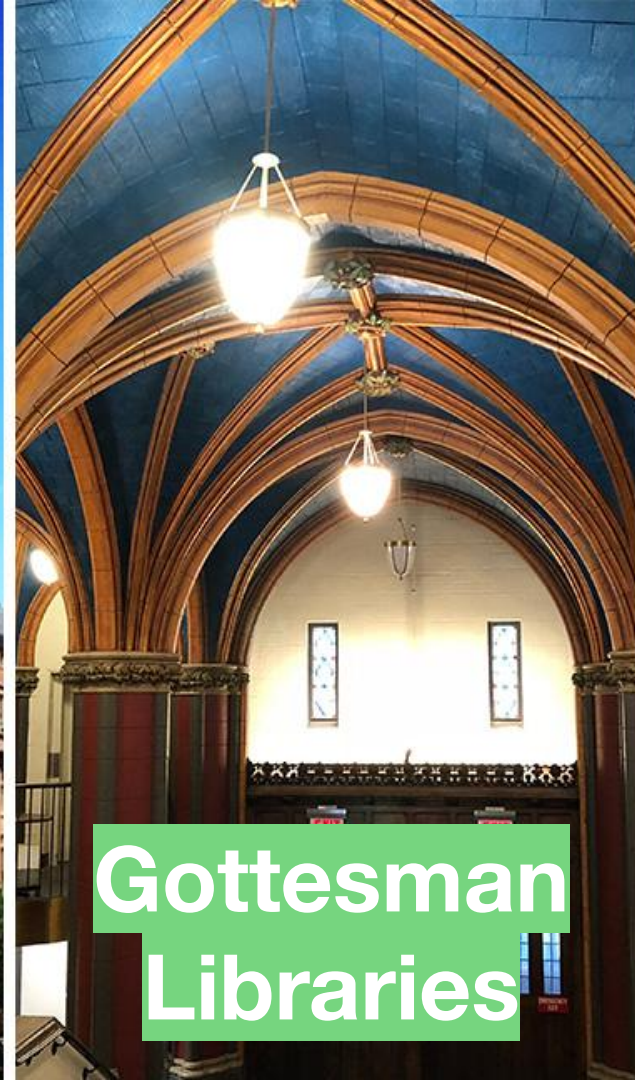


Lessons Learned From Online Publishing at the Library

Brian Sweeting & Rob Crawford



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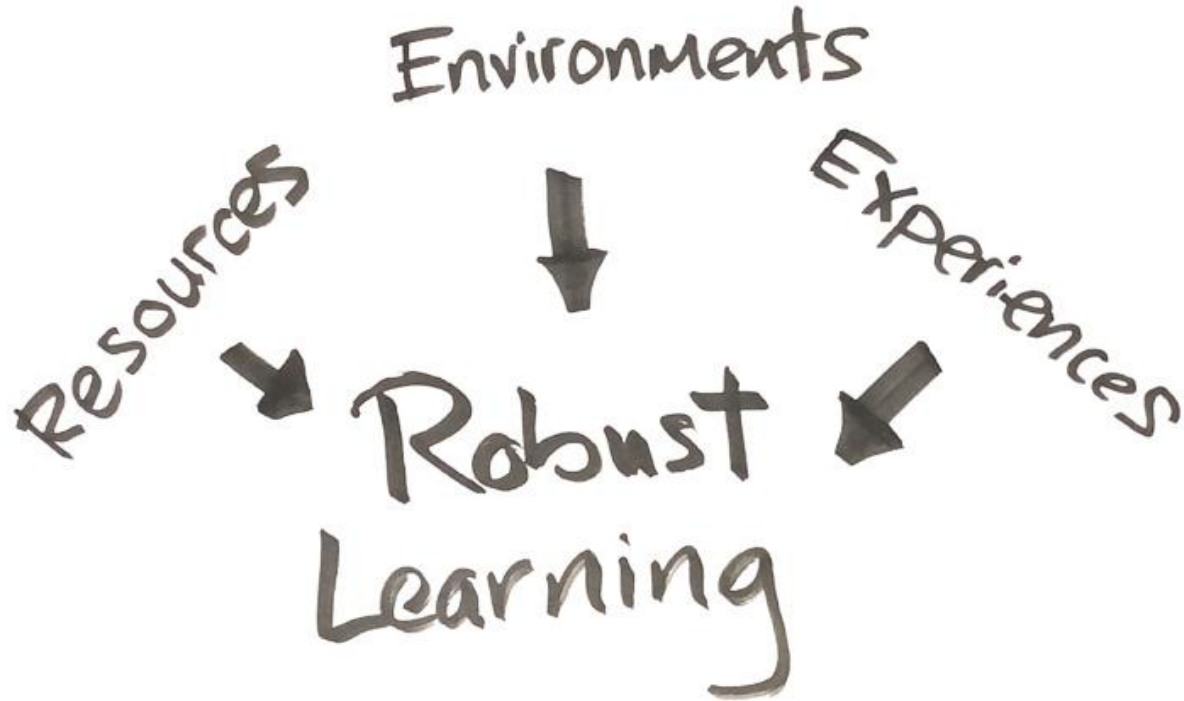


