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PINTEREST AS A PEDAGOGICAL INNOVATION



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What is Pinterest?

Founded in 2010, Pinterest is a Website and mobile app.

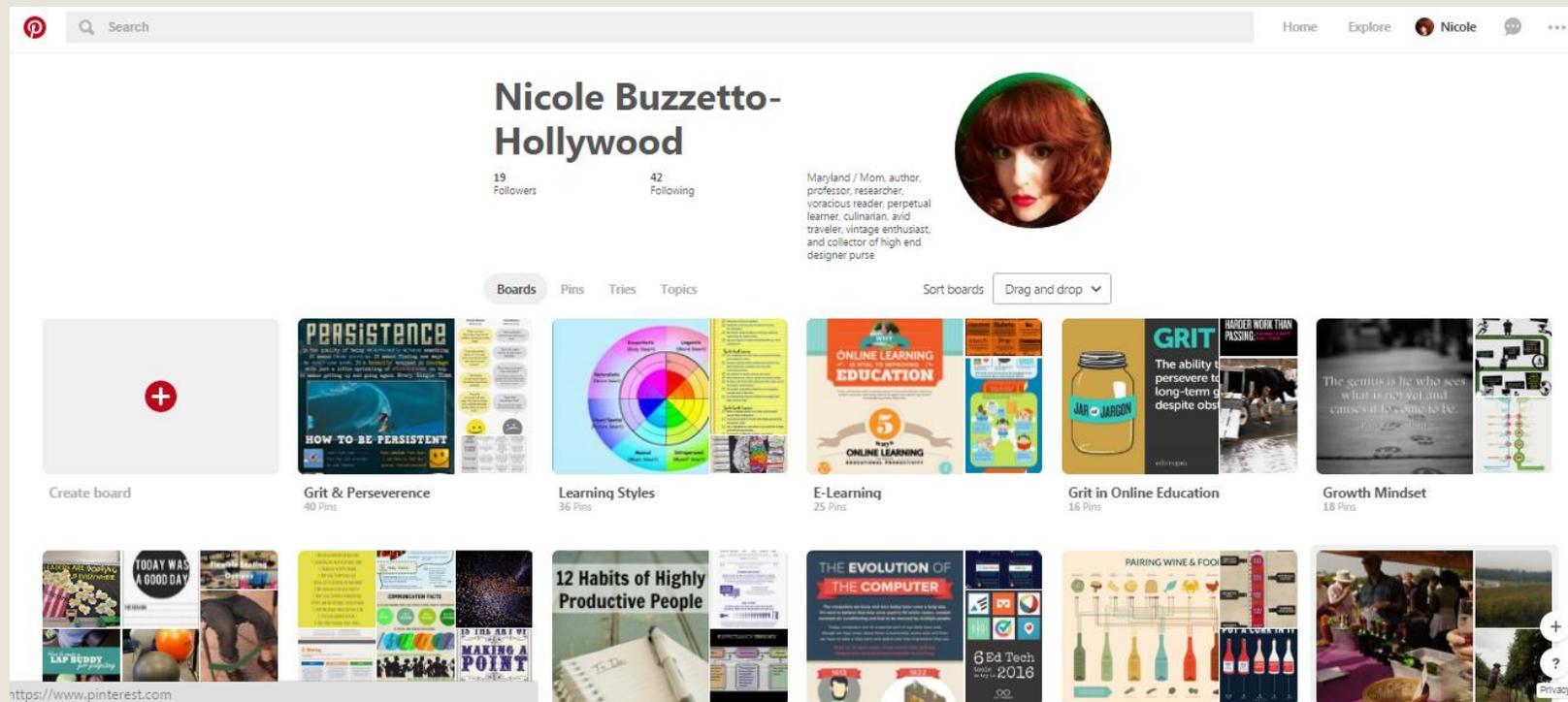
It functions as a tool used for collecting, curating, and sharing information.

- www.Pinterest.com



Virtual Pinboards

Pinterest users search and collect material that are featured in “virtual pinboards” where users pin images and links, often with commentary that are then kept private, or shared, and where followers can comment and/or repurpose their use.



Pinterest is a social bookmarking tool

- Social bookmarking is a way for people to store, organize, search, and manage “bookmarks” of web pages, images, and files.
- Users save links that they like or want to share, using a social bookmarking site to store these links.
- These bookmarks are usually public, and can be viewed by other members of the site where they are stored.
- Earlier examples include del.icio.us and digg.com.
- They are organized by users applying “tags” or keywords to content.
- Other users can view bookmarks that are associated with a chosen tag, and see information about the number of users who have bookmarked them. In many cases, users can also comment or vote on bookmarked items.

