Finding Value In Online Discussion

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Ancient History

1978: BBS
(Computerized Bulletin Board System)
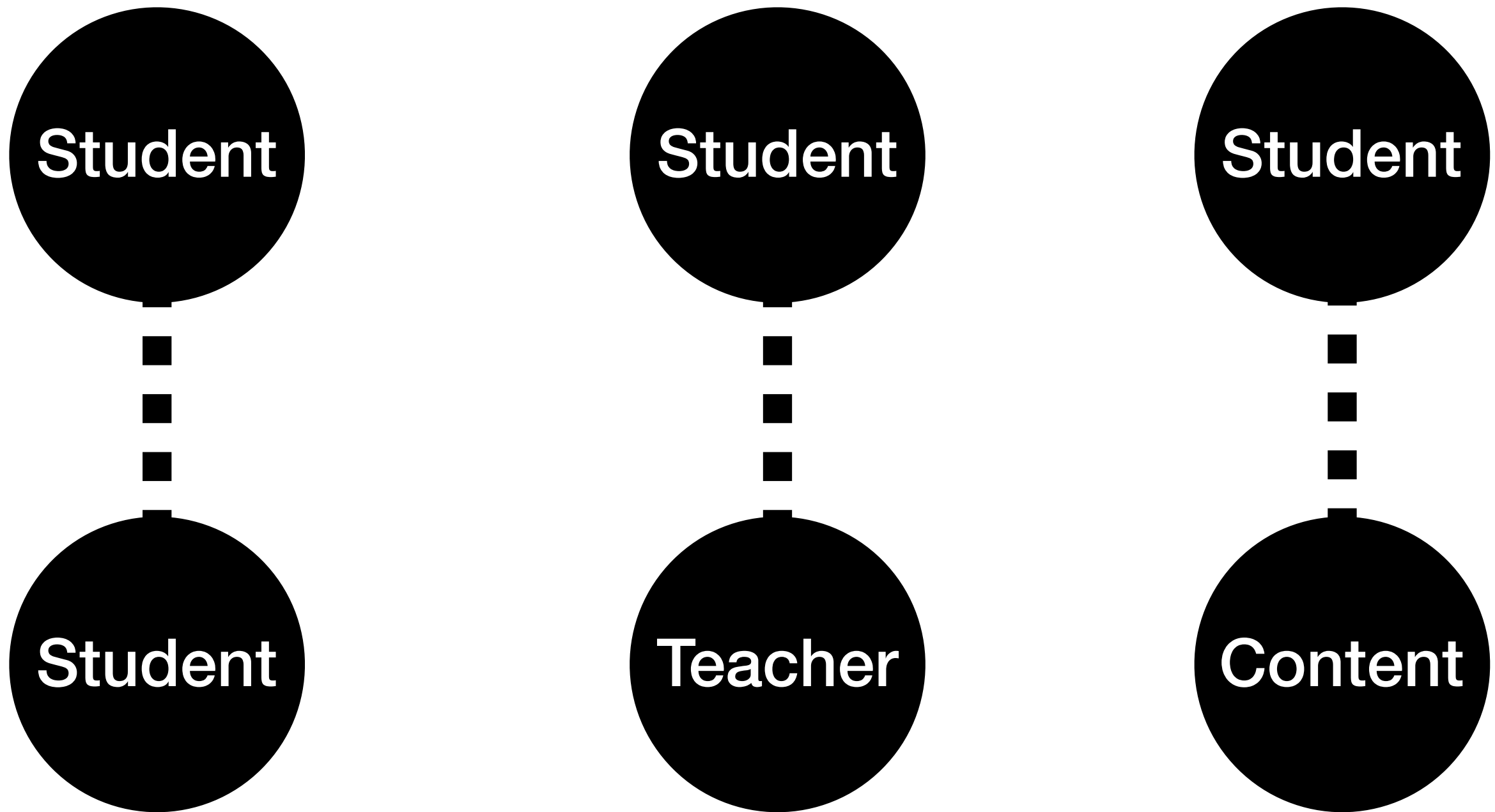
1990s: FirstClass & EKKO LMS

1994: WIT Computer Forum
(WWW Interactive Talk)

1997: Blackboard LMS

1999: D2L LMS

Platonic Ideal

Student

Student

Student

Student

Teacher

Content

So Much Fun

Formulaic

Post once
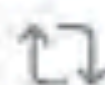Reply twice

College discussion board:

Jim: 2+2=4
Me: Wow Jim I totally agree. I like how you added the 2's together and got 4, very insightful.

