



**PennState**  
Lehigh Valley

# Jump-Start Intercultural Dialogue with Social Media

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For the Yammer introduction, please create an account at:

[www.yammer.com](http://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

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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

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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

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## 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)





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**PRE-TRIP**

**ACQUAINTANCE FORMATION**

# Options

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# Considerations

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Voluntary Participation



```
graph TD; A[Voluntary Participation] --> B[Everyone can use]; B --> C[Ease of use]; C --> D[Open or closed access?]
```

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



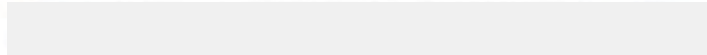
PSU-UL Community Psychology @ EXTERNAL

NEW CONVERSATIONS ALL CONVERSATIONS FILES NOTES 🔍 SEARCH

- February 17 at 9:50am



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 Quidnet beach, Nantucket, where I lived and worked last summer. My group and I ( expand >



👍 LIKE ↩️ REPLY ↶️ SHARE ...

🗨️ Show 1 previous reply



- February 19 at 3:46pm

Thanks for representing our group there Eliza! beautiful photos!

👍 LIKE ↩️ REPLY ↶️ SHARE ...

Ronni Greenwood [ul.ie](#) and ELIZA WALSH [studentmail.ul.ie](#) like this



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# ASSIGNMENT

# Introduction Assignment

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- 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.

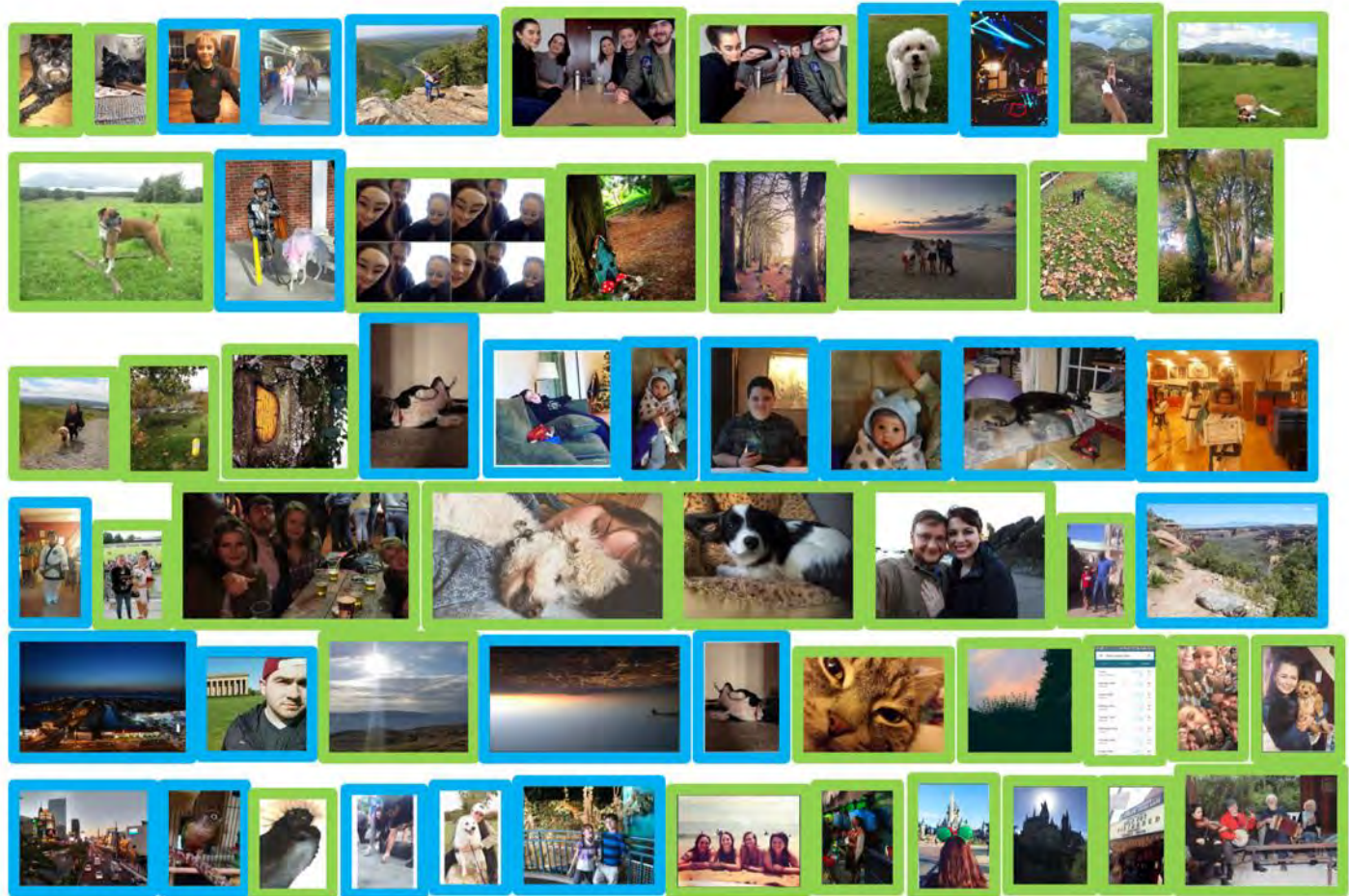
# In All...

