

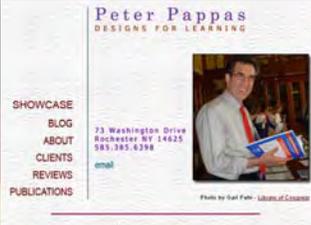
# Rigor, Relevance and Reading for Content-Area Mastery 2007 MAPSA Conference - Digital Publishing Session

**Digital Publishing: Rigor, Relevancy & Literacy in Action**



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President, Edteck**

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Cell: 585-355-5859



Variety of workshop models:

- Keynotes
- Conference presentation
- Community outreach
- Faculty - interdisciplinary
- Train-the-trainer
- One-day, multi-day, long term

[www.peterpappas.com](http://www.peterpappas.com)

Links to:  
Showcase of projects  
Presentations and Clients  
Resources

**Copy Paste**  
Dedicated to relinquishing responsibility for learning to the students



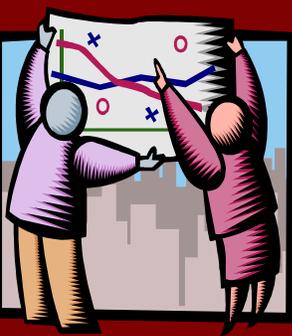
Go to:  
[peterpappas.blogs.com](http://peterpappas.blogs.com)  
for updated color  
handout

**Agenda**



1. 21<sup>st</sup> Century literacy
2. Digital foldables with FlipNLearn:  
[www.FlipNLearn.com](http://www.FlipNLearn.com)
3. Paperback books with EdteckPublisher  
[www.edteck.com/publish](http://www.edteck.com/publish)

**Rigor, Relevance, and Digital Publishing**



A quick review

**Bloom's different levels of rigor**

**Evaluation:** appraise, defend, predict

**Synthesis:** compose, design, develop

**Analysis:** compare, contrast, categorize

----- Basic Skills -----

**Application:** demonstrate, illustrate, solve

**Comprehension:** describe, explain

**Knowledge:** memorize, name, recognize, recall

# Rigor, Relevance and Reading for Content-Area Mastery 2007 MAPSA Conference - Digital Publishing Session

Relevance - the student should be able to say...

1. I understand how this information or skill has some application in life.
2. I have an opportunity to construct my own understanding rather than just learn "the facts."
3. In addition to learning content and skills, I am learning how to learn .

