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## Personalizing the Online Learning Experience Part 1: Persona & Social Presence

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# Personalizing the Online Learning Experience

Part 1: Persona & Social Presence

**Presented by Emily Faulconer  
MPLS Department**

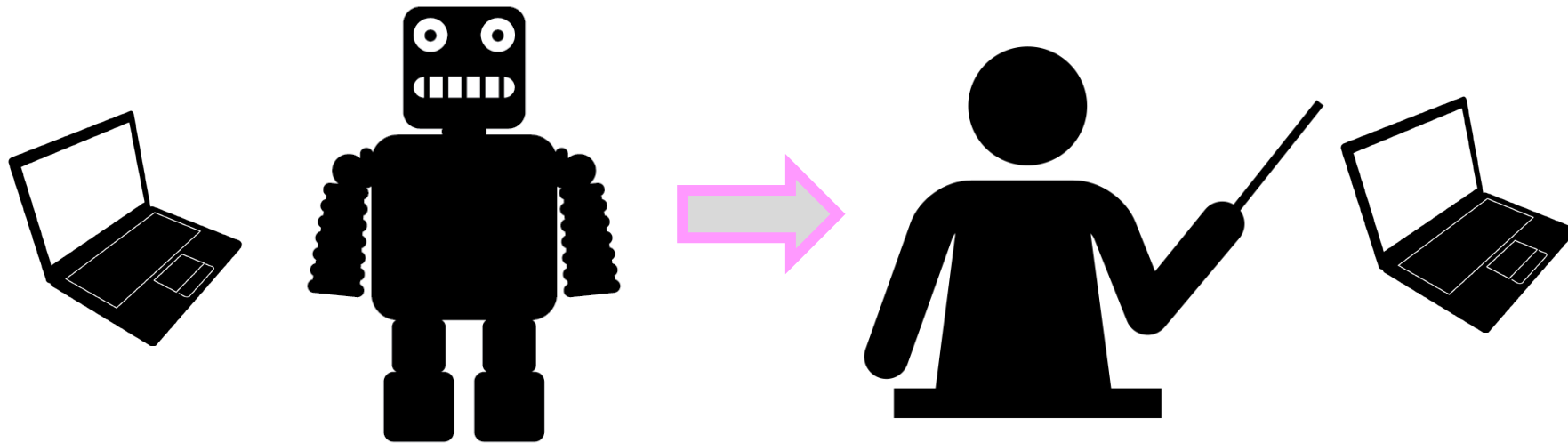
# Agenda

- Instructor Presence
- Learner Profiles
- Building Persona
- Building Social Presence
  - Discussions
  - Online Office
- Wrap Up