200 million+

people globally use
Pinterest every month¹



~40%

increase
over last year²



50%+

come from
outside the US³



70%
Women⁴

30%
Men⁴

60%

of Pinterest households
have children 5 or under⁵



1 out of 2 Millennials
use Pinterest every month⁶



50%+

increase in
men using
Pinterest⁷



66%

of women
25-54⁸



40%

have household
income of
\$100k+⁹



4 Ways Educators Use

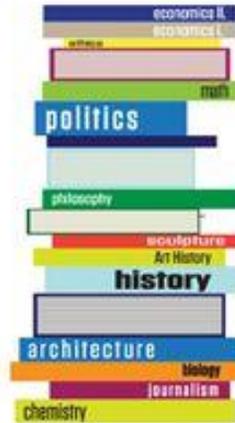


Curate Content:



Find and pin images, projects, videos, stories and more for future lesson plans

Organize Ideas:



Create topic-specific resource boards for other teachers and students

Collaborate:



Connect with other teachers and students from other classes and schools

Involve Students:



Use community boards for group projects

Sources: pearsonschools.com/blog | mindshift.kqed.org | onlinecollege.org | ledutopia.org | stephenslighthouse.com

Establishing Collaborative Communities

Grote-Garcia, and Vasinda, (2014) state that it is important to prepare pre-service teachers to integrate tools such as Pinterest, into their teaching and learning practices.

- They explain that social media tools are an excellent venue for teachers to connect and collaborate.
- More specifically, they note that Pinterest is one of the most popular resources for educators looking to brainstorm for pedagogical ideas and resources.
- They incorporated Pinterest use into two university-based teacher education programs where students were required to utilize Pinterest to collaborate on the gathering, assembly, and discussion of shared resource collections.

Pinterest With Students

Knouse and Abreu (2016) found the integration of Pinterest in classroom learning to be a motivating experience.

- They explored the implications with foreign language learners who were asked to prepare a collection of cultural artifacts and Websites in their target language which were assessed with compositions, test scores, in-class discussions, and a post-project survey.
- They also concluded that student satisfaction was the highest among prior Pinterest users, females, and those who indicated an interest in using Pinterest prior to the onset of the project.

Curating & Organizing Content

Jensen (2016) explains that as Web 2.0 reaches its second decade it has become even more creative and curatorial.

- He explains that sites like Twitter, Tumblr, Reddit, and Pinterest are built around discourse, commentary, sharing and resharing of content which he believed enhances the contemporary teaching and learning process.
- He used Pinterest as a discussion board, peer review module, and information repository with students in a blended classroom.

COLLEGES USING *Pinterest* as EDUCATIONAL MEDIA

Skidmore College



<http://pinterest.com/skidmorecollege/creative-thought-matters/>

Yale University



<http://pinterest.com/yaleuniversity/the-treasures-of-yale/>

University of Virginia



<http://pinterest.com/viewUVA/from-uva-faculty/>

Louisiana State University



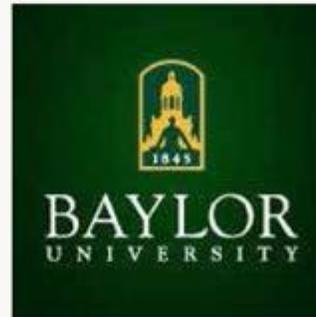
http://pinterest.com/steven_bickmore/

Texas State University



<http://pinterest.com/sxbxstate/>

Baylor University



<http://pinterest.com/baylorproud/baylor-academics/>

Point Park University



<http://pinterest.com/pointparksoc/>

Northwest Missouri State



<http://pinterest.com/doctorjody/>

Sources: pinterest.com | pbs.org | blogs.kqed.org

Ways Colleges are Using *Pinterest*

Celebrate Mascots:



Drake University has a board devoted to bulldogs, the school's mascot.

Highlight Uniqueness:



Schools like Yale and Bennington College have boards that focus on what makes them special.

Share Tips:



Some colleges' boards suggest fun things to do around campus or where students can find cheap eats.

Feature Alumni:



The University of Maryland highlights notable alumni and their accomplishments.

Sources: pinterest.com/drakeuniversity | pinterest.com/yaleuniversity | pinterest.com/atbennington | pinterest.com/multnomahu | pinterest.com/stocktoncollege | pinterest.com/umdwrestling

