



Encouraging ownership and collaborative engagement with subject reading using visual bookmarking tool Pinterest

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Plan for session (old/original)

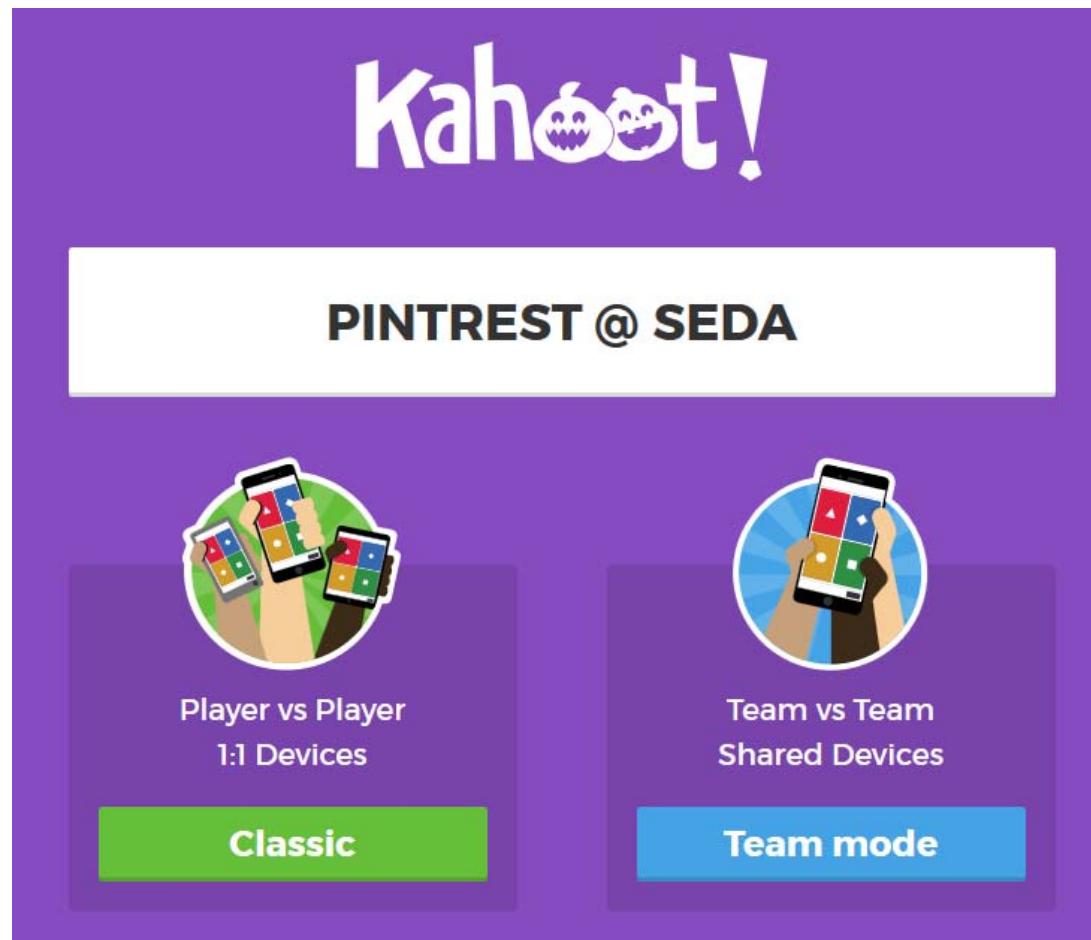
- What is Pinterest & Why use it (5 mins)
- Fun facts with Kahoot (10 mins)
- A bit of Pinterest Lingo (2 mins)
- Introduce Cats vs Dogs & set up Pinterest accounts using your mobile device and complete the Cats vs Dogs challenge, present the boards to the other group (45 mins)
- Examples of how Pinterest has been used in Brighton Business School (10 mins)
- In groups design a learning activity that would use Pinterest as the collaborative platform (10 mins)
- Present ideas back to the other group (10 mins)

