

IU1: The Learners, their Environment, and the Instructional Goal

Overview

While social media began as a way to connect with friends, it has expanded to include several other daily activities, such as getting news. More than 50 percent of people have learned about breaking news on social media, rather than official news sources (Morejon, 2012). To maintain a competitive edge and stay relevant, a news organization needs to locate its audience and connect with them.

As one focus group member told a marketing research company, “If the news is that important, it will find me” (Stetler, 2008). Currently, the place to find a large part of a news organization’s audience is Facebook.

Mobile Video Tapes, Inc. is committed to living its brand of providing breaking news and breaking stories to the Rio Grande Valley. Administration is embracing the expansion of the brand to social media. Employees have access to computer equipment and the Internet, which would allow participation on social media networks. Two employees are dedicated to maintaining the station’s web presence and social media sites.

However, to truly live the brand and provide continuous updates throughout the week, more employees are now required to also post updates and participate on the company’s Facebook fan pages.

Learning Context

The learner will be following a standalone instruction, available on a workplace laptop or desktop computer with Internet access. Thirty minutes must be set aside for the training.

The learner must be able to hear the lesson clearly. If a quiet room is not available for the training, the learner should also be equipped with headphones.

Prior to the training, the learner must have submitted the email address he or she uses to access Facebook or a request to have one created based on their work email account.

Performance Context

The learner will be using the instruction taught at his or her workstation. The learner must be familiar and comfortable enough with the instruction to complete the task throughout the workday, especially in a fast-paced work environment.

Intended Learner

The intended learner is the employee of a television station, who has been granted access to assist in maintaining the company's Facebook fan pages. While his or her regular duties often include participating in a group, this task will be done independently.

While the intended learners work in different departments, they all have basic computer skills. Their ages range from 20s to 50s. Many have a bachelor's degree with a major in some form of communications.

Most of the intended audience has some familiarity with Facebook, since many are already part of the social media network. In addition to that, the intended learner is used to learning new technical skills, due to upgrades and changes in the work environment.

Cognitive skills necessary to the task include identifying information to post that coincides with the company's mission and brand. The intended learner should also be able to use the community guidelines to identify posts that are inappropriate and should be removed.

Overarching Instructional Goal

The learner will be able to maintain a Facebook fan page, such as posting status updates and replying to comments.

Specific Goal

The learner will be able to post status updates, photos and videos, locate messages and post by others, reply to posts and messages from others, remove inappropriate posts, and share posts made by others. They will also know how to like Facebook pages belonging to other organizations and sort a news feed to look for appropriate information to share.

Target Audience's Reaction

The specific goal was mentioned to some of the intended learners. As the training is being developed at their request, they were very open to the idea. Many understand the trouble of scheduling a face-to-face training because of overlapping work schedules and breaking news. The standalone training should provide a way for intended learners to bypass the scheduling challenge. One intended learner was particularly eager to get the training, as many of the items covered included answers to questions she specifically asked. The company has stressed the importance of growing its social media presence. The intended learners are onboard with the goal but unsure of how to proceed. I believe this training will provide the basic technical skills so workers can gain the knowledge and confidence to maintain the company's Facebook pages.

References

Morejon, R. (2012, June 28). *How social media is replacing traditional journalism as a news source [infographic]*. Retrieved from

<http://socialmediatoday.com/roymorejon/567751/how-social-media-replacing-traditional-journalism-news-source>

Stetler, B. (2008, March 27). *Finding political news online, the young pass it on*. Retrieved

from <http://www.nytimes.com/2008/03/27/us/politics/27voters.html? r=0>

Feedback Revision Form

You will provide feedback to the assigned student on his/her IU, and in turn you will receive feedback from that person on your IU. Timely feedback is important. You are graded on the content and timeliness of your feedback. You must plan to send feedback 24 hours prior to the due date of the project. Therefore, you need to send your IU to your feedback partner 48 or 60 hours prior to the due date of the project.

Use this form to document your feedback partner’s comments and your response to those comments.

Your Name:	Maria Elena Hernandez
FB Partner’s Name:	Joe Rizo
Project:	IU 1
Date:	9/23/12

Feedback Partner’s Comment	Learner’s Response
<p>The only thing that I struggled with is the specific goal. It seems to me that it is a little broad. I would try to narrow it down for example user will be able to perform the following functions Post comments, respond to post and monitor a facebook fan page with out assistance.</p>	<p>I’m not sure what to add. The specific goal already states this things:</p> <p>The learner will be able to post status updates, photos and videos, locate messages and post by others, reply to posts and messages from others, remove inappropriate posts, and share posts made by others. They will also know how to like Facebook pages belonging to other organizations and sort a news feed to look for appropriate information to share.</p> <p>I believe the feedback may be referring to the overarching instructional goal, so I added some specific tasks to it.</p>