Social Presence Matters: Research, Strategies, and Reflection

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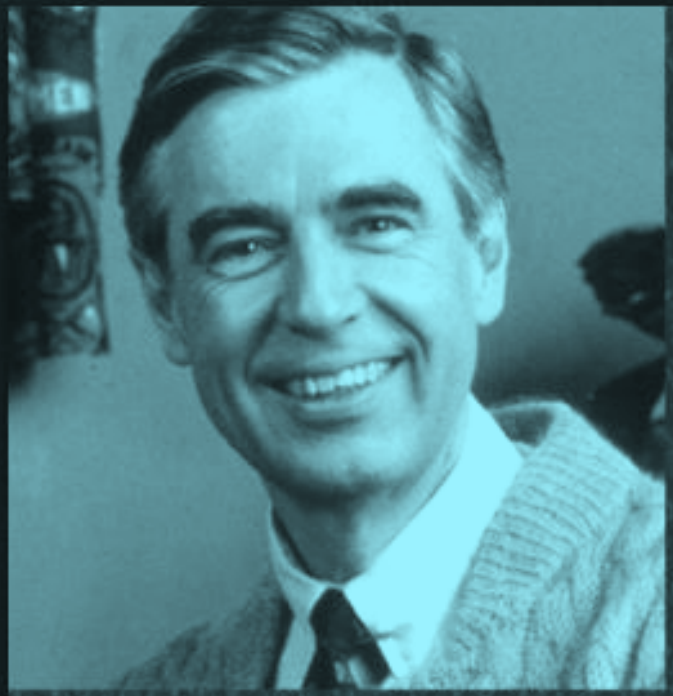
MISTER ROGERS'
NEIGHBORHOOD



"As human beings, our job in life is to help people realize how rare and valuable each one of us really is, that each of us has something that no one else has—or ever will have—something inside that is unique to all time. It's our job to encourage each other to discover that uniqueness and to provide ways of developing its expression

FRED ROGERS

Social Presence

/ˈsōSHəl/ /ˈprezəns/

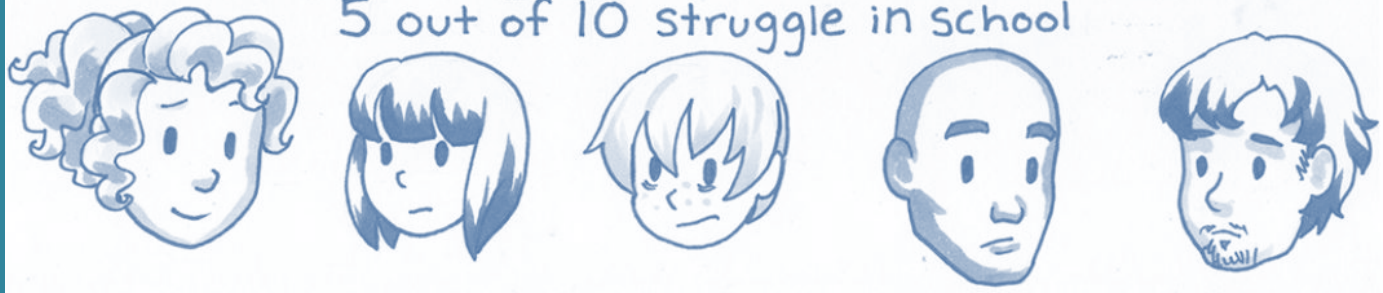
Noun

- An affectively-charged connectedness that motivates us to take an active role in our knowledge construction as well as that of our peers

