

# **DEVICES, DESIGNS**& ALGORITHMS

Strategies for integrating critical digital literacy in the language classroom

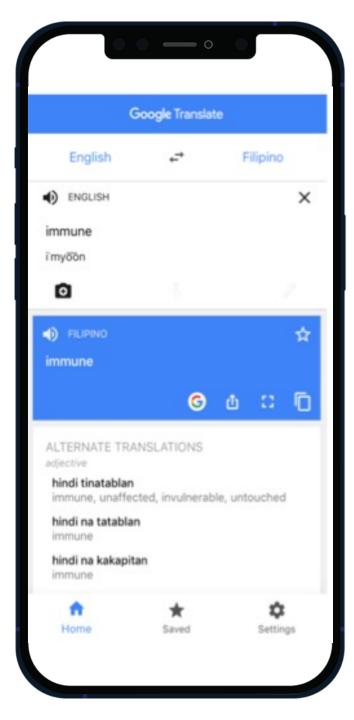
RON DARVIN
22 OCTOBER 2021, CERCLI



香港中文大學 The Chinese University of Hong Kong

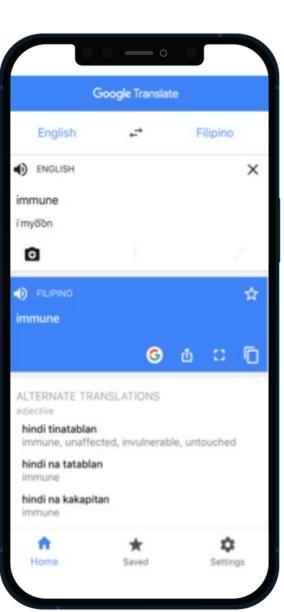


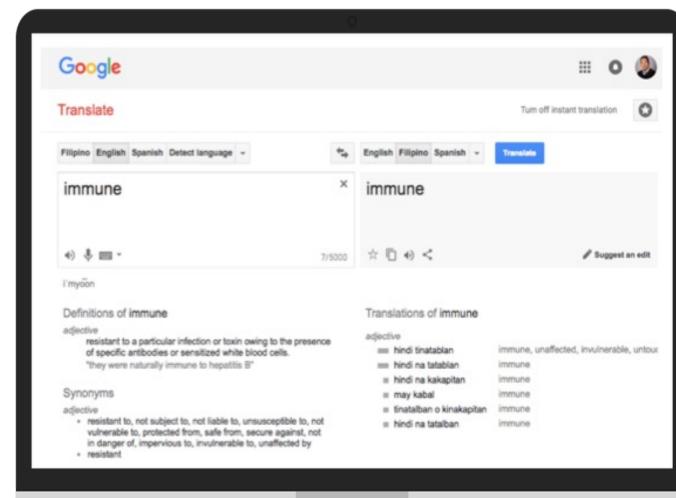




## **JIMMY**, 15

"There's no translation for *immune*."

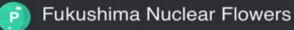






## PENNY, 14

"Maybe to give knowledge about nuclear defects and stuff Or nature."



pleasegoogleShakerAamerpleasegoogleDavidKelly



Not much more to say, this is what happens when flowers get nuclear birth defects





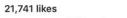












constancewu #tbt my bunny's first ever visit to the vet. She was such a patient and sweet and gentle and good girl, even though the vets office was unfamiliar to her. Look at what a little lady.

