Using Technology to Support and Share Information about Community Work

Jonathan Green, FPG Child Development Institute

Jon Harding, National Consortium on Deaf-Blindness

Agenda

1 Overview / Communication Framework

2 Technologies and Tools

3 Examples of Tools in Use

4 Hands-on Demonstration & Discussion

Presenters

Jonathan Green
NPDCI and CONNECT
FPG Child Development Institute

Jon Harding
National Consortium on Deaf-Blindness

Hands on Technology
Demonstrations & Discussions

Blogging

Jonathan Green
FPG Child Development Institute

Google Web Sites

Jon Harding
NCDB

Web Video

Todd Fisk
TACC

iLinc
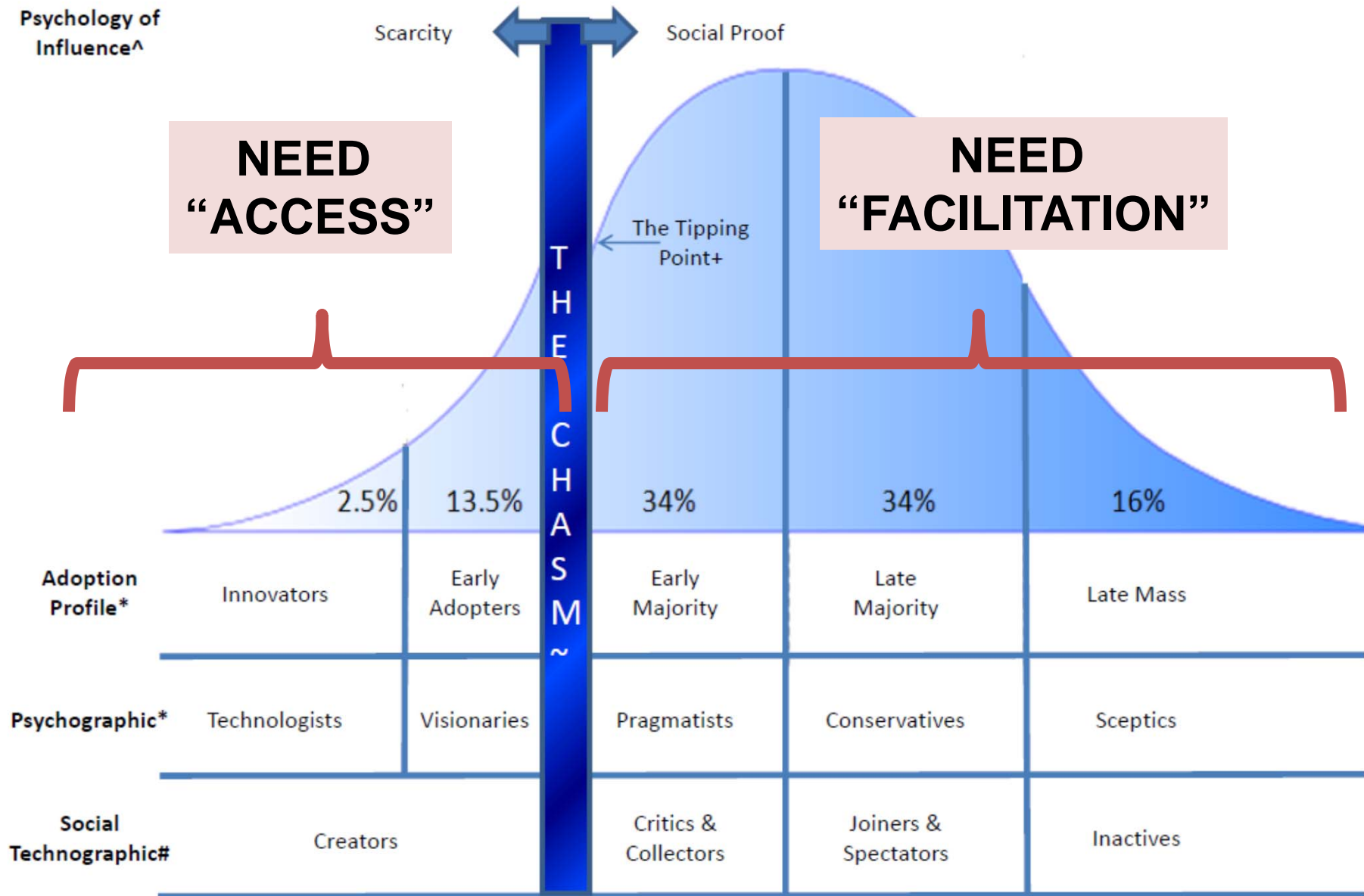
Nolan Simon
TACC

Special thanks to:
Larry Edelman, UCDenver

ACTIVTY
"Where do you stand?"

