Tweet me, message me, like me: using social media to facilitate pedagogical change within an emerging community of practice
Goodyear, Victoria A.; Casey, Ashley; Kirk, David

DOI:
10.1080/13573322.2013.858624

License:
Unspecified

Document Version
Peer reviewed version

Citation for published version (Harvard):

Link to publication on Research at Birmingham portal

General rights
Unless a licence is specified above, all rights (including copyright and moral rights) in this document are retained by the authors and/or the copyright holders. The express permission of the copyright holder must be obtained for any use of this material other than for purposes permitted by law.

• Users may freely distribute the URL that is used to identify this publication.
• Users may download and/or print one copy of the publication from the University of Birmingham research portal for the purpose of private study or non-commercial research.
• Users may use extracts from the document in line with the concept of ‘fair dealing’ under the Copyright, Designs and Patents Act 1988 (§)
  • Users may not further distribute the material nor use it for the purposes of commercial gain.

Where a licence is displayed above, please note the terms and conditions of the licence govern your use of this document.

When citing, please reference the published version.

Take down policy
While the University of Birmingham exercises care and attention in making items available there are rare occasions when an item has been uploaded in error or has been deemed to be commercially or otherwise sensitive.

If you believe that this is the case for this document, please contact UBIRA@lists.bham.ac.uk providing details and we will remove access to the work immediately and investigate.
Using social media to facilitate pedagogical change

Tweet me, message me, like me: Using social media to facilitate pedagogical change within an emerging community of practice.

Victoria A Goodyear\textsuperscript{a,*}, Ashley Casey\textsuperscript{a} and David Kirk\textsuperscript{a}

\textsuperscript{a}Institute for Sport and Physical Activity Research, University of Bedfordshire, UK\textsuperscript{1}

\textsuperscript{1}Corresponding Author. Institute for Sport and Physical Activity Research, University of Bedfordshire, Polhill Avenue, Bedford, MK41 9EA, UK. Email: Vicky.goodyear@beds.ac.uk
Abstract

Whilst e-support has been positioned as a means to overcome some of the time and financial constraints to professional learning, it has largely failed to act as medium for professional learning in physical education. Consequently, this paper positions teachers prior interest with social media acts as a type of ‘leverage’ for using sites such as Facebook and Twitter for professional learning purposes. Therefore, the purpose of this paper is to explore how social media operates as a communicative space, external to the physical site of an emerging community of practice (CoP) that supported teachers’ professional learning and their subsequent longer term changing practice.

This study is nested within a wider longitudinal project that explores how teachers learnt and refined their use of a pedagogical innovation (Cooperative Learning) through the overarching methodology, participatory action research. Social media emerged as a form of communication that was not in the study’s original design. The paper explores 2125 interactions, through Facebook and Twitter, between five physical education teachers and a facilitator over a two year period.

Through social media the facilitator re-enforced teachers changing practice, aided the development of the practices of an emerging CoP, and by the CoP situating their use of the innovation in the virtual world, teachers were supported in changing their practice over time and the use of the pedagogical innovation was sustained. Interactions promoted teacher inquiry, challenged teachers to further develop their existing use of the innovation, and encouraged them to work together and develop shared practices. Therefore, social media is presented here as a ‘new’ method for professional learning that supports pedagogical change and overcomes some of the financial and time implications of facilitators and teachers working together.
Using social media to facilitate pedagogical change

Keywords: social media, pedagogical change, professional learning, innovation, e-support, technology. Cooperative Learning
Using social media to facilitate pedagogical change

Social media sites such as Facebook and Twitter are virtual platforms that allow for users to share and exchange information. In recent times, this form of communicating has become a global phenomenon, with millions of people accessing these sites on their phones, tablets and personal computers to interact with friends or acquaintances (Sennett, 2012).

Indeed, in May 2013 Facebook reported that there were 665 million active daily users. To put this number into perspective, the daily users are larger than the combined populations of the United Kingdom (63 million), the United States (316 million) and Brazil (180 million).

As part of this revolutionary trend, whilst Facebook and Twitter were originally developed and used for ‘social’ networking purposes, these sites are being increasingly used as part of teachers’ pedagogical practice(s) (Rosen, 2010). For example, through the sharing of knowledge on Facebook, social media was suggested by Polsgrove and Fremming (2013) to be a way of increasing young people’s awareness of health and their participation in physical activity. Yet whilst social media is a global phenomenon and is positioned as an educative tool, there is little known about how it can be used for professional learning purposes and how it can be used to support teachers changing their practice.