Interaction Totals			
Initial Posts	46	Instructor	11
		United States	16 
		Ireland	18 
Response posts	111		
Likes	372		

# Photos

■ ■ 34

🇺🇸 24







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# DEEP-DIVE

# INTO THE DIALOGUE

# Flow/Pace of Interaction

Date	Initial Posts	Responses	Likes
Jan 26 – Feb 12	12 	6	58
	1 		
	1 Instructor		

# Photos



low – January 27 at 12:24am



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.



– January 27 at 12:28am

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

# Photos

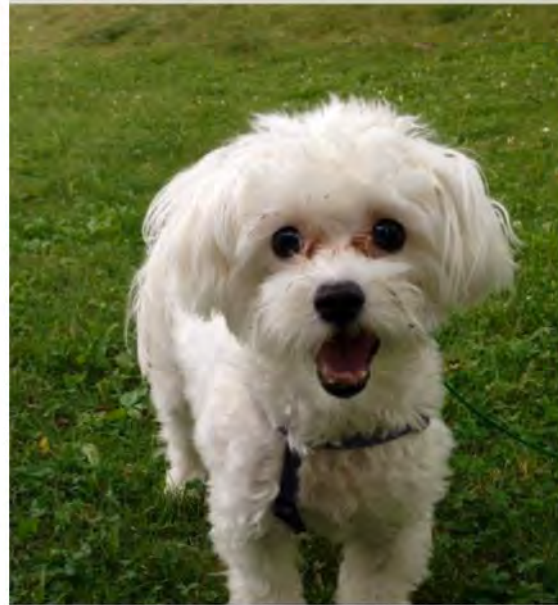


Follow – February 12 at 12:25pm






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.



and 4 others like this

# Flow/Pace of Interaction

Date	Initial Posts	Responses	Likes
Jan 26 – Feb 12	12 	6	58
	1 		
	1 Instructor		
Feb 13	Playful Photo 	7	22

