



Workshop 2

Social Media Needs Analysis for Language Teaching

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Hands-on workshop.

Purpose → use of social media in the language class; analyse strengths and weaknesses; carry out needs analysis

Definition of social media:

1. Web 2.0 → power to the users
2. User Generated Content → created by users; publicly accessible; exhibits creative effort; outside of professional routines

Characteristics of social media

1. web-based
2. collaborative
3. creative
4. shared (e.g. Tripadvisor)

→ Social networking sites facilitate community building by sharing messages and provide continuity within and beyond the classroom

→ Environment analysis required: what situational factors are in place that will affect the tasks/course/assessment?

→ **Task-based language learning based on needs analysis.**

Terminology:

Affordances = users' interpretation of what is made possible by technology.

Virtual communities: determine the extent to which users exploit structural affordances to form virtual communities.