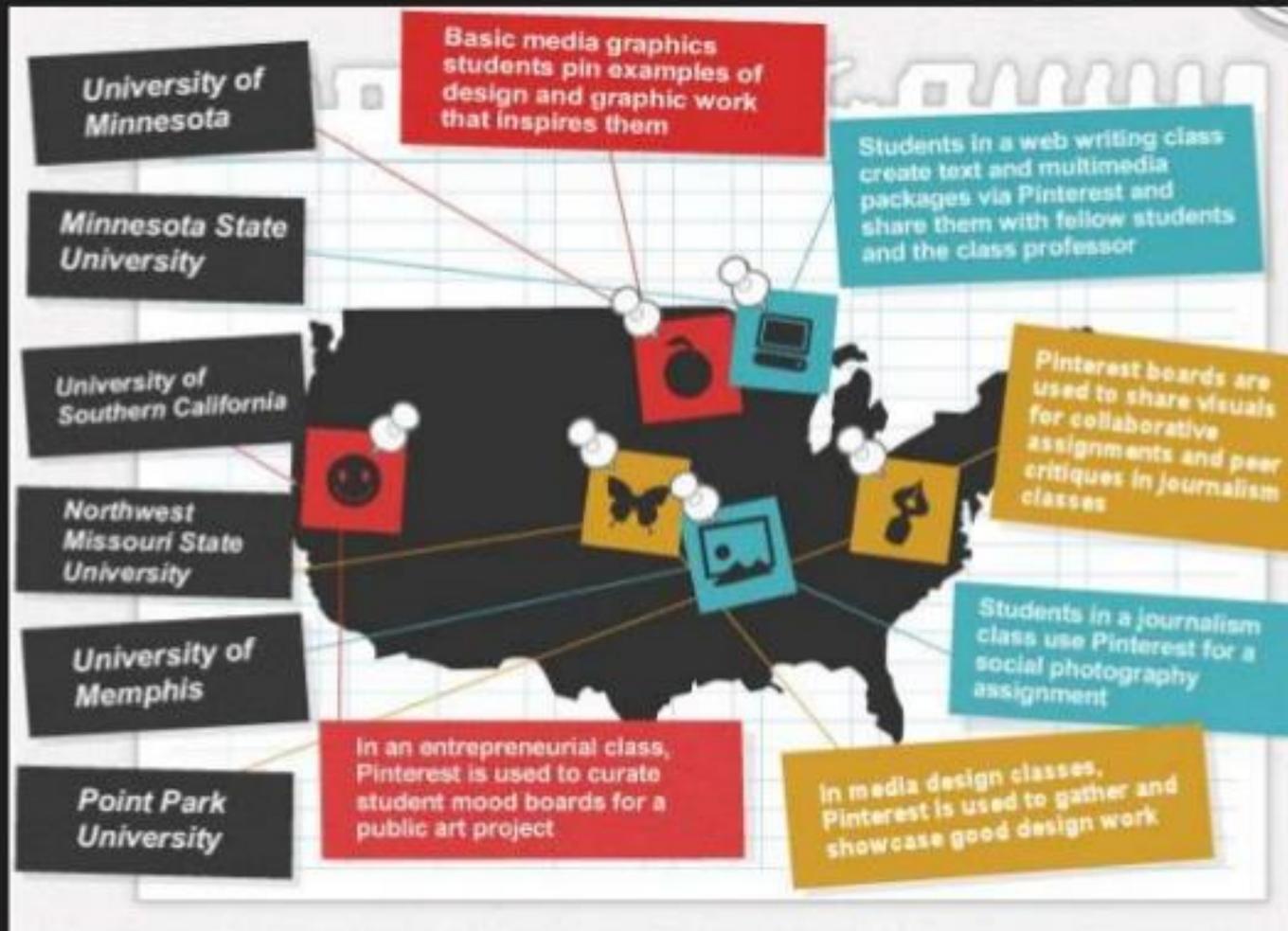


Figure 10: Infographic of College Pinterest Use ([WorldWideLearn](#), 2012)

Pinterest use in college classrooms ([WorldWideLearn](#), 2012)

Why should you use Pinterest?

- ✓ *It's free!*
- ✓ *You can show, rather than tell*
- ✓ *You can reach a wide audience*
- ✓ *Students and other educators can participate with commenting, repinning, liking*
- ✓ *You can search on specific terms*
- ✓ *You can connect with other educators and students*

But before you begin, take note:

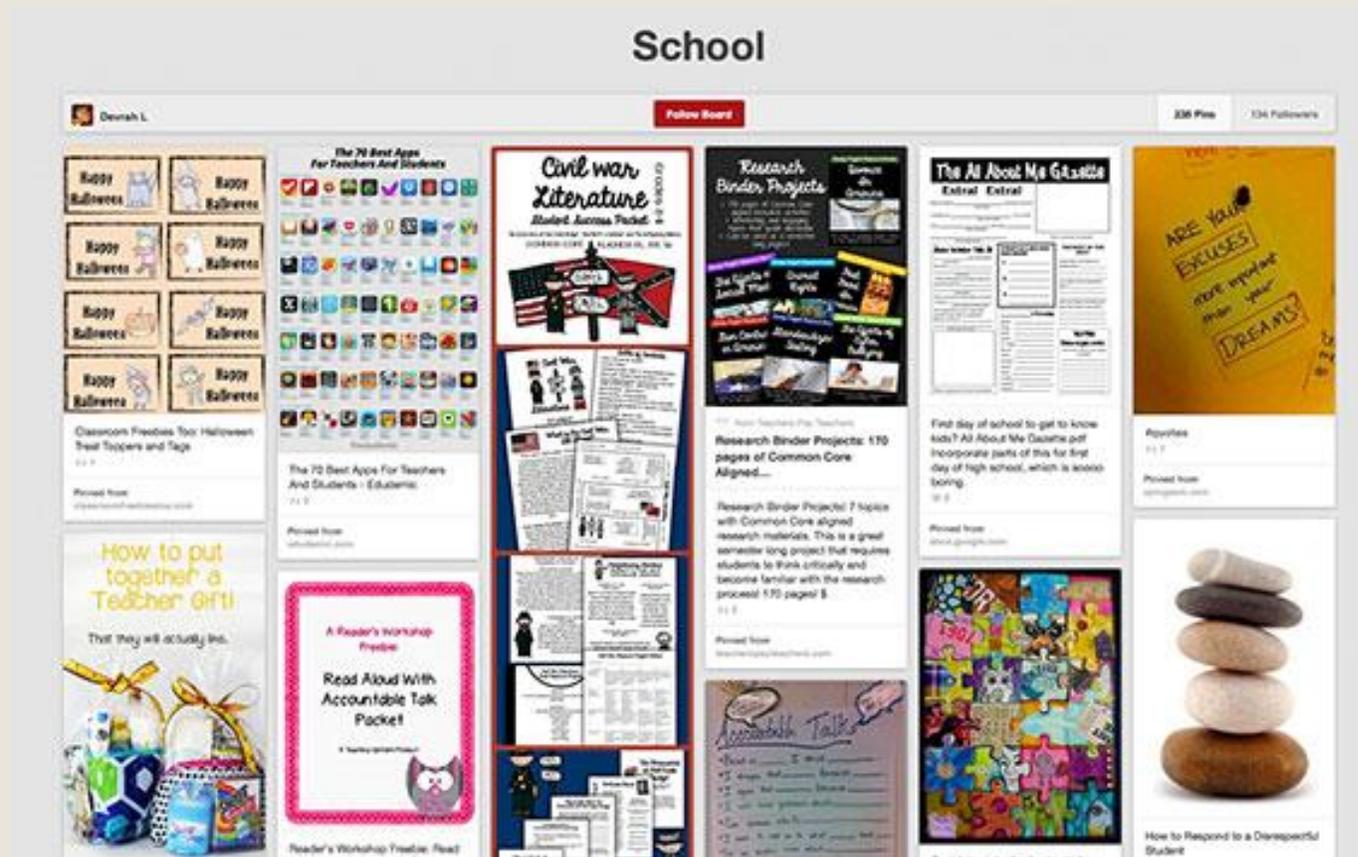
According to Pinterest Terms of Service, parental involvement is a must for students under 13

professors-peers-pinterest

The infographic is presented on a tablet screen with a hand pointing at it. The background includes a ruler, a paperclip, and a pencil.

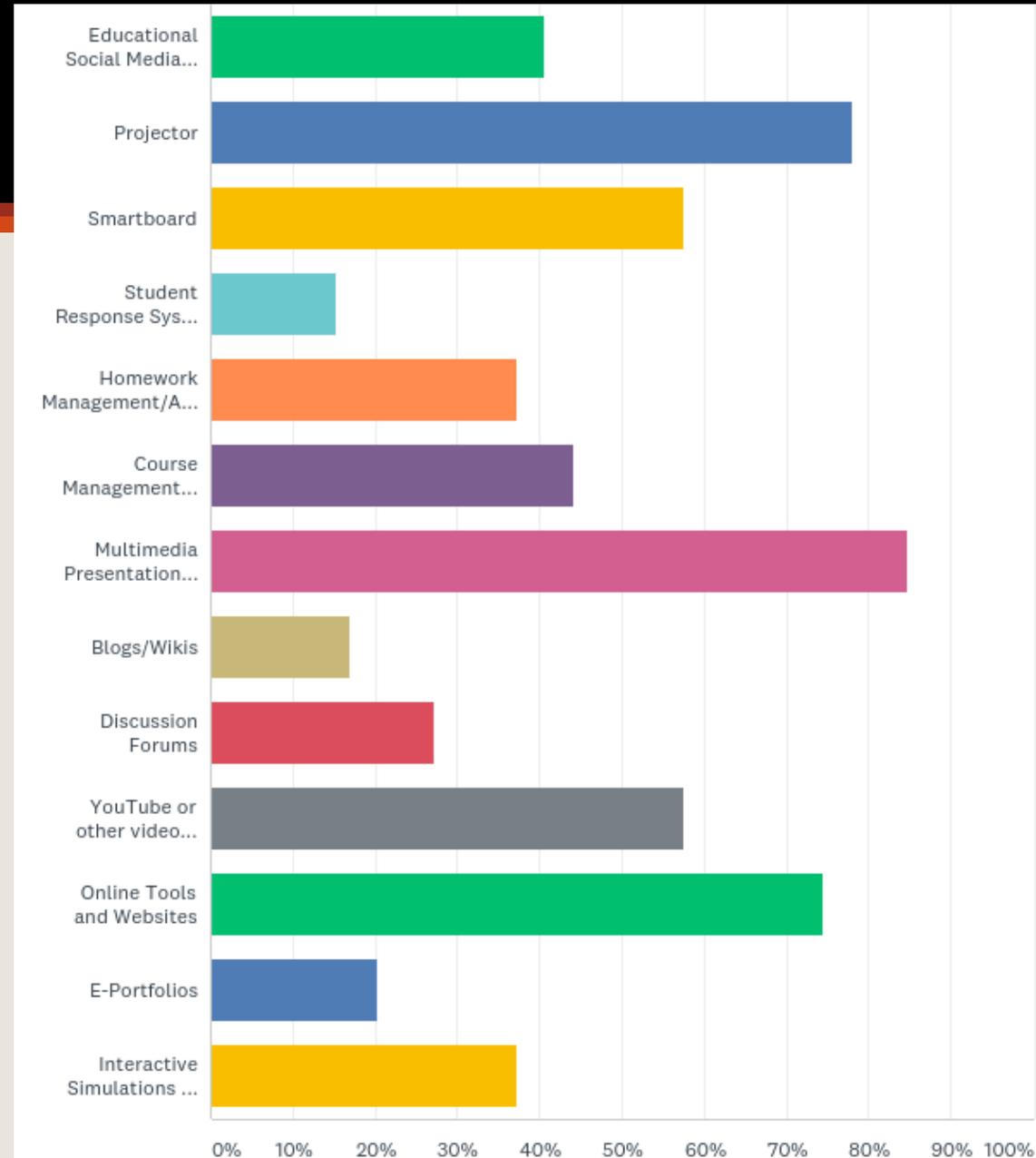
Ongoing Study Looking At Pinterest As A Teaching Tool