In acknowledging the rallying calls for pedagogical change we also should consider that there are few opportunities for teachers to be adequately supported in changing their practice (Elliot & Campbell, 2013; Makopoulou & Armour, 2011). Perhaps, as Luehmann & Tinelli (2008) suggested social media might have the potential to offer ‘reform-minded teachers’ the space and support to grow, and to this end it seems to be an important focus for further exploration.

In considering social media as a medium for professional learning, we propose that social media could act as a virtual location external to the school site to support teachers changing their practice. Indeed, whilst social connectivity with facilitators can aid a teacher’s

---

2 Facebook investor report: http://investor.fb.com/releasedetail.cfm?ReleaseID=761090
longer term changing practice and facilitators can support a community-based approach to professional learning (Elliot & Campbell, 2013), teachers often express a lack of access to ‘expert advisors’ where the time to work together and the financial cost of travel are implications that often hinder such a partnership (Armour & Yelling, 2004; Lund et al., 2008; Makopoulou & Armour, 2011). For example, the time it would take for facilitators to provide individual school-based support and the time teachers have to work with facilitators in the ‘busy bustling businesses’ of schools (Hattie, 2009, p.3), is often limited (Armour & Yelling, 2004; Lund et al., 2008; Makopoulou & Armour, 2011). Facebook and Twitter are virtual locations that could aid facilitators working with multiple teachers, and due to these sites accessibility, social media could overcome some of the time and financial implications to professional learning.

However, the argument for using technology as a medium for professional learning is not a new stance. Writing almost a decade ago, Armour and Yelling (2004) suggested that e-support could overcome the financial burden on schools for teachers’ attendance to external workshops. Similarly, Lund et al. (2008) argued that teachers could be supported in their use of innovations by talking to facilitators through web-based technologies. Yet, whilst these propositions for using technology were justified in the digital age, e-support has largely failed to act as medium for supporting teachers changing their practice in physical education.

Indeed, Cothran et al. (2009) argued that teachers were unwilling to use Web.20 platforms due to limited access to computers and the time required to engage with online discussion boards.

In his discussions around the virtual world, Rosen (2010, p.41) argued that ‘the trick is the leverage and their love of social networks to create educational tools built around them’. Whilst Rosen (2010) focussed on how social media could be used to strengthen students’ learning, the same messages around leverage and the love of social media could be
Using social media to facilitate pedagogical change

applied to teachers and their use of social media for professional learning. Indeed, considering social media’s global use, it seems reasonable to suggest that many teachers are already users of these sites. Taking this stance, and as Rosen (2010) suggests, pre-engagement with social media, as opposed to Web.20 platforms, could act as leverage to pedagogical dialogue.

The purpose of this paper is to explore how social media operates as a communicative space external to the school site to support teachers changing their practice. In the following sections the setting and participants, and how social media is positioned as a medium for professional learning is discussed. Subsequently, we show how interactions on social media supported an emerging community of practice (CoP) changing practice. In particular, social media contributed to the sustained use of a pedagogical innovation by providing the means for the facilitator to give moral support, and develop teachers existing practices. Furthermore, social media allowed the CoP to situate their changing practice in the virtual world. In order to understand how social media supported changing practice we offer some clarification around the definitions and distinctions we are using for (a) a CoP, and (b), the emerging CoP we are presenting.

Definitions and Distinctions

In defining a CoP we consider it to be an ‘intrinsic condition for the existence for knowledge’ (Lave & Wenger, 1991, p.98). In other words, we hold that knowledge and practice is socially constructed through a ‘set of relations among persons’ within the community (Lave & Wenger, 1991, p.98). It is the relations between community members - which can be understood by the three dimensions of mutual engagement, a shared repertoire and joint enterprise (Wenger, 1998) - and the way members support the practices of the community that are significant. In this paper we explore members of a physical education department’s changing practice through their use of a pedagogical innovation (the
Using social media to facilitate pedagogical change

Cooperative Learning model). We are suggesting that this physical education department was an emerging CoP because we were observing signs of the three dimensions within the school context. For example, each teacher occupied a unique identity (feeling knowledgeable and skilful (Barab & Duffy, 2012)) within the department where their contributions around the innovation were important for other members (mutual engagement). The teachers, through pedagogical dialogue and modifications made to the curriculum, facilitated the development of each other’s practice, and the practice of the community, in order to achieve a common and negotiated goal of using an innovation (joint enterprise). Over time the department began to develop routines, actions, or ways of doing things that were becoming a sustainable part of their practice (shared repertoire).

