

LEARNING CARD

Playful Tutorial in Snapchat

Description	Tutorials are an important category of video content on the Internet, especially in Youtube. One of the main learning strategies for teens is looking for relevant tutorials online, another one is teens teaching each other various skills. In this exercise, these two activities are combined, with an added element of playful communication enabled by Snapchat. Snapchat is a low entry tool, which provides a quick way to learn by teaching others.
Tag	<ul style="list-style-type: none">• Snapchat• Social Media• Video
Skills	PRODUCTION <ul style="list-style-type: none">• Create and modify audiovisual productions• Use filming and editing tools CONTENT MANAGEMENT <ul style="list-style-type: none">• Manage content dissemination and sharing• Participate in social media SOCIAL MANAGEMENT <ul style="list-style-type: none">• Collaborate• Teach MEDIA AND TECHNOLOGY <ul style="list-style-type: none">• Apply
Learning areas	<ul style="list-style-type: none">• Arts• Foreign Languages• Language• Learning Support Teacher• Mathematics• Physical Education• Professional Competences• Religion and Ethics• Sciences• Social Sciences• Technologies
Card language	<ul style="list-style-type: none">• Spanish• English

Structure

Sessions	1
Duration	60' (Variable)
Number of participants	10-30
Age	<ul style="list-style-type: none">• 10-13• 14-16

Process

Key questions	<ul style="list-style-type: none">• Can I explain a set of instructions in an understandable way?• To what extent do playful elements in a tutorial contribute positively (i.e. increase motivation to follow carefully), or distract from the information?
Development	<p>This is an exercise that can be employed as part of a variety of classes. Solving an equation, preparing a dish, checking and adjusting privacy settings in a mobile app, etc. all require following a procedure, and here the students have to figure out which are the main phases of the procedures in order to prepare a tutorial consisting of max. 60 sec Snapchat posts.</p> <p>When preparing the video clips, the students are encouraged to use all the filters and other effects in Snapchat to improve the effect of their video.</p> <p>Tutorials are shared on Snapchat, and students watch each other's productions.</p> <p>In discussion, the students should try and concentrate a) on the procedural aspects of the tutorials – how similar or dissimilar they are in how they present the different units of the procedure, b) what is the effect of the playful elements.</p>
Evaluation	<p>The main point is to make the students aware to what extent explaining something to others helped them to understand that thing better themselves. Also, the suitability of a social media channel used mainly for entertainment and personal communication, for instructional use.</p>
References for professors	<ul style="list-style-type: none">• Medium - How can scholars use Snapchat (Jill Walker Rettberg): https://medium.com/@jilltxt/how-can-scholars-use-snapchat-3adb9f874604
Author	Raine Koskimaa. University of Jyväskylä (Finland), raine.koskimaa@jyu.fi