Impact of new technologies and social networks on a secondary education theatre project

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Introduction

• Collaboration between: University (UPM) and Secondary Education High-School (Al-Satt)
• Introduction of internet tools (social networks) in Secondary Education.
• Searching for the students’ motivation.
• Analysis of results (survey / analytics)
Environment

- 27 Students: 3rd E.S.O. (14-18 y.o.)
- Low academic level (80% repeating a year) and from “diversification” programs
- Complicated disciplinary expedient
- At risk of social exclusion
Objectives

• Finding motivation in theater.
• Using techniques of avant-gard and contemporary theater.
• Creating a corporative image.
• Make them feel important.
• Using technology to improve results.
Motivational factors (I)

- Teacher
- Performances
- Social Networks (Facebook, Twitter, YouTube, Blog)
- Content creation: text, images, video
- Distribution through channels: press, posters, DVD, social networks, recording visualization.
- Family and schoolmates less important
Motivational factors (II)
Performances

• 20th December: first presentation
• 3th March: Caixa Escena Encounters (project selected for theater contest)
• Gala Benéfica (final performance)
Content Distribution

Materials & Contents

Video

Images

Text

Supervision

Distribution Channels

Teacher

Press

Posters

Blog & Social Networks

Recording Visualization

Materials & Contents

Teacher

Supervision

Distribution Channels

Video

Images

Text
Social Networks

• Students normally access to Facebook, Twitter or YouTube.
• Not creating new platforms (Moodle), using the existent ones.
• Introduce theater subject in their normal life as a motivational tool.
• Corporative image creation:

AL-SATT
COMPANÍA DE TEATRO DANZA
Promotional posters

Promoting Social Networks
Social Network Consumption

• From results from a survey to students:
  – Facebook, Twitter and YouTube have better reception.
  – Access through smartphones or PC’ s
Results

• Survey for the students, developed in final class:
  – Motivational factors
  – Perception of quality
  – Interest and theater and the subject

• Analytics from social networks and internet consumption.
Perception of quality (I)
Perception of quality (II)

• Appreciation of teacher’s work
• Good reception to material and contents and distribution (social networks).
• Positive interest in audiovisual contents created.
• A perception of own improvement in performances.
Analytics from YouTube

• Analytics reveal interest in contents from students and their schoolmates

• After last performance (may 2013) the views in YouTube raised.
Conclusions (I)

• Motivation is a key factor in students’ education (especially in artistic subjects)
• Youth are subject to continuous and multiple stimuli, and traditional education system is too static
• Technology surrounds them and their usage is an advantage for the teacher, not an impediment.
Conclusions (II)

• Social networks are an important motivational factor.
• Common S.N. obtained better reception than specifically created ones, such as a blog or a moodle.
• Audiovisual and graphical content are profitable in the learning process:
  – Motivation factor
  – To see their errors
Trailer: Child Soldier
Thanks for your attention