December 16, 2016



constancewu 📀





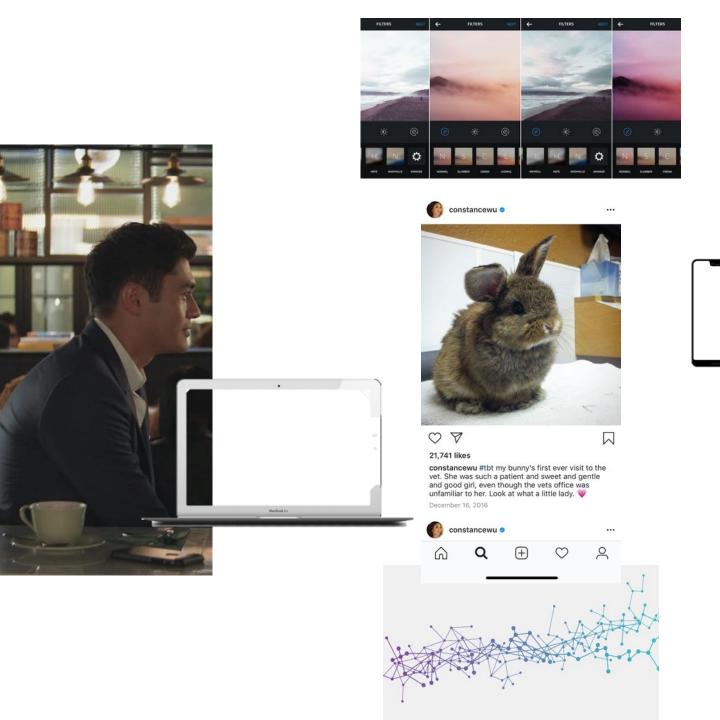




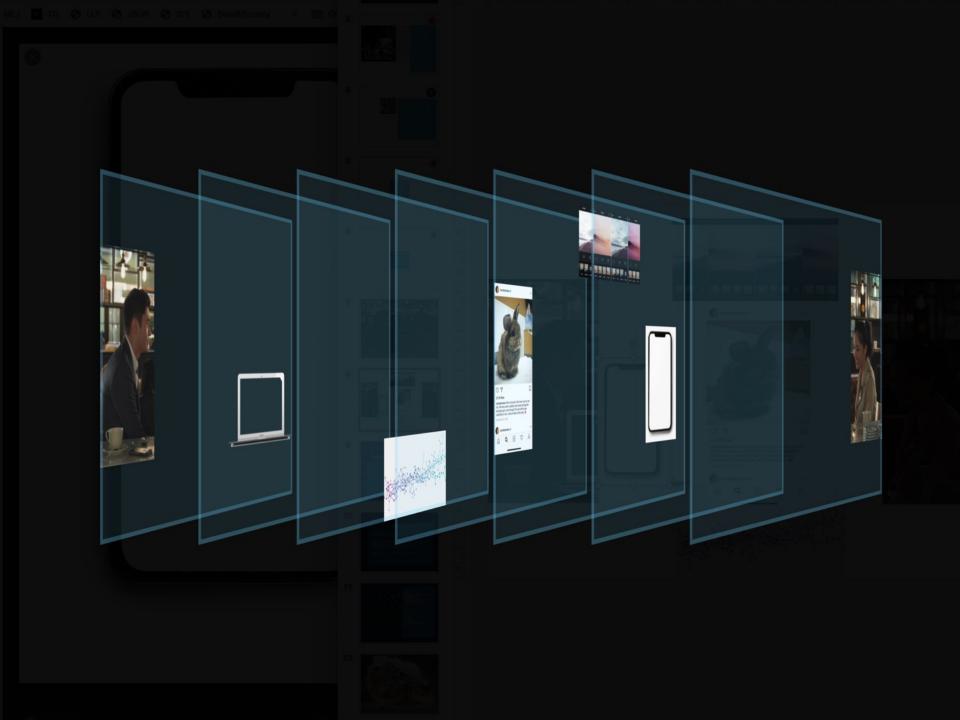


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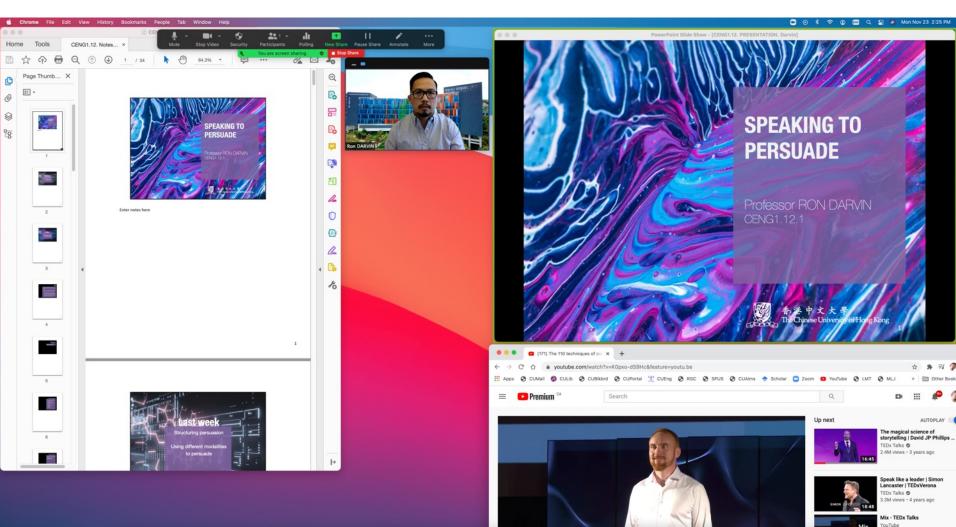


