



Newsletter #6

Social Media TestDrive's News Updates

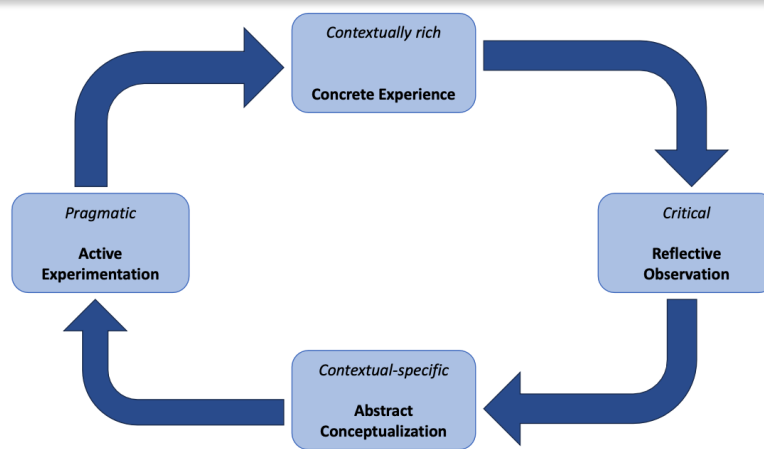


End of Year Update and Milestones

We would like to congratulate all educators on the completion of another successful academic year. This year, Social Media TestDrive reached new milestones in how many youth we have equipped with digital literacy skills! In the past 10 months (the academic year), 257,252 people have used Social Media TestDrive. Since our launch, we've reached a total number of 830,499 users.

The "Learning" Behind Social Media TestDrive

Did you know that Social Media TestDrive was built with Kolb's Experiential Learning Theory in mind? According to this theory, experiential learning is "the process whereby knowledge is created through the **transformation of experience**." More specifically, it involves the four stages of **abstract conceptualization**, **concrete experience**, **active experimentation**, and **reflective observation**. We found experiential learning to be a robust pedagogical approach for teaching social media literacy because this approach can immerse learners in experiences similar to situations in actual social media platforms.



Morris' proposed revision to Kolb's 1984 model

From Morris, T. H. (2020). Experiential learning-a systematic review and revision of Kolb's model. *Interactive Learning Environments*, 28(8), 1064-1077. <https://doi.org/10.1080/10494820.2019.1570279>

Social Media TestDrive was created to be a realistic simulation of a social media environment where youth can safely practice and apply what they've learned before entering the real social media world. Learners engage in hands-on actions, reflection, the facilitated creation of abstract conceptualizations, and active experimentation in a protected and risk-free way, as the only person in the timeline is the individual learner.

BUT DOES IT WORK? SHARING OUR EVALUATION RESULTS

The Cornell Social Media Lab recently analyzed the effects of experiential learning actions on social media literacy knowledge. We used Social Media TestDrive data from participating schools (150 students from 13 middle school classrooms) and individual participants who did modules on their own (3552 students). By closely analyzing the clickstream data, we discovered a correlation between the completion of recommended instructional actions and an improvement in learners' social media literacy knowledge, with most knowledge gains coming from recommended actions in the Guided Activity, followed by the FreePlay, and then the Reflection Activity. Social media knowledge was evaluated by the number of correct questions on a quiz after every module. While the total time spent on the module was initially considered significant, it became less relevant when we factored in the number of recommended actions completed during various phases of the module. Therefore, it is crucial for students to actively engage with instructional activities on Social Media TestDrive in order to enhance their social media literacy.

HOW CAN YOU USE THIS KNOWLEDGE?

Applying what we've learned, we can glean that youth learners benefit greatly from opportunities to practice and actively consume learning material. We encourage youth, parents, and educators to fully engage in all the instructional activities provided in Social Media TestDrive in order to retain information and apply it effectively in real-world social media situations. Educators can also reference the educator guide on the TestDrive site to learn more about how to implement the modules in the classroom to better engage youth learners.

Happy Social Media Test Driving!



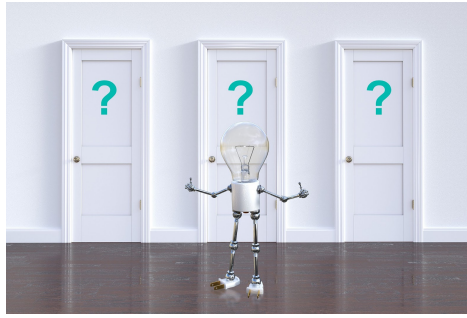
We'd love to hear from you if you have any comments or questions about the study results, you can send us an email at socialmediatestdrive@gmail.com!

References

Kolb, D. A. (1984). *Experiential Learning: Experience as the Source of Learning and Development*. Englewood Cliffs, NJ: Prentice Hall.

Morris, T. H. (2020). Experiential learning-a systematic review and revision of Kolb's model. *Interactive Learning Environments*, 28(8), 1064-1077. <https://doi.org/10.1080/10494820.2019.1570279>

Featured FAQ



Q: How long does it take for students to go through one Social Media TestDrive module?

A: It depends on the module, but our analytics estimate that students typically take about 15 minutes to go through one module from beginning to end.

We would love to hear from you. Please send us your questions at socialmediatestdrive@gmail.com



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