfriday suggestions
   d. Checking out Twitter lists
Setting Up Your PLN Using Blogs

1. Identify people in your field whose work you admire
2. Find their individual and/or organizational blogs
3. Subscribe to their blog’s RSS feed
4. Expand the list of experts you subscribe to by:
   - Checking their blog roll
   - Following links on their blog to other blogs
   - Checking to see if your favorite twitter users blog
Setting Up Your PLN Using Social Bookmarks

1. Identify a resource on a topic of interest
2. Bookmark it using a social bookmarking service
3. Check to see who else has bookmarked the resource
4. Examine their tag cloud to see what their interests are
5. Look for someone who fits your interests
6. Confirm they offer multiple resources of interest to you
7. Add their bookmark feed to your feed reader
How to maintain a PLN: Lagniappes
How to maintain a PLN: Lagniappes & the Gift of Giving
Using IBM’s ManyEyes Visualization Application as a Rhetorical Criticism Tool

by SHANANB on JANUARY 19, 2010

This is a presentation I gave at the 2010 Annual EduCause Learning Initiative Meeting in Austin, TX. I use Many Eyes as a visualization tool in my rhetorical criticism classes to allow students to engage in real-time, in-class rhetorical analysis and illustrate the concept of cluster criticism.

Presented at the 2010 ELI Annual Meeting

View more documents from Shannan Butler.

Additional References:
Sharing visualizations
Sharing student projects
Teaching Social Media / Course Assignments

Note: I arranged the assignments by category; if you don't like this format, just go to Page History (at the top of the page) and reverse to the previous version. Or feel free to re-arrange everything. - CB

Social Media (general)
- Simple Ways to Be Social, Kaye Sweetser
- Social media integration proposal for an organization/client of choice, Kaye Sweetser
- Social media product capstone project, Kaye Sweetser

Blogs
- Blog Assignment, Derek Hodge
- Semester-long blogging assignment (PDF), Corinne Weisgerber
- Intro to PR blog assignment, Corinne Weisgerber
- Blogging for speech class, Corinne Weisgerber

Micro-blogging/Twitter
- "48 Hours of Twitter" Class Assignment, Karen Russell

Podcasts
- Podcast project (PDF), Corinne Weisgerber

Video
- Web video project (PDF), Corinne Weisgerber

Wikis
- Wiki Writing Assignment, Karen Russell
- Fall 07 Wiki project (PDF), Corinne Weisgerber
The Benefits of a PLN in Academe
Crowdsourcing my Social Media for PR Syllabus: Need your Input!

The end of the fall semester is right around the corner and that means it’s time to start thinking about spring classes. When I started teaching my Social Media for PR class in Fall 07, the field was so new I had little to go on to help me put together a syllabus. In the end, I developed my syllabus by compiling a number of social media and PR topics I felt my students needed to know. I have been tweaking the class ever since -- adding topics, changing readings, experimenting with assignments, etc.

This semester, I'm ready for a major overhaul and I'm asking for your input! I'd love to create a state of the art Social Media for PR syllabus crowdsourced by experts in the field. And I'd love to hear from you! Actually, make that I need to hear from you!
Help! Need data on the percentage of #Twitter users who keep their profile private. Does anyone have recent stats?

Twitter Network as Research Assistants
Active Social Search
Twitter Network as Research Assistants
Active Social Search
Passive Social Search:
Receiving pertinent info from PLN without asking for it
In April 2006, Richard Edelman, CEO of the largest independently owned PR firm in the world, told an audience of PR professionals that:

"The media, communications, and marketing landscape in which the public relations industry was developed is being knocked down ... It is the decline of media based on a top-down model of communications. In this model, a small group of elites are briefed in advance with messages that are too often tightly scripted to brief the national newspaper, broadcast networks and newsmagazines. The message is then simplified and communicated to a mass audience via advertising or as "earned" editorial. This model is premised on the audience being passive receivers for the message ... In the emerging model, as epitomized by YouTube, MySpace, Oh My News and Wikipedia, ordinary people provide content to others. Ideas and information are passed virally. This consumer generated content alters the laws of control of message. Many are calling this new social and user driven media 'Web 2.0.'"