It is also important to note that whilst Lave and Wenger’s (1991) theory suggests that CoPs naturally exist it has been suggest that CoPs can also emerge for a particular purpose (Barab & Duff, 2012). Indeed, a CoP can emerge as a result of a collective group of individuals working towards achieving the same pre-defined learning goal(s) (Barab & Duffy, 2012; Hoadley, 2012). In the process of working towards achieving the same pre-defined learning goal(s), individuals can develop a shared history with one another, members develop a unique identity and a CoP can emerge where a community holds its own leadership and agenda(s) (Barab & Duffy, 2012; Hoadley, 2012). Therefore, whilst a CoP may have already existed, this paper is suggesting that an emerging CoP operated within the physical education department in relation to the shared learning goal of the teachers changing their practice through their use of the pedagogical innovation.

Methods

Setting and Participants

Over the course of two academic years seven teachers from a comprehensive secondary school (age 11-19) in the UK were involved. Their aim was to learn about, and
Using social media to facilitate pedagogical change

then refine, their use of a pedagogical innovation (Cooperative Learning) through the overarching methodology, participatory action research. The teachers varied in their age (24-37) and their professional career phases, ranging from less than two years to more than fifteen years of experience as qualified physical education teachers.

As first author/researcher, ‘Victoria’ acted as a boundary spanner\(^3\) (or facilitator) to provide new information, challenge teachers’ reflections and inquiry, and support a community/departmental-based approach to pedagogical change. In the first academic year, and as part of her doctoral study, she visited the school bi-weekly where she observed teachers lessons and frequently engaged in both formal discussions (during interviews, professional learning meetings) and informal discussions (in the physical education office and through social media) with the teachers. Towards the end of the first year, Victoria facilitated the emergence of a CoP through supporting teacher inquiry and by encouraging the teachers to open up a pedagogical dialogue with each other (Goodyear & Casey, 2013). In the second year, Victoria visited the school once per school term. During her visits she observed lessons, engaged in both formal and informal discussions and continued to support the practices of the emerging CoP. However, social media emerged as a communicative space for discussions between the teachers and Victoria that was not in the study’s original design.

Social Media as a medium for professional learning

The teachers and Victoria interacted with each other through tweets, retweets (RTs), likes and private messages (PMs). Furthermore, Victoria had created a Facebook page, where she posted status updates, pictures and videos around the teachers’ use of Cooperative Learning.

---

\(^3\) Aldrich and Herker (1977) defined a boundary spanner as a representative of an organization who interact with other agents in society to distribute and facilitate the use of new information.
Using social media to facilitate pedagogical change

Learning and on some occasions the teachers commented on these posts. The types of interactions and the functions of both Facebook and Twitter can be understood from Table 1.

Prior to this study Victoria had worked as a physical education teacher at the school. Consequently, she was ‘friends’ with five of the seven teachers on Facebook. However, within this study the use of Facebook occurred through Victoria’s research group’s Facebook profile and not her own. Furthermore, Facebook was used for PMs, rather than public discussions and the teachers chose to follow this page and interact with Victoria in this professional rather than their existing personal spaces. On Twitter, in contrast, Victoria was not followed by, and nor did she follow any of the teachers prior to the study (see Table 1).

This is because all participants (Victoria included) used Twitter for professional learning purposes and not personal interactions. Therefore, while Victoria’s initial ‘friendship’ with the teachers allowed her access to the school, the use of social media was not dependent on this friendship. Social media is positioned as an emergent form of interaction that the teachers voluntarily engaged with, and which was used to support changing practice, not as a required method of pedagogical change.

The seven teachers engaged with Facebook and Twitter to varying degrees. Two teachers rarely engaged with Facebook or Twitter for ‘social’ or ‘professional’ discussions. Whilst these two teachers were still engaged with developing their use of Cooperative Learning and were supported by the emerging CoP in the school context, they preferred to interact with Victoria through face-to-face discussions or by phone conversations and text messages. Subsequently, these two teachers have been acknowledged as non-users of social media for the purposes of this study. However, the remaining five teachers frequently engaged with these sites for social and professional purposes. Consequently, social media was a vehicle for some teachers to interact with Victoria outside of her visits to the school. In
Using social media to facilitate pedagogical change

this paper we explore the interactions through Facebook and Twitter between Victoria and the five teachers. Teachers’ names are pseudonyms and their identities on social media have been masked.

Data Gathering and Analysis

From September 2011 to May 2013 data were gathered from 28 PMs on Facebook and 99 Twitter conversations between the teachers and Victoria. Furthermore, 125 RTs, 10 likes, 12 comments on the Facebook page, 1577 tweets, and 274 posts made by Victoria to the Facebook page were gathered. This was achieved by using Facebook export data application and the twitonomy application. PMs between the teachers and Victoria on Facebook were copied and pasted from Victoria’s private profile to a word document. In addition discussions around social media that occurred during teacher interviews were drawn from the wider project.