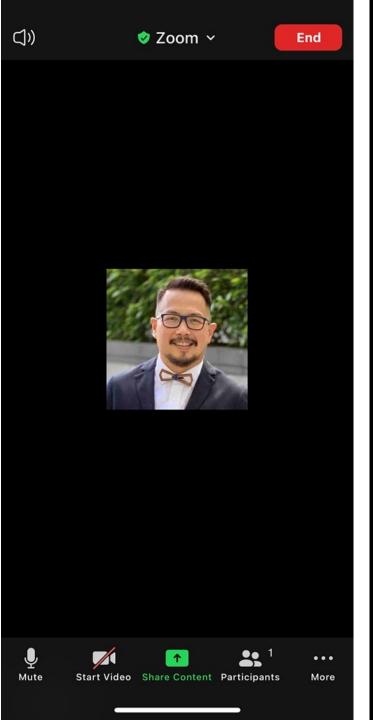










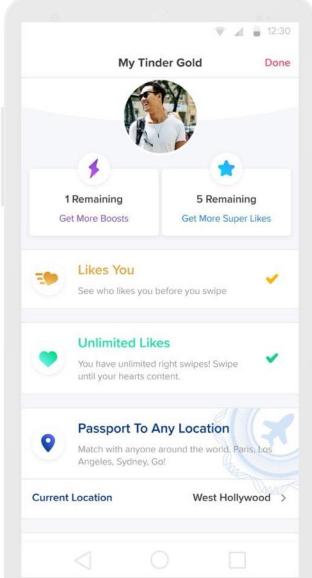


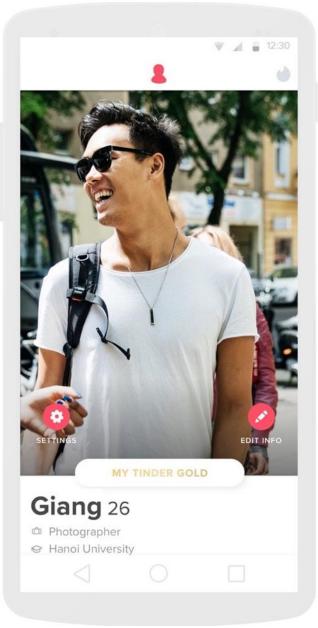




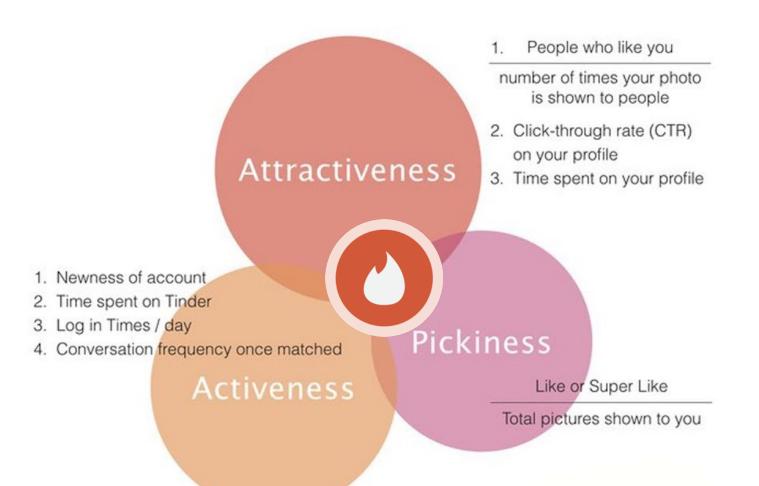


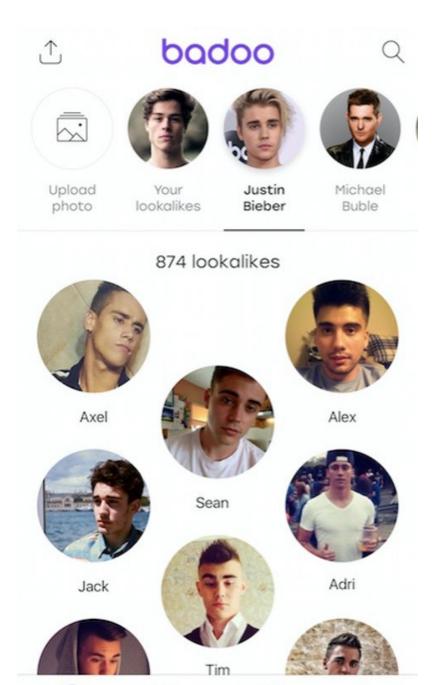






## ELO SCORE













### **Algorithm**

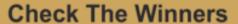
the coded instructions that a computer needs to follow to perform a given task, algorithms are deployed to make decisions, to sort and make meaningfully visible the vast amount of data produced and available on the Web.

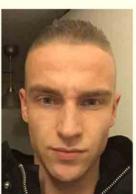
Bucher, 2018, p. 3



Welcome to the First **International Beauty Contest** Judged by **Artificial Intelligence** 

Here you can find the winners of Beauty.Al 2.0 contest





**Boyd Dijkstra** 



Sebastian Niedermeier



**John Schutts** 



**Dmitriy Berdnikov** 



Tom Lee

#### **Big Data**

The quantity of information produced by people, things, and their interactions

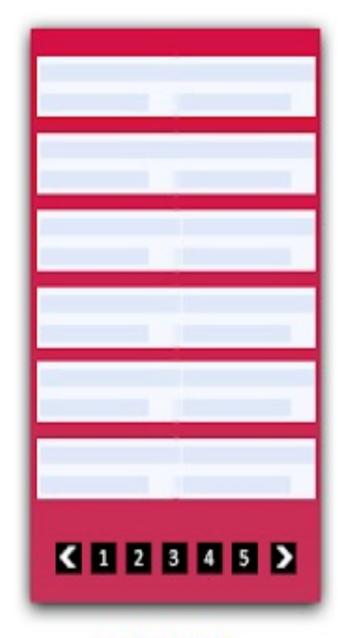
Bucher, 2018, p. 32

A field that finds ways to analyze and systematically extract information with large data sets and involves predictive analytics, user behaviour analytics









PAGINATION





## **Prompts**

## Ewitter

A global community of friends and strangers answering one simple question: What are you doing? Answer on your phone, IM, or right here on the web!

