Test Integrity

Social Media and Standardized Testing Training

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Social Media and Testing Topics

- Social Media in Education
- Social Media Statistics
- Associated Risks- Test Security
- Prevention Strategies
- Actions to Take if a Breach Occurs
- Implications for Teachers
- Social Media Scrub

Exemplary Uses of Social Media

In Education

- Use as a tool for teaching
- Help students learn safe and mutually respectful online behavior
- Communicate to parents and the community in real- time
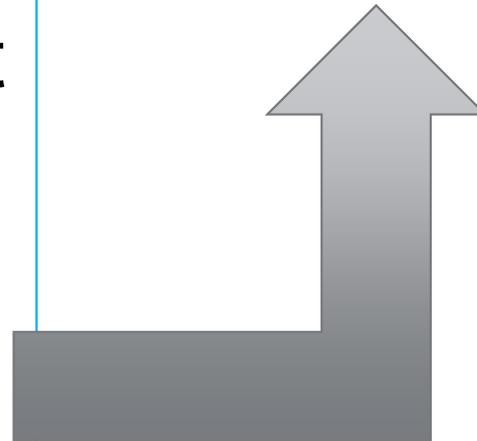- Engage the public in education discourse

Source: Katie Lepi, May 17, 2013 "How Social Media Improved an Entire School District" (Eudora School District, Kansas)

Social Media, Testing and the District

- DC CAS *Jam* - a collection of student produced videos from District school students featuring their favorite songs with DC CAS inspired lyrics

- http://ossedc.word press.com/2013/05 /01/dc-cas-jam/

Positive Press in the District

- DC teacher excites students for CAS with music video

  http://www.washingtonpost.com/local/education/dc-teacher-excites-students-for-cas-with-music-video/2013/04/23/eaae7bf0-ac28-11e2-a8b9-2a63d75b5459_video.html

- Pep rallies, music videos and cash aim to inspire students on DC tests

  http://articles.washingtonpost.com/2013-04-24/local/38779127_1_test-scores-amax-inc-students

- Teachers Make Rap Video to Motivate Students for Testing

  http://www.washingtoncitypaper.com/blogs/citydesk/2010/04/21/teachers-make-rap-video-to-motivate-students/

Social Media Statistics

Youth and Relevant Usage

- 22% of teenagers log on to Facebook over 10 times per day
- 25% of Facebook users are under the age of 10
- 59% of teens view social networks as unsafe
- 54% of Facebook members have used the social network via **phone**
- 33% use a **phone** as their primary way to access Facebook

Source: Browser Media, Socialnomics, MacWork, November 12, 2012 "Social Networking Statistics"
http://www.statisticbrain.com/social-networking-statistics/

Social Media Statistics

Youth Facts

- 71% post their **school name** in their profile, up from 49% in 2011

- 98% of Facebook users are friends with people they know from school

- 89% are connected to friends who do not attend the same school

- 91% post a **photo of themselves**

Source: Pew Research Center Internet and American Life Project, July 26-September 30, 2012 http://www.pewinternet.org

Social Media Statistics

Youth Facts

- 24% post a video of themselves
- The typical teen Facebook user has 300 friends
- The typical teen Twitter user has 79 followers
- 60% of teen Facebook users keep their profiles private
- **30% have teachers or coaches as friends in their network**

Source: Pew Research Center Internet and American Life Project, July 26-September 30, 2012 http://www.pewinternet.org

Social Media Statistics

Adult Usage

- 56% of Americas have a profile on a social networking site

- The biggest growth of any age cohort from 2011 to 2012 was ages 45- 54

- 12 million Americans use social networking many times per day

- 76% of Twitter users now post status updates (up from 47% in 2010)

Source: Edison Research 'The Social Habit' June 2012

Associated Risks

April 27, 2012 Headline in California

"Students have **posted several hundred** images of this year's state tests online on social networking sites including Facebook, Tumblr, Twitter, Instagram and Pinterest"

Source: Tami Abdollah, Southern California Public Radio, April 27, 2012
http://www.scpr.org/blogs/education/2012/04/27/5836/students-post-several-hundred-images-state-tests-s/

The posting of secure test items is considered a

Test Security Breach

Relevant Testing Violations

- The use of cell phones, electronics, or computer devices by test administrators and proctors during testing;