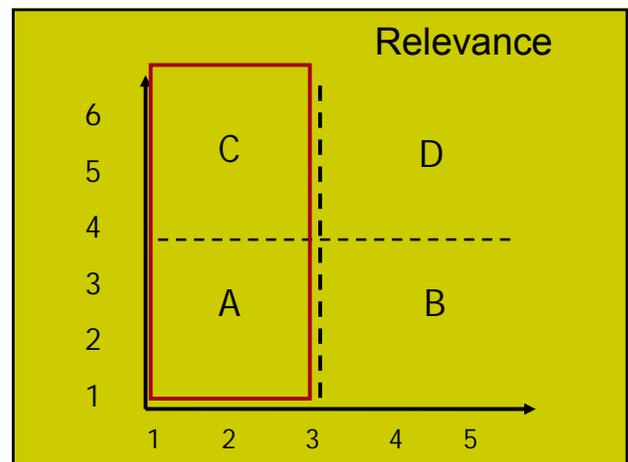
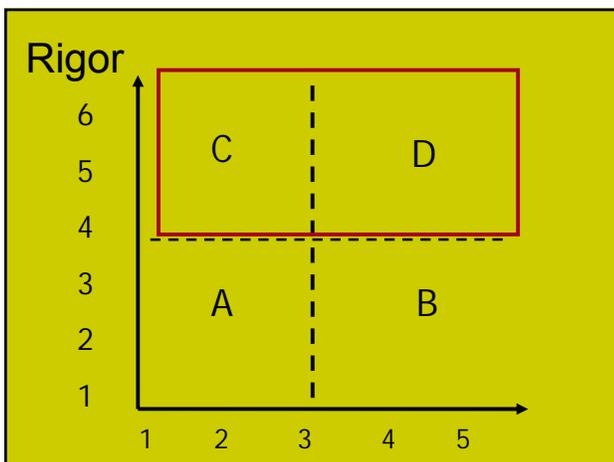
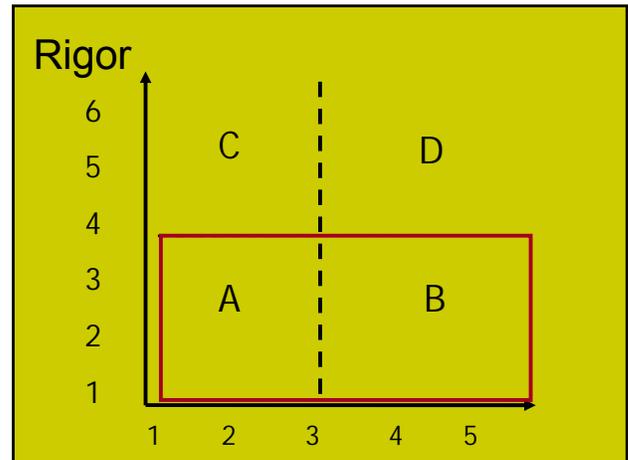
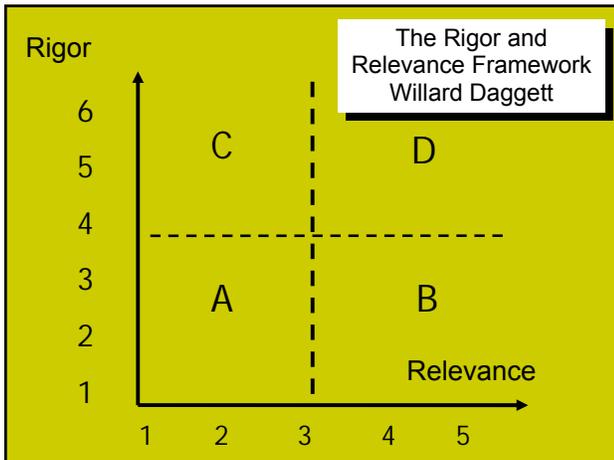


Make it relevant with **real-world application**

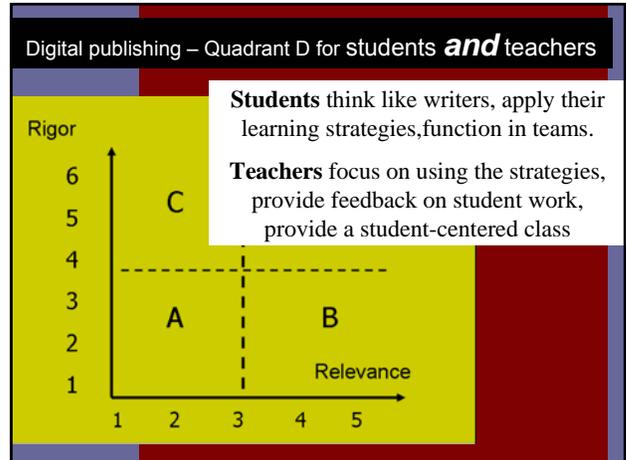
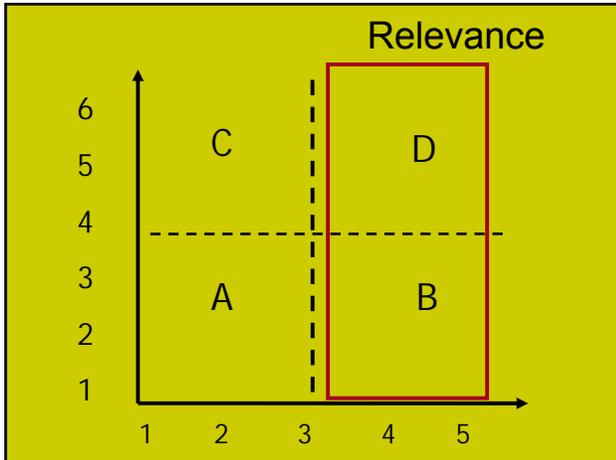
Using skills and knowledge in school

Using skills and knowledge for myself in the real world

1 2 3 4 5



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Learning strategies are tools.

