‘Have you read the small print?’
Challenges and ethics of Technology Enhanced Learning in Higher Education

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The UK government has promoted the use of social media in education: *Changing the Learning Landscape*

A project led by two SHU staff - *High Noon* looked at the use of social media for induction of first year students at university.

The promotion of the use of Technology Enhanced Learning in Higher Education continues to grow.
Today we are in Court to resolve a dispute between two sides.

The petitioner Christopher Hall represents academics who are being asked to use social media in their teaching.

The respondent is Hilary Cunliffe-Charlesworth who represents the university position.
‘Christopher you have brought this petition because you consider that unreasonable pressure is being placed on staff to use social media in their teaching?’
Kate Winslet bans her children from using social media because 'it leaves girls' self esteem in tatters and leads to eating disorders'

- Actress says that any form of social media is banned in her home
- She worries about the pressure it puts on young women
- Says parents are losing control and need to be more hands-on

By MARTHA CLIFF FOR MAILONLINE

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For the majority of celebrities a mark of success can be measured by their number of followers and a little blue tick on a Twitter profile.

However, this isn’t so for actress Kate Winslet who shuns Instagram, Twitter or any other site that requires giving anyone a glimpse of her private life.

In fact, the 40-year-old actress told the Sunday Times that social media makes her ‘blood boil’ and has pulled the plug on it for her children too.

Scroll down for video
‘So to what extent do you use social media in your home life? Do you find it useful?’
‘Do I take from what you say you have considerable experience in using social media and have read a considerable literature around the topic?’
How the Billion-Member Social Network is Making Us Lonely

By Alistair Charlton
February 4, 2014 07:58 GMT

Mark Zuckerberg's character played by Jesse Eisenberg in 2010's The Social Network described Facebook as the online equivalent of college students' social lives.

"People wanna go on the internet and check out their friends, so why not build a website that offers that? Friends, pictures, profiles...I'm talking about taking the entire social experience of
'Hmm the commodification of students'
‘What are these environmental concerns?’
Environmental costs

What's in your mobile?
Recyclable materials in the typical cell phone...
(percentages indicate content of phone)

Plastics:
- In case and circuit board (≈40%)
- Glass & ceramics:
  - In LCD screen, chips (≈20%)
- Copper:
  - Circuit board, wires, connectors (≈10%)
- Nickel:
  - NiCd or NiMh batteries (≈2-10%)
- Aluminum:
  - Case, frame, batteries (≈5%)
- Silver, ferrous metal:
  - Coin, frame, charger, battery (≈12%)
- Minor and trace elements in circuit board:
  - Arsenic, Se, Sr, Bi, Ni, Cd, Br, Cu, Co, Ni, Mo, Te, Pb, Sn, Zn, Cd, Cu, Cr, Br, Sn, Zn, Cd, Cu, Cr, Br, Sn, Zn, Cd, Cu, Cr, Br, Sn, Zn, Cd, Cu, Cr, Br, Sn, Zn


What hazardous metals are in mobile phones?

- Cadmium
- Nickel (NiCd rechargable batteries)
- Lead (circuit soder)
- Mercury (lid, switches)**
- Manganese
- Lithium (batteries)
- Zinc
- Arsenic
- Antimony
- Beryllium
- Copper

In September 2010, a longstanding territorial dispute between Japan and China turned nasty. A Japanese coastguard vessel caught sight of a Chinese trawler off the coast of the uninhabited, Japanese-controlled Senkaku Islands in the East China Sea. The coastguard ordered the trawler to leave. But, within moments of the order, the two boats collided. A second collision followed 40 minutes later, leading the coastguard to seize and arrest the captain of the Chinese ship; in retrospect, not a wise move.

China's response was furious and immediate. The government moved to cut off
If we all use the same social media how is this educational?
‘Hilary you also and academic – what roles have you held at the university?
‘So what does LTA and Quality mean?’
'Why does the university recommend social media for teaching? I thought you had problems stopping your students using social media in class!'
‘How do you know that students (or staff) are aware of these social media policy?’
'So do you use social media?'}
'So you encourage students to use social media to get jobs....I have looked at your LinkedIn site and to be quite frank it is pathetic.'
‘So what advice do you give to students regarding the use of social media?’
Social Media Policy

1. Introduction

The growth in social media, particularly social networking sites, has created increased likelihood for media communications that have an impact upon the University.

Many organisations do not allow their employees to access social networking sites at work. The University is not obliged to offer such access, however trusts employees to use these sites appropriately within the parameters of this policy.