9:05 PM - 22 Mar 2017

58,075 Retweets 129,905 Likes

402   58K   130K

Emailing professors be like

Me: *polite greeting, multiple paragraphs, perfect grammar*

Professor: "sure" -sent from my iPhone

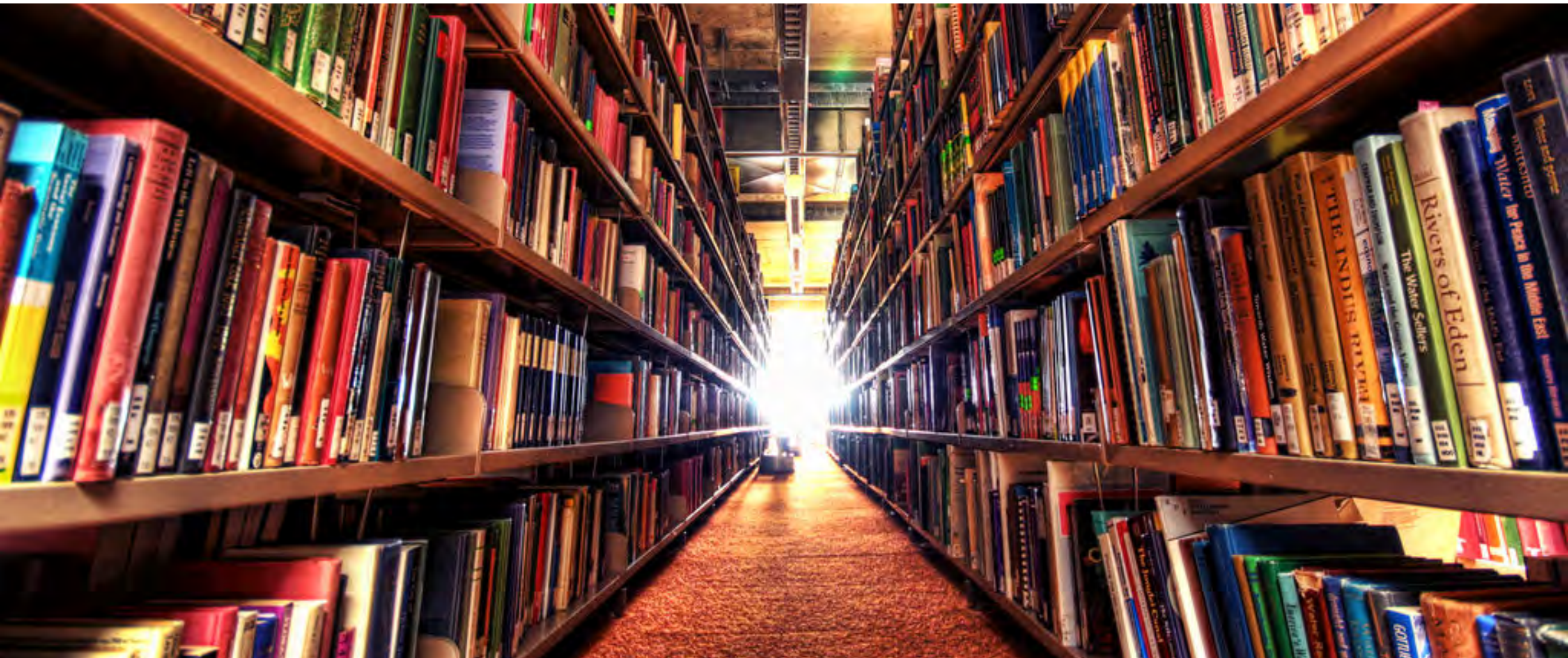11:43 AM - 3 Oct 2017

36,514 Retweets 98,897 Likes

179   37K   99K

Meta-Analysis

January 2000 and May 2014

Zhou, H. (January 01, 2015). A systematic review of empirical studies on participants' interactions in internet-mediated discussion boards as a course component in formal higher education settings. *Journal of Asynchronous Learning Network*, 19, 3.)

Key Points: 1

Participation was the foundation for interaction

Instructor support and feedback (including assessment) was highly valued, and over time affected students' participation and peer interaction quality and quantity

Peer interactions started slowly with frequent off-task and disruptive posts

Key Points: 2

The majority of peer interactions initially involved responding to an assignment, followed by supporting and constructive posts, with less dialogue and, rarely, challenging posts

Interactions between students and instructor were overall less than peer interactions, and decreased over time while peer interactions stayed consistent

Assigned student leaders and/or moderators affected the quality and quantity of discussion

Key Points: 3

Perceived self-competency and intrinsic motivation led to higher quantity and quality interaction, which might relate to taking a dominating or leading role

Level of familiarity and relatedness to peers, environment, and discussion topics led to higher level peer interaction

The dynamics of interaction varied among groups, and was related to collaborative assignments, the existence of highly motivated members and higher-level elaboration, and the opportunity for members to contribute.