Digital publishing gives students a chance to “build” something with them.

1. **Defining:** negotiating meaning
2. **Summarizing:** synthesis and judgment
3. **Comparing:** assessing similarities and differences

**Strategy #1:**  
Defining  
*negotiating meaning*

What is this?

**Strategy #2:**  
Summarizing  
*synthesis and judgment*

What's important?

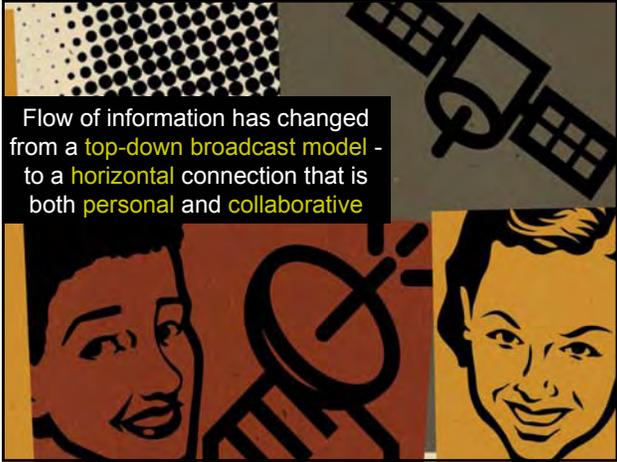
**Strategy #3:**  
Comparing /  
Classifying  
*Discover patterns of comparison and what you can learn from them*

How do they compare?

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Technology and literacy in the 21<sup>st</sup> century

Flow of information has changed from a **top-down broadcast model** - to a **horizontal connection** that is both **personal** and **collaborative**



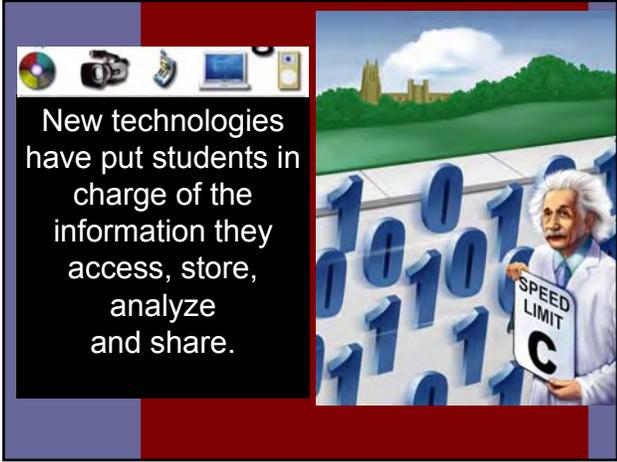
Personal - You can gather information, content, and entertainment.



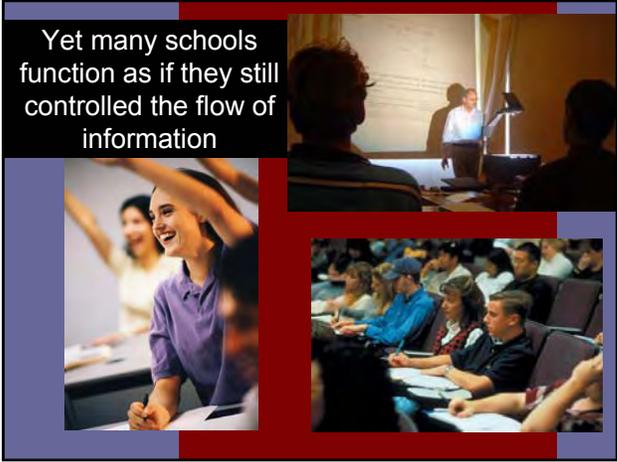
**Collaborative:** Created new **digital communities** - linking you to people who share your interests



New technologies have put students in charge of the information they access, store, analyze and share.



Yet many schools function as if they still controlled the flow of information



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Impact of new technology on students:

1. You **can't broadcast at** the young.
2. They won't be a **passive audience**.
3. They expect **information control** and **functionality**.