College Students with Mental Illness

4 out of 10 don't seek help

5 out of 10 struggle in school



8 out of 10 feel overwhelmed

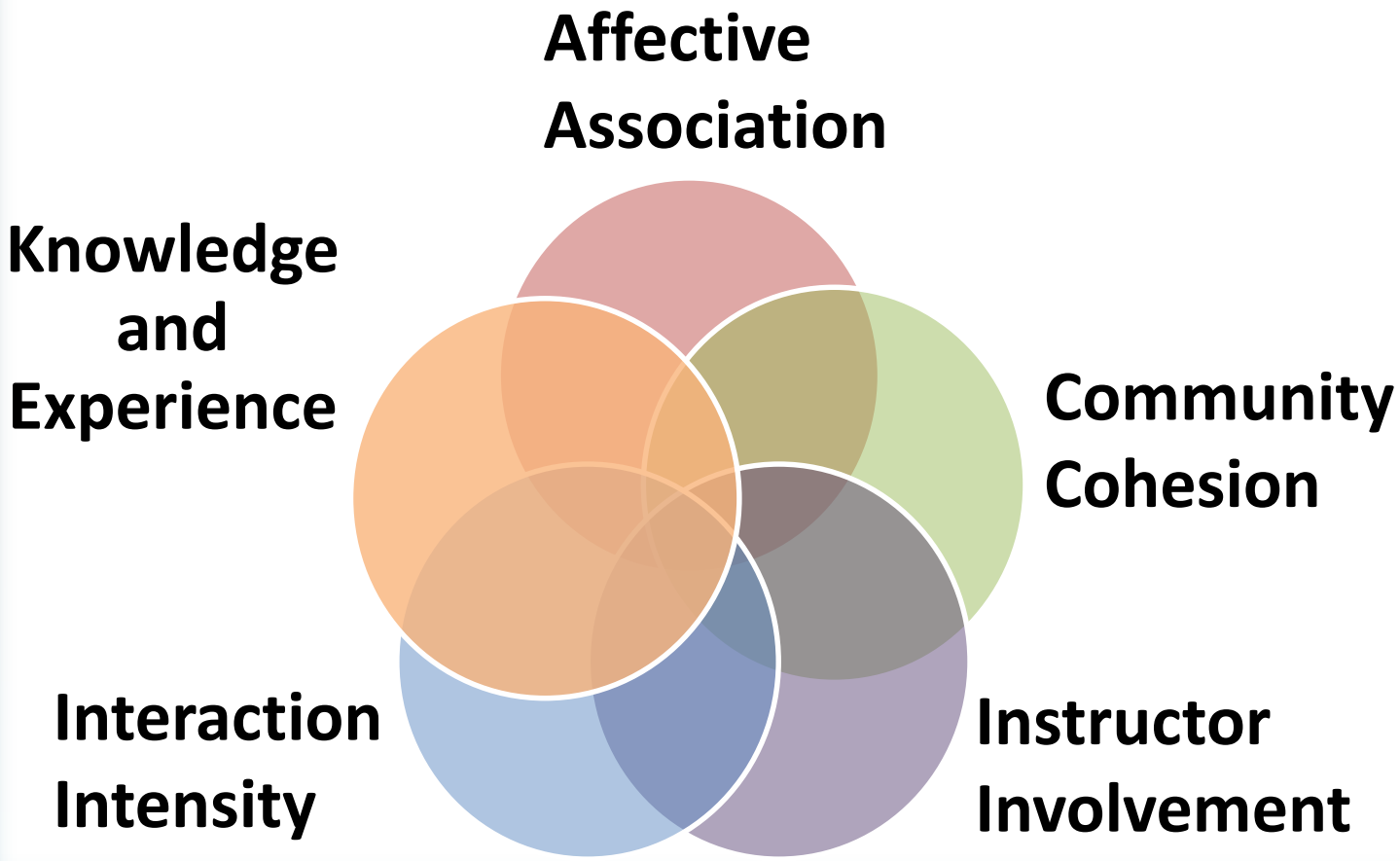
I Can't Adult Today.

PROCEED
WITH
CAUTION

"We are social beings…this fact is a central aspect of learning."

