Jump-Start Intercultural Dialogue with Social Media

David Livert, PhD | Eileen Grodziak
For the Yammer introduction, please create an account at:

www.yammer.com

And provide your email for an invitation to the collaboration space.
Building Bridges between Backyards

• Short-term (one week) international experience for Penn State Lehigh Valley undergraduates
• Community Psychology course delivered to PSU and UL students simultaneously, using same textbook.
• Both US and Irish students carried out team projects in parallel.
• US students travelled to Ireland in March 2017 to join Irish students for two days.
• Collaboration piloted in 2014. 2017 trip was supported in part by grant from Division 27 of the APA.
Building Bridges between Backyards

In the team projects, US and Irish students identified a social problem/issue in their community, applied a community psychology framework, collected data, and completed an overall assessment.

Topics included:

- High School Bullying (PSU)
- Families in Direct Provision (UL)
- Food Insecurity among Teens (PSU)
- Social Exclusion of Children with Mental Disabilities in School (UL)
- Opioid Overdoses (PSU)
- Academic Progress of Low SES Children (UL)
- Seniors with Dementia Living Alone (PSU)
- Gender Equality and Campus Safety (UL)
Goals

• Highlight the importance of culture, context, and collaboration in framing and conducting community psychology research and action.

• Facilitate establishment of cross-national acquaintances and friendships.

• Facilitate development of global citizenship.
Community Psychology Course

Undergraduate 400-level course
14 Students

14 Participated in pre-trip dialogue
11 Traveled to Ireland

Masters level course
25 Students

22 participated in pre-trip dialogue
Chronology

Pre-Trip (January – March, 2017)
- Course taught
- Students conduct projects
- Acquaintance formation through Yammer

Trip (March 4-11, 2017)
- *Day 1*: Arrival, Brunch with faculty, Tour of Cliffs, Burren
- *Day 2*: Class together (t-shirts and group discussion), Lunch, Limerick Tour, Dinner
- *Day 3*: BBBB Conference
- *Days 4-7*: Dublin
Chronology

Post-Trip

• Finish classes and project
• Post-trip survey (April, 2017)
• Follow-up interviews
  (October-November, 2017)
PRE-TRIP

ACQUAINTANCE FORMATION
Options

- Instagram
- Tumblr
- Google+
- Reddit
- WordPress
- Snapchat
- Skype
- Zoom
- Facebook
- Pinterest
Considerations

Voluntary Participation

Everyone can use

Ease of use

Open or closed access?
Yammer

Facebook-like
Easy to use
Same entry point for all
Protected space
PSU-supported technology
Web and mobile app
Hi everyone! I see that everyone is posting pictures of their favourite things (and mainly dogs), so I'm sharing some photos of mine too :) Here are some I took while my dogs took me for a walk recently, and it also just so happens to be in my favourite place - a wooded area right by my house along the River Shannon (which is also fairy woods). Also, I threw in one of my friends and I on Quindnet beach, Nantucket, where I lived and worked last summer. My group and I (expand >)

4 more >

Thanks for representing our group there Eliza! beautiful photos!

Ronni Greenwood and ELIZA WALSH studentwotwot like this
Introduction Assignment

1. Basic introductions. Create a post to introduce yourself. Include a picture of something that is important to you. Followed up with what are your favorites - type of music, food, etc.

2. Record and post a video of your team explaining your research project, your progress on the research and challenges.
In All…

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Photos

34

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DEEP-DIVE INTO THE DIALOGUE
# Flow/Pace of Interaction

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Photos

Here's some photos from my trip to Vegas this past summer. I attended the EVO 2016 Championship for fighting games. We got to take a walk down the strip on our first day.

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I can't seem to edit my post, but the last picture is my green cheek conure: Sponge!
Hey Y'all,

Here's a picture of my dog, as most the US students know I'm slightly obsessed with the little fluff. If he could fly with us he would surely be coming along. Also, I'm obsessed with what most would call crappy pop-punk and the band State Champs is my favorite, I've been to 4 of their concerts so far. I uploaded a picture from the most recent show.
## Flow/Pace of Interaction

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Group work in the library and :)
February 13 at 9:23am

What a group! What topic are you working on?

February 13 at 2:39pm

Hi. Attractive to say the least :) We are looking at female experiences/issues around safety on the UL campus. Depending on what the community 'give' us, we should find possible ways to improve what we perceive to be a social issue i.e., a gendered campus.

February 13 at 8:45pm

Looks like a fun group! Topic sounds great! Looking forward to hearing more. How do you pronounce your name,

February 14 at 10:46am

Can't wait to see how your data turns out! Will be interesting to say the least.
February 14 at 1:10pm

My name is pronounced :)***

and like this

February 14 at 1:28pm from Android

I never would have guessed that! I love it! I'm looking forward to your presentation!

February 14 at 2:36pm

This is how my library sessions normally turn out as well, haha!

likes this
## Flow/Pace of Interaction

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Hi guys! Following the theme of family...Here's a picture of my fiancé, Avi and our nephew Joshua who's 8 and obsessed with 'Strictly come Dancing' and Astrology in equal measure 😃

That's awesome! My son is 6 and also super interested in Astronomy. He's having a Space/Star Wars themed birthday next month! Also, what is 'Strictly Come Dancing'?

It's a British dancing competition/reality tv show!

Such a cute kid! My son is 11 and loves Science! Sounds like a fun show!

and 8 others like this
Heeey what's up, it's Team Hunger. If you guys are working on hunger, too, feel free to talk to us.
Thank you! Your project sounds really interesting and really important! Thank you for sharing your experiences!

your research sounds so interesting! looking forward to meeting you all

Thank you! We can't wait to see your projects and compare hardships during the research!
Video

Apparently the original post with our video was deleted, so in case anyone didn't get to see it here you go again :)
Video

- February 27 at 7:05pm
  Aha! There's the video! -- Very informational, and it's most definitely a beautiful campus.

