

Social Media for Language Teaching Needs Analysis*

Social Media Platform _____

Part I – Environmental Analysis

Determine the affordances of the social media platform and what potential influence these can have on interaction and the type of activities carried out here.

1. Identify 5 affordances and rank them in order of effect they will have on the tasks that can be carried out in this environment and the type of language used.

2. If you were to incorporate this social media platform into a course, how would you need to modify the course/tasks/assessment to account for these affordances?

Part II - Necessities

Determine what is necessary in the learners' use of language. Consider not only proficiency but also situations of use (e.g. communal norms for language and affordances).

1. What is the level of proficiency required of participants in this social media context to support successful interaction and engagement?

2. What other sociolinguistic norms (accuracy, style, formality, etc.) are required for successful interaction?

3. What affordances are available for users when they encounter linguistic or technical difficulty?

Part III – Lacks

Determine what learners lack at the outset. This includes both language and technical knowledge. Often this information can be gleaned from the learners themselves.

1. Identify 3 things (language skills or technical knowledge) your students lack. How do you know this.
2. How else might you elicit this information from your particular student population?

Part IV - Wants

Determine what learners consider useful and want to learn. Often this information can be elicited through course evaluations, interviews and surveys of the students themselves.

1. Identify 3 things (language skills or technical knowledge) your students want to learn or find useful on a social media platform like this. How do you know this.
2. How else might you elicit this information from your particular student population?
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¹ *Adapted from Nation, I.S.P., & Macalister, J. (2010). *Language curriculum design*. New York: Taylor & Francis.