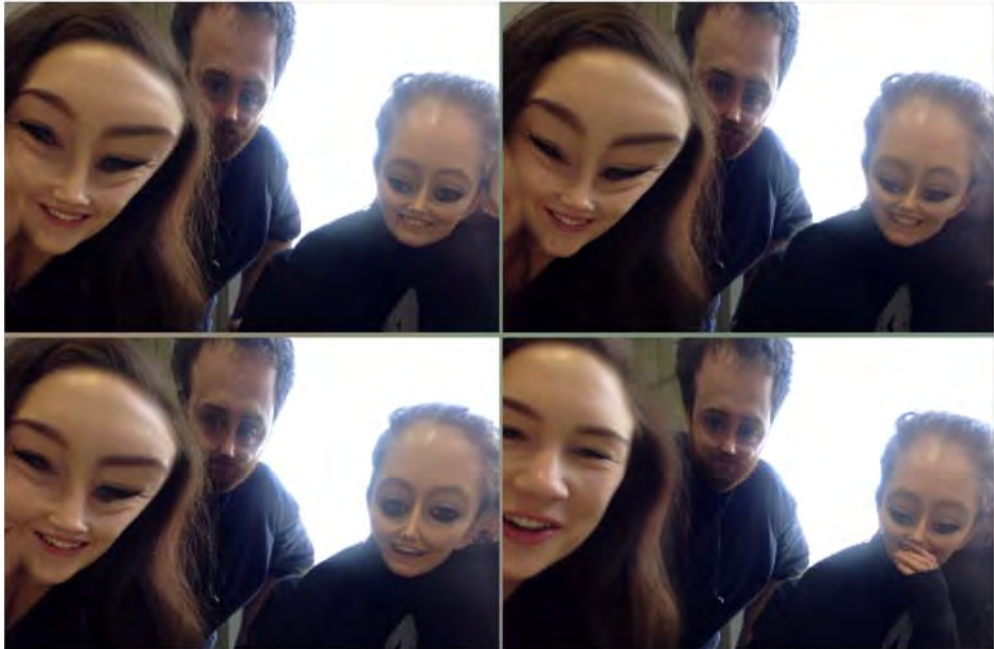


[studentmail.ul.ie](#) – February 13 at 8:40am



Group work in the library [studentmail.ul.ie](#) and [\[redacted\]](#) :)

cc:



[studentmail.ul.ie](#), [studentmail.ul.ie](#), [studentmail.ul.ie](#), and 10 others like this



February 13 at 9:23am

What a group! What topic are you working on?

[\[redacted\] studentmail.ul.ie](#), [\[redacted\]](#) and [\[redacted\] entmail.ul.ie](#) like this



[\[redacted\] studentmail.ul.ie](#) in reply to [\[redacted\]](#) February 13 at 2:39pm



Hi [redacted] 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.

[\[redacted\] studentmail.ul.ie](#) likes this



– February 13 at 8:45pm

Looks like a fun group! Topic sounds great! Looking forward to hearing more. How do you pronounce your name, [\[redacted\]](#)

[\[redacted\] studentmail.ul.ie](#) and [\[redacted\] studentmail.ul.ie](#) like this



– February 14 at 10:46am

Can't wait to see how your data turns out! Will be interesting to say the least.

[\[redacted\] entmail.ul.ie](#) and [\[redacted\] studentmail.ul.ie](#) like this



[redacted] [studentmail.ul.ie](mailto:studentmail.ul.ie) in reply to [redacted]



February 14 at 1:10pm

My name is pronounced [redacted] :)



[redacted] and [redacted] like this



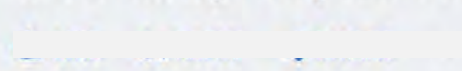
[redacted] – February 14 at 1:28pm from Android

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








[redacted] – February 14 at 2:36pm

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



[redacted] likes this

# Flow/Pace of Interaction

Date	Initial Posts	Responses	Likes
Jan 26 – Feb 12	12 	6	58
	1  		
	1 Instructor		
Feb 13	Playful Photo  	7	22
Feb 14-March 3	Videos & posts		
March 3-7	3 Instructor– Travel Related		



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 <3



LIKE REPLY SHARE ...



[Redacted] – February 14 at 6:36pm

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'?

LIKE REPLY SHARE ...

MEGAN VINE [studentmail.ul.ie](#) likes this



[studentmail.ul.ie](#) in reply to [Redacted] – February 16 at 12:05pm

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



[Redacted] – February 16 at 2:00pm

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

[Redacted] and 8 others like this

# Video



Follow – February 14 at 4:55pm



Heey what's up, it's Team Hunger. If you guys are working on hunger, too, feel free to talk to us.