Why use Pinterest

- Builds community and facilitates participatory learning
- Allows groups to share resources and give peer to peer recommendations
- Allows you to be 'where the students are'
- Helps to promote resources
- Good tool for organisation
- Builds awareness of the different 'types' of resource
- Can enhance resource evaluation skills
- Interactive – not static



Before we pin time for some fun facts

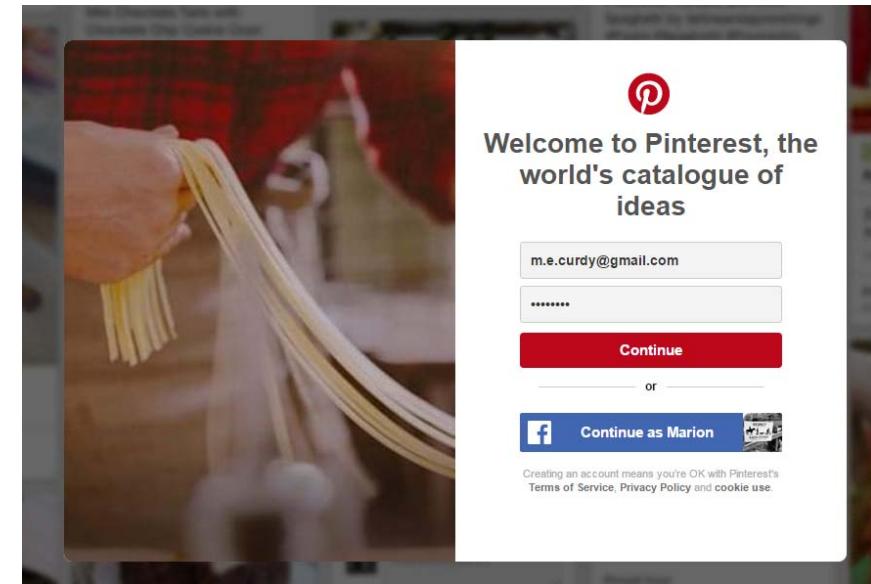


Setting up in Pinterest

- 
- If you don't already have a Pinterest account we will now be setting one up
 - If you do have an account get ready to participate

Setting up your account

- Go to
<https://uk.pinterest.com/>
- Enter an email you would prefer to use and a password
- Click Continue
- You'll then need to enter a preferred user name and continue through the screens.



