

# CONTENTS

|              |      |
|--------------|------|
| Contributors | vii  |
| Preface      | xiii |

## UNIT I

### Planning a Socially Enriched Learning Environment 1

- 1 Analysis in Virtual Worlds: The Influence of Learner Characteristics on Instructional Design 3  
*Aimee deNoyelles*
- 2 Blurring the Lines: Teacher Insights on the Pitfalls and Possibilities of Incorporating Online Social Media into Instructional Design 19  
*Thomas Highley and Kay Kyeong-Ju Seo*
- 3 Analysis of Second Life as a Delivery Mechanism in EFL Education 34  
*Kay Kyeong-Ju Seo, Noah Kreischer, and Muruvvet Demiral*

## UNIT II

### Developing Powerful Instructional Strategies with Social Media 45

- 4 Designing Recorded Voice Reflection as a Pedagogical Strategy 47  
*Dana A. Tindall*



- 5 Live in Your World, Learn in Ours: Virtual Worlds ... Engaging the New Generation of Students! 62  
*Elizabeth M. Hodge and Sharon Collins*
- 6 Developing a Wiki for Problem-Based Online Instruction and Web 2.0 Exploration 80  
*Teresa Franklin and Briju Thankachan*
- 7 Learning and Teaching as Communicative Actions: Social Media as Educational Tool 98  
*Scott J. Warren and Jenny S. Wakefield*

### UNIT III

## Teaching Successfully with Social Media 115

- 8 Everyone's All a-Twitter about Twitter: Three Operational Perspectives on Using Twitter in the Classroom 117  
*Matthew Krüger-Ross, Richard D. Waters, and Tricia M. Farwell*
- 9 Online Videos in the Classroom: Exploring the Opportunities and Barriers to the Use of YouTube in Teaching Introductory Sociology 132  
*Nick Pearce and Elaine Tan*
- 10 A Framework to Enrich Student Interaction via Cross-Institutional Microblogging 147  
*Suku Sinnappan and Samar Zutshi*

### UNIT IV

## Assessing Instructional Effectiveness with Social Media 167

- 11 Designing Assessments for Differentiated Instruction Using Social Media Applications 169  
*Seung H. Kim and Ying Xie*
- 12 VoiceThread® as a Facilitator of Instructional Critique 190  
*Jamie Smith and Teresa Franklin*
- 13 Is There (Still) a Place for Blogging in the Classroom?: Using Blogging to Assess Writing, Facilitate Engagement, and Evaluate Student Attitudes 207  
*Tricia M. Farwell and Matthew Krüger-Ross*