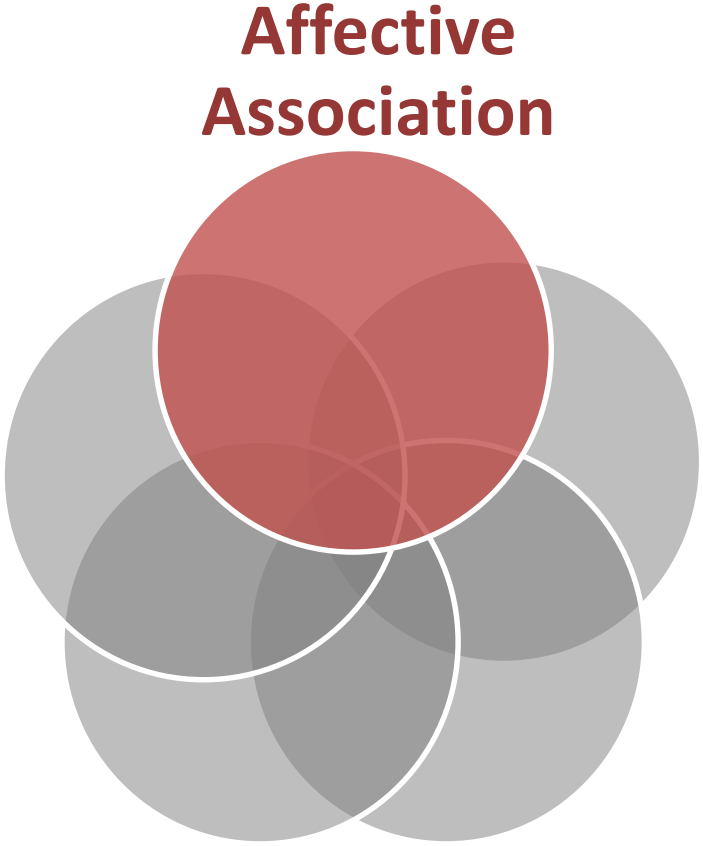
–Etienne Wenger

Social Presence Model



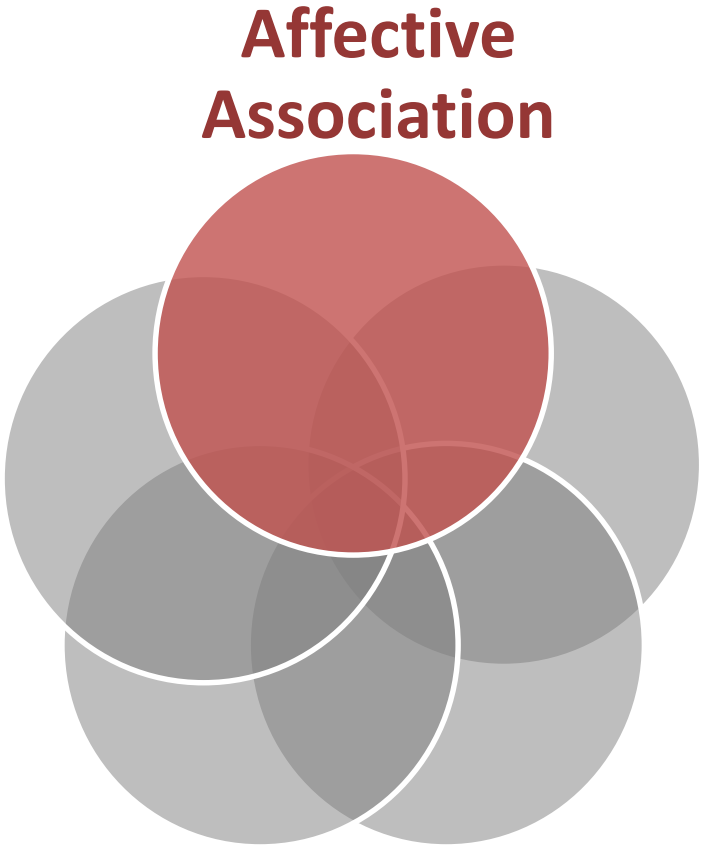
Social Presence = Critical Literacy

Social Presence Model



Social Presence in Practice

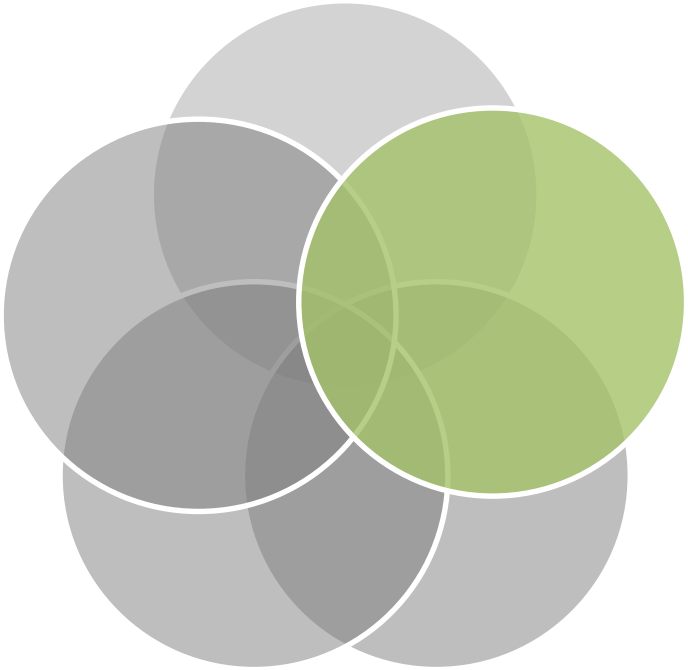
Social Presence Model



- Organize!
- Instructor video
- Welcome letter with survey
- Introductory profile
- Announcements and reminders
- Audio and video