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EdLab

Library Mission



EdLab Team



Publishing Team



Publishing Mission

The publishing team creates and curates compelling digital content that deepens our understanding of forward-thinking learning, teaching, and research.

Publications



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- Adult Education
- Assessment & Evaluation
- Social Context
- Counseling
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- Diversity
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- International Education
- Learning
- Policy
- Research Methods
- Teacher Education
- Teaching
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by Jessica Bacon, Carrie E. Rood & Beth A. Ferri

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Teachers College Record

- Subscribers: 600 universities; 2,000 individuals
- Print issues: 14/year
- Articles: >110/year
- Acceptance rate: 8–10%

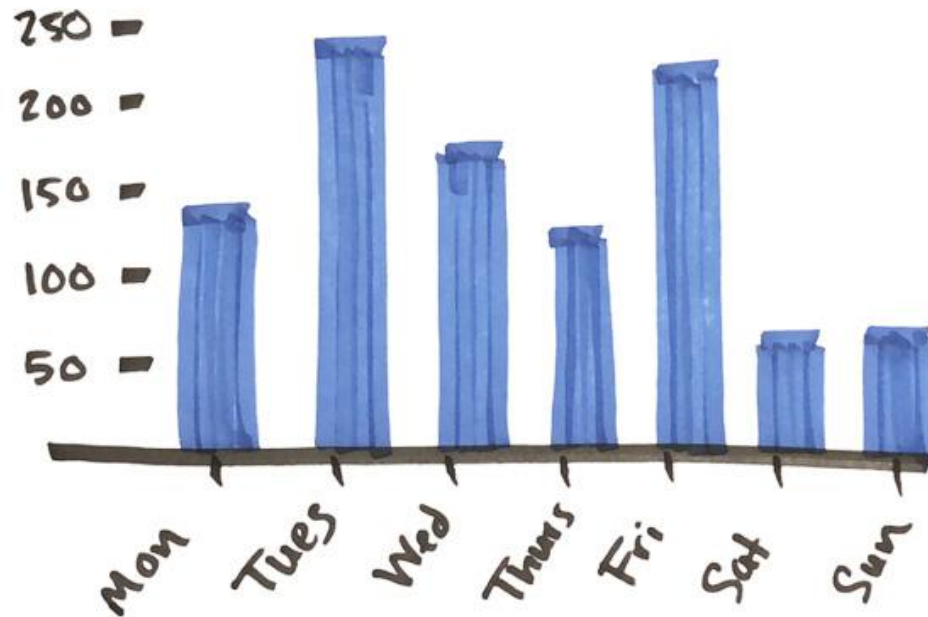
Teachers College Record

January & February 2019 Analytics

Total Pageviews:	84,005 (2.6 pages per visit)
Total Visits:	32,052
Direct Entry:	69%
Search Engines:	20%
Referrals:	11%

Teachers College Record

Website activity by day (hours)



Teachers College Record

Snowflakes, or a Moral Vacuum?

2018

by Jeff Frank - February 19, 2018

Language matters. As the term snowflake spreads across our public discourse, we are creating a moral vacuum that doesn't provide our college-age youth the education they deserve.

2005

Student Segregation and Achievement Tracking in Year-Round Schools

by Ross E. Mitchell & Douglas E. Mitchell - 2005

Twenty-five percent of California's elementary schoolchildren attend schools operating on nontraditional, overlapping attendance calendars collectively referred to as multitrack year-round education (MT-YRE). This study reveals substantial differences in the characteristics of students and teachers across the four tracks of eight MT-YRE schools in one large California school district. Analyses of Stanford Achievement Test scores, reveal strong association of achievement with demographic, programmatic, and teacher segregation within these MT-YRE schools. These findings suggest that MT-YRE actively (re)segregates students within schools and thereby inhibits access to equal educational opportunities available to traditional and nontraditional single-track school calendars.