Data analysis was approached through an inductive lens. Victoria began writing analytical memos, where she developed an understanding of key events and the types of conversations that took place through social media. Subsequently, Victoria developed descriptive codes to code the data set. Following the coding of data, she re-organized the data and explored whether the events and conversations were comparable across the teachers. From this approach three themes were created that were consistent across the teachers: recognition, moral support and extended professional learning. Drawing on Morse (1994), Victoria then began recontextualising using theory to explore the evolving knowledge from the data and to position the understanding of how social media was supporting changing practice. In particular, Victoria explored how the themes interacted with the methodology participatory action research. However, through further inquiry and deliberation, how the

---

4 The Facebook export data application allows the page host to export posts made to the page, comments, and likes.
5 The twitonomy application permits subscribers to gather data on anyone’s tweets, RT’s and mentions. The application is available at: www.twitonomy.com/
Using social media to facilitate pedagogical change

themes were located within the dimensions of CoP was considered. Subsequently, and due to
the coherence of recognition, moral support and extended professional learning with
dimensions of a CoP, a CoP was used to frame how social media was supporting the
department’s changing practice. Themes that emerged from this analysis were: ‘Tweet me,
retweet me, like me: ‘doing something right’, ‘tweets and messages: supporting the
emerging CoP’, and ‘situating the emerging CoP in the virtual world’. Throughout these
processes, the other authors engaged in member checking of Victoria interpretations. They
challenged her initial perceptions until they reached a level of agreement.

Results

This section introduces the idea that social media can act as a 'location', external to the
physical site of a CoP, where a boundary spanner can facilitate the development of mutual
engagement, shared repertoire, and joint enterprise (Wenger, 1998) as means to support
teachers professional learning and longer term pedagogical change. Social media contributed
to the teachers’ development of a unique identity through a display of 'social' competence
where their contributions were seen as important to other members of the emerging CoP
(mutual engagement). In addition, the Twitter conversations between Victoria and the
teachers contributed to the development of a shared repertoire (routines, actions or ways of
doing things that become a sustainable part of practice) and joint enterprise (the development
of each other's practice, the community, to achieve a common goal). This was seen when
virtual conversations transferred to face-to-face dialogue and the sharing of good practice
between the teachers in the school context. Finally it was personified by the development of a
departmental identity on Twitter - through a separate account - where the department chose to
locate their common goal (i.e. using the innovation) in the virtual world.

Tweet me, retweet me, like me: ‘doing something right’
Using social media to facilitate pedagogical change

When engaged in the initial stages of pedagogical change, and when learning how to use a pedagogical model, it has been suggested that teachers often feel out of their comfort zones and they are sometimes challenged with transferring their theoretical understanding of the features of innovations into classroom action (Ko et al, 2006). In the first year of this study, and in particular in the teachers’ first unit using the model, Victoria chose to use social media to provide an extended form of moral support. For example, following lesson observations and a subsequent face-to-face discussion with Christina on her frustrations with using the innovation with her year 8 class on a Tuesday, Victoria continued the conversation on the Friday night through a PM to see how the same lesson taught to a year 7 class later in the week had gone. In this discussion Victoria used social media as a 'location' where she could provide support for Christina’s changing practice, knowing that Christina was feeling out of her comfort zone following their face-to-face discussion earlier in the week.

Victoria: hey how did it go with the 7s
Christina: Better than expected tbh [to be honest]!!! I'm actually quite pleased!!!
Victoria: ahh awesome better than 8's
Christina: Hmmmm maybe more comfortable because I wasn't stressed about it!! They need more work than the eights but I feel confident with it all now!
Victoria: ah that’s good it’s always good when u teach the same lesson again- you are good at it don’t stress… (PM)

The very notion of RTing (see Table 1) extends our claim that social media provided a forum for re-enforcement around the teachers changing practice. Indeed, the teachers would often RT a post made by Victoria that focused on positive aspects of their teaching. For example, Chris RTed Victoria’s post which said, ‘Chris discussed how he has developed his students’ ability to work as a team by pausing a unit’. Similarly, the teachers liked (see Table 1) some of the posts that were made by Victoria to Facebook. Drawing on Recuero, Araujo and Zago (2011) discussions around RTs, the act of RTing and potentially ‘liking’, conveys a signal of relevance and importance to others, with the aim of developing shared knowledge. Subsequently, and by the teachers RTing Victoria’s tweets, it could be said that the teachers
Using social media to facilitate pedagogical change

were recognising that their own practice would be useful to others, but yet at the same time they were increasing their reputation as ‘innovative’ practitioners (Recuero, Araujo & Zago, 2011).