Adoption Life Cycle of Technologies

Psychology of Influence^

Scarcity

Social Proof

NEED "ACCESS"

NEED "FACILITATION"

The Tipping Point+

THE CHASM~

	2.5%	13.5%	34%	34%	16%
Adoption Profile*	Innovators	Early Adopters	Early Majority	Late Majority	Late Mass
Psychographic*	Technologists	Visionaries	Pragmatists	Conservatives	Sceptics
Social Technographic#	Creators		Critics & Collectors	Joiners & Spectators	Inactives

᠂ Robert Cialdini *Everett Rogers #Forresters ~Geoffrey Moore + Malcolm Gladwell

Communications Technology Strategy

Traditional Media	Social Media
monologue	dialogue
one to many	many to many
many content consumers	many content consumers & many content producers
distribution & gathering	networking

For more information see: Wikipedia, "Social Media"

Communication Technology	Strategy	
PUSH	PULL
LINK	EXCHANGE

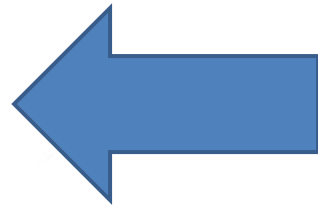| Communication Technology	Strategy	

PUSH
We talk to others

Technologies

- Bulk Email
- Electronic Newsletters
- One way Listservs
- RSS Feeds
- Product Databases/Clearinghouses
- Facebook (status updates)
- Podcasts
- Printed Materials
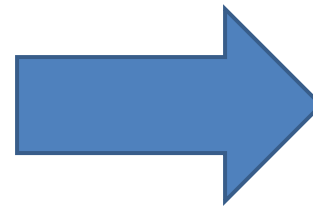
Communication Technology	Strategy	

PULL
We listen to others

Technologies

- Online Polls Surveys
- Online Workgroups
- Our Own Online Discussions

Communication Technology

Strategy

Technologies

- Social Networking Sites (Linked-In, Facebook, Ning)
- Micro Blogging (Twitter)
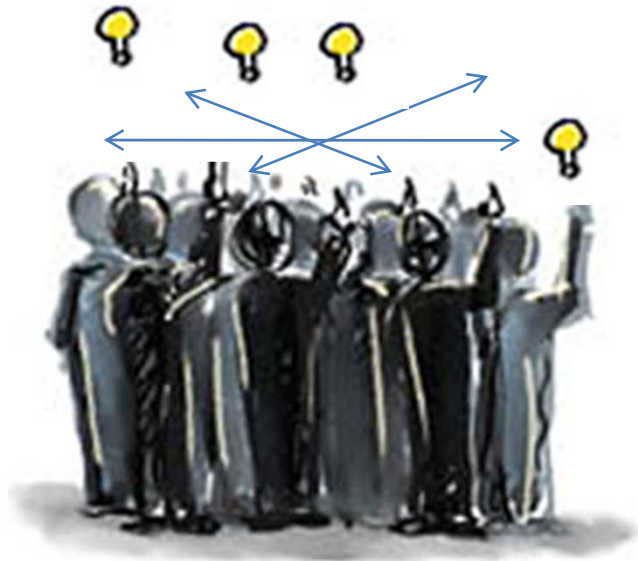- Online Chat
- Two-way listservs

LINK
We network with others

Communication Technology

Strategy

Technologies

- Blogging
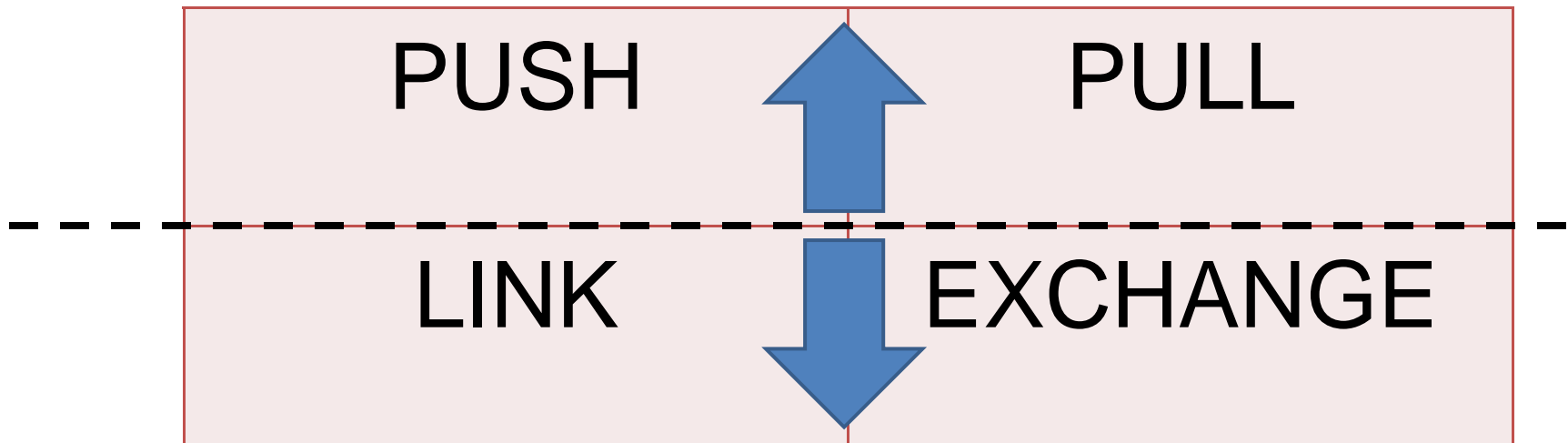- Online Communities
- Wikis
- Online Forums
- VoiceThread