[studentmail.ul.ie](#), [studentmail.ul.ie](#), [studentmail.ul.ie](#), and 5 others like this

# Video



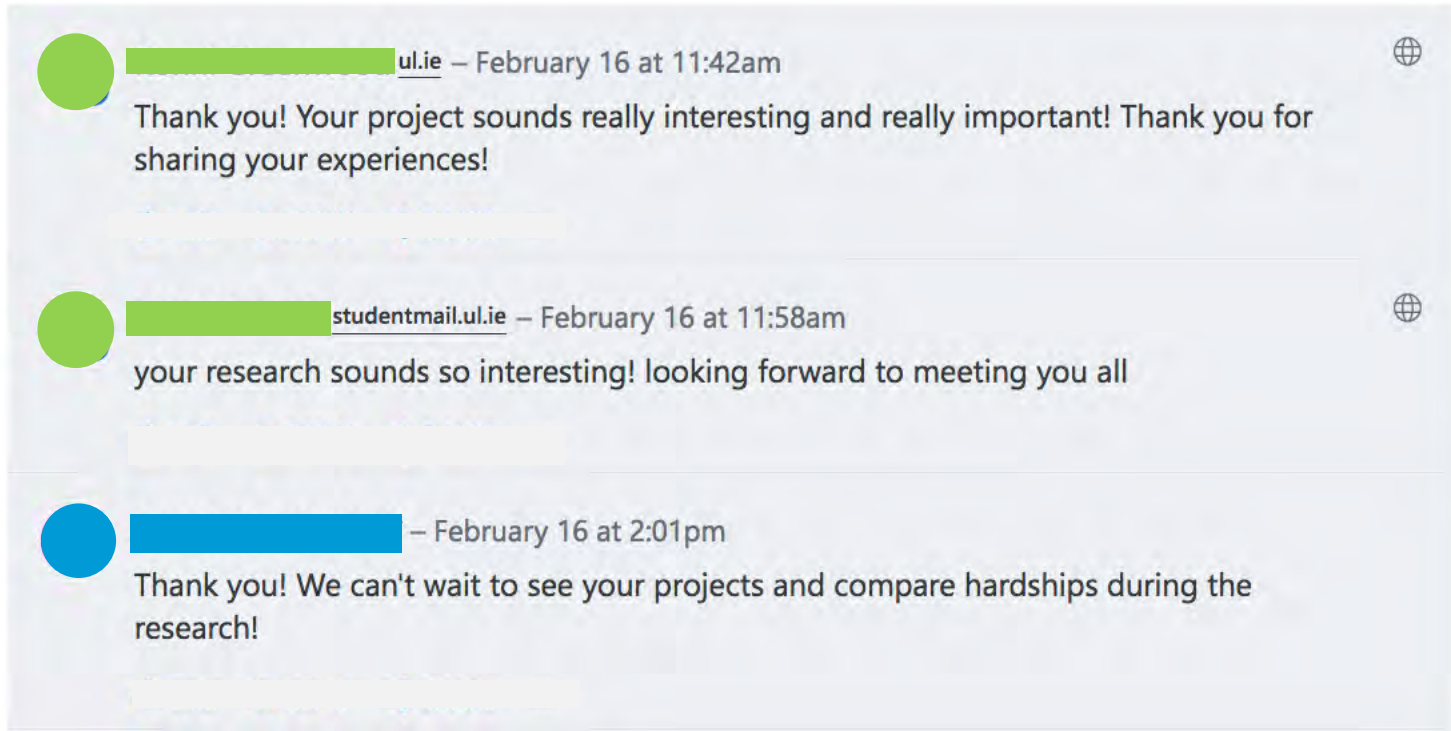
ollow – February 16 at 11:23am



...

[studentmail.ul.ie](#), and 6 others like this

# Video



# Video



studentmail.ul.ie – February 27 at 11:41am



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



studentmail.ul.ie, and 4 others like this

# Video



[Redacted] – February 27 at 7:05pm

Aha! There's the video! -- Very informational, and it's most definitely a beautiful campus.



[Redacted] – February 28 at 4:34am

Finally, I got to see and hear your gorgeous video! Way to go, guys! Well done! <3 <3



[Redacted] – February 28 at 2:32pm

It looks so beautiful there! Much bigger than our tiny campus.



