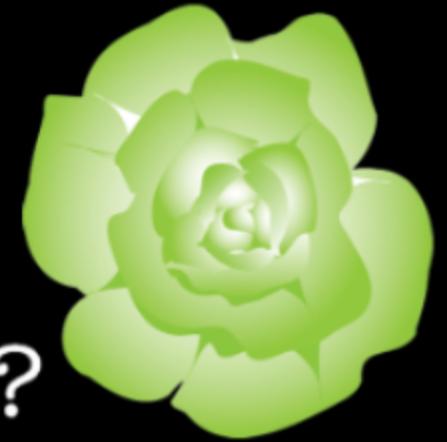


digitaltattoo.ubc.ca
what's yours?



Highly Visible and Hard to Remove

Novak Rogic
Trish Rosseel
Cindy Underhill
Elizabeth Walker



Context

- Usage of social networking tools is high...
 - 55% of 18-34 year olds have placed a personal profile on at least one online social network or community
 - 65% have one on Facebook
 - 20% on Classmates.com
 - 15% on MySpace
 - 13% on Windows Live Space
 - Nearly 25,000 Facebook users at UBC
- ...and can be problematic
 - The peril of politics for Ray Lam
 - Bawdy behaviour at the border
 - Allegations and arrests



Project Goal

To help students become aware of their rights and responsibilities as creators and consumers of digital information in their...

...personal

...academic and

...professional lives



Project Partners

- Access & Diversity
- Career Services
- Library
- Office of Learning Technology
- Student Development
- Writing Centre



What We Did

- Produced interactive, student-generated website
- Developed supporting materials for campus-wide campaign
- Developed train the trainer style resources
- Trained and supported web authors
- Solicited user feedback
- Attracted media attention



Learning Design

- Principles: non-linear, interactive, non-judgmental , timely, content selection/creation by students
- Objectives around knowledge, skills and attitudes
- Engagement strategies: make it easy - low stakes: self assessment, checklists, polls, comments
- Opportunities for deeper exploration: feeds, blog posts and context specific links



Content Development

- What do students want/need to know about?
- How can we make it accessible and meaningful?
- Keep it updated and fresh
- Get a wider presence



Demo

<http://digitaltattoo.ubc.ca>



Technical Infrastructure

- WP-MU: Blog-based, many
- Feeds in
- Feeds out: Coming Soon!
- Tutorial format: one that allows for easy sharing/re-publishing to encourage broad usability



Future Plans

- Seeking new partners...
 - To expand content
 - To extend reach
 - To inform future developments
 - To contribute ongoing support
- BCcampus OPDF, UVic/TRU potential partners