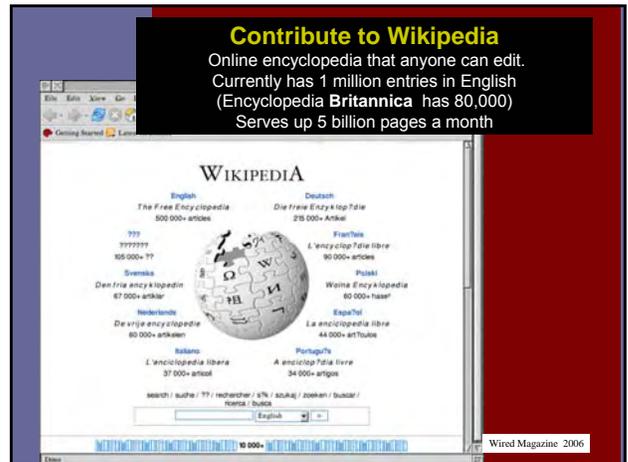


Copy / Paste World fosters individual and collective creativity



## Contribute to Wikipedia

Online encyclopedia that anyone can edit.  
Currently has 1 million entries in English  
(Encyclopedia Britannica has 80,000)  
Serves up 5 billion pages a month



Wired Magazine 2006

Showcase your **writing skills** on your own Blog

The "new internet story tellers" in the world's biggest coffeehouse.

TYPEPAD | MOVABLE TYPE | LIVEJOURNAL | ABOUT US | SUPPORT  
six apart  
 Every small business deserves its own direction.  
**TypePad**  
 Inform. Influence. Inspire.  
**GET STARTED IN MINUTES**  
 1 Create your account.  
 2 Build your blog.  
 Start Free Trial

12 million American adults, keep a blog.  
 57 million American adults, read blogs.  
 54% of bloggers are under the age of 30.

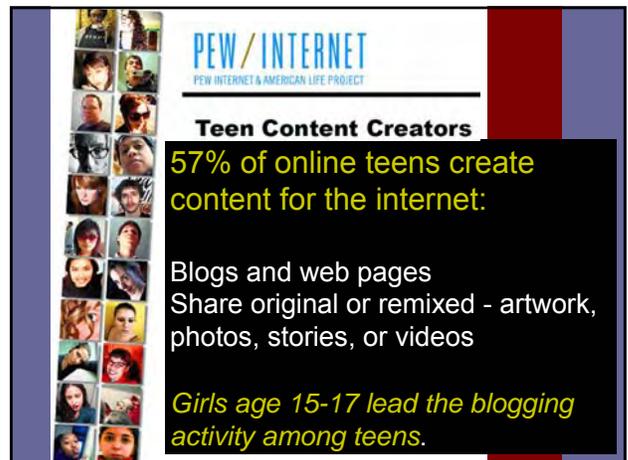
Pew Internet & American Life Project

## Teen Content Creators

57% of online teens create content for the internet:

Blogs and web pages  
Share original or remixed - artwork, photos, stories, or videos

**Girls age 15-17 lead the blogging activity among teens.**



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Pod update is complete.

Showcase your talents on your own Podcast

Submit Podcast

**CH2M 241 Organic Chemistry**  
Jean-Claude Bradley

Categories: Higher Education  
Language: English  
Total: 72 episodes

Free [SUBSCRIBE](#)

**Customer Reviews**  
Average Rating: ★★★★★  
Great Educator ★★★★★  
by Bakko  
You can tell the difference between someone who is just a chaser that is teaching, who knows chemistry. Jean-Claude Bradley is clearly the second of these.