Adding the Pinterest browser button



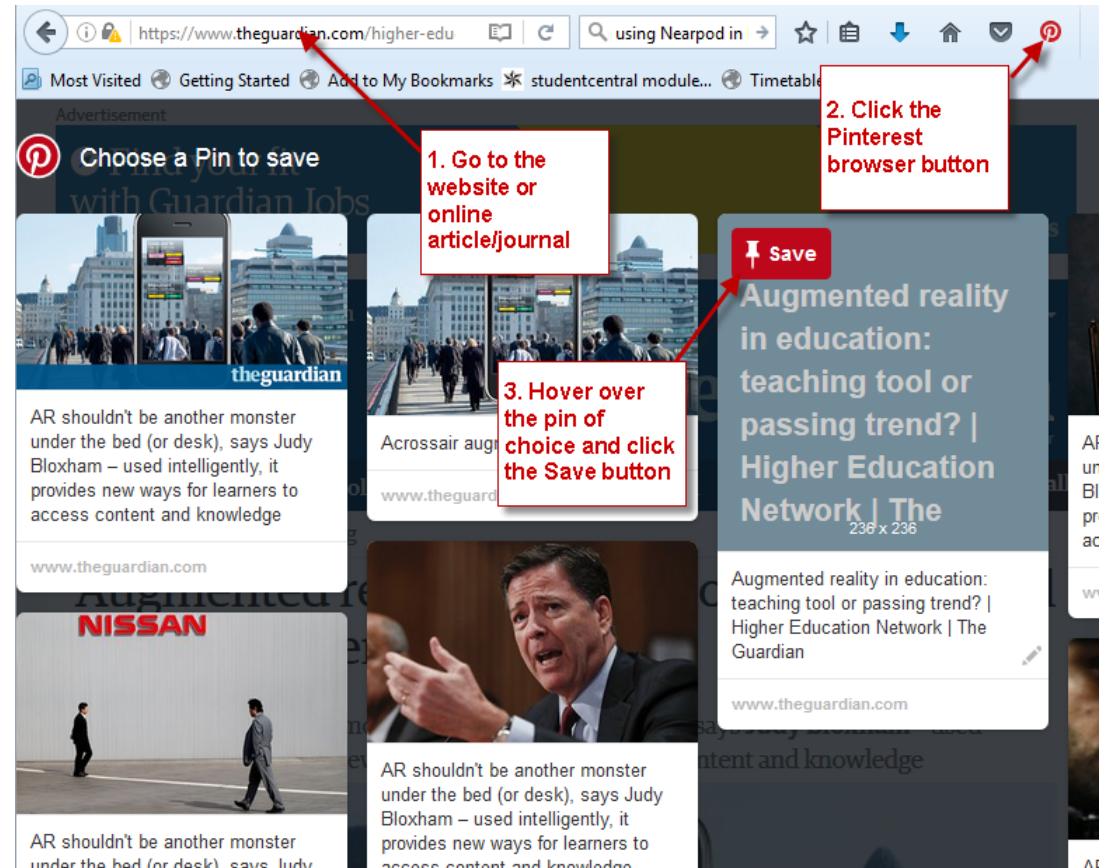
- Once you've completed the registration process the next step is to add the Pinterest browser button to the browsers you plan on using. This means you can simply add pins to your boards.
- To add the button go to
<https://help.pinterest.com/en/articles/add-pinterest-browser-button> via the browser on your device of choice and follow the instructions.

Pinterest Lingo

1. **A Pin** - This is a post shared on Pinterest. Similar to a Tweet or a Facebook post, but image based. A Pin can be added from a website using the 'Pin It' button, or you can upload images from your computer. Each Pin added using the 'Pin It' button links back to the site it came from.
2. **A Board** - This a collection of Pins centred on a topic. For example you could have a 'cocktails' Board which is filled with pictures of your bar's cocktails, and perhaps articles on 'How To Make'.
3. **Follower** - This means an account on Pinterest has chosen to follow your Pins or particular Board.
4. **Following** - "Following All" means you'll have all of a user's Pins on all their Boards shown to you in real-time on Pinterest on your timeline/stream. You would follow an account if your interested in their Pins.
5. *You can follow individual Boards if you're only interested in seeing a user's Pins to specific Boards. *You can unfollow Boards and users at any time: they will not be notified.
6. **Repin** - This is the same concept as a Retweet on Twitter. A Repin is adding a Pin you found while browsing Pinterest to your own Board. When you Repin an image, the user who first pinned the image will also get credit. Repins maintain the source-link of the image no matter how many times it's repinned.
7. **Like** - A like will show the user you approve of their Pin, but will not place it on your own Boards like a 'Repin' does.