Look at what these people are doing right now...



rom Heroes is awesome on the iMac! less than 10 seconds ago from twitterrific



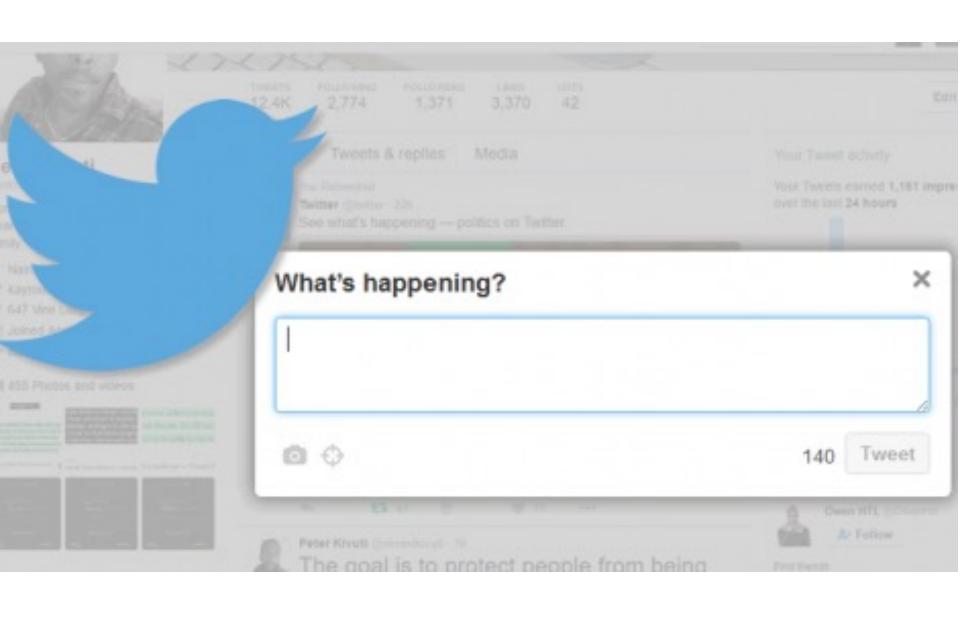
Cereza estoy comiendo gelatina less than 20 seconds ago from web



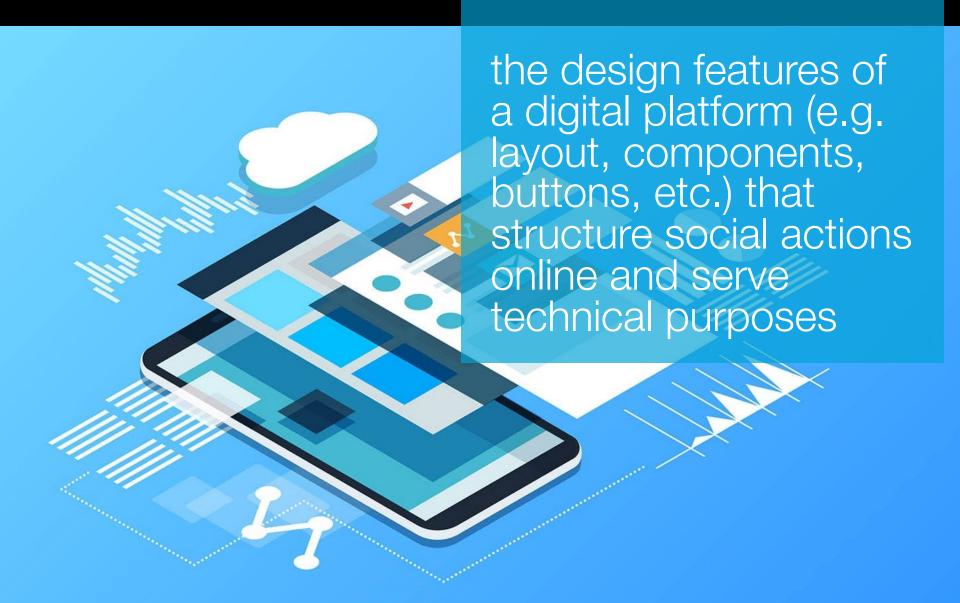
mattbo Home again less than 20 seconds ago from im

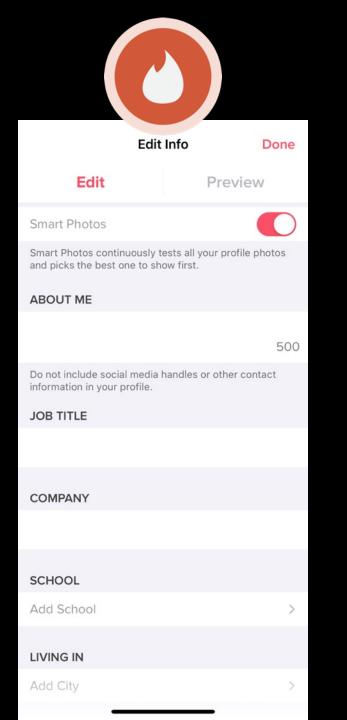


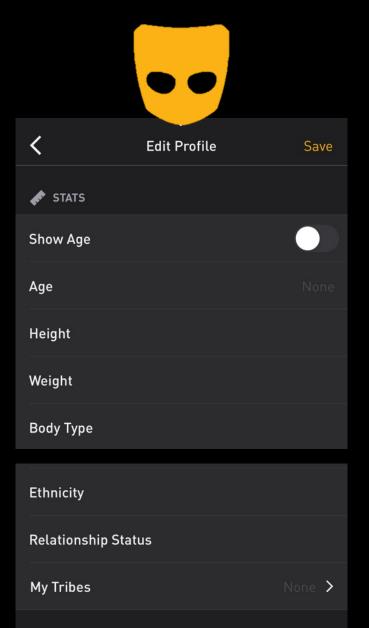
<u>jeffisageek</u> Published a new post: kool twitter/wordpress plugin (<a href="http://tinyurl.com/ytubhq">http://tinyurl.com/ytubhq</a>) <a href="http://tinyurl.com/ytubhq">less than 20 seconds ago</a> from web