The term ‘social media’ is used to describe dynamic and socially-interactive, networked information and communication technologies, for example Web 2.0 sites, SMS text messaging and social networking sites.

The purpose of this policy and associated guidelines are as follows:

- to encourage good practice;
- to protect the University, its employees and students;
- to clarify where and how existing policies and guidelines apply to social media; and
- to promote effective and innovative use of social media as part of the University’s activities.

2. Definition of social media

For the purposes of this policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes online social forums such as Twitter, Facebook and LinkedIn. Social media also covers blogs, video and image sharing websites such as YouTube and Flickr.

Employees should be aware that there are many more examples of social media than can be listed here and this is a constantly changing area. Employees should follow these guidelines in relation to any social media that they use.

3. Use of social media at work

Employees are allowed to make reasonable and appropriate use of social media websites from the University’s computers or devices. The University understands that employees may wish to use their own computers or devices, such as laptops and palm-top and hand-held devices, to access social media websites while they are at work.

Employees may contribute to the University’s social media activities, for example by running an official Twitter account, as part of their role at the University. Such accounts will be clearly designated as belonging to and representing Sheffield Hallam University.

Employees must be aware at all times that, while contributing to the University’s social media activities, they are representing the University. Employees who use social media as part of their job must adhere to the following rules.

Employees should use the same safeguards as they would with any other form of communication about the University in the public sphere. These safeguards include:

- making sure that the communication has a purpose and a benefit for the University:
‘And have YOU read all the terms and conditions for Facebook?’
‘And I see you also produce information for students... and Using social media for learning asks about what you want to achieve and to be strategic..these area apply equally to staff and students?”
‘Now Christopher, you by bringing this case before us would indicate that you have evidence to support your claim’
‘Baroness Susan Greenfield- who is she?’
Greenfield’s thesis

Digital natives have grown up with no alternatives to social networks, digital lives and gaming

Identity sharding affects our behaviour - a recognised phenomenon
‘Hilary what evidence do you have against these claims?’
Effects Theory

Media Effects or hypodermic syringe- transmission theory

That the media (message and mode of transmission) directly impact on the audience. Discredited by Gauntlett (1998) and Cumberpatch (2003)
‘Cumberpatch - not the actor Cumberbatch. But what is this leading to?’
Against Greenfield

British Medical Journal 2015
Vaughan Bell, Dorothy VM Bishop and Andrew K Przybyski editorial

The debate over digital technology and young people
- where is the evidence?
‘And how do you respond to Christopher’s other concerns, for example the ethical and environmental arguments?
Research article
Lung cancer mortality in towns near paper, pulp and board industries in Spain: a point source pollution study
Susana Monge-Corella1,2, Javier García-Pérez3,2, Nuria Aragonés1,2, Marina Pollán2,2, Beatriz Pérez-Gómez3,2, and Gonzalo López-Abente1,2

Abstract
Background: This study sought to ascertain whether there might be excess lung cancer mortality among the population living in the vicinity of Spanish paper and board industries which export their emissions to the European Pollutant Emission Register (EPER).

Methods: This was an ecological study that modelled the Standardized Mortality Ratio (SMR) for lung cancer in 807 Spanish towns over the period 1994-2005. Population exposure to industrial pollution was estimated on the basis of distance from town of residence to pollution source. An exploratory, non-linear analysis was conducted, using recent Poisson regression models and an analysis of the effect of municipal proximity within a 50-kilometer radius of each of the 10 installations.

Results: Results varied for the different facilities. In one instance there was an increasing mortality gradient with proximity to the installation, though this was exclusively observed among men.

Conclusions: The study of cancer mortality in areas surrounding pollution sites is a useful tool for environmental surveillance, and serves to highlight areas of interest susceptible to being investigated by ad hoc studies. Despite present limitations, recognition is therefore due to the advance representation by publication of the EPER and the study of pollutant foci.

Background
Lung cancer is the leading cause of cancer-related death among men in Spain, accounting for 21.5% of all cancer deaths in 2001. 27.4% of all male cancer-related deaths. In this same year there were 2,859 deaths among women, accounting for 7% of total female deaths and ranking lung cancer as the third leading cause of cancer-related death after breast and cervical cancer [1]. The male/female ratio is 7:1. Owing to its frequency and impact, this tumour is regarded as a serious public health problem. Although the male lung cancer mortality trend has declined in recent years, in women the trend has been rising, particularly from 1990 onwards, and is currently increasing by 2.4% per annum [2].

Despite diagnostic and therapeutic advances, the disease continues to be highly lethal, with only 12.2% of patients surviving 5 years after diagnosis [3].

