Social Skills & Technology: Can’t we all just get along?
https://tinyurl.com/carnverge19

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1. Two Truths & a Lie
Facebook

79% ● 69% of internet users in the US have visited facebook
● Highest traffic on Facebook occurs mid-week between 1 to 3 pm
● Facebook earned 21.57 billion in ad revenue in 2017, representing 83% of social media ad revenue across all platforms
INSTAGRAM

- Within 10 hours of an Instagram post, users receive 50% of their total comments.

- More than 81% of Instagram posts are photos.

- 35% of Instagram users check Instagram multiple times a day and 51% open the app daily.
Twitter

- Twitter is accessed through a mobile device by 93% of its monthly active users.
- 81% of millennials view their Twitter account on a daily basis.
- Tweets with images are 100% more likely to get Retweets than text-only Tweets.
LinkedIn

- 51% of individuals with college degrees use LinkedIn
- The typical LinkedIn user only uses the network for an average of 17 minutes per week.
- 49% of LinkedIn users earn more than $75,000 in a year
SNAPCHAT

- 78% of 18- to 24-year-olds are Snapchat users
- The average daily active Snapchatter opens the app more than 15 times a day.
- According to recode, 44% of teenagers asked to choose one social network if “trapped on a deserted island” chose Snapchat, ahead of Instagram (24 percent) and Facebook (14 percent).
49% of Hispanics report that they are WhatsApp users, compared with 14% of whites and 21% of blacks.

More than 37% of millennials have purchased something they’ve pinned.

Blogging continues to grow, with over 409 million people viewing more than 23.6 billion pages each month on WordPress alone.
So many accounts...

- In 2012, the average internet user had three social media accounts—now the average is closer to seven accounts.
- There are about 81 million fake Facebook accounts and about 5% of Twitter accounts are bogus.
- 11 new people start using social media every second, which is about 1 million people every day.
Not only are our tweens (8–12 year olds) using between 3–4 internet enabled devices and spending 1.5 hours per day online but 67% of them are using a social media website such as Skype, Facebook, Club Penguin and Instagram.
KEY INSIGHTS

Stats Key & Sources
2. "ANTI" Social Media
WHAT...? WHAT'S THIS? THE NERVE!

You've never LIKED any of my posts or commented on any of them! Not even a message!

And yet you invite me to your stupid event! You know what...?

Oh... A Star Wars profile pic... That changes everything.
80% of time spent on social media networks is on mobile devices
Social Media Vs. traditional Communication

- Immediacy
- Tone
- Non-Verbal Cues
- Gamification
Well that escalated quickly...

- Anonymity
- “Comparison is the thief of joy”
- Attention is value neutral
- Easy to “start over” with a new account
3.

What can we do?
The whole point of social media is continuity and continual engagement.

~Clara Shih
DISTRICT GOALS

CASES (PART OF MISD LIVES KIND)
- Collaboration
- "Speaking" with positive intent

DIGITAL LITERACY
- Canvas course for secondary
- Coordination with MRS
Be ready to answer the why

- Why should we care about “netiquette”?
- Talk through scenarios and consider rhetorical exercises to engage students
  - Harvard rescinds admission
  - Losing a job
  - Libel and defamation
  - Correlation to suicide
Discuss “Netiquette” rules

- 10 Rules
- Scott Steinberg's list
- Online Manners Matter
- Tech Spirited
- Higher Ed
- Bang the Table
- Elementary

Example Rules:
- Know where you are online
- Respect bandwidth
- Don’t perpetuate arguments
- Anything shared online has the possibility to become public at any time
- Attempt to find your own answer

Agree  Disagree  Qualify
Errors in thinking

- Directly teach the logical fallacies

Appeal To Authority

416,424 likes

kyliejenner I don't know what I'd do without @Postmates 😍 Anything you want delivered to your door in MINUTES! Download the app, use code: KYLIE and get $50 FREE delivery credits! #tagafriend #ad
Name your own fallacy

- After teaching traditional fallacies, let them create their own fallacies such as those on this list.

#9: The Chiller-Than-Thou Fallacy

OK, I made this one up. But I see it ALL THE TIME. Chiller-than-thou commenters are always telling you to relax, get a grip, calm down, be cool, etc. For example, this one directed at my friend Carrie Murphy:

Kelly - 23 minutes ago
Here is a suggestion - relax and calm yourself down. Going from taking a cute photo with positive tips to living in a "fucked up" world...really there is much bigger stuff going on in the world that is truly "fucked up." Seriously. Relax. You are a beauty publication. Get a grip, honestly.
Honorable Mention

Godwin's Law

Probability of reference to Nazis

Length of internet discussion
Flamewars & Clap Backs

Aunt: "That's Your 3rd Plate."
Me: "That's Your Third Husband."
#ThanksgivingClapBack
**Self Regulation**

- Set timer and breathe before typing
- Write response by hand before replying
- Speak your comment out loud before posting
- DM instead of reply
- Physically change your location
- Delete the comment from your post
Before you...

THINK!!

T = is it True?
H = is it Helpful?
I = is it Inspiring?
N = is it Nice?
K = is it Kind?

Avoid Flame Wars

A
Avoid Ad-hominem (personal) Attacks

B
Be kind, considerate, reluctant to Blame

C
Careful — group members are not a Court to decide which of you is Correct

Never argue with stupid people, they will drag you down to their level and then beat you with experience.
~Mark Twain
#LIFEISGOOD

"Nice."

Make the positives so LOUD the negatives are impossible to hear!

~George Couros
Awareness Activity

http://www.samandscout.com/social-media-inventory-for-high-school-students/

- Students go back through own posts and analyze
- Responses are anonymous
- Small group debrief

Am I really who I present online?
Family Technology Plan

https://www.yourbestfamily.com/creating-a-family-tech-plan.htm

- Mutually supportive accountability
- Adaptable to other groups and settings
"The best way to have a good idea is to have a lot of ideas" ~Linus Pauling
4. Reporting concerns
Reporting concerns

How do I report abusive comments on a post?

I believe this guy is just trolling for rainbow profiles and starting fights. He's calling gays "fags" and finding anything he can to be hurtful. He commented on the below post on my timeline. It quickly escalated to a very personal matter, my best friend dying of cancer and her fundraiser to help her through that time. I am utterly disgusted. I blocked him but I'm guessing he's just going to move onto the next person.

https://www.facebook.com/DesireeTime/posts/10153361919531590?pnref=story

- Unfriending/unfollowing/blocking
- Reporting to social media developers
- Tip 411
More Reporting resources

- https://www.fbi.gov/tips
- https://www.commonsensemedia.org/cyberbullying
5.

For Your Bookshelf
Thanks!

Any questions?

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https://tinyurl.com/carnverge19