Social Presence in Practice

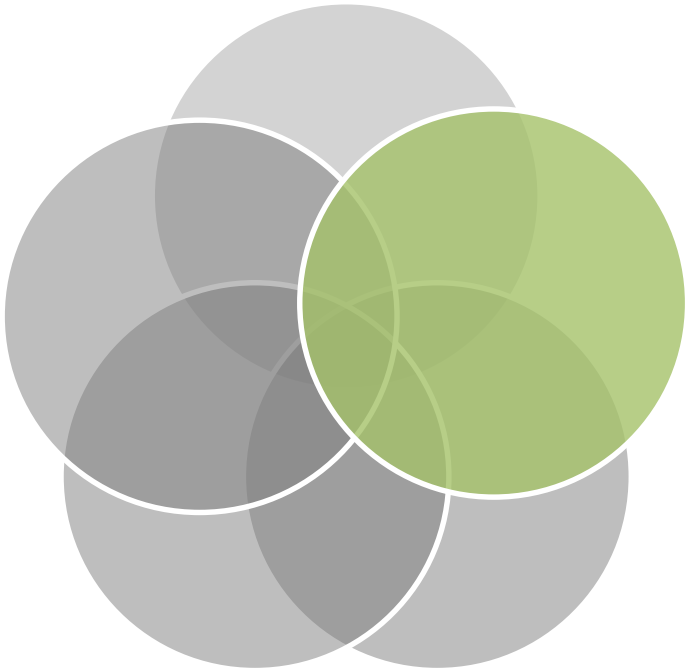
Social Presence Model



Social Presence in Practice

Social Presence Model

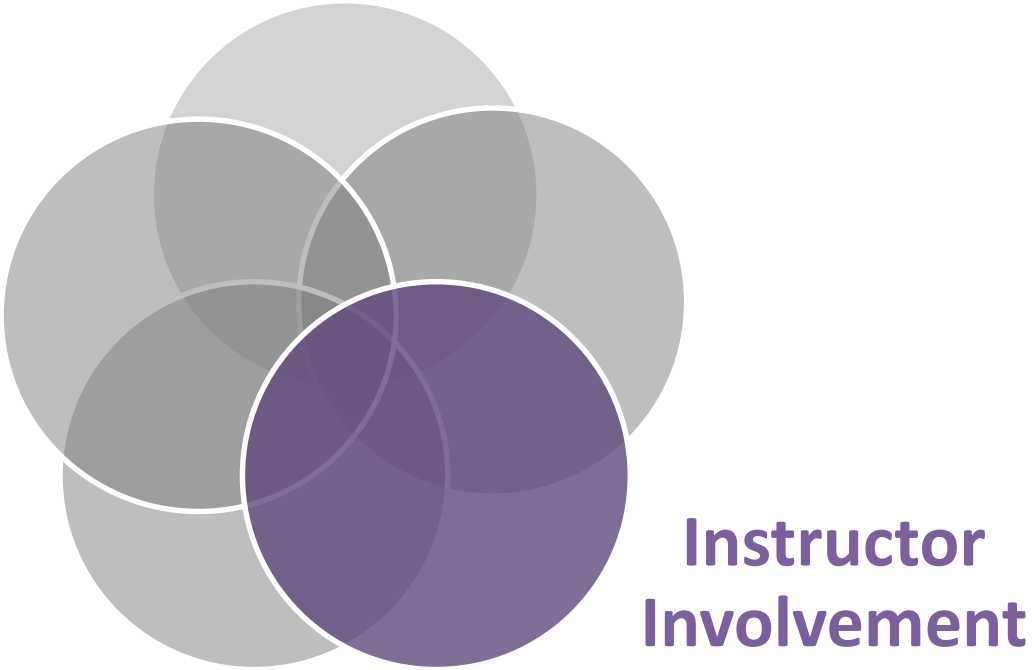
- Greet respectfully
- Refer to “we”
- Build in connections
- Model language you hope to see