#### SOCIOTECHNICAL STRUCTURES







Chat, Friends >

**I** EXPECTATIONS

I'm Looking For



## PERSONAL PROFILE TEMPLATE

Users' identities need to be defined within a fixed set of standards to be compatible with the algorithmic logic driving social software systems Hashtags Search

 $\Xi$ 



springdiy Trending

1.8M>

Q Search

 $\Xi$ 

ratethings Trending

478.2M>









tiktokanimals Trending

468.0M>









rainonme

Trending

48.6M>

greenscreensticker Trending

88.1M>















Home







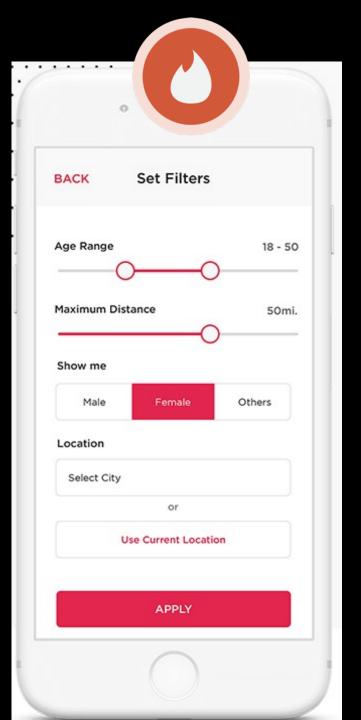


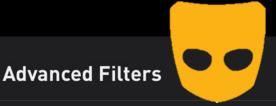












- Online Now
  See who's online right now
- Photos Only
  See only people with photos
- Haven't Chatted Today
- Weight
- Height
- Body Type
- Ethnicity
- Relationship Status





**♦** tinder

match\*

**Plenty**of Fish

okcupid

Hinge

## Our Brands Offer Unique Products for Virtually Every Dating Desire

Hundreds of millions of singles have used our brands' dating products to create meaningful connections. Match pioneered the concept of online dating over 20 years ago, then reinvented the category by launching Tinder. Our diverse portfolio of apps and products enables connections across the spectrum of age, gender, and dating goals.





What is important for language teachers and learners alike is to attend to the particular ways technologies influence how they use language, what communicative consequences follow those uses of language in terms of understanding and learning, and what social consequences might come of using one form of technology versus another.

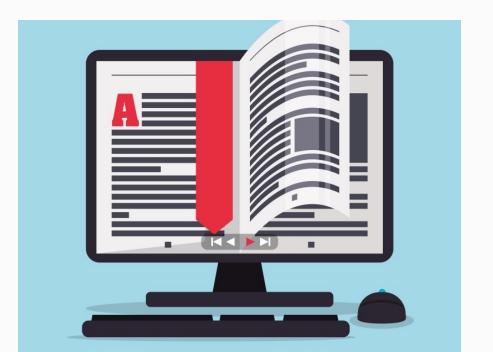
Chun, Kern, &Smith. 2016, p. 77











## EDUCATIONAL TECHNOLOGY

VS

DIGITAL LITERACY

## **DIGITAL LITERACY / IES**

the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills

AMERICAN LIBRARY ASSOCIATION, 2013

what people do with language and other semiotic resources to use technology
JONES, 2015

the practices of communicating, relating, thinking, and being associated with digital media

JONES & HAFNER, 2012

# Technology is not neutral.



TECH COMPANY

**ADVERTISER** 

AUDIENCE

USER

USER CONTENT

AUDIENCE FEEDBACK

**SOCIOTECHNICAL STRUCTURES** 

APP / PLATFORM / WEBSITE

ALGORITHMS

DEVICE



INSTITUTIONS
tech companies
software developers

### **TOOLS**

devices platforms

### **DESIGNS**

sociotechnical structures algorithms

**DIGITAL LITERACIES** 

How do these tools shape unequal digital practices that serve the purposes of others?

Critical

**Functional** 

MEDIATION

affordances + constraints

PRACTICES
CULTURES-OF-USE

### **USERS**

linguistic + semiotic resources

How do we use our linguistic and semiotic resources to do what we want with these tools?