Paper Mill Air Pollution Standards 25 Years Out of Date, Environmental Groups Sue EPA

RACHAEL MARCUS

Pulp mills emit hazardous pollutants that have been linked to heart and lung disease.
Modernising higher education
Changing the Learning Landscape

Questions that educators may ask themselves

Educators may find it useful to ask themselves certain questions in order to generate ideas and reflect on their practice. They may also find it useful to think about some of the questions that students may want to ask. Some examples of questions educators may ask include the following.

Debating sustainability/sustainable development

- How does education for sustainable development relate to my subject area or discipline?
- To what extent am I already covering sustainable development issues referred to in this guidance? How can I make these issues more explicit?
- What types of sustainable development case studies exist within, and are applicable to, my discipline?
- Where knowledge is contested, or values are involved, what position will I take in a presentation or discussion? Should I state my views at the outset?
- How will I handle the provisional and ever-changing nature of knowledge about sustainable development?

Engaging students

- How can I help students develop interdisciplinary thinking and encourage them to take a holistic approach?
- If many of my students perceive sustainable development as solely or primarily an environmental issue, how can I ensure they understand the balance between society, economy and environment?
- The words ‘sustainability’ and ‘sustainable development’ do not resonate with the vocabulary commonly used in my discipline. What alternative words and concepts could I use to engage my students?
- What vocabulary might need to be shared in order for us to engage in multidisciplinary discussion?
- How can I make best use of students’ prior learning about sustainable development to enhance the curriculum?
- How can I encourage students to understand a range of cultural perspectives on problems relating to sustainable development?
- How can I involve students in the development of the education process?

Engaging colleagues

- How can I engage my colleagues and teaching team in this?

The learning environment

- How can I provide learning opportunities that have authenticity, enabling students to relate their knowledge and skills to real-life problems, both locally and globally?
- How do I create a learning environment in which the personal views of individual students about sustainable development can be safely shared and evaluated?
- To what extent is cultural diversity reflected in the student body? How can I adapt for similarities and differences?
- Are there ways in which it would be appropriate for me and/or my students to explore and evaluate sustainability practices within our own institution?
How to use social media for job hunting

By Prospects
Wednesday 20 May 2015 - Careers and Jobs

Social networks are a useful tool when it comes to the graduate job search. Discover how to use social media accounts to your advantage when looking for new opportunities.

Managing how you’re viewed online should be a top priority when it comes to kick-starting your career, after all a well-timed tweet, or a speculative application via LinkedIn, could land you a job.

‘Job hunting has evolved, the old method of speaking to a careers adviser is no longer the only option,’ says Hileah Nathra, recruitment manager at Topps Tiles. ‘You really need to sell yourself on social media, especially as employers are more online savvy than ever before.’

While posting selfies and random ramblings are great fun between friends, don’t let them come between you and the job you want.
‘Christopher - can you provide final comments please?’
The Cost

You pay to access social media
Americans are discovering that despite their ideology of opportunity for all, our society is becoming more and more unequal. "We are the 99," the Occupy Wall Street movement's slogan, is based on this realization. In a recent talk on inequality, Alan Krueger, chairman of the White House Council of Economic Advisors, observed that while the median income in the United States has declined since 1999, the income of the top 1% has increased by 13.5 percentage points since 1979. Further, a recent report by a team of international scholars shows Americans enjoy less economic and occupational mobility than Canadians and most Western Europeans. According to a Pew Charitable Trusts poll, the public at large is more likely today than two years ago to believe that there are conflicts between the rich and poor in America.

There are many systemic reasons for this growing inequality, but one factor may have been overlooked. Social networking, which claims to make connections and bring people together, paradoxically exacerbates social divisions and inequalities. Social networks are inherently unfair and exclusionary. They operate on the principle of homophily—a Greek derived word that means "love of same," or, more colloquially, "birds of a feather flock together." Three things characterize friendship networks: the same kinds of people come together, they influence one another to think alike, and, once they are in the same place, that very location influences them to become more alike. If people have lower prestige, socio-economic status, or are the targets of discrimination, then their networks will be...
Internet cables, satellites, power connections - all vulnerable
When JANET is poorly....
'Christopher thank your for your final evidence
Hilary thank you for your contribution'
‘Audience I ask you to consider what you have heard, and to take this evidence forward with your own thoughts and discussions’
If as we predict, more criticism of social networking continues, will governments start to regulate it?

How does social media contribute to the construction of reality?

What is the purpose of education today?

Who owns social media?