

## TECH1002-18 Social Media Innovation

### Workshop Five: Wiki Collaboration

#### 1 Introduction: Card Game (20 mins)

- Gather in groups with no more than four people.
- Play a couple of hands of rummy or another game.
- Discuss how you would like to improve your ability to develop content for your blogs.

#### 2 Activity: Blog & Wiki Checklist

- Visit the TECH1002 Wiki Page and review the specification for the first Assignment [A].
- Review the set-up instructions from workshop two, and identify any discrepancies between these instructions and your site that need to be changed. [https://wiki.our.dmu.ac.uk/w/index.php/TECH1002\\_Social\\_Media\\_Innovation#Workshops\\_One\\_-\\_Twelve](https://wiki.our.dmu.ac.uk/w/index.php/TECH1002_Social_Media_Innovation#Workshops_One_-_Twelve)

- ✓ Blog Name:
- ✓ RSS Feed (DIY-DMU Category):
- ✓ Blog Post 1:
- ✓ Blog Post 2:
- ✓ Blog Post 3:
- ✓ Blog Post 4:
- ✓ Wiki Profile:
- ✓ Personalisation:
- ✓ Media:
- ✓ Writing:

#### 2.1 Wiki Profile Page Links

- Your wiki profile page should be used to identify the blogs that you want to be marked.
- A good example of how this has been done in the past are these profiles on the DMU Commons Wiki.

[https://wiki.our.dmu.ac.uk/w/index.php/Emma\\_Piper#Blog\\_Posts](https://wiki.our.dmu.ac.uk/w/index.php/Emma_Piper#Blog_Posts)

[https://wiki.our.dmu.ac.uk/w/index.php/Brandon\\_Heys](https://wiki.our.dmu.ac.uk/w/index.php/Brandon_Heys)

[https://wiki.our.dmu.ac.uk/w/index.php/Natalia\\_Wisniewska](https://wiki.our.dmu.ac.uk/w/index.php/Natalia_Wisniewska)

- Each blog post should be clearly identified and given a working link.
- The date when the post was made available is included, and there is a short description of what is relevant in the post.
- This is not a specific template, but is a good example of an approach that works well.
- Do you think your wiki profile is informative and interesting?

#### 2.2 Activity - Double-Check

- Pair-Up with a partner to double-check the specifications given above of each other's profile page.
- Identify any discrepancies or ambiguities in one another's the blogs that have been posted.
- Check through the list above – how would you rate each other's blogs and wiki pages?

**Note:** Your RSS Feed will be added to the DIY-DMU Blog Site when it is marked. Please ensure that the posts you wish to share on the DIY-DMU site are set with the DIY-DMU Category. <https://diy.our.dmu.ac.uk>

#### 3 Activity - Wiki Collaboration

- Read through the following sections and note any links, articles and stories that might be of interest.
- Make a note of what is claimed about using a wiki as a collaborative tool, and why this might be different from other collaborative tools, for example email, Google Docs, Facebook, and so on.
- When you have read through these issues, share your experience with the whole class using a mind-map on the whiteboard.

“A collaborative working environment (CWE) supports people, such as e-professionals, in their individual and cooperative work. Research in CWE involves focusing on organizational, technical, and social issues” [https://en.wikipedia.org/wiki/Collaborative\\_working\\_environment](https://en.wikipedia.org/wiki/Collaborative_working_environment)

### 3.1 Wikis as a Collaborative Tool

A wiki is a collaborative online Web tool that can help Extension professionals work more effectively. Wikis are useful for collaborating over long distances and can serve as a repository for materials shared among a virtual team. Specifically, wikis provide online space for editing and storing documents, maintaining schedules, posting Web links, storing email announcements, and conferencing capabilities. Wikis reduce the need for mail and phone charges to collaborate with other group members and provide a stable place for document storage that is accessible from any computer with Internet access, at any location, at any time. They allow for customization of a collaborative workspace that resides online in a place where all invited members, or the public, can access stored materials. <https://joe.org/joe/2011december/tt4.php>