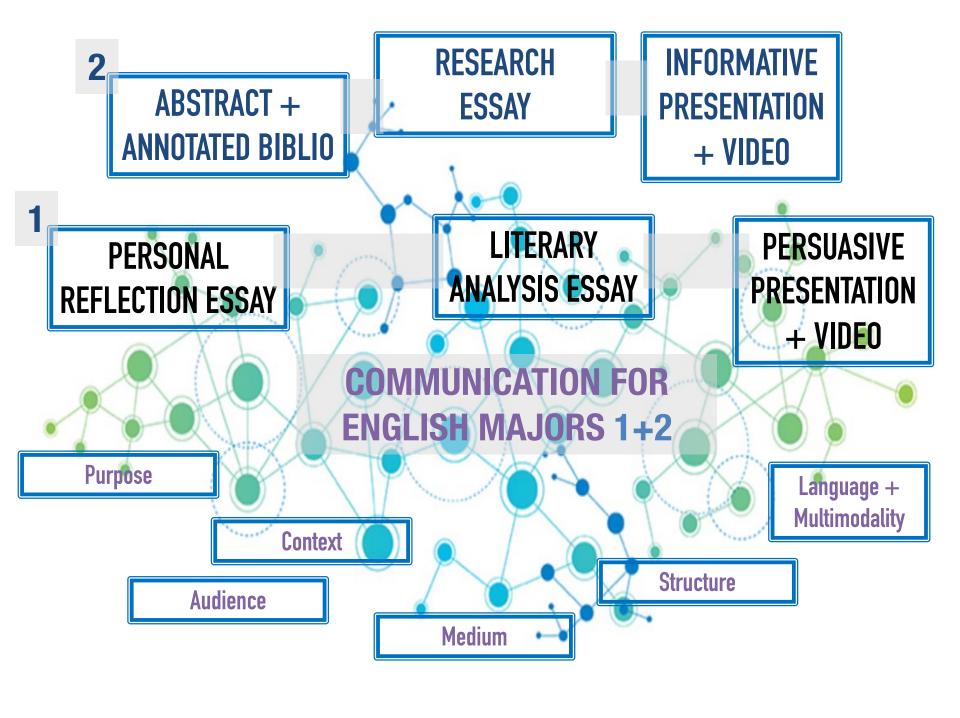
These digital literacies require not only an understanding of communication theory but also knowledge of linguistic and rhetorical conventions associated with specific digital genres.

Elola & Oskoz, 2017, p. 56

### Genre

Type of communicative event with a specific communicative purpose

Swales, 1990



# PEDAGOGICAL APPROACHES

### genre pedagogy

HYLAND, 2007; HYON, 2017

### bridging activities

THORNE & REINHARDT, 2008

process-oriented approach

HAFNER & MILLER, 2018

# Understanding the rhetorical situation

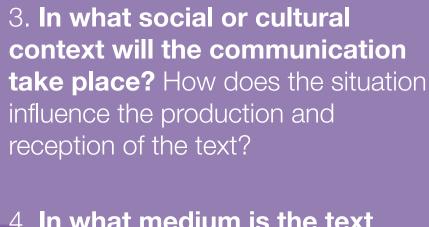
Rhetorical situation: any situation in which you produce or receive a text

When you encounter a new rhetorical situation, you need to ask:

- 1. Who is the audience? How does the audience's prior knowledge, values, and beliefs influence the production and reception of the text?
- it? How do genre conventions (or basic features of the text) influence the production and reception of the text?

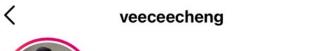


# Understanding the rhetorical situation



- 4. In what medium is the text experienced? How does the medium influence the production and reception of the text?
- 5. What is the purpose driving the author's choices and affecting the audience's perceptions of the text?







2,097 168K 250 Posts Followers Following

### Victor Cheng | Hong Kong

Photographer & Creative

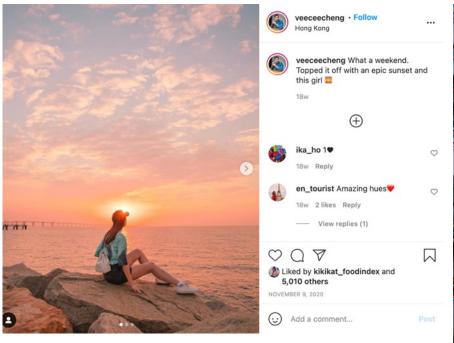
victor@veeceecheng.com

Print Shop: @theaptstudios

veeceecheng.com

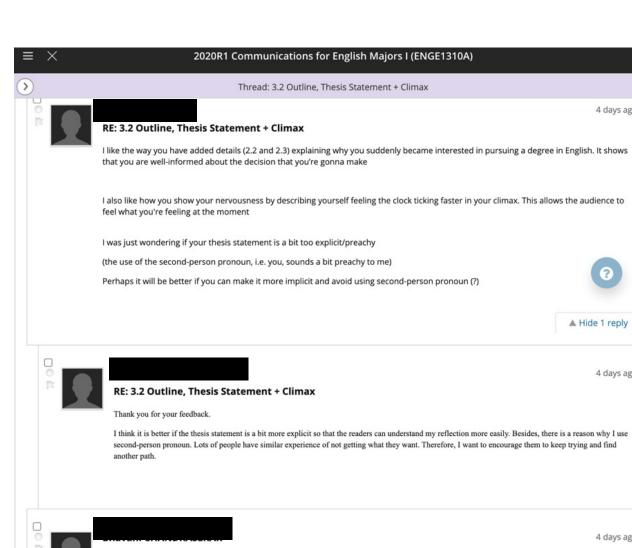
Followed by **kikikat\_foodindex**, **amieldeguzman** and **yapdon** 

Follow Message Email V



How would you analyze the rhetorical situation of these texts?