**Mr. S and Mr. I Student Poetry**

Sarah T.'s Poem By: Sarah Trent  
Posted by Sarah T under Uncategorized

Broadcast your video on YouTube

Each day:  
30 million videos watched  
30,000 videos submitted

1. text (blog)
2. audio (podcast)
3. Video (vblog)

YouTube™ Broadcast Yourself

Balancing Point

MySpace demonstrates a shift in how people seek entertainment, collaboration and communication.

myspace.com  
a place for friends

Home | Browse | Search | Invite | Film | Mail | E

- The mass market for entertainment is yielding to a million mini-markets.
- Credibility now rises from below.
- Mass media no longer decide who is popular... You do.

myspace.com  
a place for friends

Web | MySpace | People | Music | Blogs | Video | More

Graphic artists

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Col

Jon Gray™ is at Camp Berea. ill be back friday night  
www.JonGray.98

View My: Pics | Videos

Jon Gray  
Graphic Artist

myspace.com  
a place for friends

Web | MySpace | People | Music | Blogs | Video | More

Poets

Home | Browse | Search | Invite | Film | Mail | Blog | Favorites | Forum | Groups | Events | Videos | Music | Col

Double Entendre

"Ashlee Haze:  
Poet. Person.  
Princess."

Female  
17 years old  
Lyricsville,  
GEORGIA  
United States

Last Login:  
7/17/2006

View My: Pics | Videos

# Rigor, Relevance and Reading for Content-Area Mastery 2007 MAPSA Conference - Digital Publishing Session



- MySpace members are something different: **They're participants.**
- The site doesn't broadcast at people.
- It gives people a forum and tools to express themselves and create a map of their lives.

**MySpace's tools model good instructional practice.**

- Accommodate diverse learning styles and interests
- Authentic audience and purpose
- Student (user) centered
- Cooperative learning
- Differentiated
- 24/7 access

6 billion page views a month made it the fifth-most-visited site in the US

thelongtail.com 2006

**Fosters synthesis and evaluation**

**Evaluation:** appraise, defend, predict

**Synthesis:** compose, design, develop

**Analysis:** compare, contrast, categorize

----- Basic Skills -----

**Application:** demonstrate, illustrate, solve

**Comprehension:** describe, explain

**Knowledge:** memorize, name, recognize, recall

#1 factor for improving student motivation is **choice**.

**Not whether** the student does the assignment, **but how** they engage in the work.

~Doug Reeves

There is a new "copy / paste" culture that fosters a **bottom-up takeover of the information flow**.

We can be **creators** as well as consumers of **content**.

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Literacy in the 21<sup>st</sup> century will mean the ability to find information, decode it, critically evaluate it, organize it into personal digital libraries and find meaningful ways to share it with others. *David Warlick*



Information is a raw material – students will need to learn to build with it



What can schools do to promote a new literacy in the copy / paste world?

### 1. Don't focus on "integrating technology"

- We need to look at technology as a way of getting job done.
- Stop worrying about how to "work the computer."
- Instead we should think critically about:
  - what tools are there
  - what do they do
  - how can they impact teaching and learning?

The technology is just the "paper and pen" of the future.

### 2. Focus on literacy in all content areas

- Don't allow ourselves to be overwhelmed by the **perceived demands of covering content and test prep.**
- We must **all use consistent instructional strategies** that give students responsibility for their own learning.

Its about the thinking ... not the technology.

### 3. Give students tools / forum to critically evaluate information

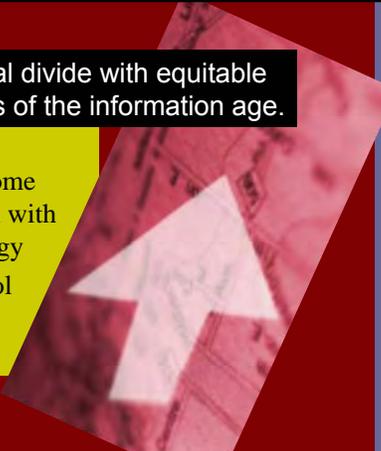
- Student need experience questioning the validity of what they're reading.
- Explore divergent opinions and perspectives in collaboration with their peers.



What's it mean to be an authority in the copy / paste world?

### 4. Bridge the digital divide with equitable access to the tools of the information age.

- Our more affluent students live in home environments rich with personal technology
- For the rest, school may be their only access.



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5. Provide students with rigorous, engaging and authentic tasks.

- Take advantage of tools for analyzing and sharing information
- Harness their creative talents
- Give them opportunities to work in teams
- Produce for audience and purpose



What skills will the 21<sup>st</sup> century workplace require?