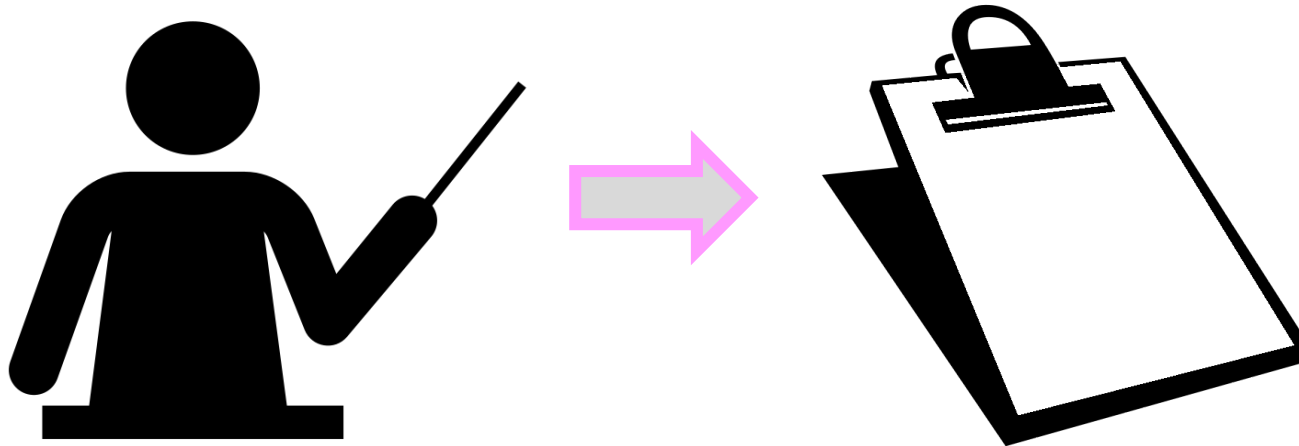


# Instructor presence personalizes the online learning experiences

- Persona
- Social
- Instructional



Instructor presence is correlated to student success and satisfaction

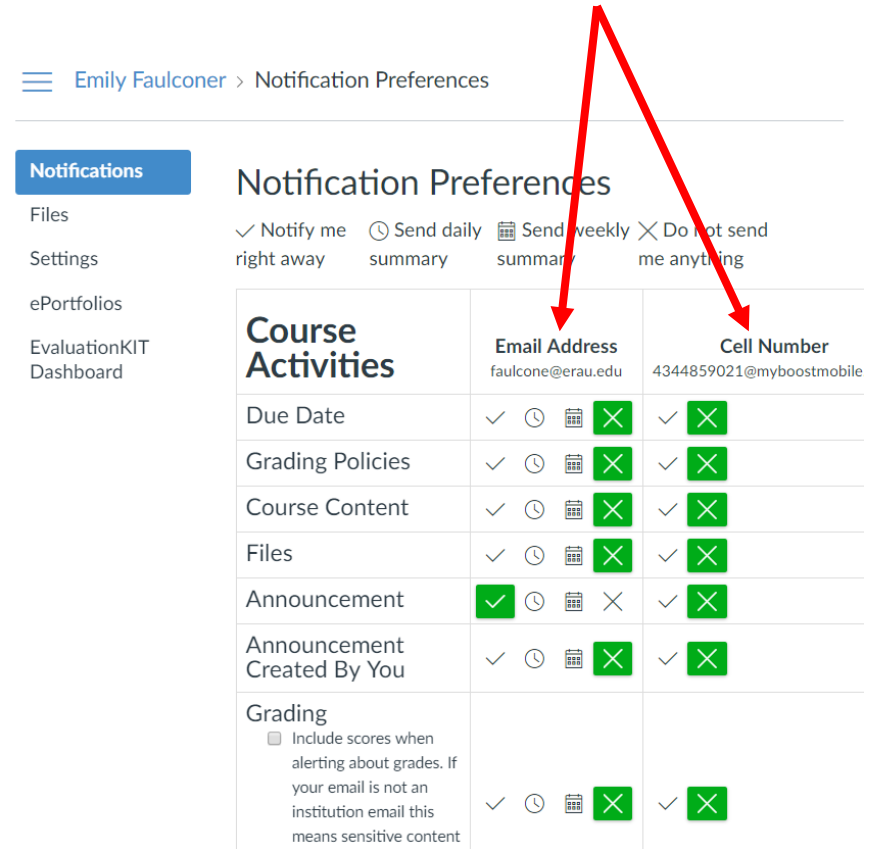
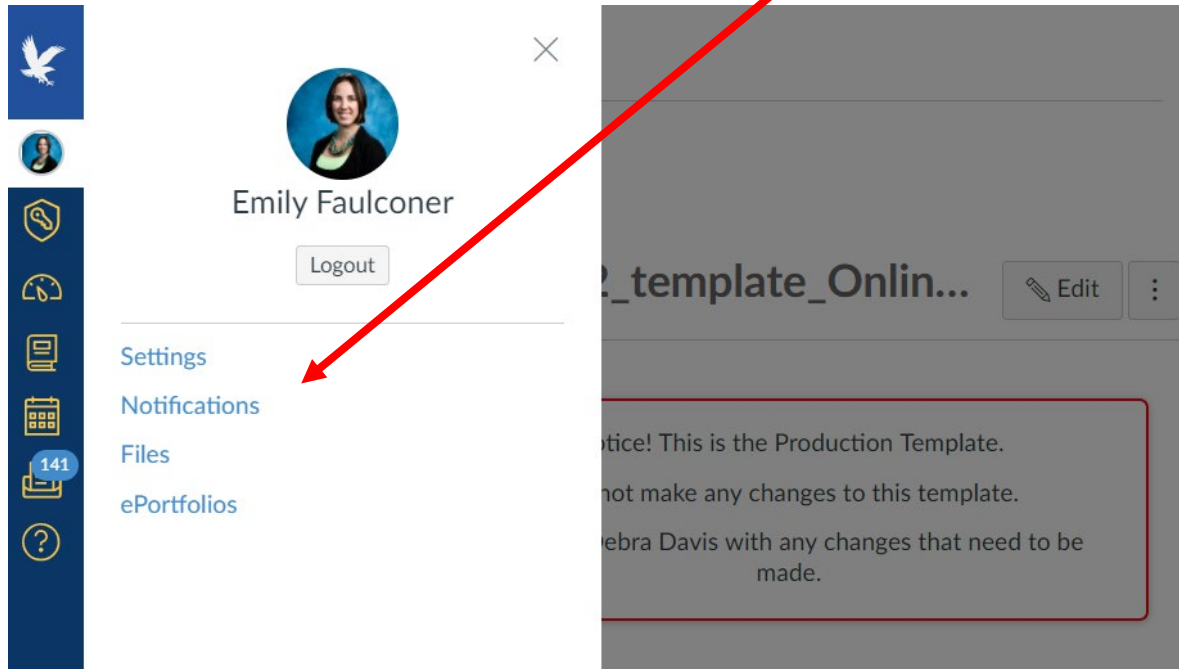


