

TECH1002-18 Social Media Innovation

Workshop Ten: Collaborative Tools

1 Activity – Collaborative Media

- Working in pairs read through the notes in this section about Flipboard.
- Make a note of how Flipboard works and what it enables in terms of sharing social media content.
- Can you identify and note three main purposes that you can use Flipboard for in developing your social media project for Coursework B and C?
- What works well?
- What works less well?
- How is sharing enabled?
- How is discussion enabled?
- Return to the main group and use the whiteboard to develop a mind map of the different uses and functions that you have identified if you use Flipboard.

1.1 Flipboard

You need great content to be better at what you do, and understand your world – whether you're a parent or political leader, obsessed with pandas or space travel. Flipboard collects quality content on your favourite topics from the world's most trusted sources, and presents them in a beautiful magazine format. See for yourself: try Flipboard on your smartphone, tablet, or desktop. <https://flipboard.com/>
<https://about.flipboard.com/about-us/>

Flipboard is a social-network aggregation, magazine-format mobile app localized in more than 20 languages. The software collects content from social media and other websites, presents it in magazine format, and allows users to "flip" through their social-networking feeds and feeds from websites that have partnered with the company. <https://en.wikipedia.org/wiki/Flipboard>

Flipboard remains one of the most beautiful ways to peruse the day's news, photos and social media sharings. While the first iteration of Flipboard was all about consumption and discovery, today's update adds a new dimension to the experience: content creation and curation. <http://www.wired.com/2013/03/flipboard-2-0-adds-creation/>

Flipboard is a personalized magazine app designed for phones and tablets, but you can access it on a PC, too. The application takes stories from around the web based on your own interests and delivers them to you in an attractive visual feed. If you're after creating something yourself, you can even make your own public magazines by adding stories that you find or create yourself. It works on both Android and iOS. In iOS opens like a regular app, but on Android you can set it up as a widget if you wish. <http://hcpssoitpl.weebly.com/flipboard-magazines-curate-and-share-content-1-hour.html>

1.2 About Flipboard

When you are in a magazine and want to see more from that person, click on the creator's profile picture or avatar photo in the top left of the magazine cover. This will take you to their profile and you can see all of their public magazines. From inside any magazine on the web, click the menu button (three horizontal lines) in the upper left corner to open "By Our Readers," a list of that week's featured magazines.

Also, inside each magazine, in the upper left, there is a three-bar menu icon, which will open up a list of interesting magazines featured by our editors that day. You do not need to have a Flipboard account to view magazines shared on the web. However, the Flipboard application and a Flipboard account are necessary if you wish to add magazines to your Flipboard and continue to follow them. Whenever a Flipboard magazine is shared on a social network or via email, simply click on the link to view that magazine on the Web. To share a magazine you discover, go to any magazine cover and tap the Share button to email, or post it on a social network.

There are a few ways to flip through Flipboard Web magazines. You can use your mouse or trackpad by simply scrolling up or down. You can also use the spacebar, left and right arrow keys, or number keys 1-10 to navigate the first 10 pages. <https://about.flipboard.com/>
<https://about.flipboard.com/magmaker/flipboard-101-learn-the-basics-of-how-to-use-flipboard/>

1.3 Organising Flipboard Content

Flipboard is extremely easy to use and available on all platforms. Users can access the same data on a mobile device or a computer. Curators (people creating magazines) can pull information from any source on the web and put it into their own magazine for readers to access. Magazines, both public and private, can also have multiple collaborators, allowing you to spread the work among multiple people. <https://www.smore.com/hj32w-organizing-content>

Lots of mainstream publishers are using Flipboard to re-publish their own content. According to the leaked memo on the future of the New York Times more people read its content via Flipboard than via its own website. Flipboard was originally an app and now has versions for Android, iOS, Windows Phone and Windows. However, you can now view Flipboard magazines on the web so even more technologically challenged members of an audience can see them. <https://prstack.co/#/myprstack/using-flipboard-to-curate-social-content#top>

1.4 Flipboard Examples

<https://flipboard.com/@docmediacentre>

<https://flipboard.com/@newyorktimes>

<https://flipboard.com/@mitalin/k-pop-55fpd4cmz>

<https://flipboard.com/@jasminefor1d/one-direction-sefvclnz>

<https://flipboard.com/@rollingstone/the-beatles-g5jv7j31z>

<https://flipboard.com/topic/davidbowie>

1.5 Set-Up Flipboard Account

- Subscribe to Flipboard either on your phone, tablet or PC.
- Subscribe your news feeds, social media feeds and lists.
- Start a magazine called 'Music Fan'
- Look for articles related to a musician or band that you are a fan of.
- Add the articles to your Flipboard.
- Publish and share your Flipboard.

2 Activity - Content Curation Practice

- Go to DMU Talk (<https://talk.our.dmu.ac.uk>) and start a new thread, use the 'Social Media' category.
- **Do not just reply to an existing topic, but start a new topic.**
- Read through the articles listed in this section, discuss, identify and note any issues of concern that you find relevant to your experiences.
- Use the thread you have opened on DMU Talk to share your experience of information flows that you have experienced since starting as a student at DMU.
- For example, how have you found the use of email?
- How do you feel about the way that content for your learning is shared?
- What are the practical problems of using so many different types of communication systems?