Community Cohesion

Social Presence in Practice

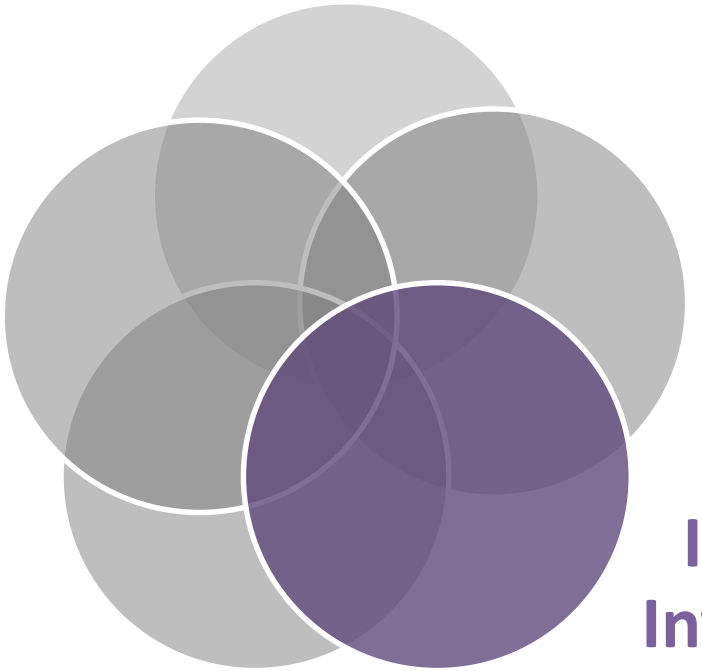
Social Presence Model



Social Presence in Practice

Social Presence Model

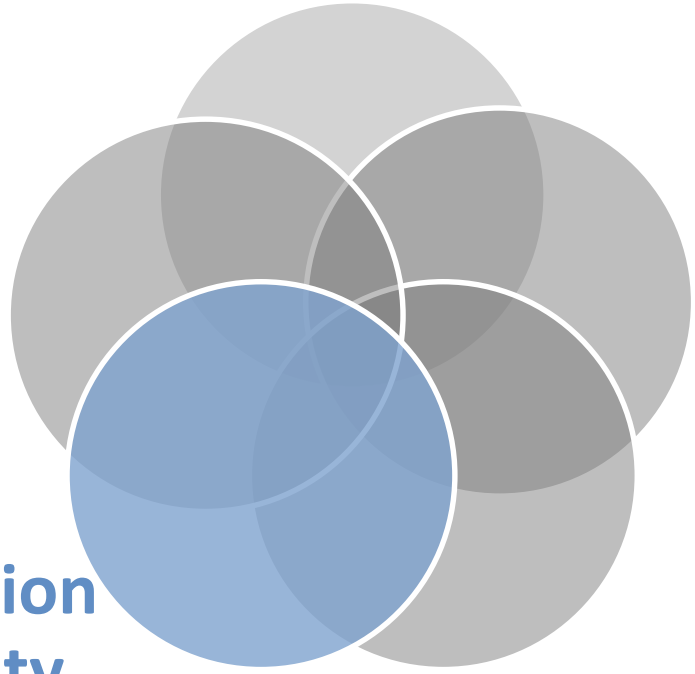
- Know your students
- Personalize
- Provide early feedback
- Share the stage
- Reflect often