- A survey was administered to pre-service teachers and co-operating teachers in the Mid-Atlantic area.
- N=62



- Please identify all of the educational technologies that you use with students (select all that apply)

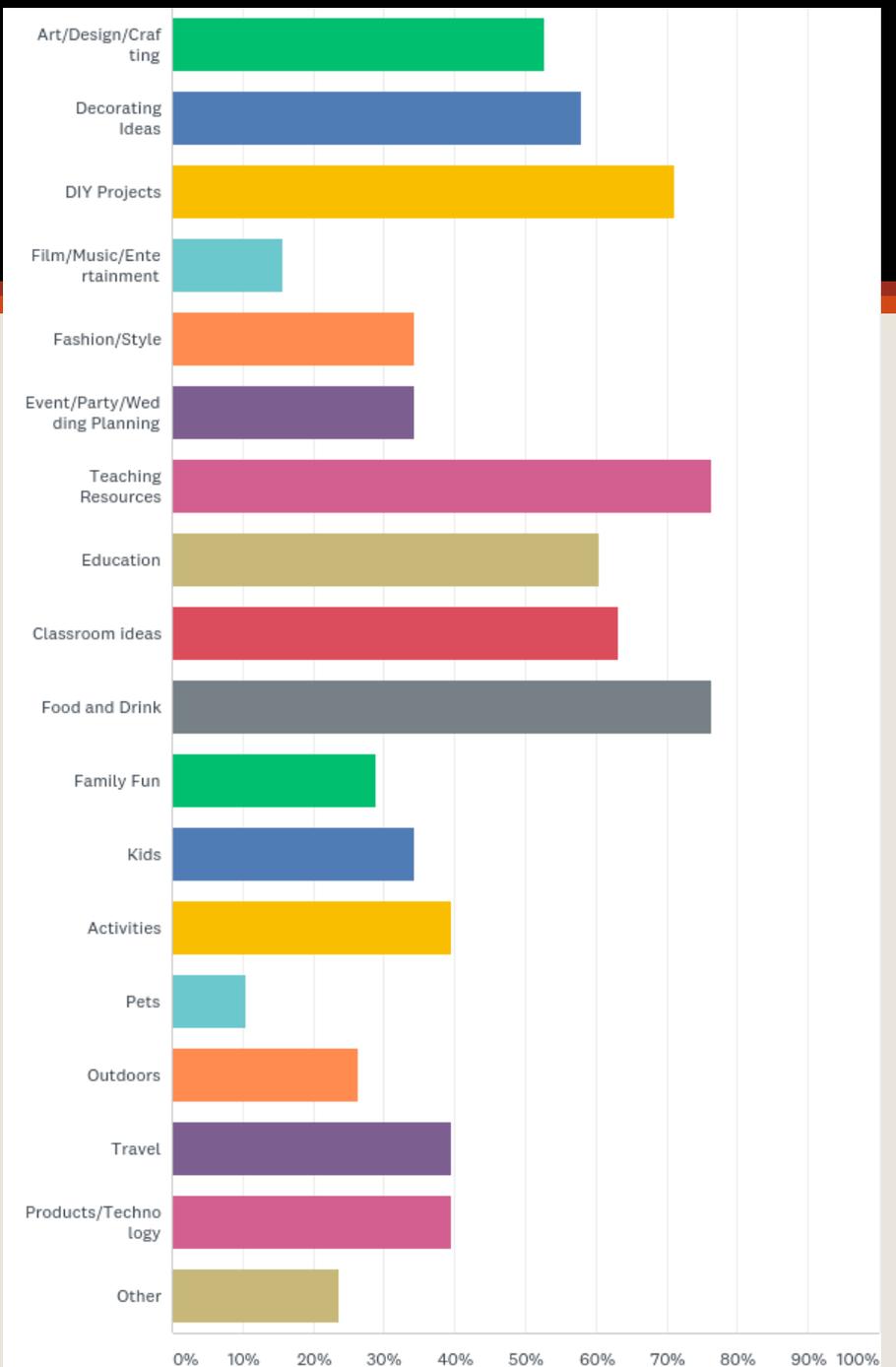
ANSWER CHOICES	RESPONSES	
Educational Social Media (Pinterest, Edmodo, Project Share, etc)	40.68%	24
Projector	77.97%	46
Smartboard	57.63%	34
Student Response System (Clickers)	15.25%	9
Homework Management/Assessment System	37.29%	22
Course Management System (Blackboard)	44.07%	26
Multimedia Presentations (PowerPoint)	84.75%	50
Blogs/Wikis	16.95%	10
Discussion Forums	27.12%	16
YouTube or other video sharing services	57.63%	34
Online Tools and Websites	74.58%	44
E-Portfolios	20.34%	12
Interactive Simulations or Games	37.29%	22
Total Respondents: 59		



