TELL ME A STORY:
Using Digital Curation in the Classroom

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Overview

• Information for students to find and use in their assignments, research and other class work is at their fingertips, thanks to the internet.

• However, organizing online material in a way that they could understand and explain might be challenging.
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Engagement pyramid social media model

• Used in leadership, marketing, education and organizational settings.
• Model can serve as underlying principle when educators structure assignments that lead to enhanced media literacy skills among students.
• Charlene Li (2010) to offer a simple view of the different ways social media is used to engage with an audience.
• **5-step process**: watching, sharing, discussing, creating and curating.
The Engagement Pyramid dives deeper

- Curators: Identifies engagement with a brand or with an audience segment
- Producers: Places the emphasis on the bottom of the pyramid, not the top
- Commenters
- Sharers
- Watchers: Overlap exists between categories
Engagement pyramid social media model

- **Watching**: Understand content that group is consuming and create content that engages watching.
- **Sharing**: Simplify and innovate sharing possibilities with suitable social media tools.
- **Commenting**: Selected social media tools used allow for commenting. Comments should foster an open and friendly environment.
Engagement pyramid
social media model

• **Creating**: Have a platform where students can have their voices heard.

• **Curating**: Consider students as curators in online assignments and other relative classwork.
Curation Tools

• Storify  
  *(slated to end in May 2018)*  
• Wakelet  
  *(Storify posts can be imported into Wakelet.)*  
• Sutori  
• Pinterest  
• Scoop.it
Wakelet

• Digital curation tool
• Users string a logical arrangement of online content.
• Students can pull tweets, pictures and other publicly accessible, online content into a Wakelet post on a subject.
• Wakelet.com
Applications

• Discuss current events
• Create a multimedia book report
• Re-enact a historical narrative
• Make a study guide
• Write an annotated bibliography
• Prepare lesson outline to include online links to other sources
• Require interpretation or logic involving web elements
Opinion Writing: Follow the Blogs

Blogs are a way for writers of all genres to document their insights, perspectives, opinions and stories. Here is a list of blogs, all written by students in JMC 593 Opinion Writing at Murray State University, that you might want to follow.

- Memphis City Hoops
- The Feminine Critique