

The Great Web 2.0 Face-Off

Post-Game Highlights



Anita Brooks Kirkland

Consultant, K-12 Libraries
Waterloo Region District School Board





Rick Budding

Roger Nevin

Doug Peterson
Captain

Zoe Branigan-Pipe
Captain

Colleen Rampelt

Diana Maliszewski



The Power of C: Collaboration

SUPER CONFERENCE 2011
February 2 - 5, 2011
Metro Toronto Convention Centre



Game Plan



Pre-Game

- ◆ Broadcast Fanfare
- ◆ Twitter Play-by-Play
- ◆ Teams Enter & Warm Up
- ◆ Experts Set Expectations, Make Predictions



**Play-by-play &
audience back-channel**

Periods 1 & 2

- ◆ Each team makes the case for three Web Apps



Intermissions

- ◆ Colour Commentary & Expert Analysis
- ◆ Audience Participation: “Tweet” Your Web 2.0 Success Story

Period 3: The Power Play

- ◆ Teams Challenge Each Other

Post-Game: The BIG THINK

- ◆ Expert Analysis: Next Steps





Carol Koechlin
Expert Analyst

Mark Carbone
Expert Analyst



Anita Brooks Kirkland
Host



Di Bédard
Technical Director

Becky Rouse
Twitter Play-by-Play





<https://sites.google.com/site/oslahockeyfaceoff>

Re-Match!



Expert Analysts



Peter Skillen



Brenda Sherry

<https://sites.google.com/site/ecoofaceoff>



Internet Librarian 2011

The Internet Conference and Exhibition for Librarians and Information Managers

Monterey, California

The Great Web Tools Face-Off!

The Red Team

Amy Buckland, Captain @jambina

Ruth Kneale @desertlibrarian

Jeff Wisniewski @jeffwisniewski

The Blue Team

Blake Carver, Captain @LISNews

Lisa Carlucci Thomas @lisacarlucci

Michael Porter @libraryman

Colour Commentator

Stephen Abram @sabram

Expert Analysts

Marshall Breeding @mbreeding

Darlene Fichter @fichter

Host

Anita Brooks Kirkland @AnitaBK

Top Tweep: Twitter Play-By-Play

Michael Sauers @msauers

Production

Jane Dysart @jdysart

JD Thomas @techfun

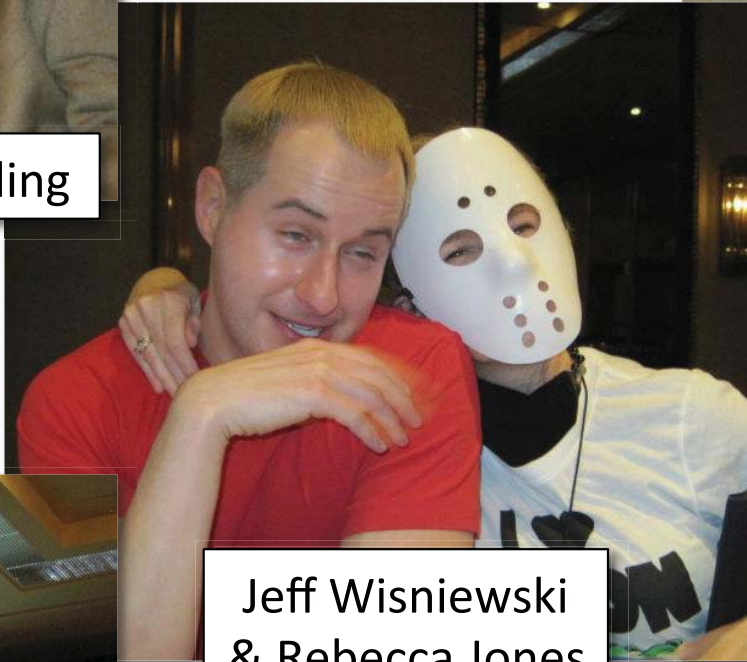
<https://sites.google.com/site/greatwebtoolsfaceoff/home>



Darlene Fichter & Marshall Breeding



Stephen Abram



Jeff Wisniewski & Rebecca Jones



Jane Dysart & Rebecca Jones

Anywhere,
Anytime

(Mostly) Free

Versatility

Equity

Why Web 2.0?

Collaboration

Authenticity

Creativity

Networking

Experts' Criteria

Learning Boosts

(Koechlin, Loertscher, Carbone)

- ✓ Learning How to Learn
- ✓ Motivation
- ✓ Efficiency
- ✓ Creativity & Content Creation
- ✓ Deep Understanding of Content Knowledge
- ✓ Assessing What We Really Value
- ✓ Teaching Strategies, Techniques & Organization



Criteria for Success

(Sherry, Skillen)

- ✓ Student Agency
- ✓ Deep Understanding
- ✓ Collaboration
- ✓ Creative Production
- ✓ Fun Factor!