- February 28 at 4:34am
  Finally, I got to see and hear your gorgeous video! Way to go, guys! Well done! <3 <3

- February 28 at 2:32pm
  It looks so beautiful there! Much bigger than our tiny campus.

- February 28 at 2:50pm
  studentmail.ul.ie in reply to -- February 28 at 2:32pm
  Hope you like it when you see it next week ;)}
Video

One challenge of the process for us: when making our video about our project we found it difficult to show our faces on camera so we are hiding in the background of our video instead focusing on the physical environment of the U.L campus... Did you at Penn state have similar issues or are you 'camera brave'? :)

Usually when I start talking, I just ignore the camera altogether and treat it like any other conversation. So long as you're confident in what you're selling, you'll do great!

Thanks. Did you see our video? Did you think it would have been better if we had shown our faces? :)

Your video was great! Can't wait to meet ye in person

It took us like 5 tries before we actually got it together enough to make a video we wanted to post! :)

It's a tough thing to do :). Interesting that its the same this side of the pond.
Video

Apologies for the delay in posting the video. We had some “technical issues.” Our issue regards social factors that act as restrictive barriers for students in DEIS schools accessing higher education. DEIS schools are schools that receive government support due to the disadvantaged socio-economic background of their students. Really looking forward to seeing all from Penn State next week! Safe travels! :)

Video Today 21-35-45
PSU-UL Community Psychology > Files

studentmail.ul.ie, and 7 others like this
Video

ul.ie – March 1 at 11:07am
Oh, My. Gawd. I love you so much. That is video is fantastic!

March 1 at 2:42pm
You guys are truly cool.

studentmail.ul.ie – March 1 at 3:56pm from iPhone
This is hilarious!!

March 1 at 5:07pm
Always a fan of well-edited videos. You guys are very charismatic. Can't wait to meet you!
Data Collection

Pre-trip survey

• administered on SurveyMonkey in February 2017 (also in 2014)

Post-trip survey

• administered in April 2017

Post-trip interviews

• Conducted in October and November
• Interviewed 7 of 11 sojourners
Impact of Pre-Trip Online Interaction

- Made UL students seem more approachable
- Students felt more comfortable, less awkward when meeting UL students
- Jumping off point for conversations, an icebreaker
- Yammer was more difficult to use than FB
- Made presenting research more comfortable
- Students felt more restrained on Yammer
Impact of Pre-Trip Online Interaction

“I think [Yammer] managed to let them get a little bit used to us before going out there. I think it helped for them to have a jumping off point to talk to us and get to know us a little bit better. I know reading their posts on Yammer allowed me to put faces to names, remember tidbits, and feel a little more comfortable starting conversations with them.”

Julia
Impact of Pre-Trip Online Interaction

“Some people were trying to be funny in their videos so you sort of remember that, and it makes it less awkward since you already had that little interaction.”

April
Impact of UL Interaction on Trip

- Separated by a common language
- What to do
- Events
“Drastically. I think if we would have just gone to Dublin, I would've had a different view on Ireland in general. I guess I just say that because my brother travels to Ireland for work a lot, and I talked to him a lot about my experiences, and he couldn't relate to that and didn't understand where I was coming from because he only knows the tourist side of it.”

Connie
Friendship Formation

“I think it surprised me how quickly and well we connected with the Limerick students. It's sort of an awkward situation, and you don't expect to be friends. But we took to each other right away and had things to talk about. You don't think you can go to another country and meet people who are so different than you, but they were actually so similar to all of us...I think the most impactful lasting one from Ireland is the friendship with the Ireland students. But I wasn't expecting to make actual friendships out of this and I did.”

Caroline
Intergroup Anxiety

![Graph showing Intergroup Anxiety pre-trip and post-trip for all courses.](image-url)
Intergroup Understanding

![Graph showing intergroup understanding pre-trip and post-trip for all courses.](graph)
Effects

• Changed perspectives on US
• Changed perspectives on Ireland
• Jobs/graduate school
• Future international travel
Travel

“I learned a lot about a culture I didn't know much about prior to going. A culture that I actually have family that comes from. That was cool; to get to know part of myself that comes from that country. I learned that I want to travel more. I want to go and see more places.”

Julia
AFTER THE TRIP
Staying in Touch

- Five of seven students are still in contact on FB, Instagram, Snapchat
- Continuing friendships
- Care package
OTHER WAYS TO INCREASE PRE-AQUAINTANCE
Student suggestions

- Share information about research strategies, perhaps on Skype.
- Have students interview each other. Give them a list of questions. Then conversation may expand from there.
- Skype 10 minutes a week between different pairs of students
“If you do class-to-class, I feel like there's always a leader in the group, and I feel like the leader would just take over, and it wouldn't benefit anyone in getting to know each other. So I would suggest probably one-on-one. Maybe have assignments like having a 10-minute Skype meeting once a week with a different student and getting to know them. Have them make a list of 5 questions to ask them during the meeting to get to know them better.”

Susan
Yammer

https://www.yammer.com
Create External Network
Create External Network

Create a New Network

[Image of a network creation interface]

- **External Network**: To collaborate with people outside of your company.

**Network Image**: Browse... No file selected.

**Network Name**: CIEE Conference 2017

**Network Description**

**Permissions**
- Open: All network members can invite new members
- Closed: Only network admins can invite new members
- Allow The Pennsylvania State University members to join without an invite

**Create Network**
Invite Users

Enter a list of comma separated emails...

Import from address book

Add or cancel

Yammer will send each person above an invite asking them to join this network.
Type a new post here

Reply to an existing post
THANK YOU