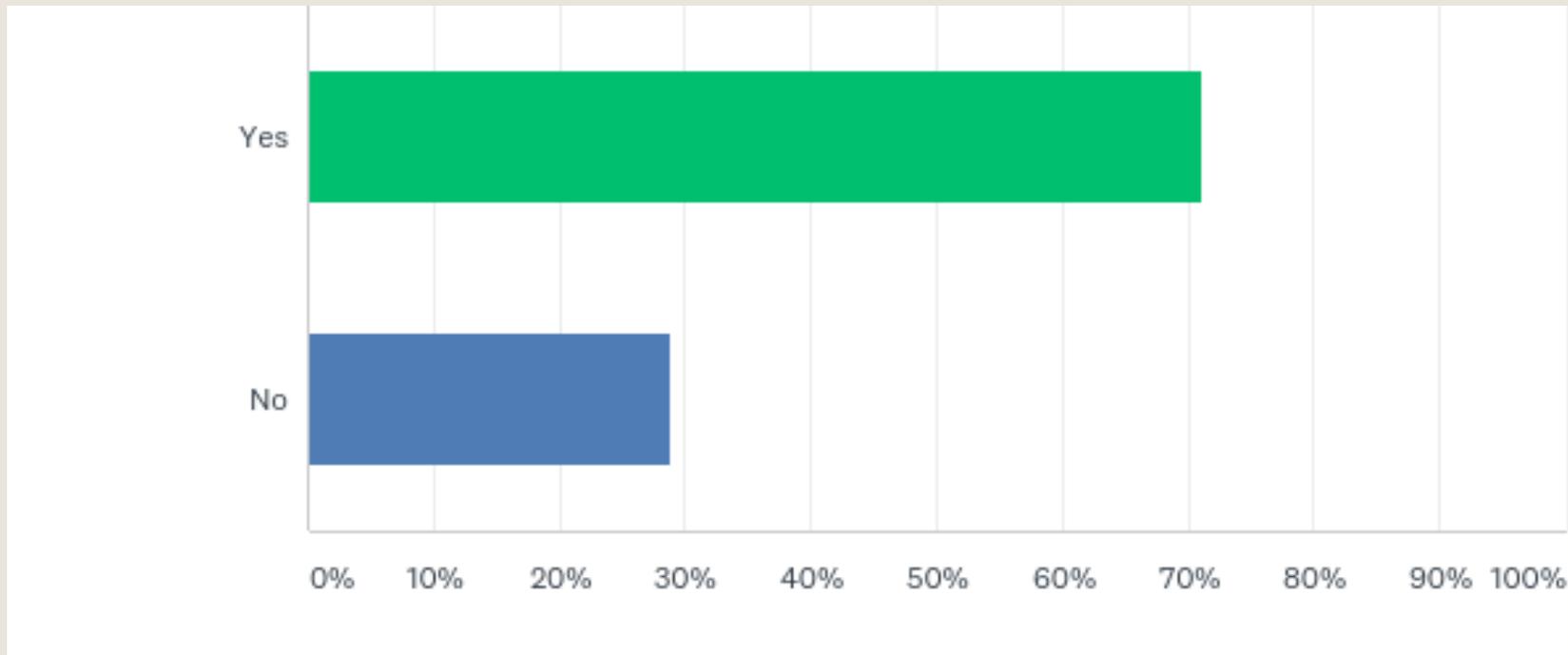
Use of Technology Tools in Teaching

- When asked what educational technology tools they use with students the most popular response was multimedia presentations such as PowerPoint, followed by online tools and Websites, projectors, YouTube, and smart boards.
- Less popular were learning management systems such as Blackboard and Course Sites, educational social media, and simulations.
- Very little use was reported for e-portfolios, clickers, blogs and wikis, and traditional discussion forums.