- The copying or reproducing of all or any portion of any secure test book or writing prompt;

- The use of electronic devices, including cell phones, by students while taking the state test

Source: 2013 DC State Test Security Guidelines, School Personnel Violations, page 21

Suggested Prevention Strategies

(1) Engage Parents

- Inform and engage parents on policy prohibiting cell phones
- Send reminder ConnectED and/or group phone message and email alert the day before the testing window

(2) Ethics and Academic Integrity Code of Ethics

- Adopt an ethics and academic integrity code of ethics for Students and Educators
- Publish Code of Ethics in Student, Parent and Faculty Handbooks

Suggested Prevention Strategies

(3) Post Signs

- Post signs throughout school site: hallways and testing rooms
    - ❑ "Unauthorized electronic devices MAY NOT be used at any time during the testing session"
    - ❑ "Test administrators must ensure that students clear their desks and stow away all books, electronic devices and other materials not needed for the test"

Suggested Prevention Strategies

(4) Internet Monitoring and Sweeps

- Search the internet every 15 to 30 minutes, each day for certain items during the testing window

❑ Facebook
❑ Flickr
❑ Tumblr
❑ Instagram

❑ Webstagram
❑ Pinterest
❑ Twitter

(5) Establish a LEA/School Social Media Policy

Sample Questions to Address:

- Is it appropriate for teachers to set up Facebook pages for students to communicate about class?

- Does the LEA have a responsibility to step in if kids are being bullied online outside of school hours?

- Should the 'friending' of teachers and students be prohibited?

Source: Concord Monitor, Kathleen Ronayne "Concord School District to Develop Social Media Policy, March 16, 2013

What to Do if a Security Breach Occurs

- Contact OSSE
- Complete a LEA Action Plan
- Confiscate the Phone
- Conduct LEA/School Level Investigation
- Conference with Student, Parent and/or Educator
- Send reminder letter home to all parents regarding Cell Phone and Social Media Posting Policy

What to Do if a Security Breach Occurs

- Search all Social Media Sites for Similar Content
- Contact Website Operator to Request the Removal of Test Related Posting
- Request Student or Educator Delete the Photo or Posting and/or the Account
- Consider Corrective Action for Student and/or Educator

Social Media and Implications for Teachers

"There have been three court cases involving teachers who claim that their First Amendment rights were violated by being punished because of their postings on social networking sites. The teachers **lost every** case."
Social Networking Nightmares, National Education Association, Michael Simpson, Assistant General Counsel, NEA 2010 http://www.nea.org/home/38324.htm

"Educators should be extremely cautious online, there are however, ways to use social networking to make connections that can enhance careers, not jeopardize them" Cindy Long, Networking that Works http://www.nea.org/home/38324.htm

How to Delete Your Social Networking Accounts

Facebook

- Click https://www.facebook.com/login.php?next=https%3A%2F%2Fwww.facebook.com%2Flogin%2Freauth.php%3Fnext%3Dhttps%253A%252F%252Fwww.facebook.com%252Fhelp%252Fdelete_account while logged in and click "Delete My Account" Expect the process to take up to 14 days
- To remove photos, report that you didn't give permission for that photo under the https://www.facebook.com/legal/copyright.php?noncopyright_notice=1 contact friends in your network and ask them to remove it

Source: Lifehacker "How to Commit Internet Suicide and Disappear from the Web Forever"
http://lifehacker.com/5958801/how-to-commit-internet-suicide-and-disappear-from-the-web-forever

Other Social Media Sites

- Use the same steps followed for Facebook

- If you have trouble remembering all of your accounts, Click http://www.accountkiller.com/en/
  - ❑ The site provides a list that includes direct links for deleting your profile from over 500 different sites

Source: Lifehacker "How to Commit Internet Suicide and Disappear from the Web Forever"
http://lifehacker.com/5958801/how-to-commit-internet-suicide-and-disappear-from-the-web-forever

- Search Google and bookmark where your name appears
- Email the website that hosts the content of the material referencing your name
- Ask them to remove the content and/or your name
- Appeal to the search engines (Google, Bing, or Google Images) by filing out a form and requesting the URL to be indexed again

Source: Lifehacker "How to Commit Internet Suicide and Disappear from the Web Forever"
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Thank you for your time and attention!

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for questions, comments and suggestions at

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