### 3.2 Using Wikis for Learning and Collaboration

A wiki is a collaborative web site that collects and organizes content, created and revised by its users. The most well-known example is Wikipedia. Wikis are a way to grow a knowledge base around a particular content area, be it best practices in a particular field or how to use a specific piece of software. Some organizations allow any registered user to contribute; others limit contributors to a particular department or group. <http://thelearningcoach.com/elearning2-0/using-wikis-for-elearning/>

### 3.3 Community of Practice

Communities of practice are formed by people who engage in a process of collective learning in a shared domain of human endeavour: a tribe learning to survive, a band of artists seeking new forms of expression, a group of engineers working on similar problems, a clique of pupils defining their identity in the school, a network of surgeons exploring novel techniques, a gathering of first-time managers helping each other cope. In a nutshell: Communities of practice are groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly. <http://wenger-trayner.com/introduction-to-communities-of-practice/>

A community of practice (CoP) is a group of people who share a craft and/or a profession. The concept was first proposed by cognitive anthropologist Jean Lave and educational theorist Etienne Wenger in their 1991 book *Situated Learning* (Lave & Wenger 1991). Wenger then significantly expanded on the concept in his 1998 book *Communities of Practice* (Wenger 1998). [https://en.wikipedia.org/wiki/Community\\_of\\_practice](https://en.wikipedia.org/wiki/Community_of_practice)

### 3.4 Jean Lave, Etienne Wenger and Communities of Practice

The idea that learning involves a deepening process of participation in a community of practice has gained significant ground in recent years. Communities of practice have also become an important focus within organizational development and have considerable value when thinking about working with groups. In this article we outline the theory and practice of such communities, and examine some of the issues and questions for informal educators and those concerned with lifelong learning. <http://infed.org/mobi/jean-lave-etienne-wenger-and-communities-of-practice/>

## 4 Activity - DMU Commons Wiki Content

- Working in pairs again, visit the DMU Commons Wiki and search through the TECH1002 Social Media Group Project Page. [https://wiki.our.dmu.ac.uk/w/index.php/TECH1002\\_Social\\_Media\\_Group\\_Project](https://wiki.our.dmu.ac.uk/w/index.php/TECH1002_Social_Media_Group_Project)
- Identify an example of the groupwork from previous years that you might be interested in.
- Review and evaluate the information that has been provided on the page.
- Is the information provided on this page useful?
- If it is useful explain why it is useful.
- If it isn't useful explain why it isn't useful.
- Does it help you to understand the topic?
- Does it have any images and illustrations?
- Does it have any links to other topics or web pages that you can follow?
- Is it expressed clearly?

- How would you improve the information on the page?
- Make a note of your impressions of this page and as a group write a brief post that you can share on 'Discourse' <https://talk.dmu.ac.uk>
- See if you can tag other users into your post, and how you might reply, include images or links relevant to the discussion.

## 5 Activity - Collaborative Research

- Working in your pair, search for some links and social media posts that might usefully account for, or be used in a discussion about a common social problem that are associated with social media use.
- For example:
  - cyber-bullying,
  - loneliness,
  - fake-news,
  - self-obsession,
  - anxiety,
  - attention management, and so on.
- Discuss your topic with your partner and share your links on a Discourse thread <https://talk.our.dmu.ac.uk>.
- When you have posted your comments on your thread, look at other people's threads and identify the issues they have considered.
- Share your thoughts on the other topic thread, respond to other people's threads with suggestions of further reading, links to other media that they might find useful, and articles that might present different points of view.
- Share your thoughts on the discussion thread and make a note of them as an effective way of writing a blogpost on the topic that you are researching.
- Identify different elements that you can each take responsibility for writing on a wiki page related to this topic.