Instructor Involvement

Social Presence in Practice

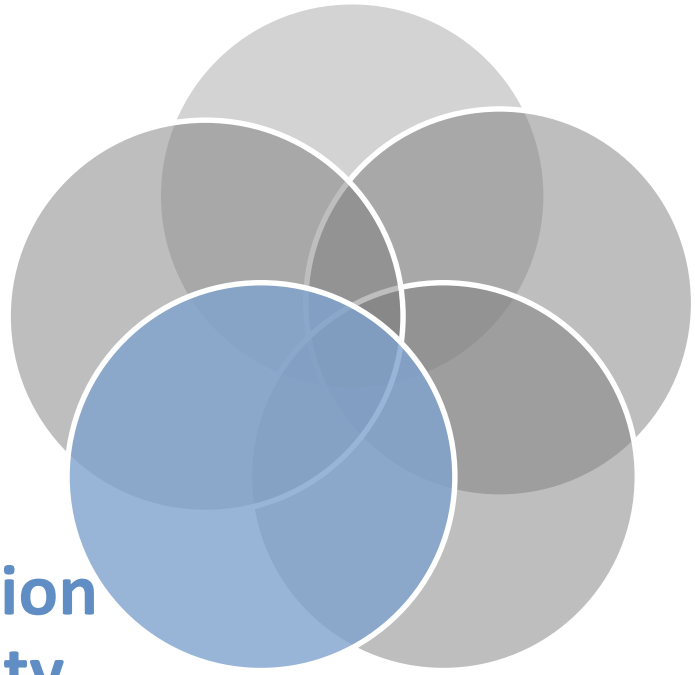
Social Presence Model



Interaction Intensity

Social Presence in Practice

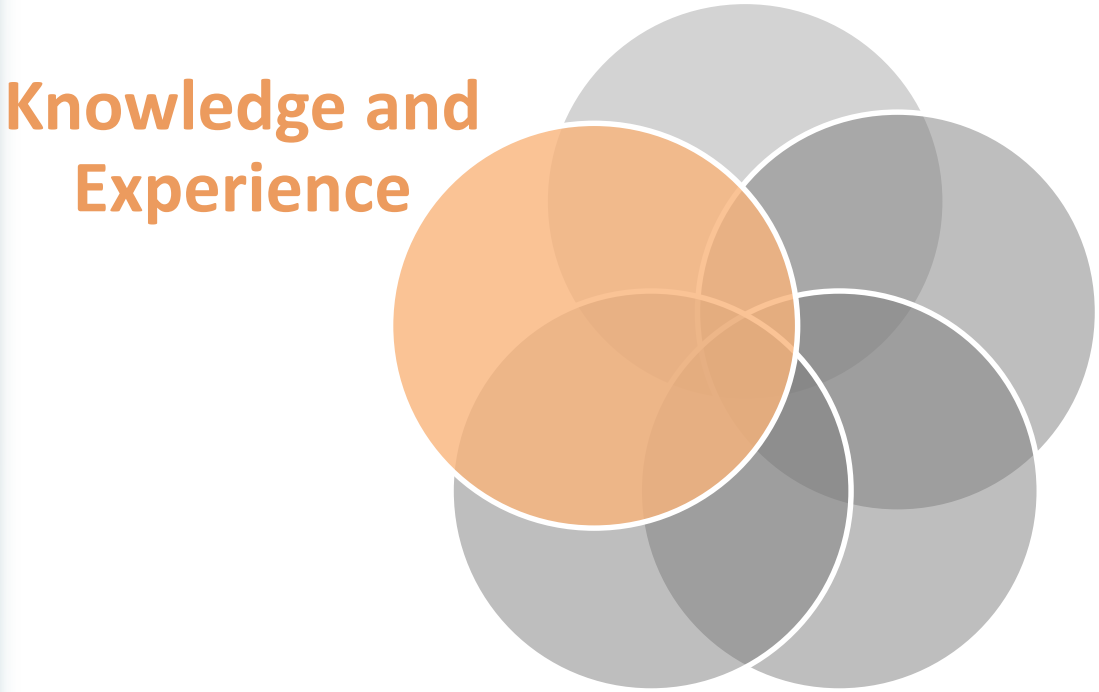
Social Presence Model



- Build in meaningful interactions
- Develop a Q&A area
- Connect with learners
- Create informal social spaces and area to share resources

