# Development of training program improving Instructional method with social media

Hyun JOO
Hanyang University, Korea
hyunj@hanyang.ac.kr

Han-vit, LEE
Hanyang University, Korea
ihanvit@hanyang.ac.kr

**Abstract**: The purpose of this study was to develop training program for teacher because of the emergence of social media. For this purpose, necessity of change in instructional method utilizing social media was suggested. This program is presented through 'instructional system design of media education', more specifically it is formed with prior learning to improve understanding about the media itself , collaborative learning using digital storytelling through the media, evaluation. The key competencies such as digital media literacy, sharing and collaboration for collective intelligence, data processing for using media are reflected in this course. It is expected to be a practical training program by utilizing social media in the era of smart learning.

*Keywords: develop of training program, social media, media education*

## INTRODUCTION

The emergence of the N-Generation(Don Tapscott, 2009) learners in the social media environment. Learners share information, discuss, and complete together in a different way from previous. Teaching methods do not meet the Prosumer role of their knowledge requirement. Methods should be changed depending on the changes of the learner and the society. Using social media should be provided by considering learners.

## THEORETICAL FRAMEWORK

• Media ecological theory

Media ecological theory education should include content about the properties of the media itself is assumed in the major human environment from the media ecological theory. This is an attempt to evaluate the properties of media itself more importantly as the environment that surrounds the human capital, which is beyond the traditional concept of the media as the bowl that contains the message and passes. Therefore, by studying the properties of the media itself, active and correct communication about environment can be done.
Instructional system design of media education

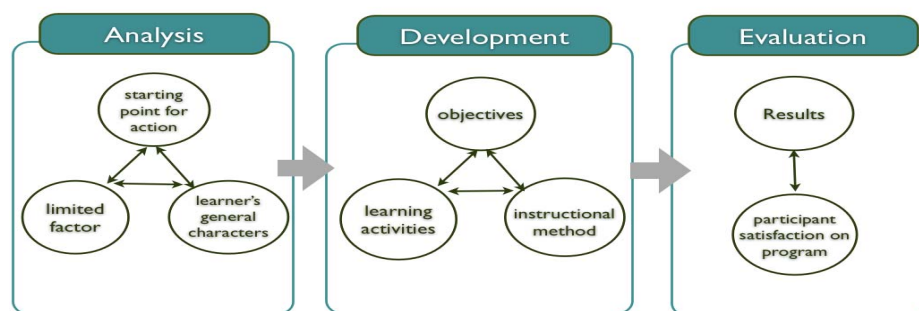• Instructional system design of media education

Figure 1.1

## DEVELOPMENT OF TRAINING PROGRAM

• Participants
This program is ideal for instructional designers, training managers, and other learning professionals who need to maximize the effect of their learning programs.

• This program will:
- explore the most-widely used social media tools. for example Twitter, Facebook, YouTube, and others
- exercise practical training with social media tools in the instructional design process

• The Purpose of this Program
First, improving of understanding 'about the media' and then seeking educational utilization and the way of production of social media. Finally, Making appropriate educational environment in era of smart learning through this program.

• Training Plan
Class 1: prerequisite course

| Purpose | Improving of understanding 'about the social media' |
|---|---|
| Instructional method | Lecture method |
| Evaluation | Creation of checklist |
| Expected effects | Participants have positive perspectives on educational utilization of social media |

Table 1.1

Class 2: practical course

| purpose | Learning to use how social media works in education |
|---|---|
| Instructional method | collaborative learning using Digital storytelling |
| Evolution | peer-evaluation , self-evaluation |
| Expected effects | participants can naturally take advantage of social media through digital storytelling activity |

Table 1.2

## Conclusion and Discussion

Teacher interested in social media, but they didn't know about method of educational application of social media before apply this program. This program can develop digital literacy for teacher because of creative product activity in making and modifying directly educational material process.

There could be several needs for this;

1. The training program should continue systematically, not temporary.
2. Change perception in society about educational application of social media.
3. Actively support in

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