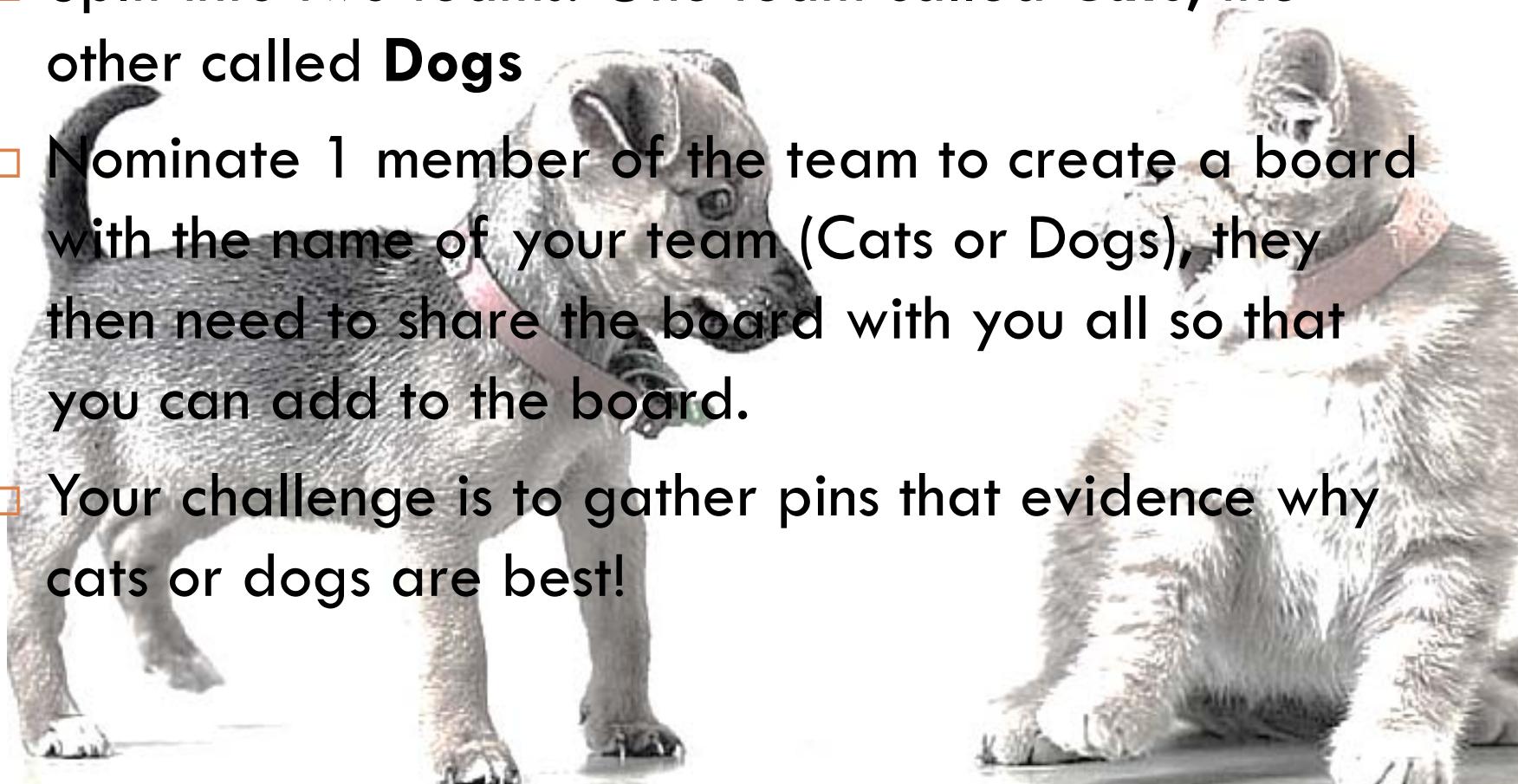
How to Pin

- When installed you'll see a Pinterest icon on the bar of your browser. To use it find a site you like, click the icon when on that site, choose the board you want to add it to and click save. It's that easy.



Cats vs Dogs

- **The task for today – Cats vs Dogs**
- Split into two teams. One team called **Cats**, the other called **Dogs**
- Nominate 1 member of the team to create a board with the name of your team (Cats or Dogs), they then need to share the board with you all so that you can add to the board.
- Your challenge is to gather pins that evidence why cats or dogs are best!



For collaboration

Current Tech Issues and Dilemmas for Managers

16 Pins 23 followers

On this board we will collect news stories and articles to summarise the current tech opportunities and challenges faced by managers By MSc Logistics and Supply Chain students

+ Save a Pin

These are the top 10 emerging technologies of 2016 | World...
Saved by Clare Millington

INFO-TECH
IMPLEMENT AGILE PRACTICES THAT WORK
Any two managers are under increasing pressure to deliver more with less. This infographic shows how to do it.