Presentation

Prezi
Glogster
Jux
Google Presentations

Writing

Google Docs
Bitstrips for Schools
PicLits
Voicethread
Wordle

Idea Mapping/ Brainstorming

Popplet
WallWisher
Wordle
Gliffy

Productivity

Google Apps
Evernote
SpringNote
DropBox
Doodle
ifttt

Search / Research

Flickr CC / Commons
Delicious
Diigo
Zotero
LMGTFY
ScoopIt

Data Representation

Google Form/Spreadsheet
QR Codes
Visual.ly
Tiki Toki

Collaboration

Google Apps
Facebook
Twitter
Skype in Education
Voicethread
Bitstrips for Schools

Other

Google Earth / Maps
Voki
MMORPGs

Multimedia

Aviary
Myna

Presentation

Prezi

Glogster

Jux

Google Presentations



<http://prezi.com/>



<http://www.jux.com/>



<http://www.google.com/google-d-s/presentations/>



<http://www.glogster.com/>

Rick Budding: *Every picture tells a story*

<https://rbudding.jux.com>

Sue Danic, Teacher-Librarian, Kitchener-Waterloo CI

Supporting Reading and the Library:

<http://prezi.com/57gchlht621g/supporting-reading-and-the-library>

Writing

Google Docs
Bitstrips for Schools
PicLits
Voicethread
Wordle

The logo for Wordle, featuring the word "Wordle" in a black, cursive, handwritten-style font with a trademark symbol (TM) to its upper right.

<http://www.wordle.net/>

The Google Apps logo, with the word "Google" in its multi-colored font and "Apps" in a smaller, black font below it.

<http://www.bitstripsforschools.com/>

The logo for Voicethread, with the word "voicethread" in a white, lowercase, sans-serif font on a dark grey rectangular background.

<http://voicethread.com/>

The logo for PIC·LITS, featuring the text "PIC·LITS" in a large, black, serif font with brackets on either side, and the tagline "Inspired Picture Writing" in a smaller, black, sans-serif font to its right.

<http://www.piclits.com/>

Diana Maliszewski uses Bitstrips to journal her Face-Off experience:

<http://mondaymollymusings.blogspot.com/2011/04/comic-reflection.html>

(Follow the strand)

Doug Peterson's Prediction Activity with Bitstrips for Schools:

<http://tinyurl.com/7x43ago>

Idea Mapping/ Brainstorming

Popplet
WallWisher
Wordle
Gliffy



<http://popplet.com/>

The logo for WallWisher, featuring the word "wallwisher" in a white, lowercase, sans-serif font with a slight shadow effect, set against a dark brown rectangular background.

wallwisher

<http://www.wallwisher.com/>

The logo for Wordle, featuring the word "Wordle" in a black, cursive, lowercase font with a trademark symbol (TM) to the upper right.

Wordle™

<http://www.wordle.net/>



<http://www.gliffy.com/>

Doug Peterson on Popplet:

<https://dougpete.wordpress.com/2011/01/11/an-interesting-application/>

Doug Peterson on Wordles:

<http://dougpete.pbworks.com/w/page/18146481/Wordles>

Productivity

Google Apps
Evernote
SpringNote
Dropbox
Doodle
ifttt



<http://www.evernote.com/>



<http://www.springnote.com/>



<http://www.dropbox.com/>



<http://ifttt.com/>



<http://doodle.com/>

Doug Peterson on Dropbox as a Hand-In Folder:

<http://tinyurl.com/7yqmtzp>

New York Times Gadgetwise Blog: 7 Ways to Automate Your Life with ifttt

<http://tinyurl.com/7q9st7m>

Multimedia

Aviary

Myna

Aviary

<http://www.aviary.com/>



<http://www.aviary.com/tools/audio-editor>

Aviary Tutorial: *Creating a Podcast with Myna*

<http://tinyurl.com/3n8eczx>

Data Representation

Google Form/Spreadsheet

QR Codes

Visual.ly

Tiki Toki



Docs – Forms - Spreadsheets

Tiki-Toki

<http://www.tiki-toki.com/>



<http://visual.ly/>



Doug Peterson ScoopIt: QR Codes:

<http://www.scoop.it/t/dp-qr-codes>



Infographics as a creative assessment:

<http://linkyy.com/infographics/>

A Daring Librarian Comic Tutorial:

QR CODES AT-A-GLANCE

WHAT THE HECK ARE THEY?

A Quick Response Or (QR) code:

- Is a Two-Dimensional or 2D bar code
- Can be scanned by smart phones, barcode readers, or iPod touch G4
- Designed Matrix-style (vs. vertical lines) which can hold much more information (see cool fact!)
- Can contain images, website links, & text messages

Visit the App Store or Marketplace & Download a Free QR code or barcode scanner app

THERE'S AN APP FOR THAT!

SCAN & LAUNCH!

COOL FACT!
A QR code can store up to 7,089 numerical characters or 4,296 alphanumeric characters! This is compared to a standard UPC barcode, which uses only 12 digits, all of them numbers.

PROMOTE YOUR SOCIAL NETWORK!

A QR CODE GENERATOR

ENCODE:

- URL
- TEXT MSG
- PHONE #

QR CODES FOR WIKIS, REVIEWS & BLOGS!