4 days ago

4 days ago

4 days ago

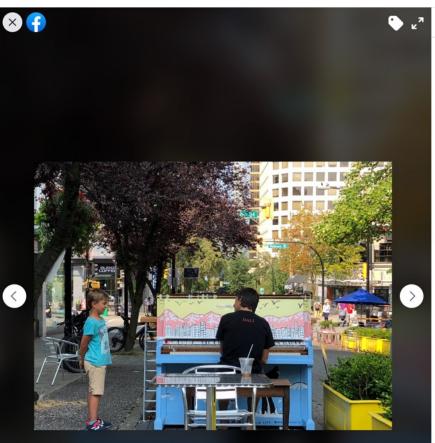
### RE: 3.2 Outline, Thesis Statement + Climax

Perhaps you could add a little more description on what you felt when your family members gathered around in your room? Maybe you felt cared for? Or less alone in this decision-making process. This might help readers feel more engaged.

Also, I agree with Jason, especially regarding your description of the clock ticking, displaying your nervousness. However, I do think that using "you" in the thesis statement is actually quite beneficial, in a sense that readers would be able to feel more connected.

# **Authentic**







It's past five on a Monday afternoon here at Bute Plaza, a block away from my home, when a man with a backpack striding towards Robson St. stops and approaches the piano that's there for anyone who wants to use it. He sits on the stool, lifts the fall board and starts playing a medley of different songs, many of which I soon realize are exactly the same pieces my dad used to play. Listening to these riffs in the middle of downtown Vancouver, I'm taken back to the time when I was eight, sitting in our living room in Manila, my father relaxing after a hard day's work, pounding on the keys while having a beer before dinner. While I'm caught in this memory, a boy in a bright aqua shirt walks closer to the piano, and listens intently, fascinated by the music flowing from this man's fingertips. The man looks at the boy and asks him if he knows how to play, and he shakes his head shyly. The man then gives him a guick lesson on chords, opens the top board to show him the hammers, and explains how the piano works. He continues to play a few more tunes, and passersby nod at the man and smile. Sitting here, watching this scene unfold, I think about how delightfully little it takes to make a plaza what it is. Several trees, some chairs and tables, people stopping at a busy corner, and a stranger sitting on a stool, playing a melody that connects us to our past, to each other, and to the singular beauty of a perfectly ordinary Monday afternoon. See Less

in Vancouver, British Columbia.

Edit

**(1)** 164

59 Comments

Comment Share

BRING: A screencap of

# A home ain't sh\*t without your Ass-entials.









### 201 likes

hellotushy Real Pooping Humans deserve the full TUSHY experience to poop at their fullest potential. Offering these two TUSHY necessities together guarantees more happy butts. We love happy butts.



#stopwipingstartwashing #pottytalk #toilethumor #2020 #butts #sustainability #bamboo #saynotosingleuse #guthealth #butthealth #circulareconomy #bathroom #bidet #tushy #tushybidet #bidetlife #bathroomremodel #toiletpaper #greenlife #booty #bootybootybooty #renewable #sanitary #toilethumour #ecolife #hygiene #shitpost #cleanbuttclub

View all 22 comments

miss.moonbabie @collin.mckinnon





ASSIGNMENT: On Padlet, post a screencap of an ad / social media influencer post that you find particularly good in persuading you to buy or try a new product or service.





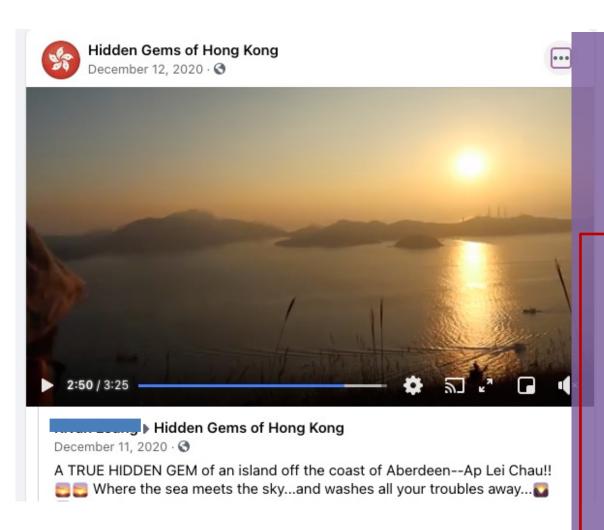
### WHAT IS KONGISH AND HOW DID HONGKONGERS START USING IT?

Abstract: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec leo est, sodales ac ipsum eget, scelerisque sollicitudin ligula. Etiam facilisis mauris a lacus efficitur cursus. Curabitur vitae interdum justo. Aliquam facilisis mauris at ipsum interdum, non laoreet ipsum facilisis. Praesent a massa odio. Sed libero odio, blandit feugiat mi nec, condimentum gravida quam. Quisque ut purus eros. Donec eu sem diam. Nam viverra imperdiet lorem, in dapibus turpis tempus sed. Ut ac ultrices lacus. Sed volutpat facilisis nulla, id vulputate lectus facilisis non. Cras quis magna aliquam, dapibus massa eu, venenatis urna. Aliquam imperdiet iaculis dui quis aliquet. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt metus in urna euismod luctus. Integer semper lacus eu metus mollis lacinia. Suspendisse pharetra venenatis nunc, eget ultrices sapien facilisis.