- 67% were existing Pinterest users
- The most popular uses were:
 - exploration and collection of teaching resources
 - followed by food and drinks,
 - classroom ideas,
 - DIY projects,
 - education,
 - decorating ideas, and
 - art/design/crafting.
- The least popular uses reported were film and entertainment, pets and pet care, outdoor activities, and fashion and style



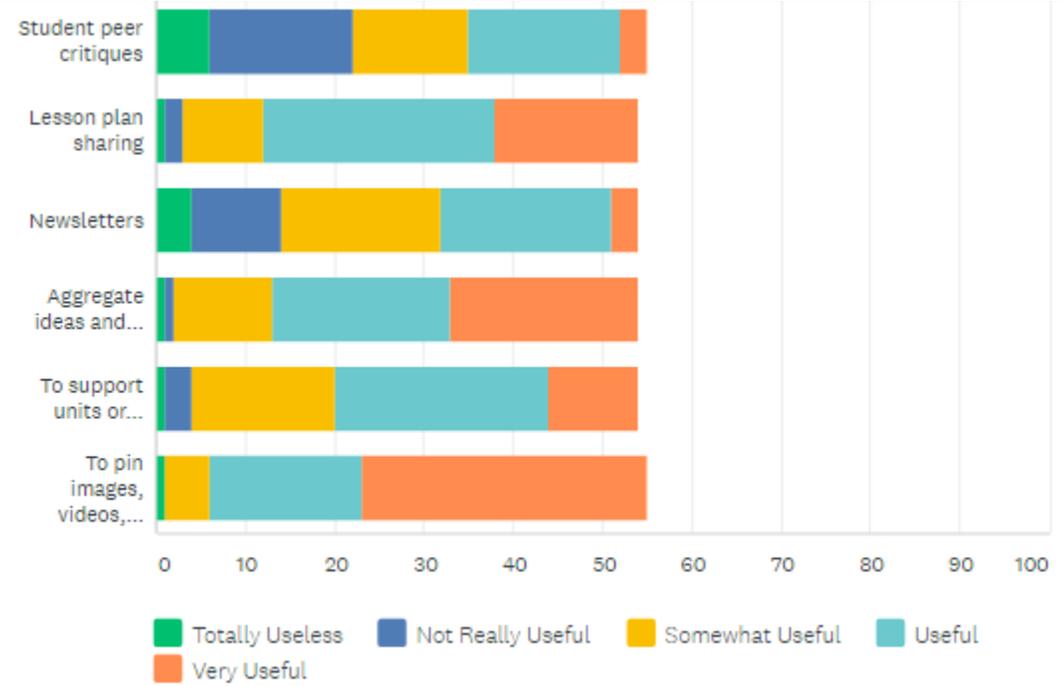
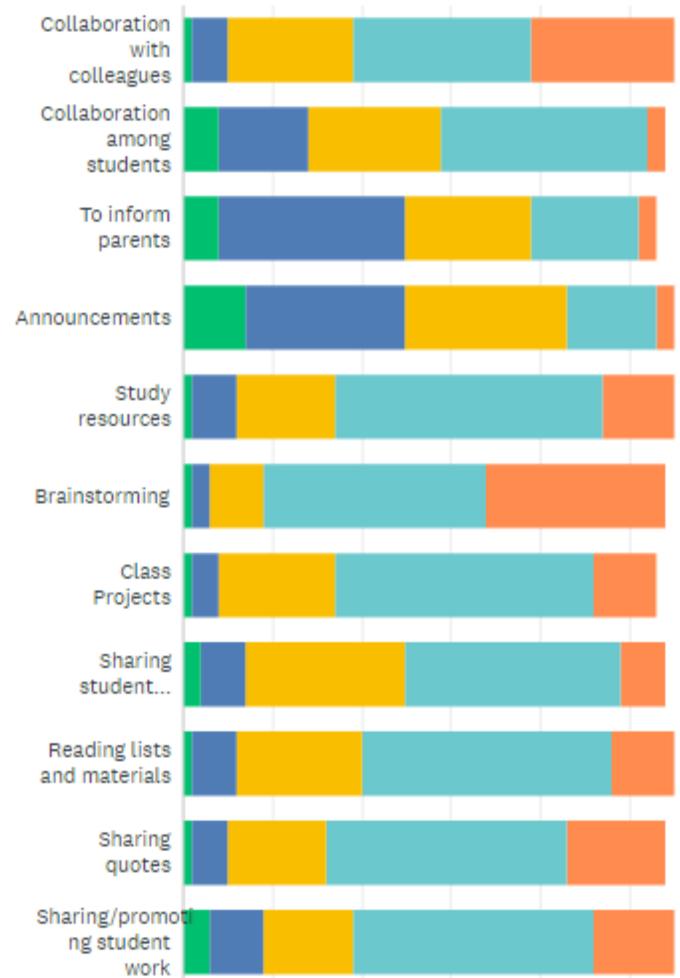
If you use Pinterest, do you use it to support your teaching?