Social Presence in Practice

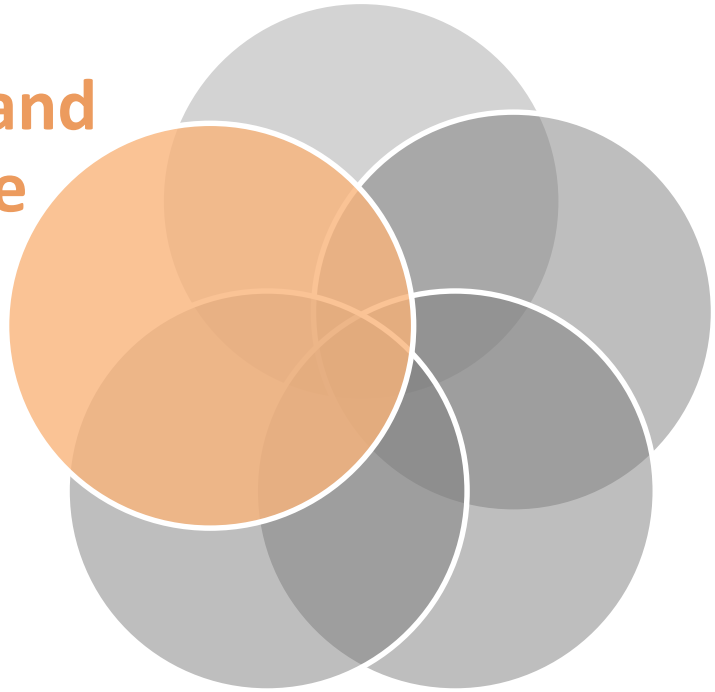
Social Presence Model



Social Presence in Practice

Social Presence Model

Knowledge and Experience

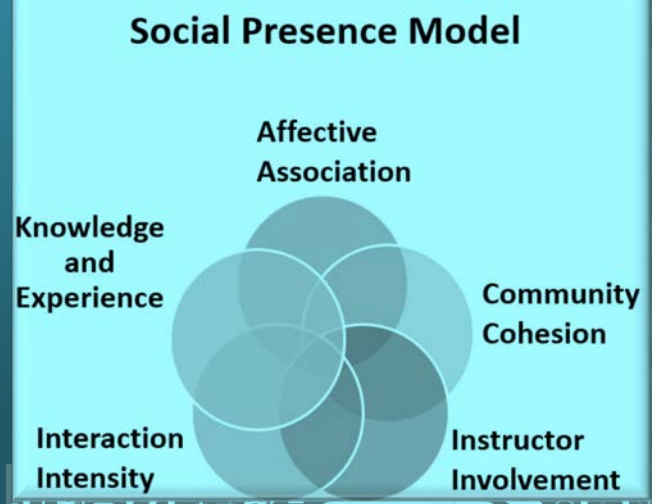


- Ask questions in your opening survey
- Be K-W-L Minded
- Allow students to draw from their cultural background and past experiences
- Make it authentic!

Social Presence in Practice

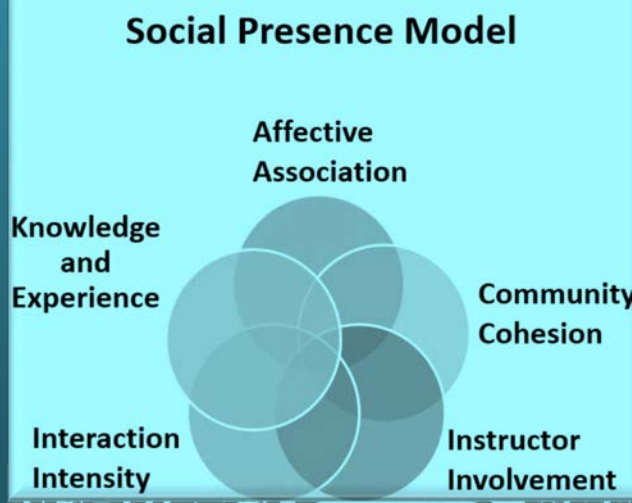
Engage in Planned Change

Social Presence Matters



“Every child deserves a champion…who understands the power of connection.”

–Rita Pierson



Thank you for impacting lives every day!

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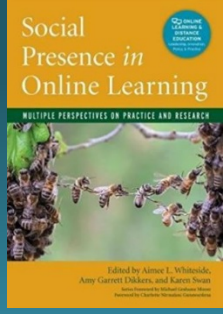

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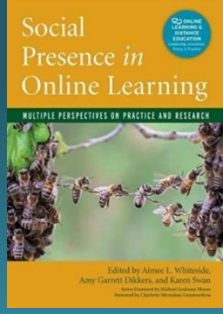

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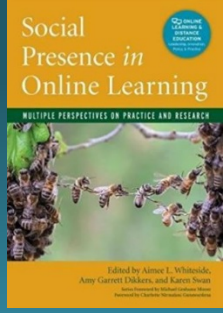

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Questions

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