Uses in the Library & Classroom

- Paste in or post **Book Reviews**
- **Treasure Hunts** -w/text clues!
- **Digital Dewey Discoveries** (scan QR code below & for more info)
- Link to **Interactive Book Reviews!**
- QR Code **Question of the Week** Wallwisher, Poll Daddy, or Google Form the answer - Win a Prize!
- **Promote your blog or wiki**
- Ask a **Trivia Question!**
- Link to **Databases!**

Comic by Gwyneth Jones thedaringlibrarian.com - Twitter follow me: /gwynethjones - Creative Commons Share Alike
TO READ THE WHOLE BLOG POSTING WITH MORE IDEAS & CREATIVE COMMONS PHOTO CREDITS GO HERE-->

Gwyneth Jones

The Daring Librarian

<http://www.thedaringlibrarian.com>

QR CODES AT-A-GLANCE:

<http://tinyurl.com/2edmo7t>



Share Alike

MANAGING YOUR PERSONAL E-REPUTATION



Everything you **say and do** online can have an impact on your **reputation**. The Internet is a vast **collection of details**, and you might be surprised at just how much information on **you** can impact how you look and how you are perceived as a person and a professional.

1 What's an E-Reputation?

Your Professional Presence

48% of recruiters and HR professionals refer to **personal websites** when deciding whether or not to hire you.

Search Engines

These catalog everything from blog posts and press releases to your social media updates.

Blogs and Websites

People talk about both your corporate and personal brand online. Staying on top of what's being said can help prevent damaging comments, and you can share the good ones!

Social Media Sites

Whether you use social media sites or not, mentions of you and your business can appear on **Twitter, Facebook, LinkedIn, ASmallWorld, Xing, Viadeo**, and other sites.



POST Your online reputation isn't just what you put up online; it's how where you put it online. And it is also affected by about you.

2 Why Online Reputations Matter

You might not care much about think of you in real life, so why it online? Unfortunately, the ir far longer reach than small

Future Jobs

78% of recruiters d engines to fin potential empl

Social media sites are checked by **63%** of recruiters.

Other si checked blogs, p sites, lo and ga

Who you hang out with, the associations you keep, and the companies you've worked for may affect whether or not you get the job.

Current Jobs

Your digital life is the your professional su internally. Digital bel followed by employe abusing it can be ba

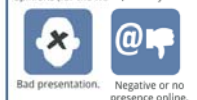
8% of companies have fired someone for abusing social media.

A good presence

online can win you business, promotions, and respect.



A bad presence can influence people and change their opinions (for the worse) about you.



Charlie White. Mashable

November 2, 2011

Protecting Your Online Reputation: 4 Things You Need To Know

<http://mashable.com/2011/11/02/protecting-your-online-reputation/>

MANAGING YOUR PERSONAL E-REPUTATION



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3 What Potential Employers Are Watching For

Common Reputation Issues Faced Online

What can you expect if you end up with a **bad reputation**? While every case differs, here are some of the **more common problems** we have encountered:

▶ **Photos of you** being used without your permission.

▶ **Unflattering information** or comments about your character or professional work.

▶ **Incriminating information** leaked or simply published in the process of a legal action or complaint.

▶ **Being digitally non-existent**. Not having a social presence can be a detriment in this day and age.

4 What Can You Do About It?

Apart from **never going online** or letting anyone take pictures of you, what can you do to **protect and boost** your e-reputation and digital reach?

Set Your Own Reputation

▶ **Don't let someone else** create your rep; create your own digital strategy.

▶ Get online and establish a **strong and positive** presence.

▶ **Google your name** frequently and take note of where you appear online.

▶ Also check any **online aliases**, as these may be tracked back to you in the future.

▶ Check **Facebook, Twitter**, and other sites to be sure you **catch everything** being said about you.

▶ **Post your own information** on a regular basis.

▶ Use **SEO** to ensure your **preferred articles** are in the top results for your name.

▶ Make **sure your own accounts** are **secure** so no hacker will use them to post unpleasant things.

▶ **Don't reveal full birth dates, addresses**, or other personal information.

▶ Monitor **postings and tags** of your image on social media; use image search.

▶ Ask others to **remove photos** or unflattering mentions of you from social sites.

Protect your e-reputation and boost your digital presence by staying on top of what's being said about you online and developing a real digital strategy. Do it for yourself, for your professional life, for your friends and family - and your sanity.

kbsd
KBSD Digital Marketing is a specialized consultancy dedicated to optimizing internet and interactive media for companies and prominent individuals. Our goal is to help you increase your online reputation, manage your online reputation, and increase your conversion rate optimization.
FIND US
<http://www.kbsd.com/>
Genève, Switzerland

SOURCES |
<http://www.3met.com/1v1cHrPwE-to-protect-your-reputation-online/24161>
<http://www.cbsnews.com/stories/2008/10/10/story/10nov08171188.shtml>
<http://mashable.com/2010/04/08/managing-online-reputation/>
<http://www.optima.com/2010/07/13/100-ways-to-improve-your-online-reputation.html#page=1>
<http://www.kinvo.com/blog/2011/10/10/physicians-care-online-reputation-management.html>
<http://www.seekingwisdom.com/high-tech-reputation-management-2012/11/20/201211200000.html>
<http://www.cnet.com/2011/04/29/facebook-not-the-place-to-store-your-photos/>
<http://www.thefreelibrary.com/2011/04/29/facebook-not-the-place-to-store-your-photos/>
<http://www.moneywatch.com/consumers/2011/04/29/facebook-not-the-place-to-store-your-photos/>
<http://www.insure.com/Car-Insurance/social-media-future.html>
<http://www.babarcare.com/resources/>

Gathered by digital marketing firm KBSD
<http://www.kbsd.com/>

Search / Research

Flickr CC / Commons

Delicious

Diigo

Zotero

LMGTFY

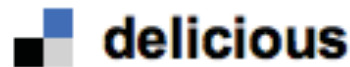
ScoopIt

flickr[®]
from YAHOO!