Discussion Rubric

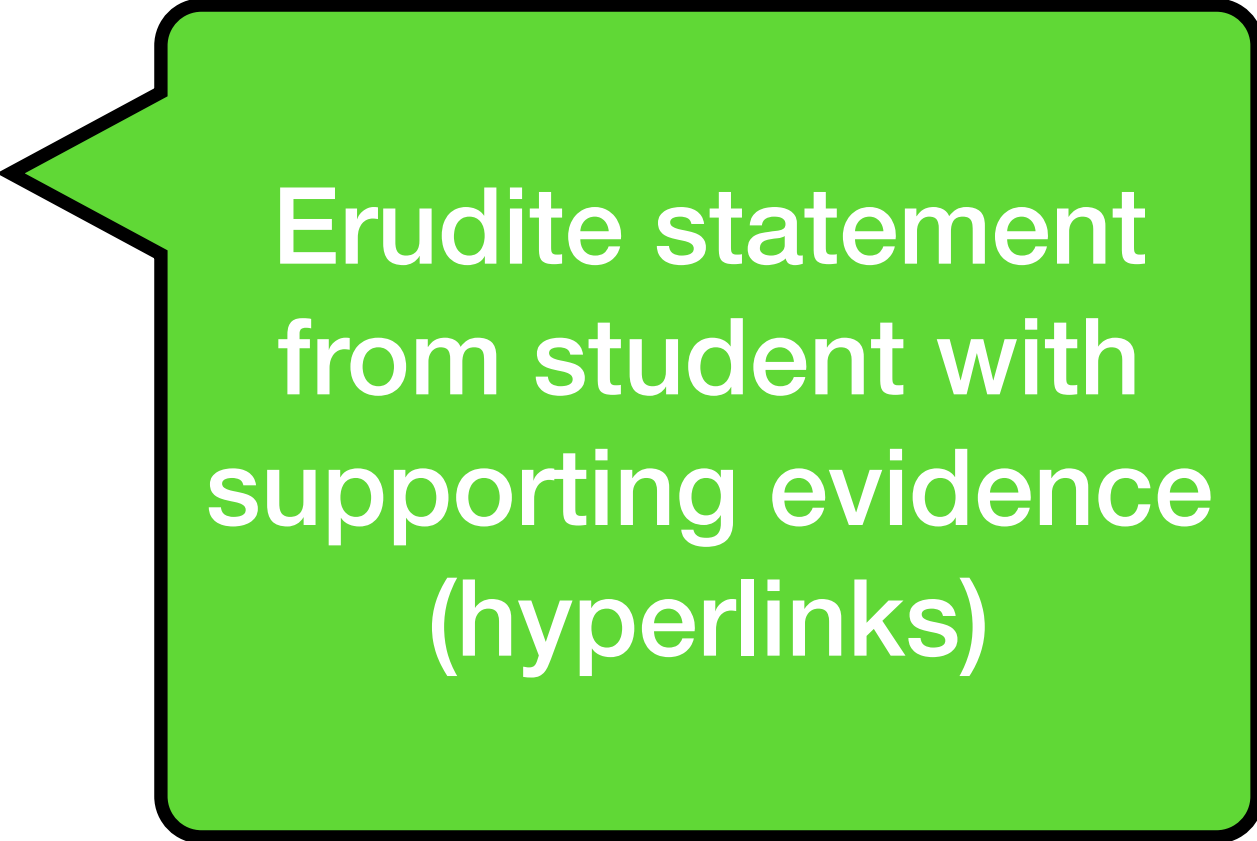| Points	
3	Precise, well-reasoned response. Citation of source material (link). Supports position with factual information.
2	Offers relevant information. Makes note of outside source material.
1	Participates.

