GLOBAL WORKFORCE

The confluence of knowledge, skills, and people that together foster innovation and increase productivity on a global scale.
THE COMMUNICATION BARRIER

- Language & Culture
- Generational
- Knowledge/Skill Discrepancies
- Perception/Emotion
- Medium
- Physical Barriers
THE COMMUNICATION BARRIER

• Social media has bridged the multilateral communication gap between local and global communities
  • From field reports to direct influence

• Allows for knowledge transfer across geographies and cultures
THE LANGUAGE OF SOCIAL MEDIA

• Not English
• Mix of traditional languages, imagery, style, behaviors
• As we begin to use Social Media in the workplace, the division between how social media is used in our personal lives and how it is used in the workplace will crumble
• Expect social media to be… social
• Organizations can’t own it completely
WHAT ARE INTERNET MEMES?

Internet memes can be webpages, pictures, videos, hash tags, phrases, or activities

• Items of our culture that represent and proliferate our characteristics and ideas.

• Proliferation occurs through social networking sites, blogs, twitter, content aggregators

• Participatory. Evidence of the shift from consumers to producers.

“A meme is an idea that behaves like a virus that moves through a population, taking hold in each person it infects.”

- Malcolm Gladwell
COGNITIVE SURPLUS

Owww

"bite me" is just an expression, dude

Dey sed tu follow ur dreams

So ai go back tu bed

is I got it.
WHAT ARE INTERNET MEMES?

They are current –

- Internet memes represent what’s on peoples minds at the moment
- Memes highlight what is significant to people and show where and how they are engaged with others on the Internet
- The downside (also arguably an upside) is that Internet memes have a short lifespan and quickly fade into oblivion
WHAT ARE INTERNET MEMES?

They are popular –

• Almost inherent to something being considered an Internet meme is its extreme popularity.

• Going viral results from the fast pace and collaborative nature of social media.
WHAT ARE INTERNET MEMES?

They carry a message –

- Internet memes despite how ridiculous or absurd some may be, all carry a message.
- Message can be as simple as a joke meant for to poke fun at a social issue or more serious like Randy Pausch’s Last Lecture.
WHERE DO INTERNET MEMES COME FROM?

Originate on:
• 4chan, Reddit, web forums
• Facebook, Tumblr, Twitter

Taken from:
• Pop culture: television, movies, music, games
• Common social situations and interactions
• Marketing ploys
WHAT MAKES INTERNET MEMES POPULAR?

- Humor
- Shock value
- Shared experience
- Social nature

Morpheus on the metro…

WHAT IF I TOLD YOU

THERE ARE OTHER DOORS ON THIS PLATFORM
HOW ARE INTERNET MEMES USED

Commercial applications
- Guerilla marketing
- Generating buzz
- SEO
THINKING ABOUT LEARNING

- Construct schema, give us context, help us to understand the world around us.
- Shape the way we think – peer pressure/group think; even on the internet we don’t want to be different
- Influence behavior – the way we act, the way we respond to stimuli

There are two types of people in this world:

Those who can extrapolate from incomplete data
INTERNET MEMES AS EXAMPLES

• Provide examples of the conceptual, factual, or even technical information being learned.
• Provide opportunities for teachable moments
• The rise in popularity of a meme can be a cue for learning opportunities
INTERNET MEMES AS RESEARCH TOOLS

• Today’s groundbreaking advancements are tomorrow’s history lessons

• The social-web and major socio-cultural shifts have made it possible to begin the process of self-analyzing and interpreting ourselves

• Allowing learners to be engaged with history as it happens instead of reading someone’s interpretation of it? That’s epic.
INTERNET MEMES AS CONDITIONING TOOLS

• Different kinds of memes are intended to provoke different reactions.
• Rage comics are intended to elicit rage or fury about something and kitten videos are intended to elicit some sort of warm and fuzzy feeling.
• Exposure to these memes and what’s in them can condition how we react to things we see and our attitude towards them.
• By seeing something in a rage comic we begin to think of it as something negative, by seeing something in a kitten video we begin to think of it as something positive.
INTERNET MEMES AS BEHAVIOR TOOLS

• An important driving force of Internet memes is the desire to participate.

• Many Internet memes come in the form of activities that people find a social connection in by doing it and sharing it with others.
  • Planking
  • Cinnamon Challenge
  • 30 Day Challenge
WHAT I DO...

TECH SUPPORT

What my friends think I do
What my mom thinks I do
What society thinks I do

What my boss thinks I do
What I think I do
What I actually do
CONCLUSION

• Deliver a relevant message to a large audience
• Internet memes have a value beyond entertainment
• They are part of the language of social media
• Provide learning opportunities
• Expand teaching capabilities