**ASSIGNMENTS**

**SOCIAL MEDIA AUDIT**

* Many thanks to Barbara Nixon from Georgia Southern University. This project is based heavily on her work there.

This assignment gives you an opportunity to learn how to monitor blog and other social media content in a way that provides similar insight offered by more traditional environmental scanning methods. Many people will discuss your client or organization and its products/services on their own Web sites or on social media sites, outside of realm traditional media. Just as it is important for you to know what the media and your community are saying about your organization and its products/services, it is important to know what is being said in social media sites like blogs, social networks, and microblogs.

For this assignment, you will:

• monitor the online conversation that has occurred about an organization or brand of your choosing during the past 4 weeks
• create a table for your data, and
• write an analysis of the conversation with suggestions for action.
For this assignment, you will: monitor the online conversation that has occurred about an organization or brand of your choice during the past 4 weeks. Create a table for your data, and write an analysis of the conversation with suggestions for action.

This assignment gives you an opportunity to learn how to monitor blog and other social media content in a way that provides similar insight offered by more traditional environmental scanning methods. Many people will discuss your client or organization and its products/services on their own Web sites or on social media sites, outside of realm traditional media. Just as it is important for you to know what the media and your community are saying about your organization and its products/services, it is important to know what is being said in social media sites like blogs, social networks, and microblogs.

In April 2006, Richard Edelman, CEO of the largest independently owned PR firm in the world, told an audience of PR professionals that:

“The media, communications, and marketing landscape in which the public relations industry was developed is being tweaked down [...] It is the decline of media based on a top-down model of communication. In this model, a small group of elites are briefed in advance with messages that are too often tightly scripted to brief the national newspaper, broadcast networks and newsmagazines. The message is then simplified and communicated to a mass audience via advertising or as “earned” editorial. This model is premised on the audience being passive receptors for the message [...] In the emerging model, as epitomized by YouTube, MySpace, Oh My News and Wikipedia, ordinary people provide content to others. Ideas and information are passed virally. This consumer generated content alters the laws of control of message. Many are calling this new social and user driven media ‘Web 2.0.’”

Many thanks to Barbara Nixon from Georgia Southern University. This project is based heavily on her work there.
Crowdsourcing

Twitter PLN

link informs assignment (which itself was crowdsourced)
In April 2006, Richard Edelman, CEO of the largest independently owned PR firm in the world, told an audience of PR professionals that:

“The media, communications, and marketing landscape in which the public relations industry was developed is being knocked down [...] It is the decline of media based on a top-down model of communications. In this model, a small group of elites are briefed in advance with messages that are too often tightly scripted to brief the national newspaper, broadcast networks and newsmagazines. The message is then simplified and communicated to a mass audience via advertising or as “earned” editorial. This model is premised on the audience being passive receptors for the message [...] In the emerging model, as epitomized by YouTube, MySpace, Oh My News and Wikipedia, ordinary people provide content to others. Ideas and information are passed virally. This consumer generated content alters the laws of control of message. Many are calling this new social and user driven media ‘Web 2.0.’”

**Course Assignment**

This assignment gives you an opportunity to learn how to monitor blog and other social media content in a way that provides similar insight offered by more traditional environmental scanning methods. Many people will discuss your client or organization and its products/services on their own Web sites or on social media sites, outside of realm traditional media. Just as it is important for you to know what the media and your community are saying about your organization and its products/services, it is important to know what is being said in social media sites like blogs, social networks, and microblogs.

For this assignment, you will:

- monitor the online conversation that has occurred about an organization or brand of your choosing during the past 4 weeks
- create a table for your data, and
- write an analysis of the conversation with suggestions for action.