Teaching User Centered Design and Content Through Image Tweets: A Social Constructivist Approach

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Overview
Overview

The Need
Overview

The Need

The Teaching Model
Overview

The Need

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The Course
Overview

The Need

The Teaching Model

The Course

The Activity
Overview

The Need

The Teaching Model

The Course

The Activity

Student Outcomes
Overview
The Need
The Teaching Model
The Course
The Activity
Student Outcomes
Limitations
Overview

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The Teaching Model

The Course

The Activity

Student Outcomes

Limitations

Reproducibility
The Need

Huge demand for image-based social media and user centered approaches across professions
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Huge demand for image-based social media and user centered approaches across professions

Little pedagogical research on image-based social media
The Teaching Model

SOCIAL CONSTRUCTIVISM
The Teaching Model

SOCIAL CONSTRUCTIVISM

Learning is socially situated
The Teaching Model

SOCIAL CONSTRUCTIVISM

Learning is socially situated

Knowledge is constructed through interaction with others
The Course

ALL THINGS MEDIA: DESIGN

Introductory design course for journalism pre-majors
The Course

**ALL THINGS MEDIA: DESIGN**

Introductory design course for journalism pre-majors

– news, strategic communication, and visual design
The Course

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– news, strategic communication, and visual design

80–150 students per semester
The Course

ALL THINGS MEDIA: DESIGN

Introductory design course for journalism pre-majors
– news, strategic communication, and visual design

80–150 students per semester

classes per week:
– one 50 minute large lecture
– one three hour small lab (capped at 18 students)
The Activity

USER EXPERIENCE THROUGH IMAGE TWEETS
The Activity

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≈ 240 students participated
The Activity

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≈ 240 students participated

Semester long activity with weekly components
The Activity

USER EXPERIENCE THROUGH IMAGE TWEETS

≈ 240 students participated

Semester long activity with weekly components

Students learn design and content creation principles crucial to UX
color priming, legibility, composition, visual consistency, visual hierarchy, ethical representation, picture superiority, & signal to noise ratio
The Activity

USER EXPERIENCE THROUGH IMAGE TWEETS

\( \approx 240 \) students participated

Semester long activity with weekly components

Students learn design and content creation principles crucial to UX

Students test image tweets on each other
The Activity

USER EXPERIENCE THROUGH IMAGE TWEETS

≃ 240 students participated

Semester long activity with weekly components

Students learn design and content creation principles crucial to UX

Students test tweets on each other

Feedback from public, classmates, and instructors
Student Outcomes
If you really want to rediscover wonder, you need to step outside of that tiny, terrified space of rightness and look around at each other and look out at the vastness and complexity and mystery of the universe and be able to say "Wow, I don't know. Maybe I'm wrong."

-Kathryn Schulz

Miguel Arucan
@miguel_arucan

If you think you're ever in the wrong, think again!
@kathrynschulz on ted.com/talks/kathryn...
#RSJ108 @khepworth
9:19 AM - 3 Feb 2016
Such an inspirational journalist! Thanks for motivating me!
@tanehisicoates! #RSJ108 #design #journalism

10:13 PM - 25 Apr 2016
TIP 01

Create your portfolio.

Showcase your work and build it up as you go along! It’s great to go back and see how you’ve progressed over the years!

Miguel Arucan
@miguel_arucan

Someone told me this when I took my first journalism class. Passing down advices to you, incoming students! #rsj108

10:55 PM - 25 Apr 2016

# Follow
"Adapt what is useful, reject what is useless, and add what is specifically your own."
-Bruce Lee
Former Reuters journalist Matthew Keys sentenced to two years for assisting Anonymous in hacking Los Angeles Times.

Journalist @MatthewKeysLive sentenced for role in Anonymous hack. bit.ly/1N9qvyL rsj108 #Anonymous

10:32 AM - 14 Apr 2016
ICON.

Prince Rogers Nelson dies at home, aged 57.

Another original lost. #princerip #rsj108 Check the catalog if you didn't know. bit.ly/1qFkejT

12:30 PM - 21 Apr 2016
Student Outcomes

“I loved the Twitter interactions”
Student Outcomes

“I loved the Twitter interactions”

“[The instructor’s feedback made my work seem valuable especially when she featured it in the Power Points”
Student Outcomes

“I loved the Twitter interactions”

“[The instructor’s feedback made my work seem valuable especially when she featured it in the Power Points”

“I've actually already applied this to a new job. I'm very thankful that I took this course”
Limitations

User centered design process wasn't made explicit enough
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Needs further testing
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Needs further testing

— pre- post-knowledge test
Limitations

User centered design process wasn't made explicit enough

Needs further testing

— pre- post-knowledge test

— different disciplines
Reproducibility

Widely replicable
Reproducibility

Widely replicable

Relevant to many professions and disciplines
Reproducibility

Widely replicable

Relevant to many professions and disciplines

Use of Twitter comes with ethical concerns but also great opportunities for peer and mentor engagement
Thank you

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https://kathep.com/research