EXCHANGE
We exchange with others

Communication Technology

Strategy

More Passive Communication
More Traditional Media

PUSH	PULL
LINK	EXCHANGE

More "Social Media"
More Interactive Communication

Traditional Media	Social Media
monologue	dialogue
one to many	many to many
many content consumers	many content consumers & many content producers
distribution & gathering **(push & pull)**	networking & sharing **(link and exchange)**

For more information see: Wikipedia, "Social Media"

Tools and Technologies

Examples

CASE: NPDCI

Desire to develop a definition and framework for professional development that is

relevant and useful for a broad audience
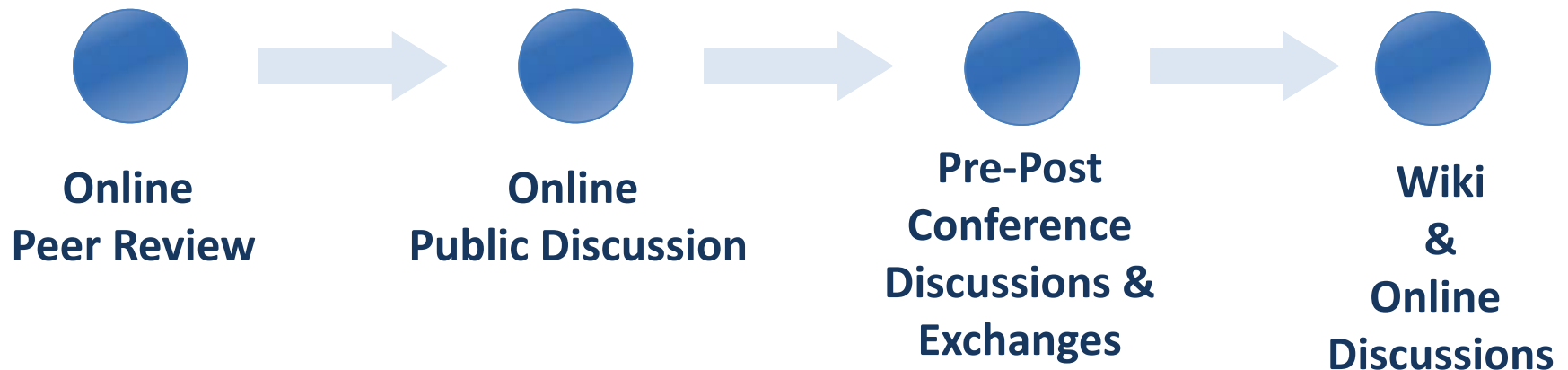
Push / Pull

- **Stage 1: Peer Review**
  Review of draft by the project's
  National Advisory Board
  Tool: *Private Discussion Board*

- **Stage 2: Public Discussion**
  Broad review by the general public
  Tool: *Public Discussion Board*

Link / Exchange

- **Stage 3: User-generated content**
  Inviting the public to help generate definitions (we hoped!)
  Tool: *Wiki*

- **Stage 4: Many Content Consumers and Producers** (branching out, or morphing)
  Hosting online discussions
  Tool: *Blogs*

- **Phase 5: Monitoring/Adapting**

PD Definition Blended Strategy and Lifecycle

NPDCI

TRADITIONAL MEDIA

Concept Paper → Peer-Reviewed Paper → Conference Presentations

SOCIAL MEDIA

Online Peer Review → Online Public Discussion → Pre-Post Conference Discussions & Exchanges → Wiki & Online Discussions

Tips and Takeaways

- Match your tool to your audience & need

- Facilitation is important

- Learn from data
(e.g., Google Analytics)

- Get guests and their memberships and organizations involved - it drives up traffic