Harvard Business Review

Is Technology Really Helping Us Get More Done?
Is Technology Really Helping Us Get More Done?
Saved by Ilse Aitken

McK

Making the Most of Industrial Internet of Things for...
Saved by Clare Millington

The RACE planning system Our planning process follows the...
Saved by Emad

TechRepublic

E-procurement: The link to the e-commerce value chain...
Saved by Jeannine Mahl

CISCO

Modern Healthcare
PROTECTING

Pinterest is an appealing visual and social place to gather research ideas and create a social media equivalent of a glossary or an annotated bibliography (Richardson et al, 2013).

For assessment

digital commerce: Virtual reality gaming

13 Pins

Digital commerce assignment 3, pinterest board about the developments in the virtual reality gaming world! By Kevin Timman

Save a Pin

1. I am a big game fan myself, computer games, xbox360... Saved by kevin timman

A crowded field

Released

- Carl Zeiss VR One (\$130, requires Android/iOS smartphone with 4.7- to 5.2-inch screens)
- Archos VR (EST, Requires Android/iOS smartphone)
- Google Cardboard (DIY kits made by various companies, starting at \$15, requires smartphone)
- Durovis Dive S7 (\$69/\$107, requires iOS/Android smartphone or 7-inch Android tablet)
- Oculus Rift Development Kit 2 (\$350)
- Homido VR (\$99)

3. The first way that games can be played in virtual reality... Galactic Salvage Yard Saved by kevin timman

Sony already has over 30 Project Morpheus VR games in the... # 168 Engadget

4. Sony has already got over 30 virtual reality games in... # 168 Engadget

Oculus has figured out hand input for VR, and it's called... # 673 Mashable

5. If you feel like using a ps4 controller is too boring... # 673 Mashable

Virtual Reality Gets A Boost As Zelda Gets Oculus Rift... # 678 Inventor Spot.com

6. With the interest from big names in the gaming industry... # 678 Inventor Spot.com

Digital curation promotes critical thinking as a ‘creative activity that employs qualitative human reasoning...creating value beyond the sum of each asset’ (Linder et al, 2014).

Pinterest Guidelines for students

When making a Pinterest board you should consider:

- your target audience are managers who want to know more about a particular aspect of digital commerce so they can decide if it might be relevant to their organisation
- you are demonstrating your ability to select interesting and useful sources that are of good quality
- your sources should come from a range of academic, professional and news sources
- try to present a balanced picture that looks at the limitations and risks as well as the benefits
- the number of pins will depend to a certain extent on your topic, but if you include too many the Pinterest board will be overwhelming, too few and it will be boring.
- carefully curate your board with interesting and useful text summaries that encourage the user to click through to the source material.
- if necessary you use the repin feature to reorder your pins
- to pin something without a picture, get a picture/screen grab, pin the picture, then edit the pin to add a weblink

To bring a case study to life

The image shows a Pinterest board titled "Red Cross | IFRC: Operations and Systems". The board has 37 pins and 21 followers. The pins are arranged in a grid and include various images and links related to Red Cross operations, such as supply chain management, emergency response, and logistics frameworks. Some pins feature video thumbnails and infographics.

Red Cross | IFRC: Operations and Systems

37 Pins
21 followers

Potentially useful sources to inspire and enable your investigation and analysis of an aspect of the IFRC from an operations and systems perspective. Any broken links, just let me know!