*Literacy / numeracy*

*Self-discipline*

*Creativity*

**Adaptability – they must be independent learners**



New Publishing Tools  
FlipNLearn  
EdteckPublisher

FlipNLearn ~ www.flipnlearn.com

FlipNLearn

Summarizing strategy

Face 1: Global Warming: A cause and effect model

Face 2: Causes: Burning of fossil fuels

Face 3: Effects: Rising sea levels

Face 4: Summary statement: The burning of fossil fuels and the clearing of forests increases the amount of CO2 in the atmosphere. This causes a greenhouse effect that makes the climate warmer. Higher temperatures melt ice and snow and cause the ocean levels to rise.

Students designs the each face - selects text and image

Then print and share

Global Warming: A cause and effect model

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Students add and format text – font, alignment, color

Student insert and crop images

- **Design** - Students make design decisions
- **Print** - Easily create and print in one class session
- **Share** - Make a product to share their thinking

Download free software – MAC, PC, network

[www.flipnlearn.com](http://www.flipnlearn.com)

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The easy and affordable way to publish your own paperback books

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Many new online digital publishing sites

Calendars  
A year in pictures, what better way to mark the days?  
Create a Calendar >

My Saved Projects

Lulu  
Publish Buy Sell

Publish  
your words, your art.  
For fun or for profit.

Digital publishing breakthrough  
– print on demand paperback books

**Xerox DocuColor iGen3**

Image Quality  
Productivity  
Flexibility

Reliability  
Economics

ColorCenter Cooperation

Use EdteckPublisher to design books and order copies direct from digital publisher

**Xerox DocuColor iGen3**

Full color / high quality paper  
For 20 page books:

5" x 3"	\$3.30
7" x 5"	\$4.25
9" x 7"	\$11.19
8" x 11"	\$11.19

EdteckPublisher Software automates the book design and publishing process for schools

This book is designed by students for students!  
2007

Art by Students for Students

Students type into text box  
– choose font, size, alignments, color

This book was designed and written by the 7th grade students in Mr Pappas's art class.

