VINE AND ALL THAT JAZZ: CREATING AND UPLOADING ONLINE SOCIAL MEDIA MICRO-VIDEOS FOR EDUCATIONAL PURPOSES

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Workshop Objectives
- Support participants in the development of audiovisual social media skills
- Stimulate discourse about how micro-videos might be used to empower learners to create their own knowledge systems
- Encourage participants to create and disseminate micro-video outputs in response to the conference themes and keynote
- Uploading of micro-videos to Internet

Methods
- Democratic group participation in production processes and uploading micro-videos to Internet
- Widening participation post-workshop to include (potentially) all conference delegates
- Use of Vine (Twitter) software and smartphones/laptops/cameras provided by workshop leader

Outline
This workshop will support participants in the development of audiovisual social media skills, focusing upon the production and dissemination of micro-videos. Popular social media software now allows users to create and publish brief videos that inform, amuse, provoke and illustrate (SND, 2013).

One specific software, Vine (currently used by Twitter-users) supports the creation of 6-second micro videos and is increasingly promoted within Higher Education (Marquis, 2014). Users record one continuous shot for 6 seconds before uploading onto the Internet. Individuals working within education have begun to subvert the limitations and expectations of this app to produce very creative content. Justin Marquis (Professorial Lecturer, American University, Washington) commented, regarding the use of Vine software, that the only limitation to using it 'is your imagination' (Marquis, 2014).

The workshop is an exploration of this shorthand use of video for the expression of personal and democratic commentaries. The videos and their content will be participant produced, rather than produced by the workshop leaders. As such, the workshop will stimulate discourse about how Vine and related creativity might be used to empower learners to create their own knowledge systems, providing a platform and context (Agre, 2001) where all members are provided with a space to contribute.

The workshop will encourage participants to create and disseminate micro-video outputs in response to the conference themes and keynote. The workshop leader, Mark, will provide delegates with the opportunity to upload and disseminate material through a shared portal (a Twitter account or website), but, in the interests of

diversifying knowledge systems and challenging traditional HE structures, delegates will also be encouraged to select their own dissemination practices.

Mark will provide small, voice-activated, cameras for delegates who do not have a smartphone/mobile device and a Vine account (full training on the operation of this equipment will be provided). Additionally, we would like to encourage participation from delegates who cannot make the workshop, and/or interested parties who cannot make the conference. To this end, Mark would like to extend an offer for interested parties to begin uploading micro-videos to their Vine accounts and tweeting them with the hashtag #MicroICICTE.

Lastly, Mark is willing to support the further development and enlargement of the conference micro-video output after the close of the conference proceedings by editing and uploading videos to a Twitter account and a related academic website to be constructed for this purpose. These online displays would preferably also be linked to the ICICTCE website.

References

Agre, 2001: Agre. P. 2001, "Real-time politics: The Internet and the political process, Department of Information Studies, UCLA. http://dlis.ucla.edu/pagre/ (accessed 26/3/14)

Marquis, 2014: http://www.youtube.com/watch?v=il7s_6fXYig) (accessed 24/3/14)
socialnewsdaily.com, 2013: http://socialnewsdaily.com/17996/vine-the-fastest-growing-app-worldwide-for-2013/ (accessed 24/3/14)

Optimum number of participants: 10 + (potential for all conference delegates to participate via Internet)

Notes

Participants might wish to bring own smartphone or laptop. It might also help if participants registered a Vine account with Twitter beforehand, though workshop leaders will be able to assist with this.

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