Transforming the Classroom: Engaging Students by Using Social Media as a Pedagogical Tool for Teaching Advocacy

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OBJECTIVES

Review the background of social justice advocacy and the current trends regarding e-advocacy

Examine a framework to help students use their technological skills to empower marginalized populations

Explore the practical usage of technological innovations as tools for engagement in e-advocacy
INTRODUCTION

Widened Civic Space
Student use of Social Media
Technology in Classroom
Student Engagement

Nugroho, 2011; Prescott, 2014
Advocacy is defined as any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

E-Advocacy entails the usage of Internet communication tools to advocate, plan, and rally support for community causes, campaigns, and coalition actions.

Bowen, 2014

Schneider et al., 2013
TYPES OF ADVOCACY

Organizing: Build power at the base
Educate Legislators: Provide information on issues
Educating the Public about the Legislative Process: Introduce communities and constituencies to the legislators who represent them
Research: Produce relevant resources that reflect the real story of a community
Organizing a rally: Mobilize for a cause
Public education: Educate the community on an issue

Cox et al., 2019
ADVOCACY & NETWORKING SITES

Facebook
LinkedIn
Twitter
Pinterest
YouTube
TikTok
Instagram
POLL QUESTION

What Social Media Tools Have You Used to Engage in Advocacy?
DIGITAL ADVOCACY

Can effect change within political, economic, social, and environmental systems

Increases the power of people to make institutions more responsive to human needs

Influences public policy and decisions regarding the allocation of resources

Increase speed of communication, and can be cost-effective

Bullock & Colvin, 2018; Guo & Saxton, 2014; Obar et al., 2014
EXPERIENTIAL LEARNING THEORY

Calls for students to draw from various experiences within and beyond the classroom

Allows students to apply knowledge learned in the classroom to real-life situations

Multi-dimensional model of adult development

Comprises six premises that are shared by scholars

Madden et al., 2016; Weinstein, 2021
EXPERIENTIAL LEARNING THEORY

Learning is best conceived as a process, not in terms of outcomes
All learning is re-learning
  Learning requires the resolution of conflicts between dialectically opposed modes of adaptation to the world
Learning is a holistic process of adaptation to the world
Learning results from synergetic transactions between the person and the environment
Learning is the process of creating knowledge

Kolb et al., 2014
CHALLENGES

Understanding the importance of professional boundaries

Using digital tools like social media in the classroom

Navigating misinformation and disinformation campaigns

Brown, 2020; Fang et al., 2019; Madden et al., 2016
OPPORTUNITIES - ADVOCACY ASSIGNMENTS

- Connecting With Peers and Professionals Using Twitter
- Infographics to Promote Advocacy on Instagram
- Engaging in YouTube E-advocacy
- Social Media and Technology Use Policy Assignment

Hitchcock, 2018
A student is completing her placement at a nonprofit agency that works on behalf of Refugee populations. The agency recently heard that the Governor of the State has ordered the Legislature to cut funding to agencies working with immigrants populations. This will greatly impact how the agency is able to service their clients.

In response, the agency director has decided to bring attention to this proposal by the Governor and has asked the social workers and social work interns to identify ways the agency can empower the clients to bring attention to the measures as well. In what ways can you assist these clients to develop an advocacy platform using social media?
Social networking tools have widened the “civic space,” creating opportunities to reach more people with a greater impact on our most vexing social problems.

These platforms have changed the way individuals advocate, organize, and mobilize support for community causes.

Integrating social media in the classroom engages students as active learners.
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REFERENCES