<http://www.flickr.com/creativecommons/>



<http://www.flickr.com/commons/>



<http://delicious.com/>



<http://www.diigo.com/>

zotero

<http://www.zotero.org/>



<http://www.scoop.it/>

let me **Google** that for you

<http://lmgtfy.com/>

WRDSB Library Learning Commons: Copyright-Friendly Sources

<http://library.wrdsb.ca/research/digital-citizenship/copyright-friendly-sources/>

Anita Brooks Kirkland ScoopIt: Together For Learning

<http://www.scoop.it/t/together-for-learning>

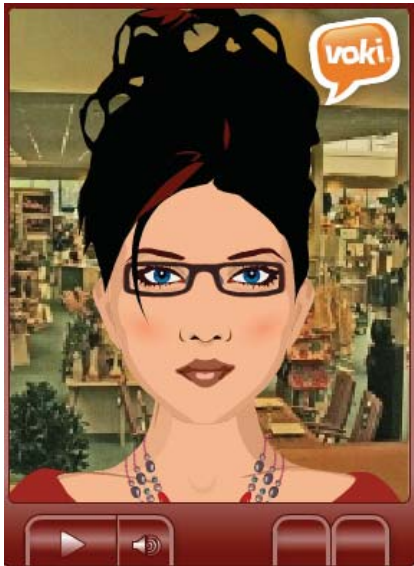
Other

Google Earth / Maps

Voki

MMORPGs

<http://www.voki.com/>



<http://secondlife.com/>



<http://www.webkinz.com/>

Google earth

<http://www.google.com/earth/index.html>

<http://maps.google.ca/>

Doug Peterson: *My Childhood Community* (Google Earth / Maps)

<https://dougpete.wordpress.com/2010/03/15/my-childhood-community/>

Diana Maliszewski: *Minecraft and Me*

<http://mondaymollymusings.blogspot.com/2011/11/minecraft-me.html>

Collaboration

Google Apps
Facebook
Twitter
Skype in Education
Voicethread
Bitstrips for Schools



<http://www.google.com/apps/intl/en/group/index.html>



<http://www.facebook.com/>



<http://twitter.com/>



<http://education.skype.com/>



<http://voicethread.com/>



<http://www.bitstripsforschools.com/>

Mark Carbone on Facebook in Education:

<http://blog.markwcarbone.ca/tag/facebook>

Susan Watt on Bitstrips for Schools:

<http://ideaaday.weebly.com/day-2.html>

Voicethread at Penn State University:

<http://voicethread.psu.edu/>

Doug Peterson: *Ontario Educators Group Grows*

<http://tinyurl.com/764ls7n>

Together for Learning

School Libraries and the
Emergence of the Learning Commons



A VISION FOR THE 21ST CENTURY

/ o s l a

∴ ontario school library association



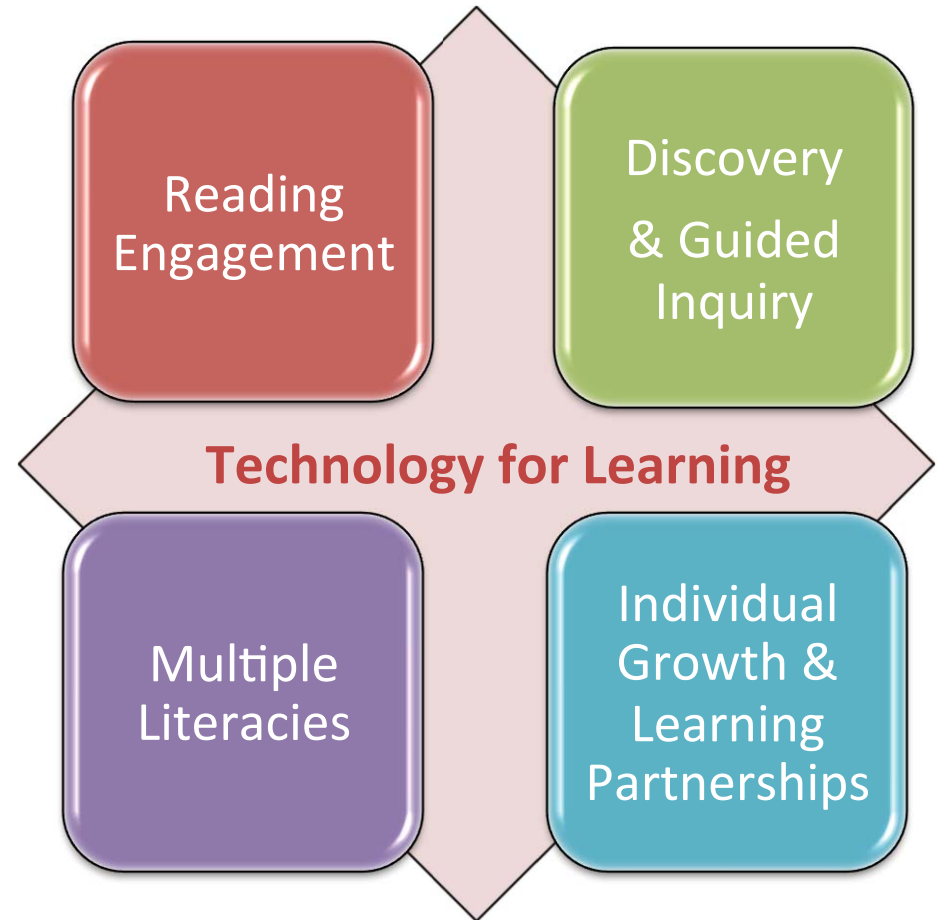
Together for Learning

School Libraries and the
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A VISION FOR THE 21ST CENTURY

/ o s l a
∴ ontario school library association



Learning to Learn

Reading
Engagement



Technology
for Learning

Online conversations amongst readers?

Connecting with authors?

Exploring ideas more deeply?

Book clubs?

Reading
Engagement

Virtual displays?

Video book trailers?

Connecting to graphic novel format?

Understanding characters more deeply?

Experiencing text in multiple formats?



Wordle™



voicethread

Glogster BETA
poster yourself

EDU

skype

in the classroom

facebook

Bitstrips
for Schools

**Individual Growth
Learning Partnerships**



**Technology
for Learning**

**How can I foster learning conversations
amongst students and colleagues?**

**Why is developing a personal
learning network important and
how can I leverage technology
to broaden my horizons?**

**Individual
Growth &
Learning
Partnerships**

**How can I extend my
own learning
opportunities?**

**How can I help students
to extend theirs?**

**How can I extend the library's role as
a window to the rest of the world?**

twitter



drigo
V5.0 beta

Google+

Scoop.it!

delicious

springnote
skype in the classroom

voicethread
facebook



Discovery and Guided Inquiry



Technology for Learning



PREZI



Knowledge-Building Centres (Loertscher, Koechlin)



Challenges of Climate Change [Search this site](#)

[Home: CLIMATE CHANGE](#) [Phase 1: Exploring](#) [Phase 2: Investigating](#) [Phase 3: Processing](#) [Phase 4: Graphic Organizer](#) [Groups](#) [Success Criteria](#)

[Discussions: Period A](#) [Discussions: Period C](#) [Discussions: Period D](#) [Sharing Learning](#) [Announcements](#)

Home: CLIMATE CHANGE

- Phase 1: Exploring
- Phase 2: Investigating
- Phase 3: Processing
- Phase 4: Graphic Organizer
- Success Criteria
- Groups
 - Period A
 - Period C
 - Period D
- Discussions: Period A
- Discussions: Period C
- Discussions: Period D
- Sharing Learning
 - Period A Sites
 - Period C Sites
 - Period D Sites
- Announcements
- Recent site activity

[Edit sidebar](#)

global footprint
warming
carbon
ozone
levels
deforestation
rising
solutions
weather
greenhouse
extreme
melting
effect
dioxide
government
policy
ice
ozone
sheets

EarthKnowledge
Information for Sound Decisions

Biological Diversity | Water | Climate | Land

Loading...

North America | Europe | Atlantic Ocean | Africa | South America

POWERED BY Google Imagery ©2011 NASA - Terms of Use

[Put this widget on your page.](#)

KBC built with Carol Koechlin's template.

Grand River C. I., Kitchener. Margaret Howell, Head of Library

Multiple Literacies



Technology for Learning

How can I help my students be literate readers information from multiple media?

How can I help my students express their thoughts effectively in multiple media?

How can I help my students select the medium that best reaches their intended audience and most powerfully communicates their ideas?

Multiple Literacies

Why is it important that I am a literate reader and writer in multiple media myself?