The Evolution of the High School in America

by Joseph Murphy - 2016

The narrative in this article runs as follows. As the political, social, and economic environments that surround the American high school undergo seismic shifts, they create new forms of secondary education. We report that the environmental conditions between 1890 and 1920 were such that most of the pillars that anchored the American high school prior to the 20th century were swept away. New scaffolding for how classrooms should function, how schools should be organized and managed, and how the school-community relationship should be defined was constructed. By the early part of the 20th century, the high schools the nation had known for the previous three centuries were mostly gone. Over the 30 years, the social, economic, and political environments that envelop education have begun to reshape the American high school once again. Pressures accompanying the evolution to a post-industrial economy have introduced

2016



RESEARCH DIGEST about 4 hours ago



Four Steps to Create Cross-Cultural Collaboration in Online Classes

Strategies and obstacles based on online instructors' experiences. [read more](#)



PROFILES about 5 hours ago



Michelle Young

Bridging the gap between urban dwellers and academic research on cities. [read more](#)



NL SECTOR about 6 hours ago



Bringing to Light the Impact of the LGBTQ+ Population on STEM

500 Queer Scientists is an organization that creates visibility and connection. [read more](#)



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Effects of Social Media Usage on Academic Performance

Online gaming and socializing have consequences for your GPA. [read more](#)

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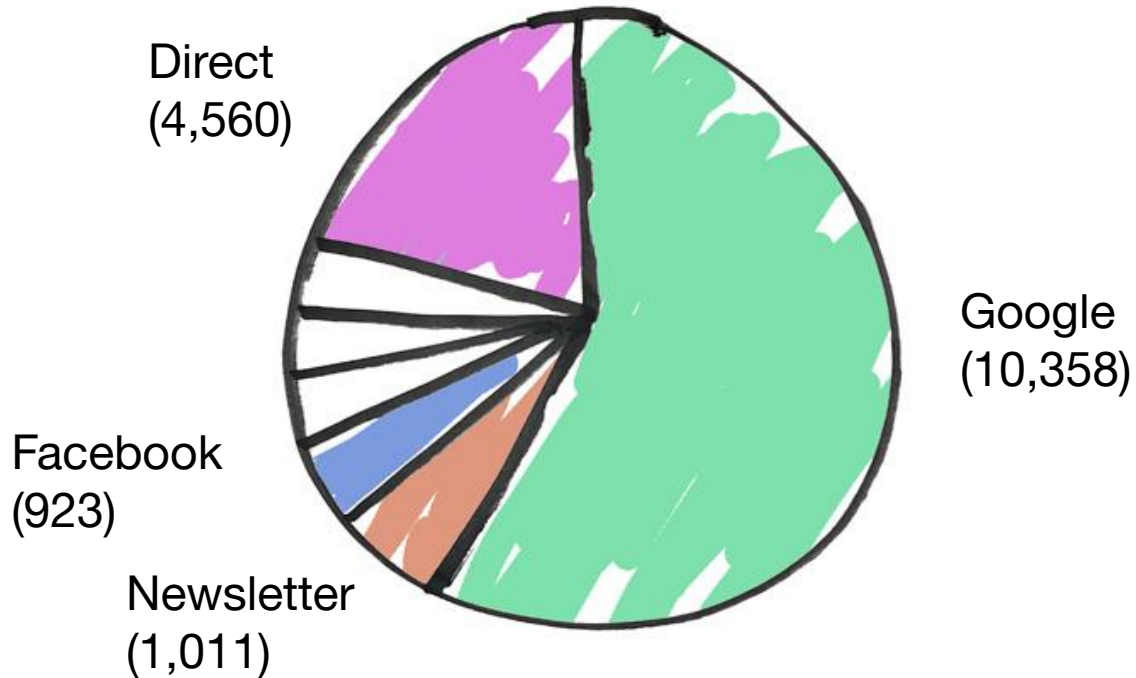
Smiling Mind