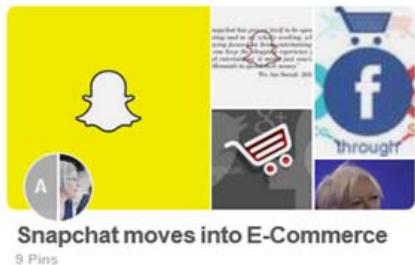
Save a Pin

In Lieu of Money, Toyota Donates Efficiency to New York...
In Lieu of Money, Toyota Donates Efficiency to New York...
What do - International Federation of Red Cross and Red...
The roles and responsibilities of the executive leadership...
As an organisation we are renowned for our planning...
Haitians can now call a free mobile phone number to receive...
Mike Adamson: my plans for the British Red Cross. With a...
USEFUL LOGISTICS FRAMEWORK
LAST MILE SUPPLY CHAIN IN IFRC

Humanitarian and disaster relief supply chains | Journal of...
The voluntary sector provides winter pressure relief...
EUROMA 2015

Graphical and non-hierarchical, Pinterest reading lists encourage learners to evaluate and form their own judgements (Pearce & Learmonth, 2013) increasing access to reading choices particularly for visual learners (Hansen et al, 2012).

For thinking: refining a research topic



Pearce and Learmonth (2013) describe the practice of ‘clickolage’ as an empowering and worthwhile academic endeavour that can help learners ‘find their voice’

Students can ‘approach reading not as consumption of meaning, but as a co-production of it’
(Castro-Lewandowski, 2013).

Our Pinterest Board

<https://uk.pinterest.com/cemillington/pinterest-for-critical-thinking-and-collaborative-/>

The screenshot shows a Pinterest board titled "Pinterest for critical thinking and collaborative learning". The board has 16 pins and 13 followers. The description reads: "An evolving collection of relevant, useful and challenging resources as we develop ideas for a possible workshop".

The pins include:

- A pin from Sue Beckingham titled "Visual Search is coming - to a library near you - how will...". It features a smartphone displaying a search interface.
- A pin from Clare Millington titled "Learn how to apply, teach and promote visual literacy in...". It shows a grid of colorful clouds.
- A pin from Clare Millington titled "'Clickolage - The movie' from Nick Pearce's blog". It features a video thumbnail of a man speaking.
- A pin from Clare Millington titled "'Diigo Versus Pinterest: The Student Perspective' from Derek...". It shows two students working on a computer.
- A pin from Steven Bickmore titled "Social media role model, Sue Beckingham with some nice". It shows a collage of various social media icons.
- A pin from Steven Bickmore titled "Alas! Refraction 2013". It shows a collage of images related to refraction.

Designing a learning activity



- In your groups discuss how you could use Pinterest to develop a learning activity
- Develop one of the ideas into the finished activity
- Present the idea back to the group

Sharing & Discussion



Further reading & References

- CASTRO-LEWANDOWSKI, A. 2013. Pinterest in the Writing Classroom: How Digital Curation and Collaboration Promotes Critical Thinking. *The Common Good: A SUNY Plattsburgh Journal on Teaching and Learning*, 1.
- DE JAGER-LOFTUS, D. P. & MOORE, A. 2013. #gathercreateshare: How Research Libraries Use Pinterest. *Internet Reference Services Quarterly*, 18, 265-279.
- HANSEN, K., NOWLAN, G. & WINTER, C. 2012. Pinterest as a Tool: Applications in Academic Libraries and Higher Education. *The Canadian Journal of Library and Information Practice and Research*, 7.
- LINDER, R., SNODGRASS, C. & KERNE, A. 2014. Everyday ideation: all of my ideas are on pinterest. *Proceedings of the 32nd annual ACM conference on Human factors in computing systems*. Toronto, Ontario, Canada: ACM.
- PEARCE, N. & LEARMONT, S. 2013. Learning beyond the classroom: evaluating the use of Pinterest in learning and teaching in an introductory anthropology class. *Journal of Interactive Media in Education*, 2.
- RICHARDSON, R., VANCE, C., PRICE, E. & HENRY, J. 2013. A Mightier Pin: Creating a Credible Reference Library on Pinterest at Murray State University. *Internet Reference Services Quarterly*, 18, 247-264.