

Welcome to the seminar!
Social media and digitalization in entrepreneursip (education)



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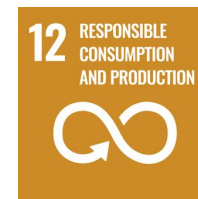
WE WILL START AT 9:15 (EET) / 8:15 (CET)

Content of the Seminar

Welcome to the seminar
Start assignment
Opening words by Perttu Pölönen
Small group assignment
Review of results
Q&A
Info: next seminar

With whom are we working today? What interests you the most?

Polls -questionnaire will pop up – please answer to the question.





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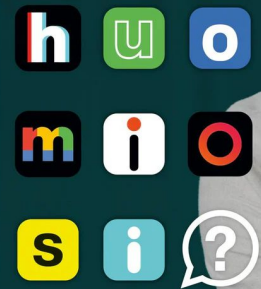


Social media and digitalization in entrepreneurship (education)

**PERTTU
PÖLÖNEN**

OTAVA

SAISINKO



Kirja, joka jokaisen
somenkäyttäjän pitäisi lukea



Group work, 20 minutes

You will be divided into small groups.

Some groups have the same theme to work on,

but each group has own empty slide to answer / make notes. (*See group number in TEAMS and the heading of the slide*)

Assignment

1. **Divide the roles** (*see pictures →*)
2. **Discuss and share ideas about your theme**
3. **Write your answers / notes to your slide**

Timekeeper



You keep an eye on the clock and your schedule, helping the group being efficient and on time. Say: *We need to move on now.*

Recorder



You remember to write down the results of your work. (You don't have to write everything down by yourself, but you make sure it happens.)

Conversation Sharer



You make sure everyone gets a chance to speak and get heard. Ask: *What do you think?*

Group work theme A: social media and digitalization (group 1)

Perttu gave the example of his business idea in Myanmar, which used the opportunities provided by technology and digitalisation to spread educational methods to Myanmar. He also talked about the way in which the understanding of *success* is affected by what we see in social media and around us.

👉 Think and discuss:

How does social media and digitalisation affect students/youth?

Related to social media and digitalisation, what kind of changes do you see in working life & entrepreneurship? *For example: new opportunities, challenges, skills that have become important*

Come up with ways to address this topic in teaching

👉 Remember to divide the roles and support especially the recorder in his / her task.

Group work theme B: Video lecture's themes in teaching (group 2)

Perttu's video has multiple themes e.g.

- becoming an entrepreneur by designing the music clock
- Working experiences in USA (Nasa) and Myanmar around digitalization and entrepreneurship
- The 5 do's and don'ts
- media literacy around the casino example (silent majority, loud minority)
- who has the impact on others – how do we create our future?

👉 Think and discuss, how to implement these themes / one of these themes in your own teaching or in your school's entrepreneurship education? **see example on the next slide*

👉 Remember to divide the roles and support especially the recorder in his / her task.

👉 You can add more slides to this presentation – please mark the heading new slides with your own group's name and add the slides only next to your previous slide

theme B - example of activities

Activity plan 1: suitable e.g. for Literature studies, entrepreneurship education

1. Watch together with your students the part of the video, in which Perttu talks about the casino experience.
2. Give your students 1-2 minutes time to go through their own social media and count the examples of “the winning machines” and “losing machines”. If needed, explain these concepts and combine with the idea of “loud minority” / “silent majority”.
3. Collect the numbers and discuss with your students.
4. If you have time, go deeper in this theme and ask them to ponder what kind of emotions they had as they watched the social media clips. Do they feel that this is impacting their decision-making. Did they find harmful content to themselves or to younger children if they received the same content?
5. How can the students themselves impact others in social media?

Activity plan 2: suitable e.g. for guidance counselling, entrepreneurship education

1. List the skills that you know are needed in the future.
2. Watch the whole video with the students and ask them to mark down what kind of skills (e.g. courage, creativity, resilience, belief in yourself) can they hear in Perttu’s speech.
3. Guide the students to ponder, what kind of skills they have developed during their lives.

Group 1 - theme A “social media and digitalization

- The students are living in parallel worlds, distracted->difficult to get their attention
 - Students become restless, the phone is like a magnet
 - Need for instant gratification->for example studying different themes, no persistence or will to take the time
 - Also positive effects: One can use it as a tool in studying but it needs to be structured. Depends on the school/students as well.
 - The students need to be trained more in social skills, interaction
- Working life: in order to be the ‘it’ person, one needs the different forms of social media. Do you exist otherwise?
One form of promoting oneself.

Group 2: theme B “video’s themes in teaching activities”

silent majority

- how to be critical of what you see and read > really understand what the opinions are
- how to encourage students to have their say and express their opinions

- *”forcing” everyone to speak (small steps) > facing fears
- *practising being “a good group member and audience”
- *studying social media posts/videos/effects of algorithms
- *making sure the students use their time on valuable things (guidance, control)
- *practising disagreeing
- *mixing groups

What do you take with you?

You have time for about 3 minutes to go through the slides of other groups.

After this, you will get a polls questionnaire to answer what do you take with you from today

What do you take with you?



is social media a must?

Guide the students

We need to create organizations where it is accepted to express different opinions. This should start from the top of the organizations.

Everyone has a problem with the addictiveness of SM

how to learn delayed gratification in today's world?

Ability to concentrate is super power

addressing silent majority and loud minority

parallel worlds

We share the same challenges

Ideas for working with this

ability to concentrate is super power

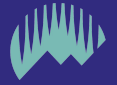
A tool of the future when taught how to use with a critical mindset

facing fears

I really got confirmed that I shall continue with intensive courses and in the class groupwork and discussions, Perhaps I should change myself the groups sometimes. Try to develop such practices that evrybody says sgn.

be critical

belonginess



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Time to give feedback!



Our next seminar

STEAM pedagogy and ToolCamp method in entrepreneurship education

*Maikki Manninen & Paula Vorne
Educational and Cultural services of the City of Oulu*

25/4/2024, 09:15 – 10:15 EET Finland, 08:15 – 09:15 CEST Sweden

Note!

Due to an overlapping event with the City of Oulu upper secondary school teachers, there will be held an extra seminar on 6th of May at 14:30 EET. Information about this seminar will be send directly to the City of Oulu schools. This seminar will be held in Finnish.

Thank you for your participation!



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