-
- 2/3rds of Pinterest users use it to enhance their instruction with about 1/2 using it with students.
 - Most are interested in learning more about Pinterest
 - Most report that it has the potential to enhance both teaching and student learning.

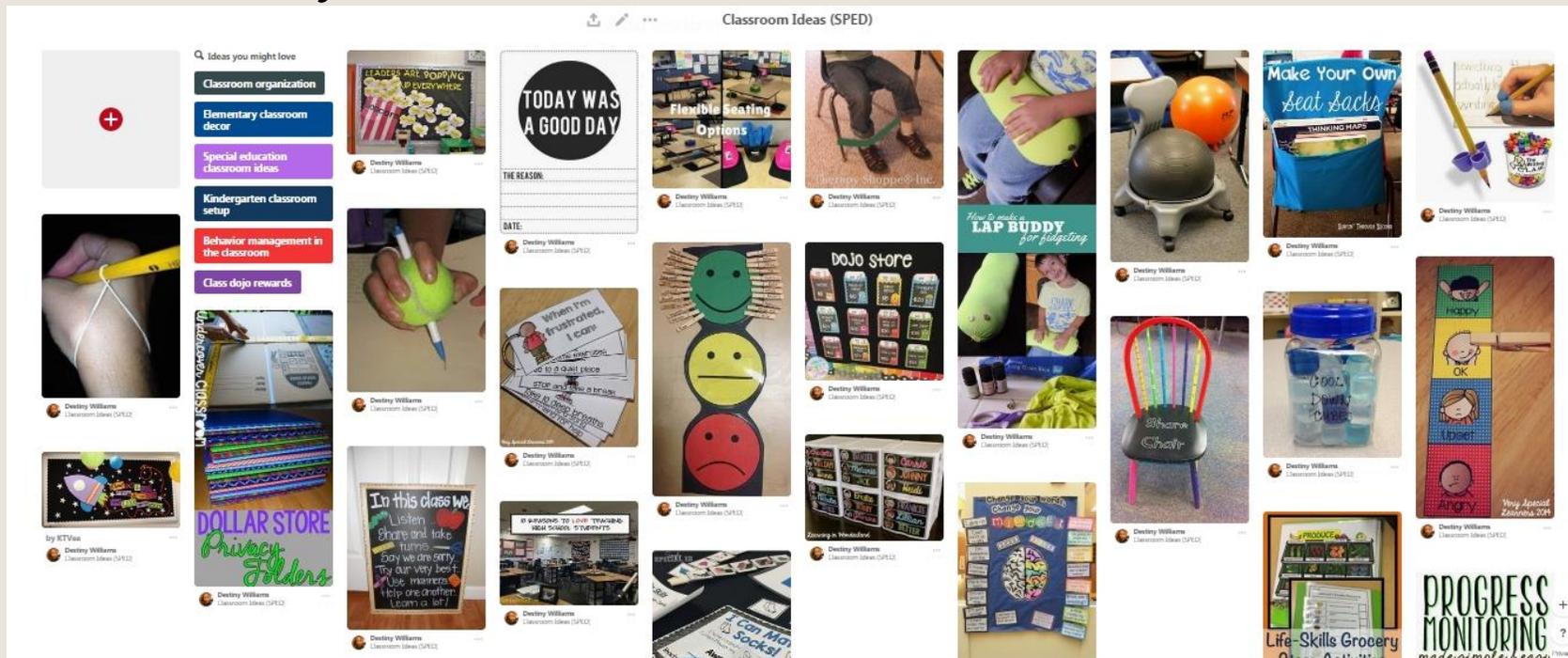
What is Pinterest Useful for:

- Collecting and curating information and resources as part of lesson planning,
- sharing lesson plans,
- brainstorming,
- aggregating ideas and resources for projects,
- sharing quotes, and
- study resources.
- It was also deemed useful for colleague collaboration, class projects, sharing student work, reading lists and materials, and to support units or subjects.
- It was not reported a useful for announcements or as a means to inform parents.



Part 2

- Students enrolled in a required educational technology course titled *Integrating Technology Into The Curriculum* were asked to create a Pinterest board that they think could specifically enhance their teaching and then reflect upon the usefulness of both the board and the system.



- Sixteen pre-service teaching students completed Pinterest boards that they personally felt would be useful to their future teaching and learning.
- A number of them specifically curated a collection designed to enhance their upcoming student teaching.
- While some compiled classroom resources, and/or teaching resources a few built collections purposed to enhance a specific lesson or project.
- All of the participating students reported that they found Pinterest a useful tool that they now plan to use to enhance their teaching and learning.



THANK YOU.