Tips and Takeaways

- Habits are hard to break - repetition is critical

- Provide *access* to tools that don't require a login

- Encourage *participation* ahead of time

- Timing is critical
  (groups coalesce at points in time, around topics/activity)

- Provide *support* on user level
  (recognize users at various stages and have different perspectives; tips sheets)

- Praise all efforts

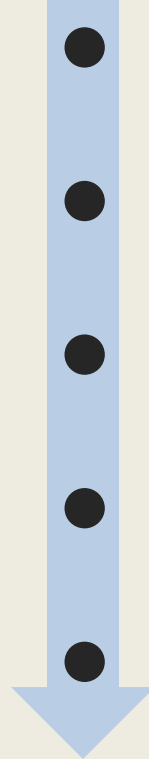- Have a long-term vision – it's developmental

DISCUSSION

Come Blog with Us!

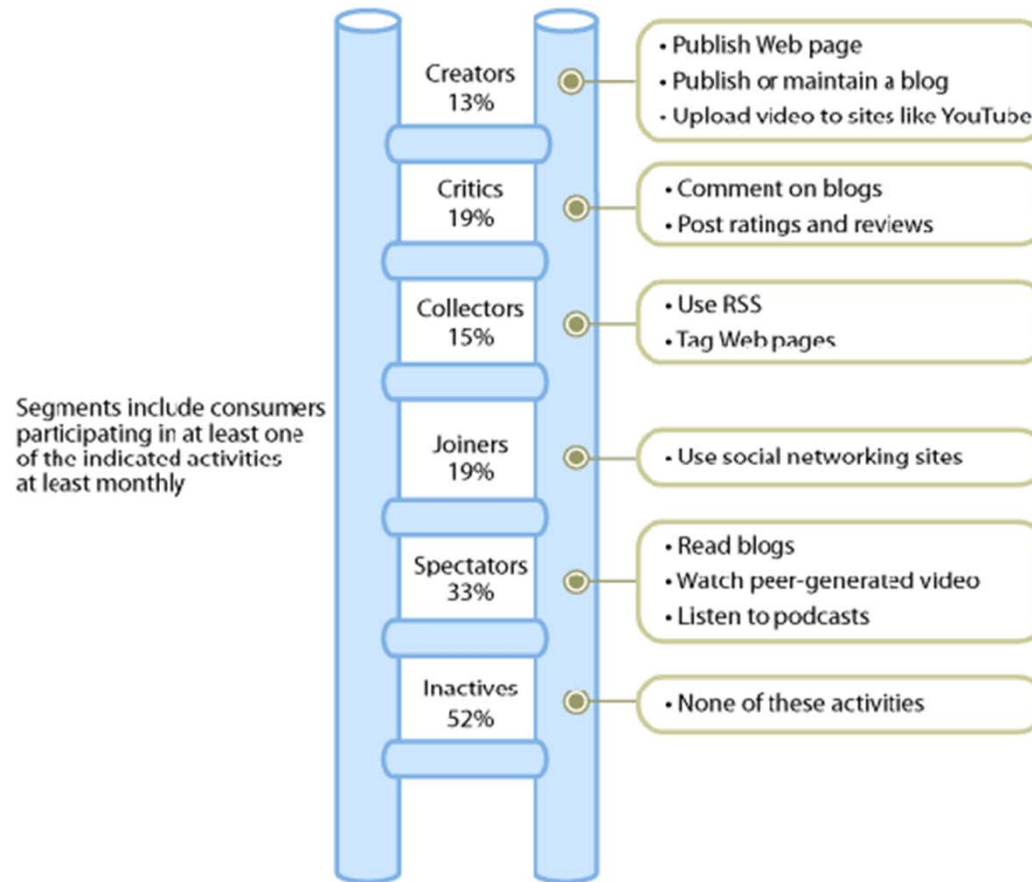# "Communities of Practice and Technology"

http://community.fpg.unc.edu/discussions/communities-of-practice-and-technology

http://tadnet.ning.com/group/communitiesofpractice/forum/topics/technology-1

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- Page views
- Readership
- Understanding
- Utilization
- Outcome(s)

Progression of Web Communication Goals

Creators
13%
- Publish Web page
- Publish or maintain a blog
- Upload video to sites like YouTube

Critics
19%
- Comment on blogs
- Post ratings and reviews

Collectors
15%
- Use RSS
- Tag Web pages

Segments include consumers participating in at least one of the indicated activities at least monthly

Joiners
19%
- Use social networking sites

Spectators
33%
- Read blogs
- Watch peer-generated video
- Listen to podcasts

Inactives
52%
- None of these activities

Base: US adult online consumers

Source: Forrester's NACTAS Q4 2006 Devices & Access Online Survey

42057

Source: Forrester Research, Inc.