By Toland Lawrence

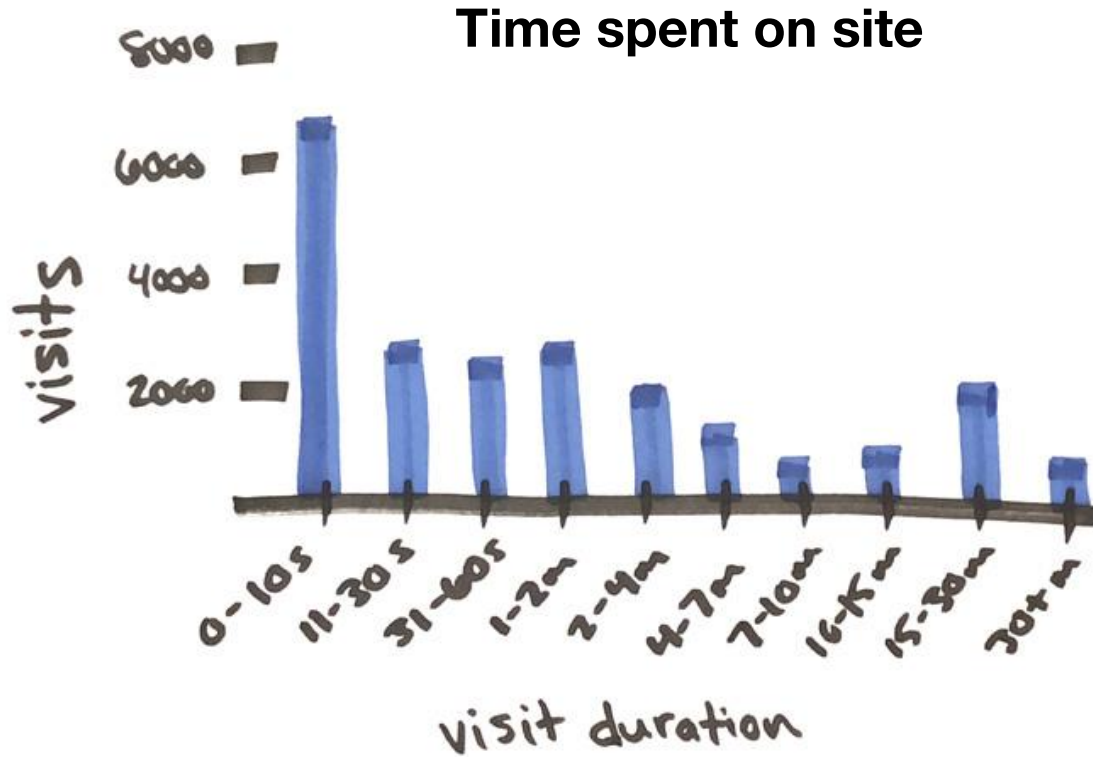
Shared 5 times on Facebook 10 likes 10 comments 10 shares

New Learning Times

January – March 2019 user visits (18,770)



New Learning Times



New Learning Times

RESEARCH DIGEST about a year ago

Effects of Social Media Usage on Academic Performance

By Ryan Allen



Universities have increasingly adopted social media for a variety of educational and communication activities. This technology can boost student collaboration, ease resource sharing, and facilitate online instruction. However, student online behavior has also been a growing concern for educators and researchers. Research has dispelled the notion of a generational advantage in multitasking, as the human brain can handle a limited "cognitive load." Dr. Wilfred W.F. Lau's research seeks to understand the disparities between the benefits and detractions of social media use by university students.

RESEARCH DIGEST 10 months ago

What Causes Fake News to Spread Online?

By Ryan Allen



Fake news remains a [growing problem](#) and people are still grappling with how to [fight against](#) a constant barrage of misinformation. So a group of researchers set out to understand how truths or falsehoods diffuse across social media, and to what extent bots or humans factor into the proliferation.

