



CATEGORY ARCHIVES: USE OF SOCIAL MEDIA AND MOBILE TECHNOLOGY

Week 7

Posted on **July 24, 2015** by **Alex**

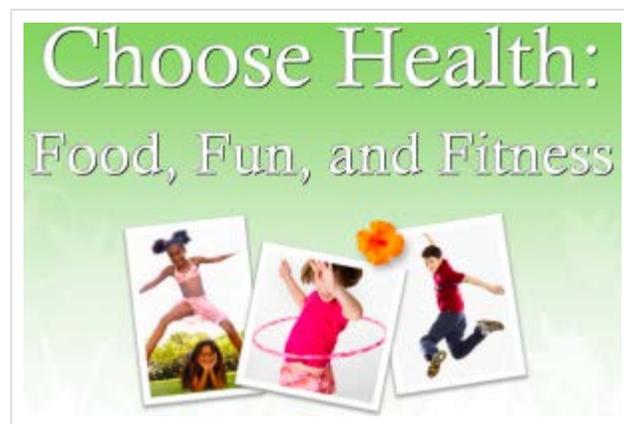
With each week, we gain additional data regarding the use of the Adopting Healthy Habit's Facebook Page. The data represents different metrics, such as engagement and reach, that lets us know who has seen our posts and how many people interact with them beyond simply reading. We use this data to tailor the next set of posts to the behavior we have seen from our target audience and adjust timing and content. However, these metrics can only do so much. It is much more beneficial to talk to a user face-to-face and see what the data is missing. As previously stated, we will be conducting focus groups in both rural and urban areas. We have developed a set of questions to guide participants and gauge their interest. Additionally, a small portfolio of posts will be handed out and participants will be asked to critique it. The first focus group will occur this Monday in Salamanca and will hopefully provide us with valuable feedback that can be used to improve the project.

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Week 6 – The Side Project

Posted on **July 24, 2015** by **Alex**

Throughout my time as an intern, I have been tasked with helping to complete a project within the Department of Nutritional Sciences that is being spearheaded by Wendy Wolfe. The project is an evaluation of the Choose Health: Food, Fun, and Fitness program. My role is data entry. The evaluation is a 44-question survey given to children between the ages of 6 and 12. It asks them about eating habits, views on exercise, and their different perceptions of food. The survey is given in 3 different stages, baseline, pre (before the children undergo the Choose Health: Food, Fun, and Fitness program) and post (after the children undergo the Choose Health: Food, Fun, and Fitness program). This week, we finally completed the first stage of data entry and will move on to double entry (to spot check the initial entry). So far, it has been very interesting to work on this project. It was a good opportunity to see some of the other research that the department does and the effect that they are having on surrounding New York State communities.



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Week 5: Focus Groups

Posted on **July 2, 2015** by **Alex**

With the start of July, we are now preparing to start making field visits and begin conducting focus groups. The purpose of these focus groups is to gain additional insight on our social media platform and to gauge interest in the types of content we are currently producing. Although I have taken classes and learned about focus groups before, I have never actually conducted a full-length group interview before. With this in mind, we decided to spend this week refreshing on focus groups and surveying techniques/question design. I spent a lot of time viewing online resources and watching videos of sample focus groups. This helped me to become aware of some of the twists and turns that focus groups can take and how I should be interacting with participants. Next week, I will present a tentative agenda and question set to my advisors and we will begin to finalize plans to visit the field.

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Week 4: Culturally Responsive Teaching

Posted on **July 2, 2015** by **Alex**

This week, we had a team meeting to review the ins-and-outs of the Food and Nutrition Education in the Community program and the history of the Cornell Cooperative Extension. It was very informative and helped to provide additional context to the work we are currently doing. It was also nice to formally meet the staff and to interact with them all in a group setting. After the review of programming, we did a workshop on Culturally Responsive Teaching

methods. It taught us that we have a responsibility to respond to learners in ways that respect and acknowledge their cultures. The methodology for this is based on the four A's: anchor, add, apply, and away. The lesson must first make the learner think about the lesson in the context of his or her own experience (anchor), then it must add to the anchor by providing new information. The learner should then be tasked with applying content in a new way or situation and then asked what they can take away from it. The lesson culminated with us participating in a sample lesson. It really helped me to rethink how teaching should be approached and I am excited to apply what I learned in the field.



