

Instagram as an authentic assessment tool in an ODeL context: Initial thoughts

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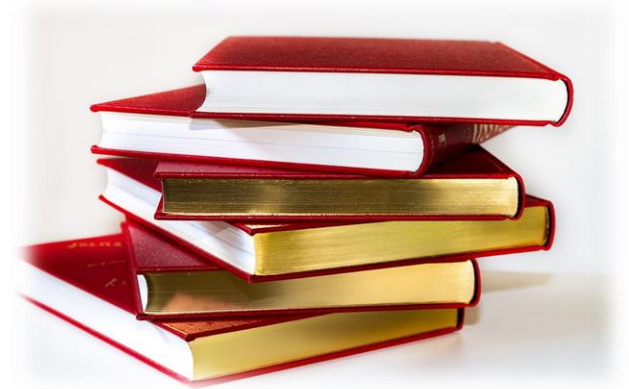
Define tomorrow.

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Topics to be covered

- Authentic assessment
- Instagram
- Advantages of including Instagram in teaching and learning in higher education
- Relevance to an ODeL context





Authentic assessment

- Authentic assessment = “a form of assessment in which students are asked to perform real-world tasks that demonstrate meaningful application of essential knowledge and skills”
- Examples: Students design posters/ infographics, create videos; incorporating electronic resources such as apps and wikis in assessment

Authentic assessment (continued)

Educational benefits (e.g.):

- supports active student learning
- improved achievement and retention of information
- gain essential real-world experiences in a safe, encouraging environment
- increased involvement among students (and with wider community)
- develop vital graduate characteristics



Authentic assessment (cont.)

But:

- may be labour-intensive, time consuming and expensive.
- requires a practical approach
- may require continuous training and development



Instagram



- launched October 2010
- = an online photo sharing and social networking service allowing users to share photos and videos on social networking sites
- designed to be used on a mobile device but users can interact (e.g., like or comment) with their account on desktop version.

Instagram (continued)

- One billion monthly active users in June 2018
- Particularly popular among teenagers and young Millennials.
- 41 percent of users globally 24 years or younger



Instagram (cont.)

- Advantages of incorporating Instagram in teaching and learning in higher education context:
- “meet students where they are”
- develop students’ creativity
- enhance students’ technological proficiency
- students learn from experts by following them
- enhance student engagement
- contribute to team building (or establishing a community)



Relevance to an ODeL context

- mobile app; mainly meant to be used on mobile devices
- Particularly relevant as an assessment tool in an ODeL context (students often access the Internet via their mobile phones)
- Guide students on blog tool (LMS)

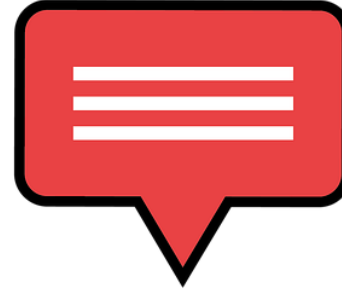


Relevance to an ODeL context (cont.)

- “Instagram is an excellent educational tool that may assist in making the educational process unique, interesting, and insightful”.
- “Incorporating social media such as Instagram in teaching and learning should always be aligned with a particular educational purpose”.



Practical application



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Thank you



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