EDLAB REVIEW 4 years ago

Wattpad

By Rebecca Rubenstein



[Wattpad](#) connects people who love to read and write together. Avid readers Allen Lau and Ivan Yuen started the Toronto-based company in 2006. The members of the fast-growing Wattpad community (over 40 million writers and readers worldwide) share ideas and exchange feedback with one another. New and seasoned authors can share their

Lessons Learned



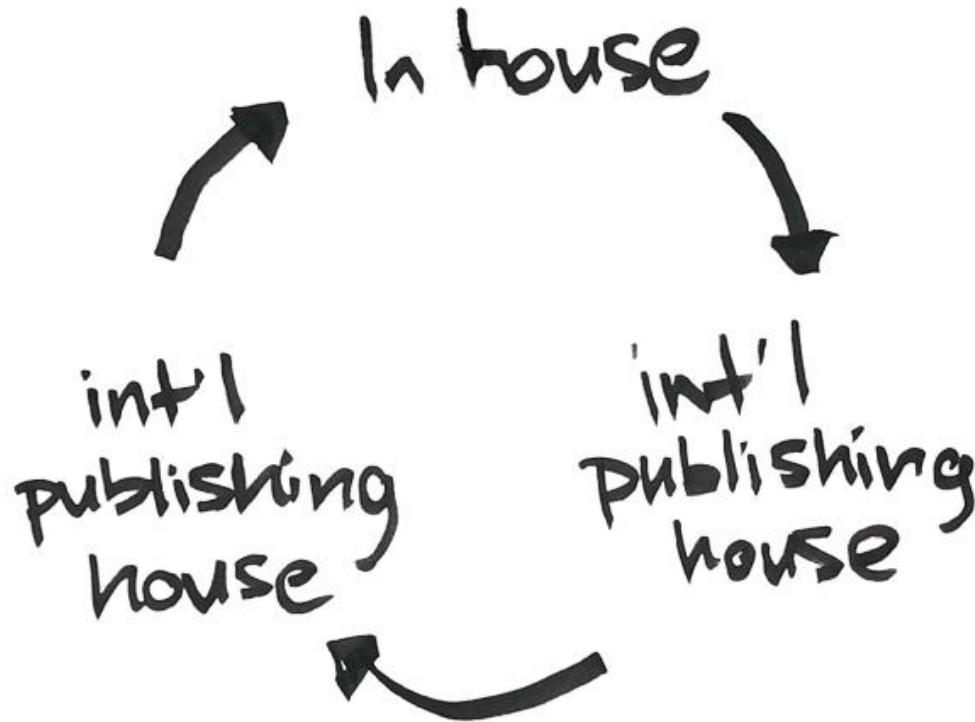
Culture: People first

- Dedicated team
- Multiple roles
- In-person work
- Interdisciplinary backgrounds

Technology: Stay agile and updated

- Explore new platforms
- Update to stay visible
- Improve SEO:
 - [.edu](#) and [.org](#) are better than [.com](#)
 - Mobile load times
 - Mobile-friendly

Production: Look for new models



Social Media: Be visual and engaging

- Create a personal connection
- Be responsive and friendly
- Create images out of text

Social Media: Be visual and engaging

”

The data show us that playful installations that exercise the mind can work! In the same way that you put gym equipment in a park, **you can put mental gymnastics out in public spaces**. We have now seen better results than most interventions in the world

KATHRYN HIRSH-PASEK
FOUNDER OF PLAYFUL LEARNING LANDSCAPES

Social Media: Be visual and engaging

My students can't tell time on analog clocks, read cursive, or memorize telephone numbers. But they somehow know how to dig up embarrassing online photos of me from college, and honestly, I respect that.