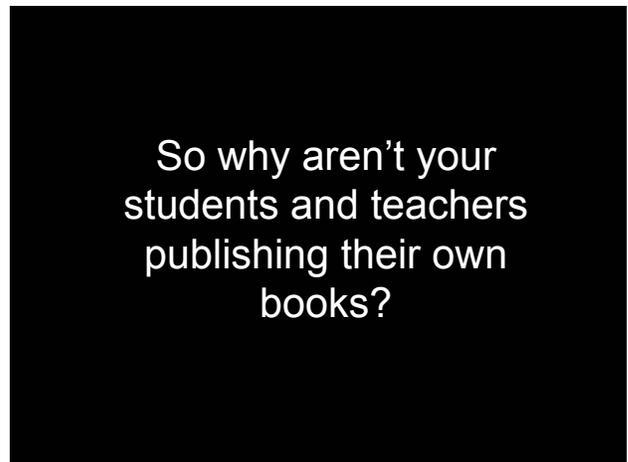
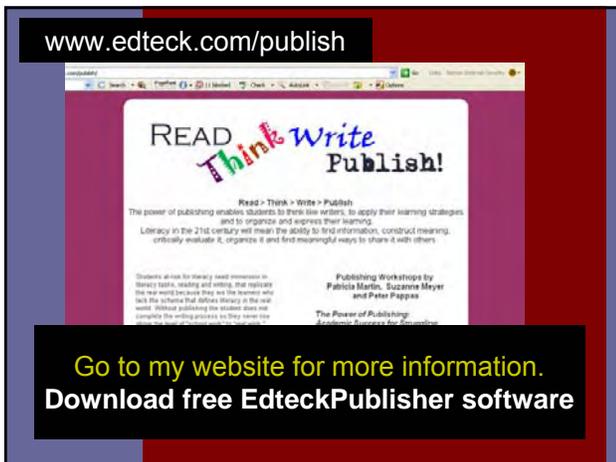
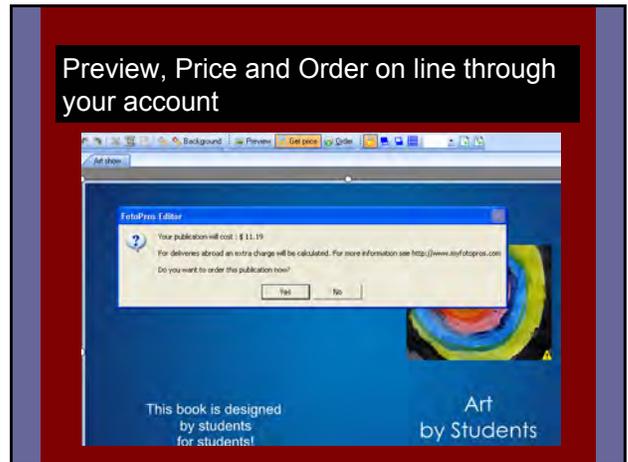
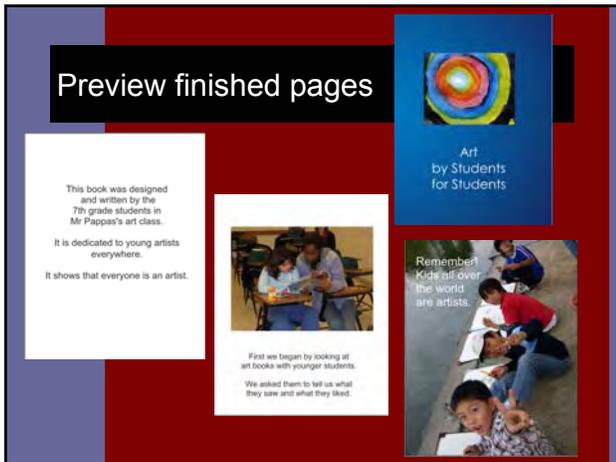
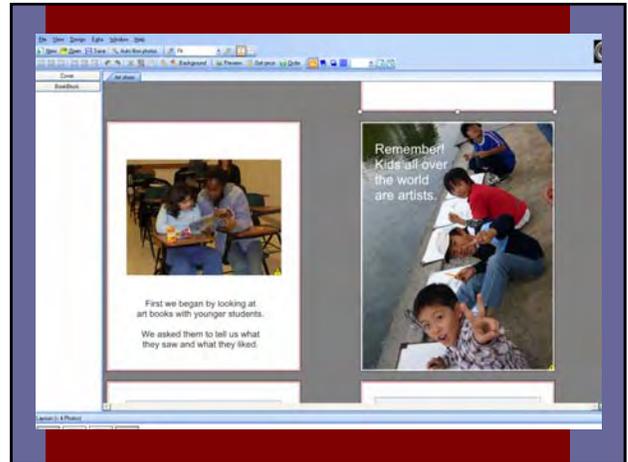
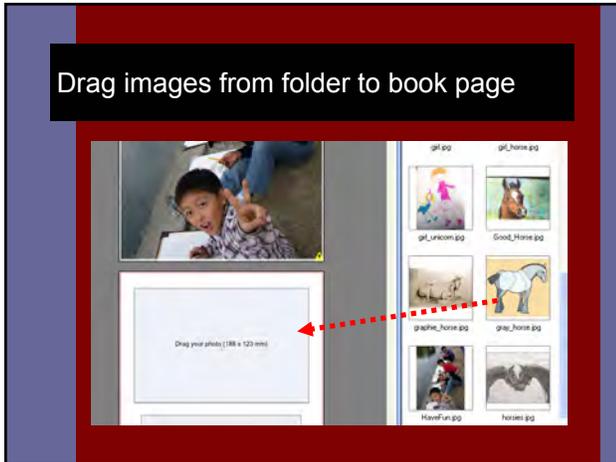
Example:

This book was designed and written by the 7th grade students in Mr Pappas's art class.