[Redacted] [studentmail.ul.ie](mailto:studentmail.ul.ie) in reply to [Redacted] – February 28 at 2:50pm

Hope you like it when you see it next week :)



# Video



[Redacted] [studentmail.ul.ie](mailto:studentmail.ul.ie) – February 25 at 12:34pm



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' ? :)



[Redacted] – February 25 at 8:26pm

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!



[Redacted] [studentmail.ul.ie](mailto:studentmail.ul.ie) in reply to [Redacted] – February 26 at 5:55am



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



[Redacted] [studentmail.ul.ie](mailto:studentmail.ul.ie) in reply to [Redacted] February 27 at 11:00am



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



[Redacted] February 28 at 2:34pm

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



[Redacted] [studentmail.ul.ie](mailto:studentmail.ul.ie) in reply to [Redacted] – February 28 at 2:49pm



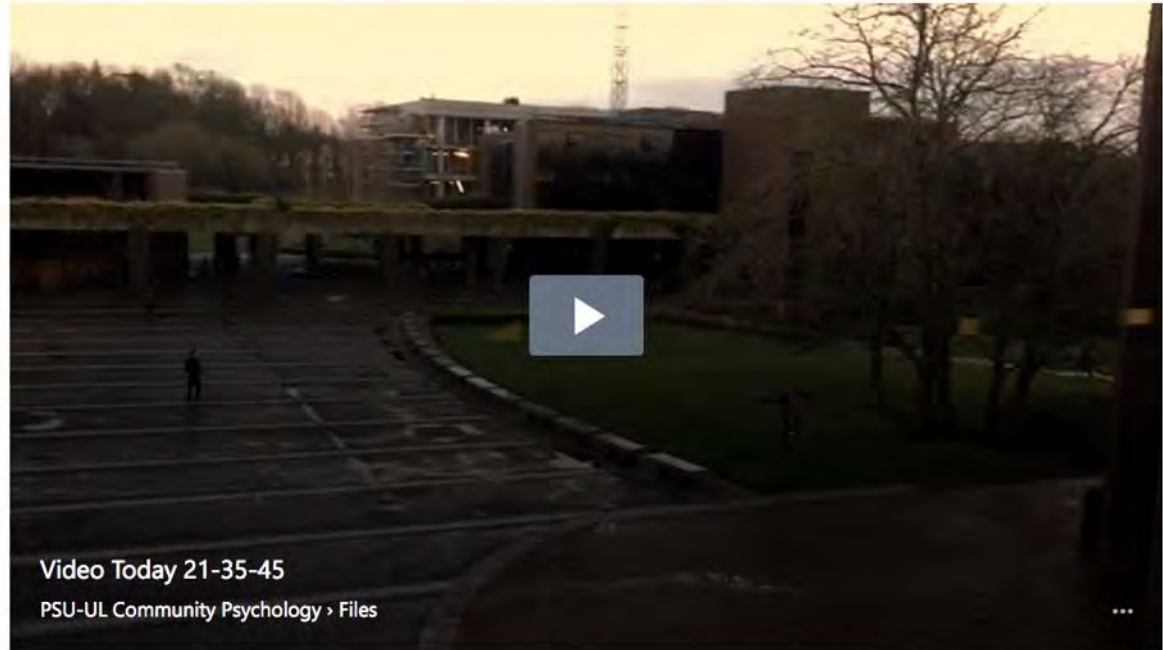
Its a tough thing to do :) !! interesting that its the same this side of the pond

# Video

[studentmail.ul.ie](#) – March 1 at 6:15am



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! :)



[studentmail.ul.ie](#)

and 7 others like this

# Video





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# OUTCOMES

# Data Collection

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## 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

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- 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

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“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



# Impact of UL Interaction on Trip

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“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