# There is no “one size fits all” approach to instructor presence. It varies by learner profile.

	<b>Student Planning &amp; Effort</b>	<b>Learning Autonomy</b>
<b>Innovators</b>	Short and long term challenging goals  Discover & apply knowledge	Assumes responsibility for learning
<b>Implementers</b>	Sets and achieves short term, task-oriented goals  Situationaly minimizes effort for efficiency	Situationaly assumes responsibility for learning in areas of interest  Prefers coaching and interaction
<b>Sustainers</b>	Follows simple task-oriented goals assigned by others	Reluctant to assume responsibility  Appreciates continual guidance and expects reinforcement
<b>Resisters</b>	Apathetic, Frustrated, Unable, Discouraged	Assumes responsibility for NOT meeting goals set by others

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# Setting Canvas notifications is a great way of ensuring your efforts towards Instructor Presence are actually seen!



Now let's explore a few strategies to make online learning personal ...



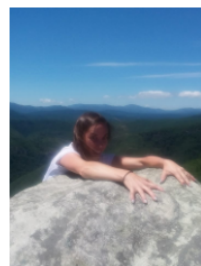


# Building Persona: Be Human

- Pictures
- Video

## Instructor Contact Information, Bio, and Policies

"I took a walk in the woods and came out taller than the trees" ~Henry David Thoreau



**Name:** Emily Faulconer, Ph.D.

**Contacting Me Online:**

**Email:** [faulcone@erau.edu](mailto:faulcone@erau.edu)

I will typically be online each weekday from 8 AM to 4 PM EST (... and probably for a bit on the evenings and weekends, too). Therefore, if you have not received a reply to your emailed inquiry within 48 hours, I might not have received anything from you in the first place... so please forward your original message (check to make sure you had my email address correct first, though).

- **Online Office (in Discussions area):**

Expect a reply within 48 hours if one of your fellow students has not correctly answered your question already. I subscribe to the Online Office forum, so I get an email notification when you post a question.

**Live Help:** You are not out there at the other end of the computer all alone!

- **Phone:** 434-485-9021 (cell phone)

If you would rather talk to me real-time, feel free to call me weekdays from 8 AM to 4 PM EST. If I can't take your call (I seem to be in a lot of meetings these days), I am much better about responding to text messages so please text rather than leaving a voicemail. As with emailed communication, I should be able to get back to you within 48 hours.

- **Video Call:**

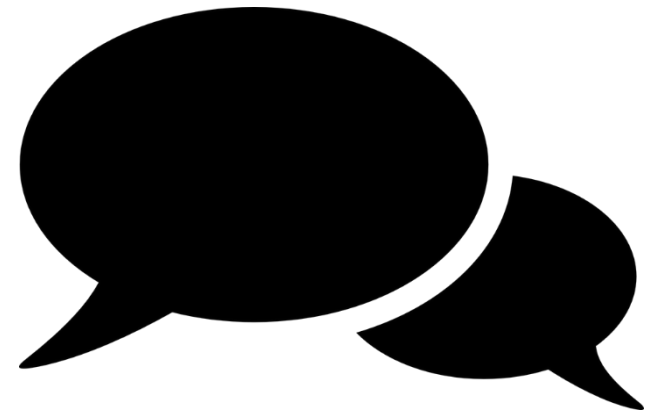
# Building Persona: Communicate

- Personalize your communication
- Be reachable: phone, email, Skype



# Building Social Presence: Be present in the discussions

- Explain your role
- Model your expectations of students
  - Engage throughout the week
  - Facilitate conversation with strong posts
- Share your personal and professional experiences
- Use conversational tone



# Building Social Presence: Put the Online Office to Use

- Q&A
- Share helpful resources
- Ask for low-stakes feedback
- Feedforward:
  - Mini-lecture Video
  - Tips for Success
- Module Reflection Video



# Wrap Up

- Innovators, Implementers, Sustainers, and Resisters have different needs
- Instructor presence includes persona, social presence, and instructional presence
- Be Human. Be Visible. Give Feedback.