### 5.1 Activity - Collaborative Writing

- Working with your partner, identify the main sections of information that you might write about your identified topic on a new wiki page.
- Identify who will write each section.
- Identify who will edit and check the writing that is posted.
- Watch how the different version of the page are saved by different users (this is important if users are simultaneously editing each page).
- Add images and links that you think might be useful.
- Complete your page and share your link using social media.

## 6 Discussion - Collective Intelligence

- Read through the articles and follow the links below.
- Make a note of any issues that you think need clarification.
- Use the whiteboard to create a mind map and discuss the main idea associated with crowdsourcing.
- Can you identify why crowdsourcing is different from other forms of information and knowledge exchange?

Collective intelligence is shared or group intelligence that emerges from the collaboration, collective efforts, and competition of many individuals and appears in consensus decision making. The term appears in sociobiology, political science and in context of mass peer review and crowdsourcing applications. It may involve consensus, social capital and formalisms such as voting systems, social media and other means of quantifying mass activity. Collective IQ is a measure of collective intelligence, although it is often used interchangeably with the term collective intelligence. Collective intelligence has also been attributed to bacteria and animals.

[https://en.wikipedia.org/wiki/Collective\\_intelligence](https://en.wikipedia.org/wiki/Collective_intelligence)

### 6.1 Crowdsourcing

Crowdsourcing is a specific sourcing model in which organizations use contributions from Internet users to obtain needed services or ideas. Crowdsourcing was coined in 2005 as a portmanteau of crowd and outsourcing. This mode of sourcing to divide work between participants to achieve a cumulative result was already successful before the digital age (i.e., "offline"). Crowdsourcing is distinguished from outsourcing in that the work can come from an undefined public (instead of being commissioned from a specific, named group) and in that crowdsourcing includes a mix of bottom-up and top-down processes <https://en.wikipedia.org/wiki/Crowdsourcing>

## 6.2 Knowledge Sharing

Knowledge sharing is an activity through which knowledge (namely, information, skills, or expertise) is exchanged among people, friends, families, communities (for example, Wikipedia), or organizations. Organizations have recognized that knowledge constitutes a valuable intangible asset for creating and sustaining competitive advantages. Knowledge sharing activities are generally supported by knowledge management systems. However, technology constitutes only one of the many factors that affect the sharing of knowledge in organizations, such as organizational culture, trust, and incentives. The sharing of knowledge constitutes a major challenge in the field of knowledge management because some employees tend to resist sharing their knowledge with the rest of the organization. [https://en.wikipedia.org/wiki/Knowledge\\_sharing](https://en.wikipedia.org/wiki/Knowledge_sharing)

## 6.3 Wikis: Enabling Effective Knowledge Sharing Across the Organization

Wikis are a relatively simple and compelling addition to the collaborative options currently available. "Wiki" is currently one of the most popular new buzz terms in business discussions. Unfortunately, it is also one of the most incomprehensible for many people. But what are wikis, are they important, what benefits do they provide and are they being used successfully within large corporations? A wiki is an online tool that allows users to update and publish content collaboratively. Anyone who has access can edit the content, using a very simple tool and an ordinary web browser. Wiki usage is known as 'collaborative authoring'. <http://www.informationweek.com/software/information-management/wikis-enabling-effective-knowledge-sharing-across-the-organization/d/d-id/1038866?>

## 6.4 Applying Wikis to Knowledge Sharing and Creation

As organizations are increasingly moving towards geographically dispersed and virtual forms of collaboration, knowledge sharing through social software such as wikis, is widely acknowledged as an important area of research and practice. Wikis are systems of interlinked Web pages that allow users to easily create and edit content. They represent an open-source technology for knowledge, focusing on its incremental creation and enhancement, and on multi-user participation. <http://www.slideshare.net/miiak/applying-wikis-to-knowledge-sharing-and-creation-2007>

## 7 Activity Blogging

- Can you write any key points from this session into a blog?
- How will you use links and embedded media in your blog post to enhance the discussion and information that you present?
- Do you think you can write in a way that prompts other people to respond and engage with what you have written?