Since the five teachers could access Victoria’s posts and each other’s RTs, they began to see how positively their use of Cooperative Learning was being viewed. Such recognition almost certainly had an impact on their practice and the department’s practice. In other words, without having to engage in face-to-face dialogue or ask each other about their use of Cooperative Learning, the posts made on Facebook and Twitter provided an ‘update’ around how each member of the department was using the model. Furthermore, as the teachers grew in confidence, most notably in the second year, the teachers began to tweet around their own practice which, in turn, other members of the department and Victoria RTed. This served as a form of inter- and intra-professional recognition and the sharing of practice in these virtual spaces. For example, Kelly RTed Joey: RT @Joey: CL [Cooperative Learning] carousel station 3 pupils create their own key word wordfoto for CHD #pegeeks. [Link to a picture removed]’ (Twitter). In the same way, Victoria RTed Kelly’s post: RT @Kelly: Activity 2 for the learning teams in Cooperative Learning [Link to picture removed] (Twitter).

At this juncture it seems appropriate to consider Victoria’s social/professional positioning on Twitter, and why Victoria’s tweets (that encouraged the teachers to RT the posts she made) and her RTs of the teachers’ posts would be seen as significant to the teachers. Indeed, it seems reasonable to suggest that the very fact that Victoria had developed a level of ‘social capital’, and a subsequent level of ‘trust’, within the physical education community on Twitter made any actions she took on the teachers behalf important in celebrating their emerging status as innovative practitioners. Social capital signals the development of good interpersonal relations with users and a reputation on Twitter that holds the tweeter in a position where the information they share is meaningful, timely and will
Using social media to facilitate pedagogical change

impact their significant number of followers (Recuero, Araujo & Zago, 2011). Similarly,
Naumann (2013) held that trust, is afforded to others by groups of people who share the same
interests and who, through their interactions (RT’s or comments) with the tweeter’s post
enjoy an enhanced degree of importance through this association. Taking this stance,
Victoria’s 1251 followers (at the point of analysis) were mainly physical education or sport
pedagogy practitioners and any RT or comment she made would reach a broad array of
practitioners from other schools and educational contexts. Given her level of online social
capital and ‘trust’ it is likely that the teachers enjoyed increased levels of ‘influence’

themselves built on Victoria’s presence within a physical education community on Twitter. In
this way, the observed social currency of Victoria’s tweets coupled with the teachers RTs,
acted to re-affirm to the teachers that they were ‘doing something right’.

The tweets, RTs and likes gave the teachers a form of re-enforcement that allowed the
teachers to feel comfortable with their changing practice. They occurred at a time when they
were feeling ‘out of their comfort zones’ and when they were seeking to sustain their use of a
model beyond the honeymoon period (Kirk, 2011). The tweets ‘publically’ exemplified that
the teachers ‘were doing something right’ and provided an affirmation of competence, with
the potential of shared practices (i.e. mutual engagement). Yet it could be said that tweets
allowed Victoria to portray the teachers - and for the teachers to portray themselves - as ‘star
performers’ (Sennett, 2012). Such an expression means that the use of social media gave the
teachers an identity as someone who was competent in their use of the pedagogical model
and someone who was being ‘innovative’. To summarise, these arguments around the
growing levels of competence and the notion of being a ‘star performers’ (Sennett, 2012), we
have drawn upon a comment made by Kelly at the end of the first academic year.

You can see that from Twitter and stuff that you can see that you are at the forefront
of something. And it is nice to know that if people are interested in it and doing it and
that if you become better in it that you are leading the forefront of it (Interview)
Tweets and messages: supporting the emerging CoP

Tweets and messages were a location for Victoria to support the teachers’ use of the model and develop their competence when she was not at the school. Furthermore, these interactions encouraged the teachers to share their practice with one another, contributing to the development of the dimensions of a joint enterprise and a shared repertoire (Wenger, 1998).

In consideration of developing teachers’ use of the model, social media was used by the teachers to initiate contact with Victoria to seek advice. For example, Chris initiated contact with Victoria through PM on Facebook during an evening, which then led to a discussion on the phone that enabled Victoria to support his changing practice. Indeed, at 8.57pm an initial phone call or text message was out of working hours, yet by initiating contact through Facebook, the message then enabled Victoria to support Chris’s apprehensions about how he could modify his lesson the next day.