2.1 At the mercy of your inbox? How to cope with email overload

Email is over 30 years old and hasn't changed that much since its inception. But over the years we have been letting it take over our lives. It started out as a basic electronic messaging system, and we now use it to communicate everything – from the simplest to the most complex messages. Many of us email people we sit next to in the office instead of talking face to face, and let new emails interrupt whatever we are doing. https://www.theguardian.com/small-business-network/2017/nov/06/at-the-mercy-of-your-inbox-how-to-cope-with-email-overload?CMP=Share_iOSApp_Other

2.2 The Three S's of Content Curation: Seek, Sense, Share:

Content curation is a three-part process: Seek, Sense, and Share. Finding the information or "seeking" is only one third of the task as Mari Smith points out in this video about why curation is important and some tools for doing it. Making sense of the information is just as important. Sense making can be as simple as how you annotate the links you share, the presentation, or what you've left out. Sense making can be writing a blog post using the links (like this post) or summarizing the key points in a presentation. However, you create meaning, but it has to support your organization's communications objectives or your professional learning goals. Finally, the sharing – is about giving the best nuggets of content to your audience in a format that they can easily digest and apply it. <http://www.bethkanter.org/content-curation-101/>

2.3 The Internet is a Mess

So while the Internet may seem big and scary, curation is happening all around us. It becomes manageable. And the sites we choose to spend our time on and the channels in which we look for content benefit. What separates the people on this list is not only that they've found a niche and stuck to it, but they've created platforms and networks that allow their content curation to thrive. <http://www.socialmediatoday.com/content/rise-social-media-curator>

2.4 Continuous Sources of Stories

Curation provides another offering for your on-line audience. It also helps reduce the noise of the plethora of information on the internet. Curation also provides a stream of fresh posts for your site or blog. <http://socialmediapearls.com/40-social-media-curation-sites-and-tools/>

2.5 Curation Skills: The Keys to Personal and Social Knowledge Navigation

In the modern, knowledge-driven economy, one of the critical new skills is developing one's own subject matter domain -- the place that one stakes out and establishes as his or her expertise domain. Traditionally this was the exclusive purview of the academic within a formal university context. But today's world is moving too fast for the academic community to keep up; and the requirements for credentials in these emergent fields has become subsidiary to the ability to build around one's self a network of co-creators and collaborators, and a following of consumers of the expert's guidance and advice <http://www.rheingold.com/university/pages/curation-webinar.php>

3 Discussion – Discourse as a Collaborative Tool

- Return to the main group and use the whiteboard to develop a cascade diagram about the value of using collaborative tools to help your learning.
- Use the 'So What?' method – for each statement that is made, the 'so what' question is raised (i.e. why does it matter?).
- For each statement or observation that is made, the 'so what' question is asked seven times (if you get that far).
- Make a note of the final points and discuss how you can turn this into a plan to use DMU Talk and the DMU Commons blogs and wiki to help manage information overload and support collaborative work.
- Share the final observations on your DMU Talk thread.

4 Activity - Google Docs

- Have you used Google Docs before to create and edit a collaborative document?
- Do you have a Google or YouTube Account?
- Read through the articles that are listed below and follow the links.
- Working as a small group, set-up a Google Document.
- Find and discuss a story that has been covered in the press about a musician or band, and how fans have reacted to the news of what that artist has been doing recently.
- Was this story played out over social media? If so what form did the posts take?
- Using the Google Document post links and write summaries of different element of the stories so that you can each get a sense of how it was reported based on different forms of social media.
- Working together formally write about the story in real-time using Google Docs.
- Edit and correct each other's sections so that they fit together and are linked.
- Copy and paste the story into a blog post.
- Return to the thread you have started on DMU Talk and report your experience of writing using Google Docs, what worked well and what was less good?
- How was the interface?
- How did it feel working on the document at the same time as other people?
- Did you use the discussion features?
- Did you see the notes and amendments features?

4.1 Google Docs Functionality

Create and edit text documents directly in your browser – no dedicated software required. Several people can work at the same time, and every change is saved automatically. Work on a single document with team members or people outside your company. See edits as others type, communicate through built-in chat and ask questions by including

comments. Track changes made to your documents and undo anything you choose. Previous versions are kept indefinitely and they don't count towards your storage. <https://www.google.co.uk/docs/about/>

4.2 Google Docs Interactivity

Google Docs, Google Sheets and Google Slides are a word processor, a spreadsheet and a presentation program respectively, all part of a free, web-based software office suite offered by Google within its Google Drive service. The suite allows users to create and edit documents online while collaborating with other users in real-time. The three apps are available as web applications, as Chrome apps that work offline, and as mobile apps for Android and iOS. The apps are compatible with Microsoft Office file formats. The suite also consists of Google Forms (survey software), Google Drawings (diagramming software) and Google Fusion Tables (database manager; experimental). While Forms and Tables are only available as web applications, Drawings is also available as a Chrome app. The suite is tightly integrated with Google Drive. All files created with the apps are by default saved to Google Drive. [https://en.wikipedia.org/wiki/Google Docs, Sheets, and Slides](https://en.wikipedia.org/wiki/Google_Docs,_Sheets,_and_Slides)
<http://www.slideshare.net/CherrylinRamos/basic-tutorial-how-to-use-google-docs>

4.3 Collaborative Working

When you're working on a file at the same time as others, you can chat with the group viewing the file so that you don't have to email back and forth while you work. Anyone viewing the file who is signed in to a Google Account will be included in the chat. <https://support.google.com/docs/answer/2494891?hl=en>

5 Activity – Blog Planning

- 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?
- How can you incorporate these practices into your planning for your coursework B and C projects?

References