Highly Visible and Hard to Remove

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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

http://digitaltattoo.ubc.ca
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

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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

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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

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Demo

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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