Chris: Evening Goodyear
Victoria: What’s up?
Chris: Site team are saying the MUGA is going to probably be locked up all week, and groups are being doubled up because of the snow. What shall I do?
Victoria: I’ll give u a bell [ring] if you want?
Chris: Ok yeah num[ber] is XXXX (PM)

Yet the conversations did not always lead to a phone call or email. They often occurred on the virtual sites outside of sociably acceptable times. Victoria’s tweets or posts to the Facebook page would sometimes prompt the teachers to ask for her support. For example, when Victoria posted to the Facebook page asking if any of the teachers needed any resources to support their planning (using resources created), Jane informed Victoria about her next unit which enabled Victoria to find resources to send to Jane to support her planning.
Using social media to facilitate pedagogical change

PEPRN⁶: Been looking at some of Ashley’s [Author 2] CL [Cooperative Learning] resources from school - let me know if there are some specific ones you would like to see

Jane: My next one is going to be in badminton, going to do pair share perform with them but keep them in their learning teams from last unit

PEPRN: I got some for tennis [on pair share perform] - similar will scan and send them to your email

Jane: Cool thanks!!!

(Facebook Page posts and comments 10pm-11pm)

These conversations through social media opened up the opportunity for Victoria to support the teachers in their planning for the units and either speak with them further on the phone or send some resources over via email to support their practice. Similar to the discussions with Chris and Jane, Victoria gave teachers advice, ‘planted ideas in their heads’ for their units, and allowed the teachers to consider her suggestions before she visited the school later that week to discuss the ideas with them further face-to-face.

Over the course of the two years, and when the teachers were becoming more comfortable with their use of the pedagogical model, Victoria provided fewer resources and ideas through social media. Instead these discussions focussed on challenging the teachers to develop their existing practice and re-enforcing their ideas for change. The following discussion is an example of Twitter conversations mid-way through the second academic year. This discussion is typical of these sorts of exchanges and shows how Victoria challenged Kelly’s practice and use of the model. In contrast to the discussion with Chris and Jane in their initial use of the model (above), Kelly developed her own ideas. Victoria re-enforced Kelly’s ideas, but yet at the same sought to develop them through prompts and it could be said that Victoria was encouraging Kelly to feel knowledgeable and skilful.

Kelly: Next round of observations coming up using Cooperative Learning. Yr 8 Athletics this time. #brainstorm #pegeeks #edtech

Victoria: interesting...you doing something different to last year?

Kelly: not decided yet - might do stad jigsaw [Cooperative Learning Structures, Student Teams Achievement Division], if that’s possible

---

⁶ PEPRN is the identity Victoria used on the Facebook page rather than her own personal account. It is the research group’s webpage and can be found at www.peprn.com
Using social media to facilitate pedagogical change

Victoria: very innovative. I'd b [very]. interested to hear about it... at UOB [University of Bedfordshire] one of students did stad with pairs check perform (another Cooperative Learning Structure) & worked well

Kelly: cool - need to look at the timings and activities to see if it fits

Victoria: yeah suppose how w'll the class is used 2 it cud [could] effect timings too

Kelly: its the group who I had for cl [Cooperative Learning] last year so they'll adapt quicker than the others so maybe

Victoria: yeah true...maybe they need an additional social challenge then too which this could offer (Twitter).

Following this initial conversation, six days later Kelly tweeted Victoria: “trying the idea of giving LO's [learning outcomes] through a voice memo in the 1st lesson to see if they can do it in the following weeks” (Twitter). It could be assumed that Kelly was considering that the voice memo would reduce her interaction time with the students and the voice memo would support her strive to challenge her students when using two Cooperative Learning structures, an approach she had not taken before. Victoria responded to this idea by re-enforcing the use of the voice memo, encouraging her to provide feedback on the impact of this approach: “oh before the obs...let us know how it goes v[ery].interested in how this cud work...gr8 [great] way for meaningful inclusion of ICT” (Victoria Twitter).

The impact of this sustained interaction between Victoria and Kelly might best be understood through the following conversation. Two weeks after the initial ideas were discussed the following tweets show how Kelly had included a voice memo into her lessons to support her students’ learning.

Kelly: voice memoing lesson obs[ervation] worked brilliantly today… (1/3)

Kelly: each team had an iPod with the memo then when they were confident they knew them they ticked them off and I (2/3)

Kelly: randomly selected the numbered heads⁷ and questioned there understanding - all done as a comp[etition] for points (3/3)

Victoria: brilliant pleased it went well - I'm sure the students liked the tech too :-) 

Kelly: I’m going to do it in theory next

Victoria: how much facilitation was involved...could they do it independent from the voice memo & then you extend?

