Encouraging ownership and collaborative engagement with subject reading using visual bookmarking tool Pinterest

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Marion Curdy, Kim Donovan & Clare Millington
Plan for session (old/original)

- What is Pinterest & Why use it (5 mins)
- Fun facts with Kahoot (10 mins)
- A bit of Pinterest Lingo (2 mins)
- Introduce Cats vs Dogs & set up Pinterest accounts using your mobile device and complete the Cats vs Dogs challenge, present the boards to the other group (45 mins)
- Examples of how Pinterest has been used in Brighton Business School (10 mins)
- In groups design a learning activity that would use Pinterest as the collaborative platform (10 mins)
- Present ideas back to the other group (10 mins)
Why use Pinterest

- Builds community and facilitates participatory learning
- Allows groups to share resources and give peer to peer recommendations
- Allows you to be 'where the students are'
- Helps to promote resources
- Good tool for organisation
- Builds awareness of the different ‘types’ of resource
- Can enhance resource evaluation skills
- Interactive – not static
Before we pin time for some fun facts
Setting up in Pinterest

- If you don’t already have a Pinterest account we will now be setting one up
- If you do have an account get ready to participate
Setting up your account

- Go to https://uk.pinterest.com/
- Enter an email you would prefer to use and a password
- Click Continue
- You’ll then need to enter a preferred user name and continue through the screens.
Adding the Pinterest browser button

- Once you’ve completed the registration process the next step is to add the Pinterest browser button to the browsers you plan on using. This means you can simply add pins to your boards.

- To add the button go to https://help.pinterest.com/en/articles/add-pinterest-browser-button via the browser on your device of choice and follow the instructions.
Pinterest Lingo

1. **A Pin** - This is a post shared on Pinterest. Similar to a Tweet or a Facebook post, but image based. A Pin can be added from a website using the 'Pin It' button, or you can upload images from your computer. Each Pin added using the 'Pin It' button links back to the site it came from.

2. **A Board** - This a collection of Pins centred on a topic. For example you could have a 'cocktails' Board which is filled with pictures of your bar's cocktails, and perhaps articles on 'How To Make'.

3. **Follower** - This means an account on Pinterest has chosen to follow your Pins or particular Board.

4. **Following** - “Following All” means you’ll have all of a user’s Pins on all their Boards shown to you in real-time on Pinterest on your timeline/stream. You would follow an account if your interested in their Pins.

5. *You can follow individual Boards if you’re only interested in seeing a user’s Pins to specific Boards. *You can unfollow Boards and users at any time: they will not be notified.

6. **Repin** - This is the same concept as a Retweet on Twitter. A Repin is adding a Pin you found while browsing Pinterest to your own Board. When you Repin an image, the user who first pinned the image will also get credit. Repins maintain the source-link of the image no matter how many times it’s repinned.

7. **Like** - A like will show the user you approve of their Pin, but will not place it on your own Boards like a 'Repin' does.
How to Pin

When installed you’ll see a Pinterest icon on the bar of your browser. To use it find a site you like, click the icon when on that site, choose the board you want to add it to and click save. It’s that easy.
Cats vs Dogs

- The task for today – Cats vs Dogs
- Split into two teams. One team called Cats, the other called Dogs
- Nominate 1 member of the team to create a board with the name of your team (Cats or Dogs), they then need to share the board with you all so that you can add to the board.
- Your challenge is to gather pins that evidence why cats or dogs are best!
For collaboration

Pinterest is an appealing visual and social place to gather research ideas and create a social media equivalent of a glossary or an annotated bibliography (Richardson et al, 2013).
Digital curation promotes critical thinking as a ‘creative activity that employs qualitative human reasoning...creating value beyond the sum of each asset’ (Linder et al, 2014).
Pinterest Guidelines for students

When making a Pinterest board you should consider:

- your target audience are managers who want to know more about a particular aspect of digital commerce so they can decide if it might be relevant to their organisation
- you are demonstrating your ability to select interesting and useful sources that are of good quality
- your sources should come from a range of academic, professional and news sources
- try to present a balanced picture that looks at the limitations and risks as well as the benefits
- the number of pins will depend to a certain extent on your topic, but if you include too many the Pinterest board will be overwhelming, too few and it will be boring.
- carefully curate your board with interesting and useful text summaries that encourage the user to click through to the source material.
- if necessary you use the repin feature to reorder your pins
- to pin something without a picture, get a picture/screen grab, pin the picture, then edit the pin to add a weblink

An example from IT314: Digital Commerce
To bring a case study to life

Graphical and non-hierarchical, Pinterest reading lists encourage learners to evaluate and form their own judgements (Pearce & Learmonth, 2013) increasing access to reading choices particularly for visual learners (Hansen et al, 2012).
Pearce and Learmonth (2013) describe the practice of ‘clickolage’ as an empowering and worthwhile academic endeavour that can help learners ‘find their voice’

Students can ‘approach reading not as consumption of meaning, but as a co-production of it’ (Castro-Lewandowski, 2013).
Our Pinterest Board

https://uk.pinterest.com/cemillington/pinterest-for-critical-thinking-and-collaborative-/
Designing a learning activity

- In your groups discuss how you could use Pinterest to develop a learning activity
- Develop one of the ideas into the finished activity
- Present the idea back to the group
Sharing & Discussion
Further reading & References