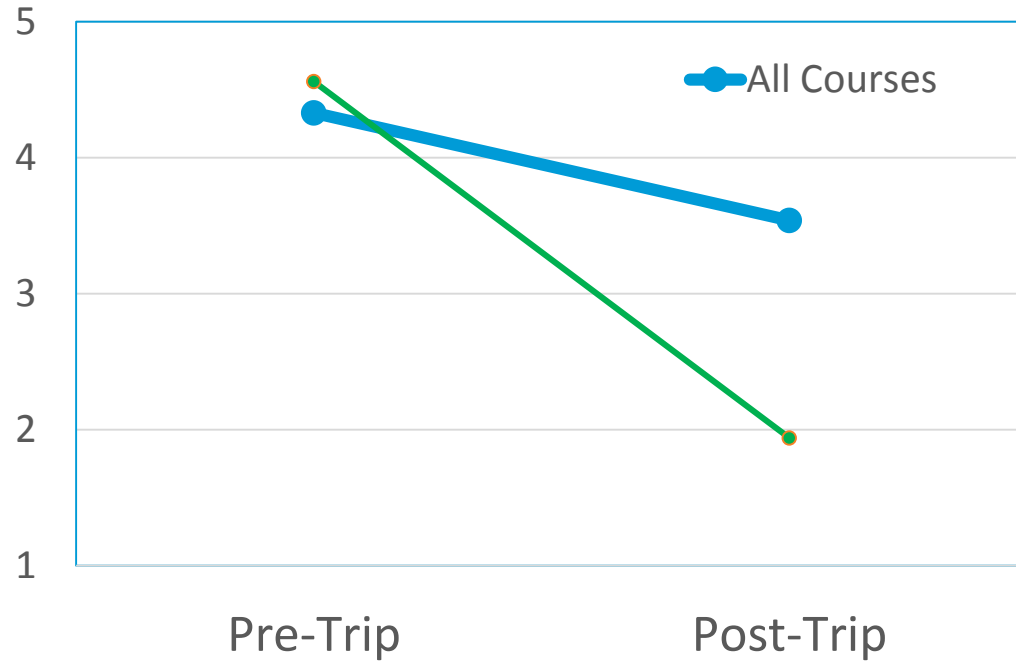
# Friendship Formation

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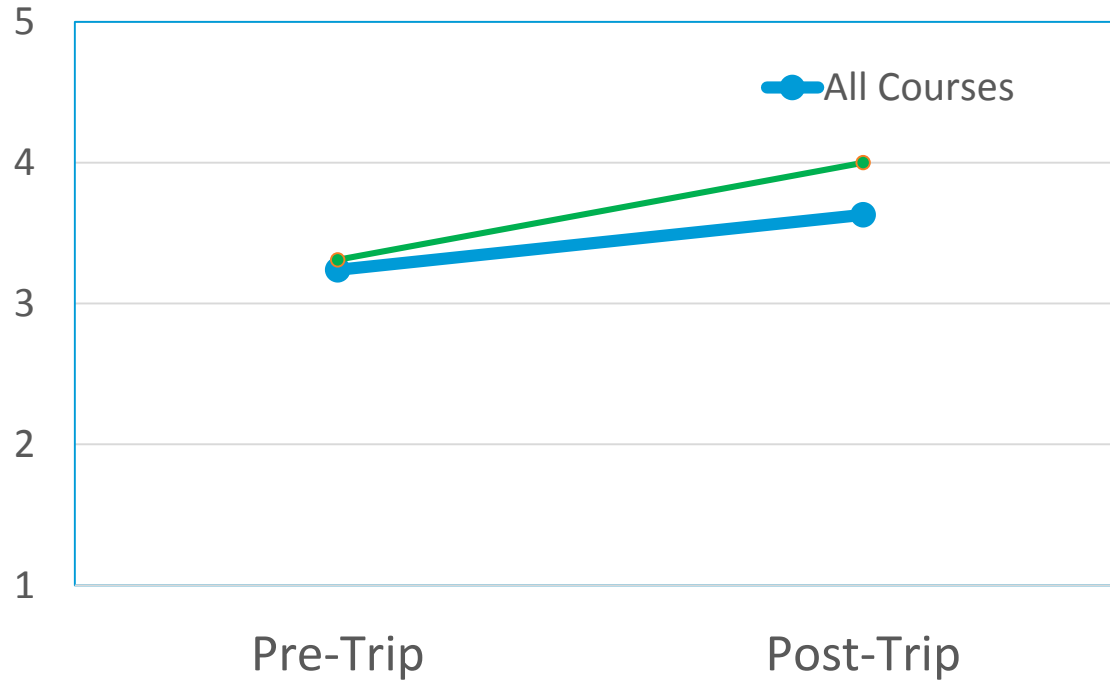
“I think it surprised me how quickly and well we connected with the Limerick students. It's sort of an awkward situation, and you don't expect to be friends. But we took to each other right away and had things to talk about. You don't think you can go to another country and meet people who are so different 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



