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Social Networks and Industry Practices

John Darling, a social media consultant, spoke to us about the development and

importance of Social Media & Social Networking. If you take a look at Mr.

Darling's LinkedIn page you will find a lifetime of commitment to learning, social

learning, blended learning, change management, human resources, and

onboarding new talent. John started in the military, and if we don't know by

now, we need to know that we can all thank the military for the work we do,

because without them there would be no web, no strategy, no education, and no

new technological developments, and no cloud. John's career in this field

evidences his ability to be successful on delivery of knowledge and transfer, on

change management, and on the vital use of social media and networking to

bring learners and employees into communities of practice where more

understanding of this growing, changing field can thrive.

Mr. Darling impressed me with his knowledge and experience. In class, he

stimulated inquiry into the significance of social media, social networking, and

collaboration inside the workplace to connect us to our field by setting us up in

groups to consider and discuss the subjective use of language, and to observe

how our interpretations affect our ability to collaborate in a complex setting of

team members who may or may not share our lexicon and its meaning.

We looked at the difference between the meaning of the word "knowledge" and

the word "understanding" and discovered complexity regarding the outcomes

of training inside the workplace today. What are the learners left with and how

do you measure it? Seems there are poor results with transfer of knowledge and

ability to practice new knowledge at the workplace.   Whether this is a function of

political barriers to change, or inability of learners to learn and to have the

support of management to use new skills and become proficient is not

discoverable. Seems that telling the truth about the reasons for transfer failures

"can (metaphorically speaking) get you killed".

In Mayer (2001,2009) issues of learning and transfer are addressed in regard to

learning outcomes. Two goals of multimedia learning are retention and transfer,

or remembering and understanding. Remembering passes the test of retention

of facts, but only upon *understanding* can a learner actually transfer skills

learned into a work environment.   Mayer states that there are three kinds of

multimedia learning outcomes: no learning; rote learning, and meaningful

learning.   Only meaningful learning integrates knowledge using prior knowledge

to support new learning, and is able to be retained and transferred.   Therefore, "meaningful learning is distinguished by good transfer performance as well as good retention performance."   Mayer also suggests that the answer to promote meaningful learning outcomes is to engage learners in 'Active Learning" that include interactive multimedia to aid in transferability. How the learner interacts with the media, and the activities included in the lesson, all help to imprint a germane cognitive load that will aid in transfer. Once practiced on the job, this activity will send the practiced materials and skills into long-term memory where it now resides as "prior" learning ready for further enhancement.

Mr. Darling sifted us through the importance of a variety of social media platforms such as FaceBook, LinkedIn, etc.   To be able to collaborate and build relationship is key, and using social media and social networking is a start into this mindset of social collaboration that can be transferred into the workplace.

References

PowerPoint presentation; notes

Mayer, Richard E. (2001.2009) "The Promise of Multimedia Learning"; Multimedia Learning., Second Edition, University of Santa Barbara, California, Cambridge University Press. Chapter 1, pp 20-21.