Kelly: I could have pushed it and had each task explanation on a memo

Victoria: awesome interested to hear how it goes in theory then :-) 

---

⁷ Numbered heads is a Cooperative Learning structure
In Kelly’s perception, this change to her practice had worked ‘brilliantly’ and as a result of this successful experience she now considered applying this approach to her theory lessons (examination physical education). This application to theory is significant because the teachers in the first academic year were focussed on embedding Cooperative Learning into their practical-based lessons. Therefore, using Cooperative Learning in theory based-lessons was a less well developed context for their changing practice. However, the interactions through social media and the experience from her lessons had played a role in encouraging Kelly to develop her existing practice in both a context she was becoming comfortable in using Cooperative Learning and an unfamiliar pedagogical context for Cooperative Learning.

Whilst the discussions with Victoria served to support and encourage a change in the teachers’ individual practice, and perhaps allowed the teachers to feel knowledgeable and skilful, we feel that the discussions with Victoria also encouraged teachers to open up a face-to-face pedagogical dialogue with one another in the school to support each other’s practice. Indeed, the conversations initiated the sharing of practice, which in turn contributed to the development of a joint enterprise and a shared repertoire within the department (Wenger, 1998). For example, Kelly tweeted about her use of the comic life application that she was using to create resources for her lessons: ‘an example of a page from my fitness components comic made using @comiclife #pegeeks #mlearning #edtech #vitalcpd [Link Inserted to a picture]’ (Twitter). Whilst this was not related to the pedagogical model, Victoria asked her through Twitter ‘would these work do you think with Cooperative Learning?’. Potentially this conversation was a seedbed of an idea for Kelly’s use of the model, yet the use of the comic life application emerged at a departmental level as a way of supporting students’ learning. Although we cannot be certain that it was a result of Victoria’s tweet - either through seeing this conversation on Twitter or Kelly sharing her practice through face-to-face dialogue in the school context - all five teachers began to use the comic life application to create resources.
using social media to facilitate pedagogical change

for their lessons. The teachers then tweeted Victoria to inform her that they were a) sharing
practice with each other in departmental meetings, and to b) show her the resources that they
were creating using the comic life application.

Jane: Just to let you know we recorded a part of dept meeting tonight ei
ther sharing
454
good practice or talking about our current units (Twitter).
455
Joe: Relay comic life resource. Cooperative learning including numeracy and
456
literacy. Coming in 3 parts. #pechat #pegeeks [Link Inserted to a picture]’ (Twitter).
457
Through our discussions around the tweets and messages it seems reasonable to
458
suggest that social media operated as a location for Victoria to support the emerging CoP
459
through the development of the three dimensions. She helped to develop the teachers’
460
competence using the pedagogical model, shared resources with them and challenged the
461
teachers’ ideas. Furthermore, the teachers could see that each other’s use of the model could
462
be an important contribution to their own practice (mutual engagement) and Victoria had
463
some influence on encouraging the teachers to share their practice. These interactions in turn
464
supported the department’s use of the model (joint enterprise) where the teachers were
465
showing signs of developing shared routines and methods to support students’ learning
466
(shared repertoire). At the end of the second academic year, the following discussion with
467
Chris shows how the department attributed their sustained use of Cooperative Learning to the
468
support from each other and the information shared and discussed through social media.
469
Therefore, social media had played a valuable role in supporting the practices of the
470
emerging CoP and pedagogical change.

471
472
473
474
475
476
477
478
479
480
Situating the emerging CoP in the virtual world
Using social media to facilitate pedagogical change

Whilst the teachers tweeted around their own individual practice, they also tweeted around their department’s practice. In this way, the teachers were situating their use of the pedagogical model and the practices of this emerging CoP in the virtual world. Most particularly it was the head of department (Joey) that shared the department’s practice, choosing to share this with Victoria, and congratulate and demonstrate his department’s successes to his followers through the use of hashtags (see Table 1). For example, Joey:

Victoria best Obs⁸ [observation] results ever! With every member of the dept [department] using Cooperative Learning #outstanding (Twitter).

This departmental identity and the situating of the CoP in the virtual spaces could be further understood through the creation of a separate Twitter account that was developed by the department (without Victoria’s encouragement) in the second academic year. This account, as the profile states, was created ‘to support all teachers in using CL [Cooperative Learning] and to share experiences’. Yet, whilst this account was developed as a means to support other teachers’ use of the model, this most evidently served as a form of departmental recognition for their innovative practice. Through tweets, they were now celebrating their collective use of Cooperative Learning, and how they were providing professional support for teachers from other schools to use the model. Indeed, they represented this through both tweets and the comic life application.

