

The Plugged-In Professor: Tips and Techniques for Teaching with Social Media

Edited by Sharmila P. Ferris & Hilary A Wilder. Oxford: Chandos Publishing (2013), 330 pages, ISBN: 9781843346944.

If you are an educator interested in incorporating social media into a lesson plan, *The Plugged-In Professor* provides a number of class activities and materials for you to choose from. As used in this book, the term “social media” refers not only to popular social networks like Facebook and Twitter, but also to collaborative technologies like web conferencing, wikis, and blogs.

In their preface, editors Sharmila P. Ferris and Hilary A. Wilder write: “The fundamental issue regarding social media use by educators is careful and considered use.” Wary of class activities in which “technology overrides pedagogy,” Ferris and Wilder recommend the use of lesson plans that focus on specific learning outcomes for students. Accordingly, each chapter presents a specific activity with clearly stated learning outcomes, step-by-step directions, observations and advice, recommended readings, and supplemental materials. Chapter titles include:

- Writing for Wikipedia: co-constructing knowledge and writing for a public audience;
- Organizing with Pinterest and Delicious;
- Unraveling the research process: social bookmarking and collaborative learning;
- Learning through YouTube;
- Wiki-workshopping: using Wikispaces for peer writing workshops;
- Cooperative study blog;
- Communicating experiential learning through an online portfolio in Tumblr.

The contributors are mostly university professors and represent a wide range of academic fields, including communication, education, psychology, literature, foreign languages, public relations, chemistry, and biology. Most of the activities are designed to be adaptable to many different fields of study. Some activities, however, would appear to be of questionable value in teaching legal research, particularly those that rely heavily on audio and video recording technologies.

Reviewed by Robert N. Clark, Reference and Research Librarian, University of Houston Law Center, in 2017.