Our Lesson: "The Iceberg Challenge"

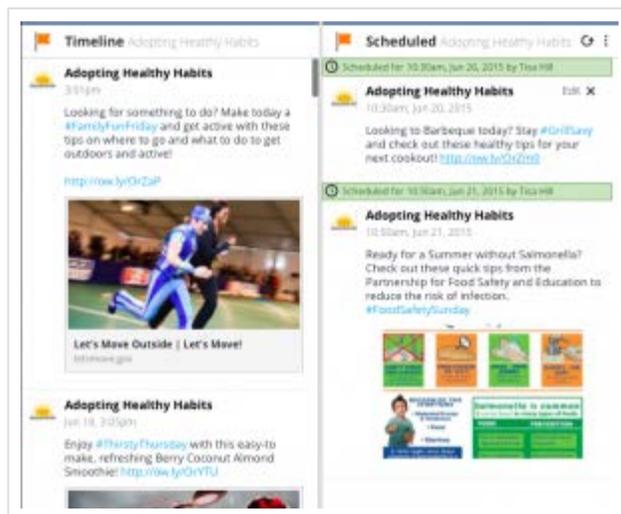
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Week 3: The First Posts Go Out

Posted on [June 19, 2015](#) by [Alex](#)

This week, the project team focused on content and creating posts for the upcoming month. Being new to the Food and Nutritional Education in Communities program, I first reviewed the nutritional guidelines that are required of all posts. The guidelines provide criteria for judging different recipes and advice. It detailed how much of different food components, such as sugar, were allowed for the food to be considered a healthy choice. These criteria eliminated many "glamour recipes," which many online blogs post to draw in readers. Instead of using popular recipe sites for inspiration, I perused Cornell and other Cooperative Extension websites that creatively used ingredients to create dishes that fit into the content themes that we had chosen for our page in the week prior. This information was then transposed into shorter, eye-catching posts that were phrased to stimulate reader engagement. The posts were queued using Hoot Suite (a social

media tool) and we will review page analytics to gauge engagement in the coming weeks.



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Week 1/2 – Starting the Project

Posted on **June 12, 2015** by **Alex**

For my project, I will be working with staff in the CCE Nutrition Program on piloting a social media platform and evaluating its effectiveness in spreading nutritional information.

To start my internship experience, I met with my advisors Joan Paddock and Michelle Scott-Pierce, as well as Sonya Islam, an extension associate. The purpose of the meeting was to determine what we hoped to accomplish this summer, both short and long term. We decided that our ultimate goal was to create a comprehensive social media platform that is able to provide valuable nutrition information to low-income families while also stimulating community engagement and discussion. We reflected on what we had so far and what short-term tasks need to be accomplished in order to create the final product.

This discussion gave me a sense of direction and helped me to begin my research and to brainstorm ideas for new content. I spent the week studying past social media projects, relevant nutrition-based content, and industry endorsed social media practices. With this information, a proposal was created with ideas for the pilot. Next week, we will use the information researched to start to implement changes to the department's current social media strategy and prepare a calendar of content to release in the coming month.



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CATEGORIES

- **Barriers to Expansion of Long Island Broccoli Production**
- **Collaboration for Health, Activity, and Nutrition in Children's Environments (CHANCE) and Adopting Healthy Habits (AHH) Best Practices: Documenting efforts and preparing for the future**
- **Developing Best Practices and Resources in Parenting Education**
- **Disadvantage and Economic Decision Making in Children**
- **Engaging Youth in STEM Activities and the Engineering Design Process through Distance Learning and Summer Camps**
- **Evaluating Calf Management Practices on NNY Dairy Farms and the Impact on Future Production and Profitability**
- **Evaluation of Technologies to Improve the Competitiveness of the Stocker Cattle Enterprise in New York**
- **Field Crops Nutrient Management Applied Research and Extension Internship**
- **Getting Some Space: Using Spatial Language and Spatial Play to Promote Children's Spatial Skills**
- **Greening the Orange County 4H Educational Facility**
- **Health and the Brain Neuroscience Outreach**
- **Influence of Past Food Insecurity on Parents' Use of Child Feeding Practices Recommended to Prevent Child Obesity**
- **Invasive Species Statewide Outreach Program Internship – Onondaga**
- **Invasive Species Statewide Outreach Program Internship – Plantations**
- **Invasive Species Statewide Outreach Program Internship – Saratoga**
- **Invasive Species Statewide Outreach Program Internship – Tompkins**
- **Invasive Species Statewide Outreach Program Internship – Plantations**
- **IPM Strategies for Insect and Mites in Grapes and Hops in the Lake Erie Region**
- **Linking Immigrant Families to CCE 4-H Programs**
- **Measuring and Improving Rural Food and Physical Activity Environments to Improve Health**
- **Parent Education in New York City: The Parenting A Second Time Around (PASTA) Project, Phase Two**
- **Schuyler CCE Garden-Based Learning Intern**

- [Sexual Health Education in the Digital Age: Assessing Professional and Parental Knowledge and Needs](#)
- [Sustainable Gardening with Native Plants, Nassau County](#)
- [Sustainable Gardening with Native Plants: Integrate sustainable native and non-native plants to create a bio-diverse landscape](#)
- [Use of Social Media and Mobile Technology](#)
- [Visionmaker Jamaica Bay](#)
- [What's the Evidence? Best Practices for 4-H Volunteer Recruitment and Retention](#)
- [Wild Harvest Table Program: Reaching New Audiences](#)

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