

The Journal of Social Media for Learning 2020

A Student approach to using Educational Memes as an outlet to enhance learning.

*Jennifer Louise Worswick Irving-Bell,
Undergraduate Student,
St. Andrews University.*

Abstract

Memes are visual images or video clips often humorous in nature that can be easily (and rapidly) shared via social media.

Having defined memes and their potential within the context of learning environments, developed from a 'snap shot' presentation at the Social Media for learning in Higher education Conference (2019) at Edge Hill University this short piece presents a reflective account of the lived experiences of an ex-sixth form, now first year undergraduate, student on the educational use of 'memes' to engage learners and enhance learning.

Keywords

Social media, student engagement, learning, memes.

*Jennifer Louise Worswick Irving-Bell,
Undergraduate Student, St. Andrews University.*

STUDENT APPROACH TO USING EDUCATIONAL MEMES AS AN OUTLET TO ENHANCE LEARNING.

By Jennifer Worswick Irving-Bell

Slide One

Firstly what are Memes?

- Memes are a visual image or video typically humorous in nature, that is copied and spread rapidly by Internet users, often with slight variations.
- They can be created by anyone in any context they wish allowing the creation of new sources of independent learning! Which I find particularly interesting as a student myself.
- An example to the left is a reference to Shakespeare's Macbeth- In Act 1 Scene 5 when Lady Macbeth persuades Macbeth to kill King Duncan! (including an image of a scene from Queer Eye)



Slide Two

*Jennifer Louise Worswick Irving-Bell,
Undergraduate Student, St. Andrews University.*

How are memes used?

- Memes are often used in a humorous context however, they can also be used in an educational environment as an icebreaker for a new topic to engage a class.
- They can also be used within a educational context outside the classroom as a source of revision to enhance knowledge within a subject of interest.



Slide Three

Why using social media can enhance learning

- As a teenager using social media such as Instagram can be seen as a hindrance to one's work ethic however there are several potentials to learn through media outlets.
- Firstly subscribing to hashtags such as "Philosophy memes" can create an implicit environment for learning by recalling the memes context or to research the meme to understand its context.
- Thus, as a result, the individual learns from the meme.



Slide Four

Disclosure statement

No potential conflict of interest was reported by the authors.

Jennifer Louise Worswick Irving-Bell,
Undergraduate Student, St. Andrews University.