twitter



aviary flickr

Google earth

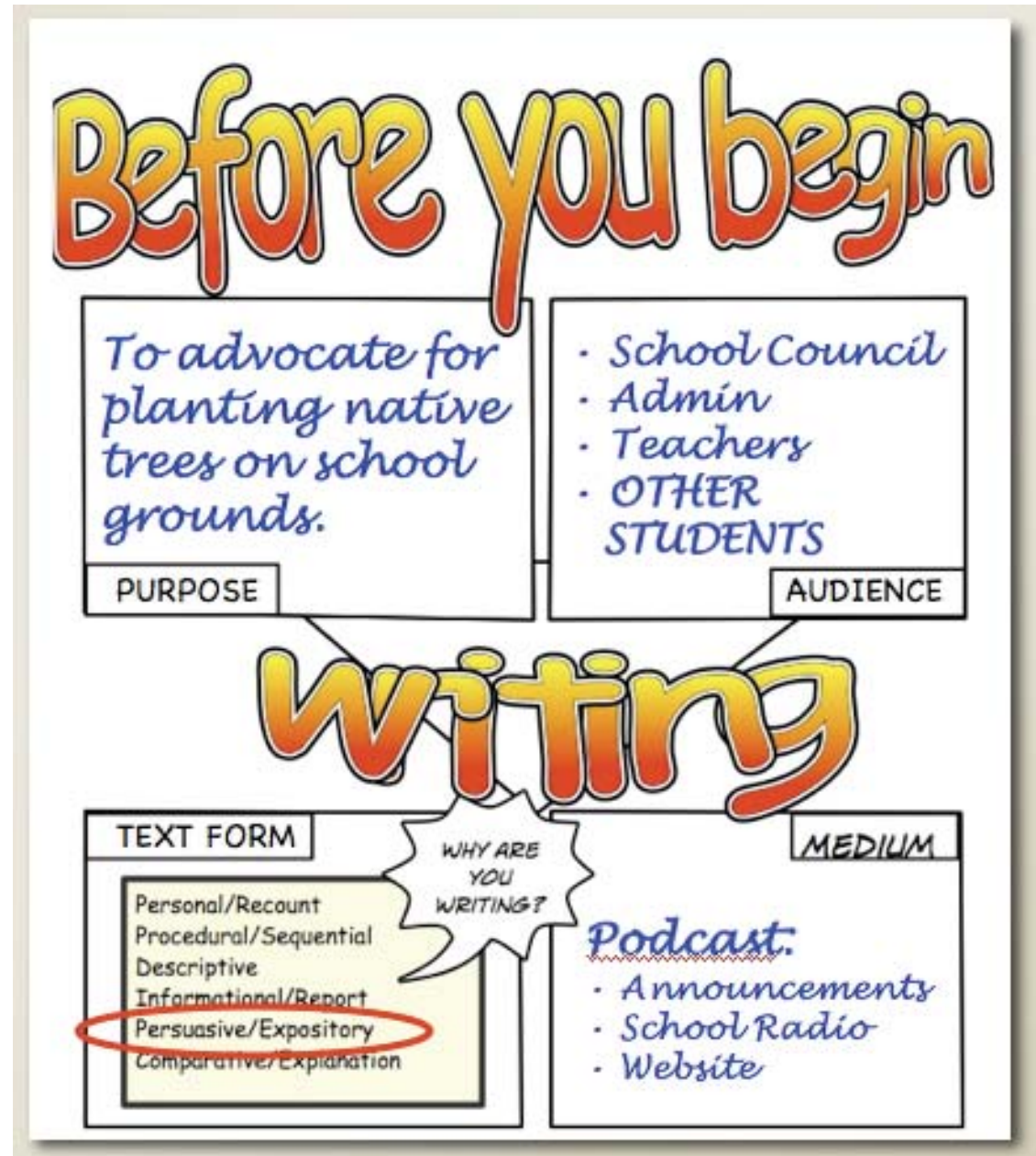
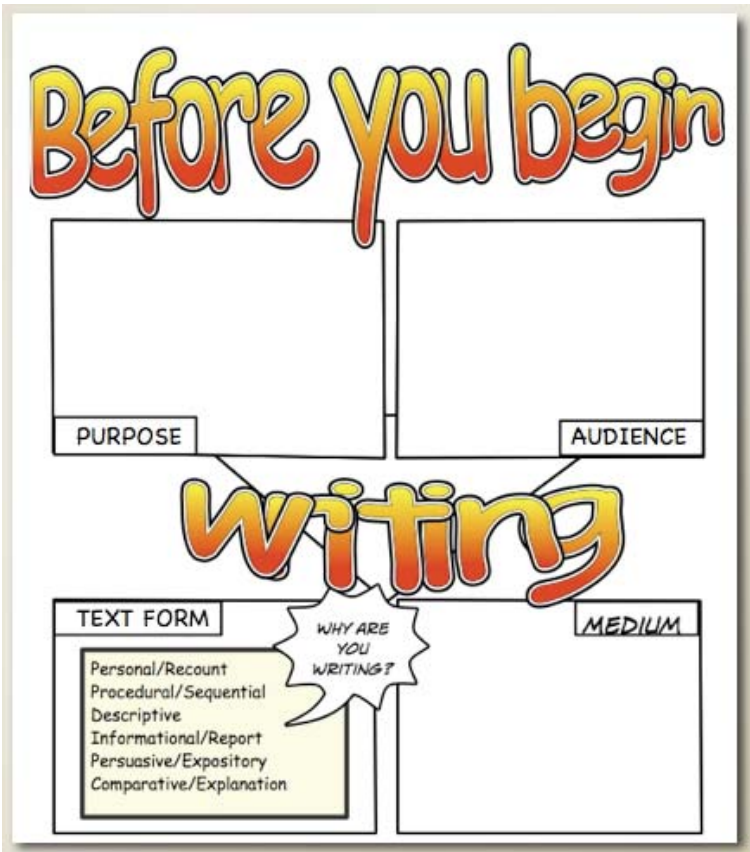


Scoop.it!

