



### **Partner search**

VIVES University College, located on several campuses in Flanders (Belgium), is looking for partners for the ERASMUS+ call 'Strategic Partnerships for higher education' in the field of integration of social media in online learning materials.

### **Project description**

Online social media are web-mediated technologies that facilitate social interaction, they make collaboration possible and enable discussion across users. Despite the high popularity of personal use of online social media, a minority of students and teachers use them for educational purposes. When social media are used, they often are standalone applications owned by private corporations, not fully integrated within online course materials.

The general objective of this project is to develop, test and implement techniques for making personalized, learner-centered and dynamic online learning materials allowing interaction and knowledge sharing through online social media (student-student and student-teacher). The focus lies on:

- developing systematic, organized online course materials where social media will not be offered as an addendum or standalone application but will be fully incorporated (static content like course readings are mixed with dynamic communication like instant messaging)
- the user-friendliness of course (it must be intuitive, requiring little or no training for students and teachers)

The online learning material must allow students to add additional references and resources to traditional elements in the course (such as readings, video and audio files). These references and resources can include links to web resources, responses of students or teachers to questions posted through the social media, lecture notes, ... In this way, students can create personalized learning materials. Typical features of social media, like tagging and sharing with other classmates, will be included and explored.

In a first stage, the project aims to gather and exchange knowledge, experience and good practices concerning the use of social media in learning.

In a second stage, it will explore and develop possible techniques for the integration of social media in learning materials in order to make these materials truly interactive and personalized. These techniques must take sound pedagogical practices into account.

In the third stage these techniques will be implemented in several online courses and tested in the partner countries. Guidelines are developed to encourage teachers to become familiar with this type of courses and to explore how it can be used to enhance learning and teaching.

Finally, the insights of this project will be made available on a European website.

### **Partner profile**

VIVES UC is looking for higher education institutions who:

- want to exchange ideas and expertise about social media in online learning environments in a European network
- want to help explore and develop techniques for the integration of social media in online learning materials

- are able to implement and test these developed techniques in several online learning materials

**Contact**

Higher education institutions are invited to send their expression of interest no later than 9<sup>th</sup> of februari to Ms. Isabelle Joos:

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VIVES UC will contact you again after the 9<sup>th</sup> of februari.