# Intergroup Understanding



# Effects

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



# Travel

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“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



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# AFTER THE TRIP

# Staying in Touch

- Five of seven students are still in contact on FB, Instagram, Snapchat
- Continuing friendships
- Care package







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# 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



# Student suggestions

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“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



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**YAMMER**

# Yammer

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<https://www.yammer.com>

# Create External Network

The screenshot shows a user interface for a social network. At the top, there are navigation icons for Home, Messages, and Notifications. A search bar contains the text 'Search'. Below the search bar, a list of search results is displayed. The first result is 'THE PENNSYLVANIA STATE UNIVERSITY', which is expanded to show a profile card for 'The Pennsylvania State University'. The profile card includes a profile picture of Eileen Grodziak, her name, and a link to 'Edit Settings'. Below the profile card, there are several options: 'Invite', 'Groups', 'People', 'Files', and 'Apps'. Further down, there are more search results: 'Advanced Learning Projects by Penn St...', 'COIL at Penn State', and 'PSU-LV FlexLearning'. At the bottom of the search results, there are two more options: 'Browse External Networks' and 'Create a New Network', which is highlighted. A 'Get Support' link is also visible at the very bottom.

Home Messages Notifications

Search

THE PENNSYLVANIA STATE UNIVERSITY

PSU-UL Commu...

PSU Learning Desig...

ID2ID Administration

**The Pennsylvania State University**

Eileen Grodziak  
Edit Settings

Invite

Groups

People

Files

Apps

Advanced Learning Projects by Penn St...

COIL at Penn State

PSU-LV FlexLearning

Browse External Networks

**Create a New Network**

Get Support

# Create External Network

## Create a New Network



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

Network Image



Browse...

No file selected.


Network Name

CIEE Conference 2017

Name is available.

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



CIEE CONFERENCE 2017 GR +

All Network

[+ Create a group](#)[+ Discover more groups](#)

## Network

- Success
- Configuration
- Design
- Admins
- Usage Policy

## Users

- Invite Users**
- Remove Users
- Block Users
- Bulk Update Users
- Export Users
- Profile Fields

## Content and security

- Monitor Keywords
- Security Settings
- Export Data

## Invite Users

[Import from address book](#) or cancel

Yammer will send each person above an invite asking them to join this network.







Search

CIEE CONFERENCE 2017 GROUPS +

All Network

+ Create a group


 Discover more groups

 Update  Poll  Praise  Announcement


What are you working on? **Type a new post here**


DISCOVERY ALL FOLLOWING 

 All Network

 **Eileen Grodziak** – 7 hours ago  
has created the CIEE Conference 2017 external network.

 LIKE  REPLY  SHARE ...

 Write a reply **Reply to an existing post**

 See more conversations from the people, groups and topics you are following

INVITE YOUR COLLEAGUES



Yammer works best when your team is here too.

[Invite them now](#)

APP DIRECTORY

3 new featured apps added to the [App Directory](#) this week.

NETWORK RESOURCES [Add](#)



Eileen Grodziak, as a network admin, you can add files and links here to make them easily accessible to your entire network.

RELATED NETWORKS

[Psu.edu](#) (parent)

A white marble sculpture of a tiger, likely the Tiger Spirit sculpture at the University of Texas at Austin, is the central focus. The tiger is depicted in a resting, pouncing position, with its front paws resting on a large, rectangular stone block. The background is a lush landscape of trees with vibrant autumn foliage in shades of yellow, orange, and red. The overall scene is bathed in warm, golden light, suggesting a late afternoon or early morning setting. In the bottom right corner, there are some purple flowers.

# THANK YOU