Dogs, Military, Food, Nightlife: Deepening the COIL Connection with Empowered Student Use of Social Media

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SUNY Empire State College’s Online Lebanon Residency Program (LRP)
Lebanon Residency Program: Social Media Marketing Course

15-week blended course
Mostly online -- Facebook group & Moodle
Face-to-face meeting mid-term
SUNY Ulster traditional advertising class

Project Goal:
Create awareness of global marketing and online promotion of global societal issues
Collaborative Project

What they did:
- Teams: 4 Lebanese & 4 US
- Goal: Promote social awareness of designated humanitarian issue
- Time: 8 weeks long

How they did it:
- Closed Facebook group
- Team Skype meetings
- Synchronous Zoom meeting- midway
It is Better the Second Time Around!

- Second COIL collaboration together (for instructors! NOT students)
- Implemented changes that improved project outcomes
  - Designation of team leader
  - Skype meetings between teams at start of project
  - Using photos instead of videos
- Changes that were not implemented:
  - Chatting apps vs. texting
Mimic actual use of social media

Allowing students to use social media tools in a way that reflects actual student use of social media can help foster stronger student to student connections.

CHANGE in APPROACH to INTRODUCTORY assignment

● Photos were used instead of awkward videos last year
  ○ students feel more comfortable with photos
  ○ better interaction: photos easier to view than videos
● Photos helped them learn more about culture
  ○ can photograph anything & upload instantly
● Chatting and sharing random information helped students see similarities of interests of young people
Getting to Know Each Other

Student photos - 100s
Communicate more deeply

Students communicated more deeply sooner to move beyond typical cultural stereotypes and language barriers to communicate as peers.

BIGGER PICTURE of CONNECTING ONLINE COLLABORATIONS

- Knowing the humans first, project second
- Sharing intimately, private Facebook space with small talk, jokes and human elements in addition to the work
- Sharing so frequently, honest and real,

Examples: Leb: working with refugee camps, hunting, time with friends
NY: posted about service in Iraq, hunting, drinking

Posting reflection:
- People become their posting versus actual people that one cares about
Mazen Abu Shahla
October 17, 2014 · Baassir, Lebanon

Jagger practicing for his new circus job 😊

Dogs
Military

Nasser Kabbara
October 26, 2014 · Al Mina, Lebanon

Please pray for my beloved city TRIPOLI...

Like · Comment

Mindy Kole and 10 others like this.

View 2 more comments

translated please
Night Life
Time with friends
Bluberry Cheese cake made by me :)!
Priscilla Samaha
November 23, 2014 · Ar Rabiyyah, Lebanon
Beautiful Cedars surrounded with Snow... First snow for this year 🌾

Like · Comment

8 people like this.

Suny Lrp Wow. How did Lebanon get snow before Greece? 😐
November 24, 2014 at 2:09am · Like

Priscilla Samaha It’s been raining here for almost a week and still will until Thursday. A storm called “Micha” had brought this snow 😊
November 24, 2014 at 2:18am · Like · 1
Lessons learned: New perspective of their own culture

Talking frankly between their groups and beyond the project, the students were changed by the experience, gaining a new perspective of their own culture.

- Comparing/contrasting how their own society views certain social issues with each other
  - Lebanon: progressive, modern, fun country or not?
  - Marriage rights: Lebanon vs. USA
  - Women’s rights: Lebanon vs. USA

- Comparing/contrasting media images of two societies vs. course social media images

RENEE Hernandez & Sierra Stitt - SUNY Ulster
Strategies for improving project success

Creating student teams/groups

- made the teams before the course started, the students knew the teams they were in before the intro
- veteran students pick their topics most comfortable with
- assigned students in groups thinking of their majors, interests
- Choosing group leaders
Free time
Dip a toe into the waters of international collaboration ... with Empire State College international students

If you want to test the waters of international collaboration, you can do it with a two week discussion between your students and ours. We can use Moodle, or Facebook, or Google+, or Zoom or any online space where our students can learn more about one another, and from one another.

For details, please contact: Karolyn.Andrews@esc.edu
KEY: Tools for students to be autonomous
- LMS posting
- Video sharing
- Facebook sharing
- Blog commenting

Opportunities to add images, words, see translation..
Thank you! Questions?

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