Five Points Per Weekly Discussion

Real Examples

No matter if a company is big or small, any social media expert will tell you the same thing: Before actually engaging in social media, it's very important to first be a listener. As YouTube co-founder Chad Hurley [once said](#), *"As you start building the product, don't assume that you know all the answers. Listen to the community and adapt."*

I actually had the pleasure of meeting Chad at the Sundance Film Festival 2009 and he reminded me that engaging in social media "just like any other type of social engagement, online or otherwise" must be in an effort to solve a problem.
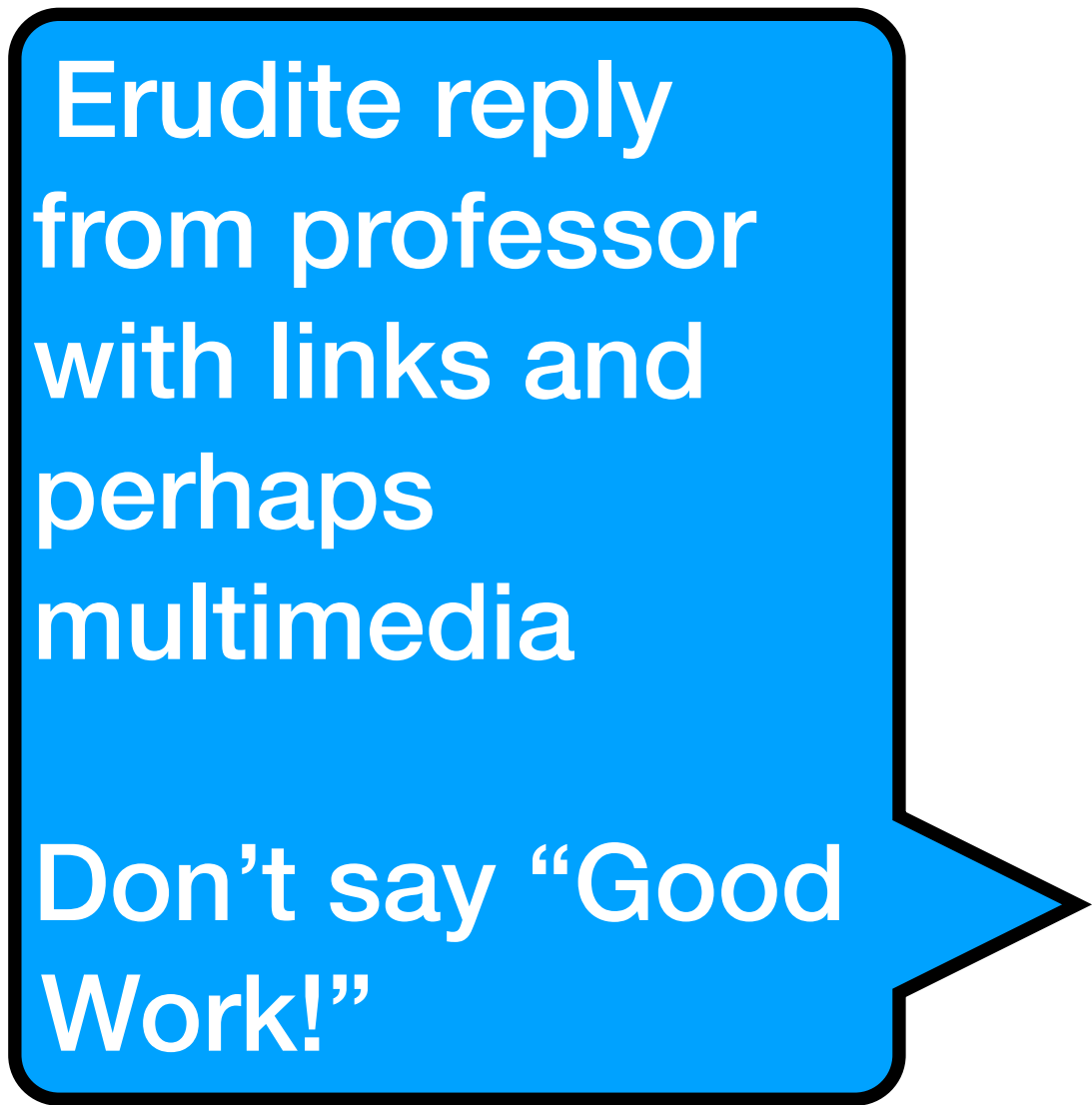
Better Than In The Moment

Model Good Practice At Beginning

Erudite statement from student with supporting evidence (hyperlinks)

Erudite reply from professor with links and perhaps multimedia

Don't say "Good Work!"

Assign Discussion Leader

"Some of the exam questions will be based upon the weekly discussion and conclusions drawn."

Avoid Email

Topic	Threads	Posts	Last Post
General Discussion ⌄	21	70	James Moore

Please use this discussion area to ask any questions you might have about the course. My preference is that you use the discussion board to ask general questions rather than e-mailing me. This way everyone benefits from seeing the questions and responses.

Recap

News ⌄

Week 2 Discussion ⌄   ✕

Posted May 2, 2018 3:28 PM

"Excellent discussion this week, on what is an emerging topic. Jane's comments on how the General Data Protection Regulation (GDPR) is impacting businesses that operate across international borders are particularly timely."