NLT

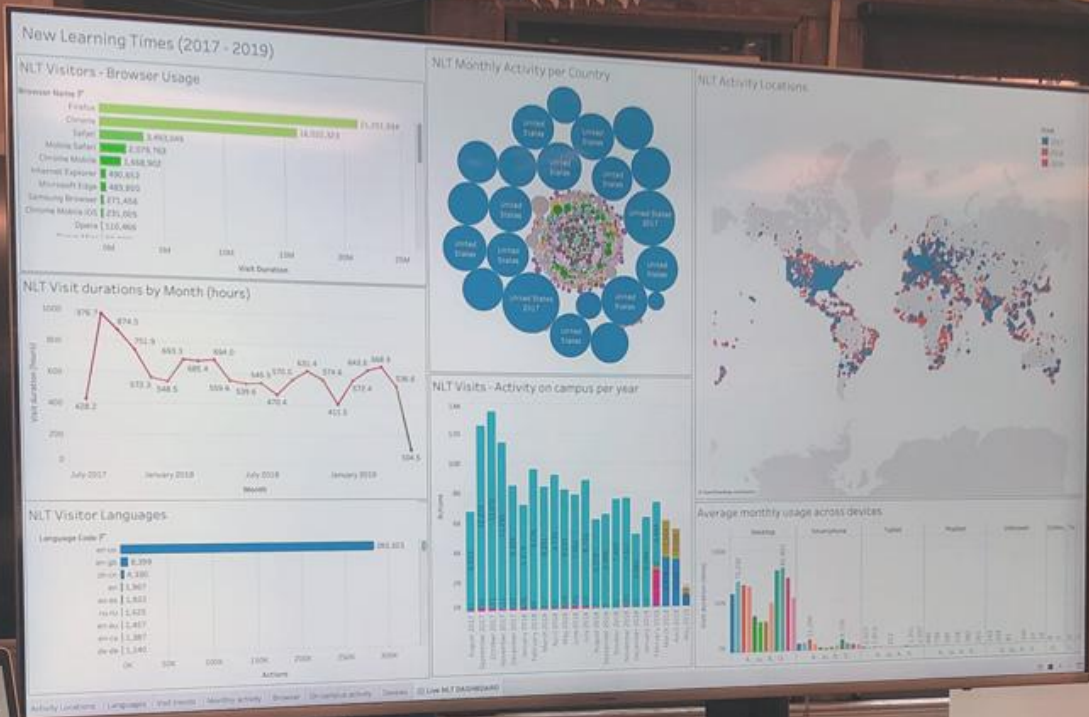


User login: Use different models

- Teachers College Record:
 - No login on homepage
- New Learning Times:
 - Hard login
 - Soft login
 - No login

Analytics: Find creative ways to share

- Incorporate analytics into culture
- The more perspectives, the better
- Shared analytics displays
- Shared monthly blog posts



Play with me.

Now featuring NLT data



Joann Vazquez

Private Post

24 days ago

Library Site and App Updates, March 2019



No time to waste; let's jump on in to that liony, lamby March data. Traffic OverviewApp
downloads, March: 38 (33 iPhone | 5 Android)

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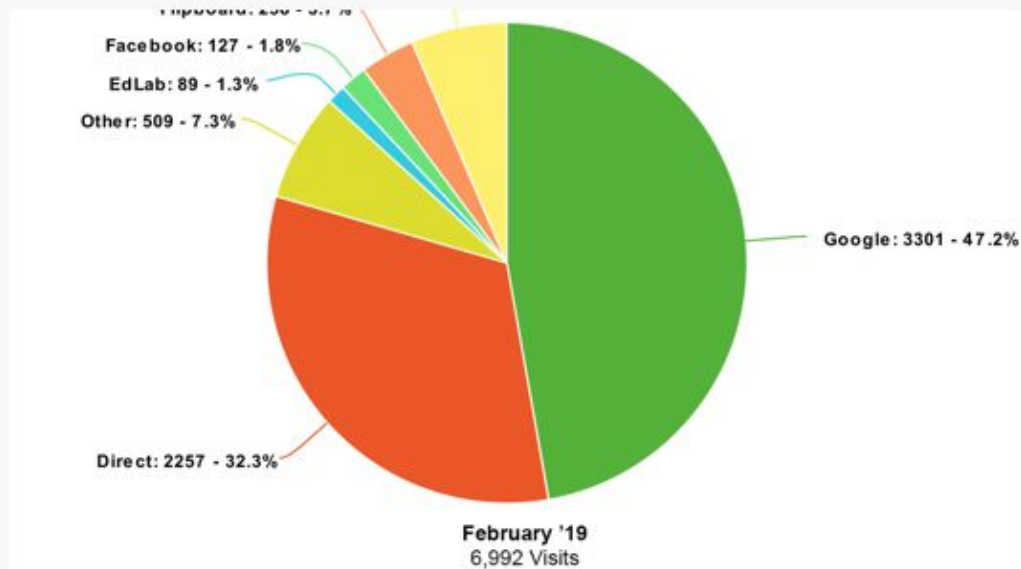


Rob Crawford in NLT

Private Post

2 months ago

NLT Analytics, Feb 2019



Our strong start to the year continued in February, when NLT received 6,992 visits, up 7.7% from January and setting a new record for our second-busiest month of traffic. This increase came from Google search traffic, up 20% from January. Signed-in user visits remained consistent at around 100 visits. Traffic from the newsletter and Facebook both fell, as Flipboard again overtook Facebook as our leading website for referrals.

[READ MORE](#)

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