PEdepartment: Here is a poster of the work we have been doing as a dept. any questions please ask. #Ukedchat #edchat [Link to a picture removed] (Twitter)

PEdepartment: Comic on how Cooperative Learning started to its current position in our school #pegeeks #ukedchat #edchat #CPD [Link to a picture removed] (Twitter)

It seems reasonable to suggest that, the department chose to develop a collective identity as a group of teachers who were working together to use Cooperative Learning and supporting other teachers’ use of the model in the school context. It could be said that they

---

⁸ Teachers were observed by members of the senior leadership team who assessed the quality of teaching and learning in their lessons
Using social media to facilitate pedagogical change

were attempting to strengthen their resolve and show that they were together ‘doing something right’. This adds further to the notion of being ‘star performers’ and developing a collective identity as being knowledgeable and skilful. Yet drawing on Barab and Duffy (2012) and Wenger’s (1998) discussions around CoPs, when situating the emerging CoP in the virtual world through tweeting around the department’s use of the model and the separate Twitter account, they were giving their own individual practices and the practices of the department both meaning and purpose.

Conclusion

The purpose of this paper was to present social media as a communicative space external to the school site that supported teachers changing their practice. Through social media the boundary spanner (or facilitator) re-enforced teachers changing practice, aided the development of the practices of an emerging CoP, and by the CoP situating their use of the innovation in the virtual world, teachers were supported in changing their practice over time and social media played a role in the teachers sustaining their use of the pedagogical innovation. In concluding this paper, we consider whether social media should be used in our research designs, how we might use these virtual sites as a means to facilitate pedagogical change, and how social media can act as a research method.

Social media presents itself as a ‘new’ method for professional learning that supports pedagogical change. Indeed, interactions though Facebook and Twitter promoted teacher inquiry, challenged teachers to further develop their existing use of an innovation, and encouraged them to work together and develop shared practices. These interactions contributed to the sustained use of the innovation. Therefore, we argue that social media should be considered as a method to connect researchers and teachers for the purpose of professional learning to support pedagogical change.
Using social media to facilitate pedagogical change

However, social media should be acknowledged as a voluntary means through which researchers can support teachers in school, not, perhaps, as a prescribed means. It is important to highlight that social media ‘worked’ with teachers who chose to use these virtual networks and interact with the researcher. It was ineffective as a means of support for the two non-users. Consequently, as a community we need to ensure we empower and facilitate practitioners to develop their practice without alienating those who don’t want to engage with social media. We need to manage different forms of engagement with social media, and offer other means for contact such as phone conversations, email or text messages for those who do not want to engage with sites such as Facebook and Twitter. Therefore, this paper argues that social media should be considered as a means of extended and frequent communication with practitioners that supports both the relations established within the professional contexts and other forms of communication, such as face-to-face dialogue and email.

In considering how we use social media sites, our research suggests that the researcher becomes authentically located in a ‘social’ space where they occupy a professional identity that teachers wish to become engaged with. In this way it can be considered as a quid pro quo relationship in which the teachers gain a reputation as an innovative practitioner as a consequence of working with an influential boundary spanner. Social capital and online trust show that in order for social media to ‘work’ facilitators need to ‘buy in’ to social media themselves and use these sites to engage in pedagogical dialogue with practitioners. Regardless of this though it seems important that teachers choose to follow and engage in professional discussions with the facilitator. Whilst prior face-to-face relationship is one way to gain access, and might be considered as a means for how we initiate this method of communication, we argue that it is the professional and sustained discussions that practitioners want to engage with; particularly on Twitter. In this way, social media should not be ‘dipped in and out of’ for the purpose of research. Interactions with practitioners need
Using social media to facilitate pedagogical change
to be meaningful, mutually beneficial, sustained and influential, and facilitators need an online presence that affords at least the potential of shared interaction and meaning making.

We conclude by asking ‘should we’ and ‘how do we’ use social media. Social media is a global phenomenon and ‘essentially’ a space for 24/7 interactions that can give professionals frequent support if, when, and as they choose to interact. Yet as a community we need to ensure that social media does not become oppressive. Whilst it can support interaction in the busyness of practitioners’ professional lives, we must ensure that we don’t impede on practitioners, or indeed our own, personal lives to a point where social media becomes work plus more work (Kirk, 1986). Moreover, as new forms of communication enter our social sphere, social media may soon become a method of the past that is no longer viable – such as ‘friends reunited’ or ‘My Space’. Therefore, it is the creation of relevant methods that support frequent, sustained and purposeful interactions that are important if we are to engage with teachers and support professional learning that results in pedagogical change.

Acknowledgements: Thanks to the teachers at The Buckingham School for their continued and sustained support in exploring their changing practice, and Kathy Armour and Mary O’Sullivan whose help allowed us to develop the discussions in this paper.

References


Using social media to facilitate pedagogical change


Using social media to facilitate pedagogical change