voicethread

facebook





Non-Fiction Writing Planner

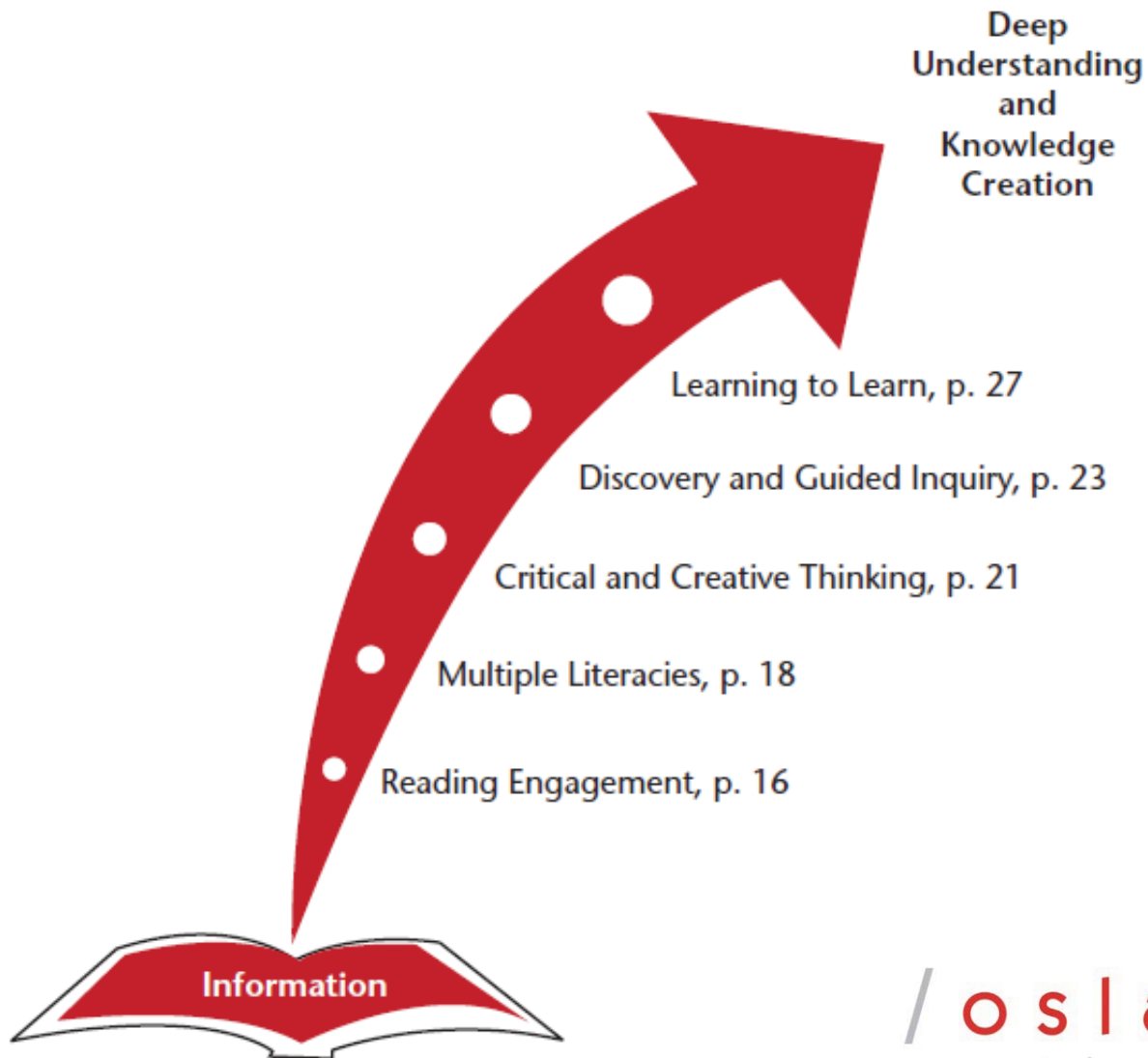
<http://library.wrdsb.ca/research/writing-nf/>

Created by Janet Dixon, Head of Library, Waterloo CI.
 Inspired by a Super Conference workshop by Cindy Matthews, Instructional Leader, Toronto DSB.

