

# Make New or Repin?

## Creating a multimedia anthropology resource in Pinterest

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# Social media

“A key feature of social media is the ways in which text, images and sound can be re-appropriated, shared and re-used in novel ways, encouraging non-linear readings and a dialogue between the audience and the media” (Pearce 2012)

- Horizontal
- User generated/ modified

# Social Media in education

- Facebook
  - Madge, C., J. Meek, J. Wellens and T. Hooley (2009)
  - Selwyn, N. (2009)
- YouTube
  - Snelson, C. and R. Perkins (2009)
  - Pearce, N. and E. Tan (2013)
- Pinterest is being explored...

# Pinterest

- Established 2010
- Share and comment on images and videos collected from across the web
- 10mn unique visits quicker than facebook/twitter
- Different demographic to facebook/twitter
  - 83% female (global, UK 56% male)

This board is intended to highlight prominent (non-human!) primates from the worlds of science, entertainment and politics.



Nick Pearce

Edit Board

11 followers, 13 pins



famous fat monkeys in #Japan

1 like 1 comment

telegraph.co.uk



Erin Rachael what is happening...



Add a comment...



Cadbury's gorilla playing drums [may not be a real monkey ;-)]

by macegrove

1 repin

youtube.com



Famous primatologist Yerkes, with Prince Chim and Panzee.

f1re100chimps.weesleyan.edu



Koko the gorilla, who mastered 2000 words in sign language!

2 replies

toptenz.net



Noam Chimpsky

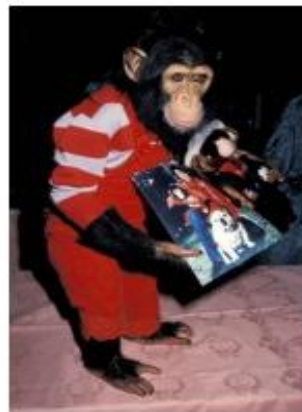
images.search.conduit.com



Manis, the actor monkey best known for playing Clyde in 'any which way but loose'

2 likes 2 replies

images.search.conduit.com



Bubbles

1 comment 2 replies

vivapets.com



The biggest baddest monkey of them all.

en.wikipedia.org



This macaque monkey grabbed a camera and started taking pictures of himself. Name unknown, but definitely famous!

1 repin

telegraph.co.uk



famous monkeys

en.wikipedia.org



From an online list of 10 famous monkeys. Can't believe I almost missed DK!

3 comments

toptenz.net



Nick Pearce why is he called 'donkey' kong when he is a monkey?



Darren Oliver Allegedly "kong" came to mean "monkey" in Japan but licencing prevented the use of king preceding kong.



Darren Oliver As he's a stubborn kong. It was preceded

# The proposal

- Employ previous student
- Create 10 pinboards
- Evaluate use by students



# Discovering Anthropology

A collection of resources for anthropology students. The 'Discovering Anthropology' module is taught and developed by Dr Nick Pearce at Durham University, Foundation Centre.



## Following

- Sociological Images
- LSE Review of Books
- Farzin Espahani

9 Boards

182 Pins

0 Likes

Activity

Unfollow All

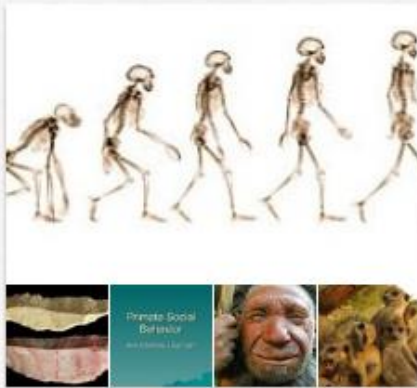
70 Followers

8 Following

rop..

### Biological Anthropology

22 pins · 🏠



Edit

### Linguistic Anthropology

21 pins · 🏠



Edit

### Cultural Anthropology

20 pins · 🏠



Edit

### Archaeological Anthro...

20 pins · 🏠



Edit

### Death

20 pins · 🏠



### Useful Information

20 pins · 🏠



# Criteria

- Focus on use
  - Additional reading
  - Revision
- Interesting/Thought-Provoking
- Visual nature



# Sources

- Search engines incl. Google scholar
- academic blogs
- museum archives
- university research publications
- tumblr
- newspapers
- recommended links.

# Difficulties

- Copyright
- Problems with scholarly articles, PDFs
- Sources?

# Evaluation

- ‘Discovering anthropology’ has 120 followers
  - 4 are definitely my students
  - Indirect measure of use
- Survey
  - How often have you looked at the resources in pinterest? (3 out of 7)
  - How useful have you found it? (4.5 out of 7)
- E-mails from students

# Focus Groups

- After exams
- Successfully used in the past
- Explore issues around the use of Pinterest and social media more generally

# Focus group

“I think Pinterest is awesome”

“It’s a very interesting way to store information. It’s very coherent, things are nicely grouped and it looks cool.”

# **Social media interoperability – sharing across networks**

“my friends will send me a private message on Facebook with information they think will be useful to Anthropology”

“I can share by linking [an educational video] through Whatsapp”

# ***Developing critical thinking***

“I used it lot to prepare for the exam which helped make sense of it all”

BUT

“At the beginning of the term, I saw that there was a lot of information on Pinterest. I thought I cannot read all of that now due to my assignments, I’ll read it in my spare time but any free time, I would spend on Facebook.”

# ***Learning beyond the classroom***

“I shared with my mum. She’s interested in languages so when I saw something on linguistic anthropology I showed her and she shared with her friends.”

“I looked at the videos on Pinterest through my phone”

on bus, whilst working on PC



# Future issues

- Copyright
- Sustainability
  - Pinterest business model
  - Student/Colleague contributions?
- Disco vicar

# References

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