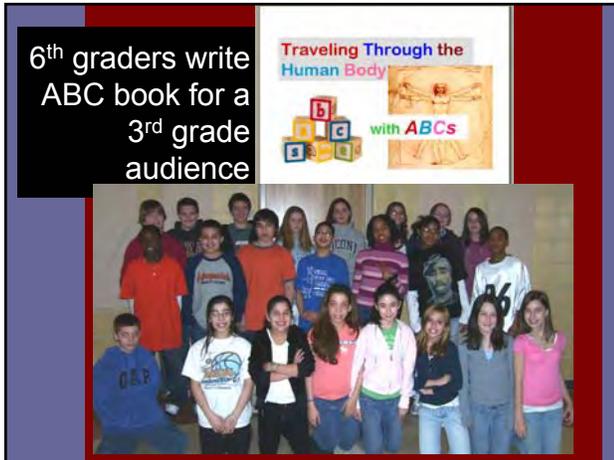
It is dedicated to young artists everywhere.

It shows that everyone is an artist.

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# Rigor, Relevance and Reading for Content-Area Mastery 2007 MAPSA Conference - Digital Publishing Session



### Instructional design

1. **Teacher models** - provides description, explanation, example of organ /comparison.
2. **Student teams choose organ, restate** function in own words.
3. **Students compare, classify terms, generate analogies, revise** their initial descriptions.
4. **Students create** a visual comparison.
5. **Students discuss their terms.** Learning is a social activity.

### Rigor and relevance for students

- Treat students like authors.
- Give students an audience for their work.
- Use models of previous publications written by students.
- Keep and display writing pieces as they are submitted for publication.

### Getting Started

- Identify the learning – what do you want your students to know and be able to do?
- Identify audience and purpose, the type of publication

Publishing should capture what you're already doing. *It's not an add on.*

### K is for Kidney

By- Holly and Sarina

The kidneys separate waste from blood and turn it into urine. Most people have both a left and a right kidney.

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**Kidney** By-Holly and Sarina

The kidneys can relate to a pool filter because both of them separate the bad things from the good things. The pool filter empties the bugs and leaves from the water and the kidneys, they get rid of the bad things in your blood and turn it into liquid waste.



Pool filter

What process did you use to complete the project?

We **researched** our organ first. While doing this, we **took notes**. We then used these notes to **write a rough draft, revised it** and typed our power point. **We did all this together.**



We organized and decided who was going to do what and how. Then we read everything over to see if everything **made sense to our audience.**

What did you find out about yourself and the way that you learn?



I found out that Jimmy is mean and controlling and I had to learn to work with people I didn't like.

I learned that similes help you to understand the definition of a word more easily.

I learned that comparisons help me learn and to depend more on my partner because they're smart as well.

I learned you can compare and contrast in science.

## Teacher reflection

"A number of students are very literal and it **was amazing to see them talk through process**, determining which body part to select and how it operates within a body system.

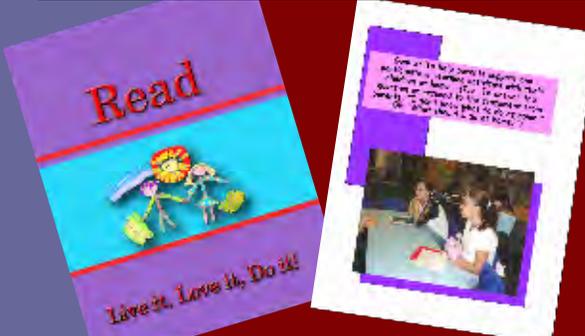
**Listening to their collaboration** on the real life comparison was valuable.

**Listening helped me to learn more about their thinking process."**

Sample book projects



## Parent-Student Collaborative Writing Project



Read

Live it, Love it, Do it!



Rigor, Relevance and Reading for Content-Area Mastery  
2007 MAPSA Conference - Digital Publishing Session



Publishing ~ Quadrant D  
Student and teacher reflection  
Writing for authentic audience  
and purpose

- A chance to reflect on their learning
- Creativity and teamwork
- Opportunities in every area / grade level

Think what you can do!

- Showcase your teachers and students
- Print an extra copy for parents or the library
- Full class projects or individual student portfolios
- Use with parent outreach or staff development

Students who publish a book or FlipNLearn have answered the question: "Why do we have to learn this?"