Learning
to Learn



Technology
for Learning



/ o s l a

∴ ontario school library association

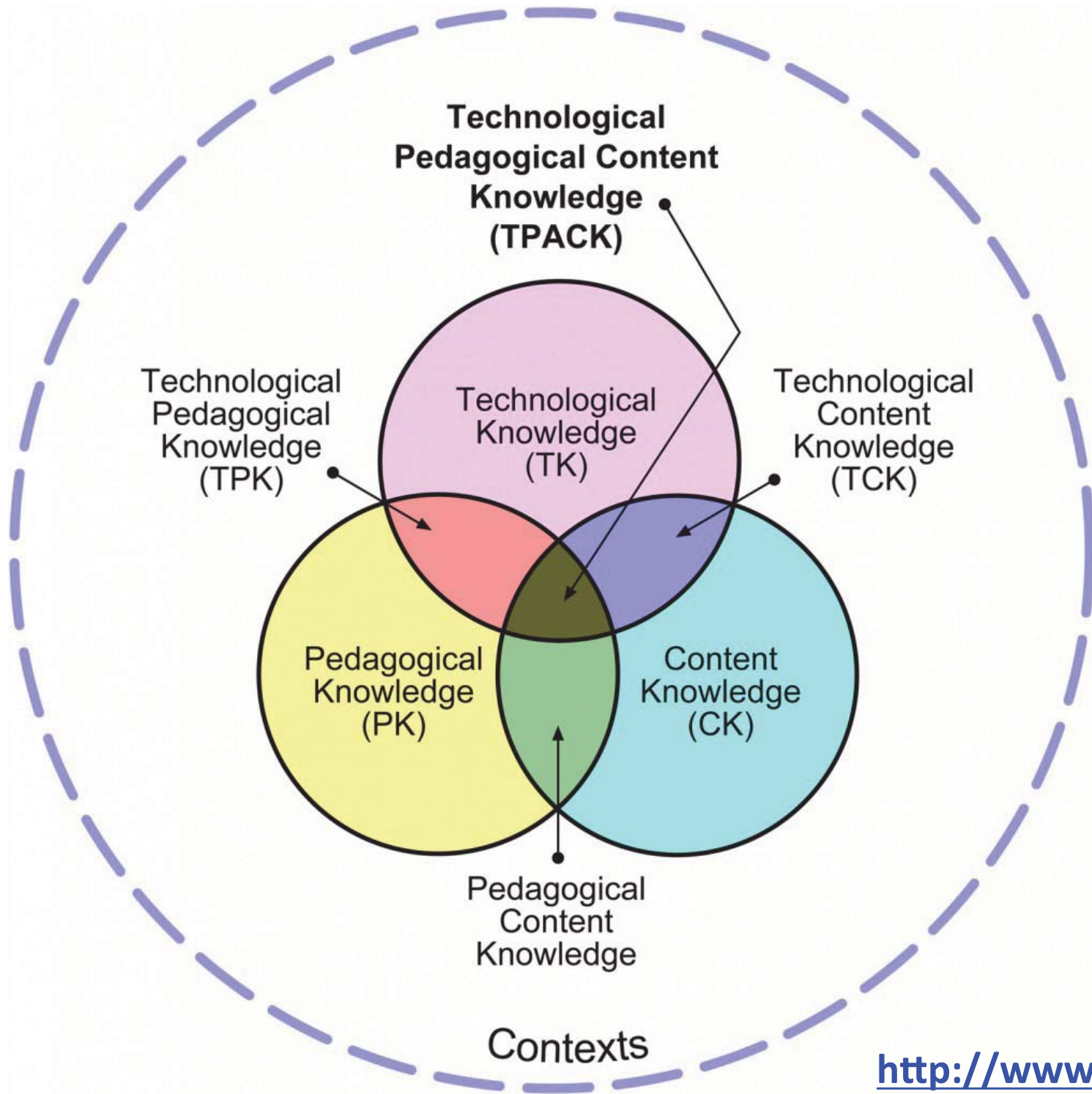
Clearing the Fog About the Cloud: Some Relationship Advice

When you're flirting with Web 2.0 technologies you might want to consider asking yourself some thought-clarifying questions. Think of it as the ultimate online dating questionnaire.

- ★ Are you interested in a long-term relationship with this technology, or only a “one-class stand”?
- ★ Do you have a fear of commitment?
- ★ Is this a right match for me?
- ★ Is this going to make me happy?
- ★ How do I nurture this new relationship?

School Libraries in Canada:

<http://clatoolbox.ca/casl/slicv28n3/283brookskirkland.html>



Anita's Addendum

mashpedia

REAL-TIME DASHBOARDS

DOODLEBUZZ
a typographic news explorer

<http://www.mashpedia.com/>

<http://www.doodlebuzz.com/>

<http://www.accessola.com>



Forest® Social Media

COLLECTIONS BUILD CONNECTIONS



A screenshot of the website whitepineonline.ca. The page features a navigation bar with "Home", "Explore", "My Collections", and "My Contacts". Below the navigation is a section for "2012 Nominees" with tabs for "Non-fiction" and "Fiction". A grid of book covers is displayed, including "Ashes, Ashes" by Treggiari, Jo. A user review for "Ashes, Ashes" is visible, showing a five-star rating and the text "Loved this title? Be the first to leave your mark on this title. Add a comment and rate it!". The right sidebar contains a "Read. React. Repeat." section with a "4 ways to get started:" list, including "Rate this year's nominees!", "Make a book video for your favourite book.", "Share a Top Ten List", and "Rate this year's nominees!".

Keeping up with it all...

The cure for boredom is curiosity. There is no cure for curiosity.

Attributed to Ellen Parr

- ✓ Be a learner as much as a teacher
- ✓ Connect with other learners / educators
- ✓ Relax, be curious, play and explore



The Learning Commons helps students view learning as a life pursuit. Students will see learning modeled by everyone in the school. As a result, students of a school with a Learning Commons will become empowered by *learning how to learn*.

The Great Web 2.0 Face-Off

Post-Game Highlights



<http://commons.wikimedia.org/wiki/File:Hockey.svg>



Anita Brooks Kirkland

Ontario Certified Teacher
B.Mus. B.Ed. M.M. ML.IS

@AnitaBK

bythebrooks.pbworks.com

ei EDUCATION INSTITUTE