

Transforming Social Media Curriculum: Data Hub for Evidence-based Teaching

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Background

- ⌘ The School's curriculum was no longer ideally positioned to prepare students for careers in the digital media environment
- ⌘ Inconsistency was common across different sections of the same course and was coupled with a lack of coordination across courses
- ⌘ Urgency for this project was added with the School being in the midst of building and classroom renovations intended to enhance student-centered, hands-on learning

Overall Goals

- ⌘ Achieve student-centered learning and evidence-based teaching in social media and emerging technologies
- ⌘ Enable students to get involved in experiential activities throughout the curriculum by transforming four core strategic communication courses
- ⌘ Influence the learning and teaching culture throughout the School by encouraging more informal course transformations through goal-oriented curriculum discussions and collaboration among instructors

TRANSFORMATION PLAN

1. Transform Upper-level Courses

Figure 1. Skills/Goals

	Current Topics				Proposed Topics			
	J420	J460	J640	J615	J420	J460	J640	J615
Secondary research								
Social media audit/monitoring <small>INTRO</small>								
Social media audit/monitoring <small>ADVANCED</small>								
Social consumer insights <small>INTRO</small>								
Social consumer insights <small>ADVANCED</small>								
Native analytics platforms <small>INTRO</small>								
Native analytics platforms <small>ADVANCED</small>								
Third-party analytics platforms								
Website analytics <small>INTRO</small>								
Website analytics <small>ADVANCED</small>								
Social media strategy <small>INTRO</small>								
Social media strategy <small>ADVANCED</small>								
Content creation <small>INTRO</small>								
Content creation <small>ADVANCED</small>								
Content calendar								
Keyword research planning								
Social media visuals <small>INTRO</small>								
Social media visuals <small>ADVANCED</small>								
Social media budget/timeline <small>INTRO</small>								
Social media budget/timeline <small>ADVANCED</small>								
Search engine optimization <small>INTRO</small>								
Search engine optimization <small>ADVANCED</small>								
Virtual/augmented reality marketing								
Artificial intelligence								
Conversation marketing								

2. Build a Social Media Data Hub

- **J420 (Strategic Comm II)** : alternate posting content on Facebook, Twitter and Instagram pages associated with the hub as part of their social media content creation assignment
- **J460 (Research Methods)**: use the hub for social media analytics assignments examining engagement types and audience behaviors through native analytics platforms
- **J615 (Social Media)**: contribute advanced-level content to the hub such as augmented reality content
- **J640 (Capstone)**: utilize the hub to test messages and tactics before finalizing them for client presentations

3. Enhance Real-World Experience Through Service Learning

- **J420**: develop a mini social media plan for an organization working to improve lives of underserved populations
- **J460**: conduct research needed for the social media plan J420 students will create
- **J615**: actually manage social media accounts and implement social media campaigns for nonprofit organizations working with underserved populations
- **J640**: develop comprehensive campaigns for local organizations as project teams

4. Develop Coordinated Hands-on Exercises

Utilizing the social media hub, instructors work together to produce sequenced assignments for hands-on learning of social media auditing, metrics, etc.

5. Streamline Assessment of Student Learning for Evidence-Based Teaching

Assessment includes focus groups and online surveys, comparative study of social media usage, clear educational goals, student feedback on major assignments, practice opportunities for students through the social media hub, and iterative evaluation based on empirical data.

6. Create Online Modules for Project-Based Curriculum

Students learn key concepts and skills through online modules and use certain regular class times for smaller-group, hands-on lab exercises related to their projects

Summary of Key Activities

- Facilitating regular team meetings and lunch sessions with faculty for reflections, discussions and updates
- Visiting MIT, Boston University and Northeastern University in Nov. 2018
- Reviewing online certificate programs at KU and other universities to assist in the coordination of online and offline resources to enhance student learning experiences
- Refining the curriculum innovation roadmap and bringing in industry speakers to discuss digital and emerging media skills
- Working with two research assistants on various aspects of the project

Sustainability Plan

- Student-generated content resulting in refreshing learning materials with new groups of students joining the hub and class activities being updated to reflect recent changes
- The data hub to be centrally housed on the web portal of the Center for Digital Inclusion, which is located in the School and led by the project lead
- Make manuals for using the hub available on the web portal
- Make links to these resources and relevant documents available on Blackboard open to the School's faculty

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