Cras a gravida mauris. Aenean commodo semper purus, non pretium enim luctus in. Nam at portitior tortor, at ultrices urna. Vivamus ac neque felis. Etiam ornare accumsan sapien vitae aliquam. Nulla cursus velit quam, sit amet pharetra urna volutpat a. Nam dictum nisl in ex portitior fringilla. Donec eget neque et metus tempor vehicula maximus a ante. Praesent pellentesque massa ut dolor maximus dignissim. Curabitur maximus luctus odio, vitae sollicitudin magna. Vivamus conque tortor sed dui molestie feugiat. Vivamus non ante nulla. Integer nec lectus metus. Pellentesque ac posuere nisi. Duis faucibus tempor odio non imperdiet. Sed volutpat velit risus, in suscipit massa pulvinar at.

Sed quis nulla sed libero tristique pellentesque quis quis dui. Vivamus ornare diam vitae euismod eleifend. Suspendisse tortor erat, bibendum vel vehicula ac, aliquam a sem. Pellentesque euismod mi in euismod ultricies. Vivamus scelerisque nisl quis massa viverna tincidunt. Nullam non lacus blandit, fermentum magna non, auctor felis. Donec nec congue leo, ut laoreet est. Mauris metus ante, laoreet in accumsan id, vestibulum eu lacus. Praesent scelerisque ut sem at portitior. Donec vel neque quis dui finibus ullamcorper non in ipsum. Proin ante urna, lobortis vel euismod id, aliquam dictum urna. Etiam pharetra turpis eu semper blandit. Ut sed vestibulum elit, eget tristique erat. Morbi vel molestie dui. Duis a malesuada nisl.

Morbi nec volutpat tellus, id vehicula nisi. Nullam dapibus massa vel mauris elementum molestie. Curabitur dapibus nulla eu pretium molestie. Nunc fermentum fermentum tellus, in



### Module 3: Persuasive Presentation

TASK: Produce a YouTube video promoting a place in Hong Kong that you consider a hidden gem.

# Multimodal



SUBSCRIBE



■ Premium \*\*

vox language



Why some Asian accents swap Ls and Rs in English

2,952,627 views · Mar 26, 2019 115K # 2K → SHARE =+ SAVE ...



9.39M subscribers

SUBSCRIBED

wai 🚹

TONE

**KOREAN** old people cold CANTONESE **JAPANESE** flap possible **ENGLISH** approximant dark **MANDARIN** 

How can fonts, colours, figures be used to organize details in an infographic?



### WE SPEAK PARALANGUAGE WHEN

we gasp, sigh, clear our throats, change our tone, whisper or shout, emphasize certain words, wave our hands, frown or smile, laugh or cry, string vocal identifiers like uh-huh and ahhah between our words, or speak faster or slower.

### WHEN PEOPLE SPEAK TO US.

we absorb a mere 7% of what they are saying through the words they use.



we derive 55% of the meaning from their body gestures and posture and physical clues, and 38 percent from the tone and inflections of the words they present.





We cannot trust our bodies to speak as one with our words. They will betray us, with breathless gasps, with hurried words that depict our nervousness, with incredulous expressions even while we nod agreement.





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#### IN OUR EVERYDAY COMMUNICATIONS.

most use shortcuts to delivering messages. We ask people to come closer by beckoning with our finger, we hold our hands up to tell others to back off, and



breathless gasps, with hurried words that depict our nervousness, with incredulous

expressions even while we nod agreement.





#### BEWARE THE CULTURE CAVEAT





a sign of disrespect and insult in the North American and

in Kenya, spitting on newborns and brides is considered a



# How would you match the following tracks with the images?









### Send To... 230 💦 😈 💸 0 1900 C 191 D E 131 💦 🤣 G 128 48 0 33 Q 50070 S 460 ٧ W Χ 696

### What Snapchat's Emojis Mean





Best Friends. This means you're each other's fave person to send Snaps.



You've been each other's best friend for 2 weeks+.



Gettin' serious. You've been each other's best friend for 2 months+.



Jealous much? Your best friend is also this person's best friend.



You're close. Not best-friends close, but you dig each other enough to count.



It's cool. You run in the same circles and share a close friend.



You have the upper hand. They send you more Snaps than anyone, but you send more Snaps to others.



Snapstreak. This appears with a # of days you and your friend have sent each other Snaps within 24 hours. Keep it going and watch the number (and pressure to continue) rise.



1967

Warning! You both better send each other a Snap, or you'll kill your streak.

## ← → C ① abcnews.com.co







BREAKING: Buckingham Palace announces the death of Queen Elizabeth II at the age of 90. Circumstances are unknown. More to follow.



leaked statement from Vladimir Putin says: Russia will attack the United States with missiles

#Russia #USA #PutinLeaks



### **Evaluation**

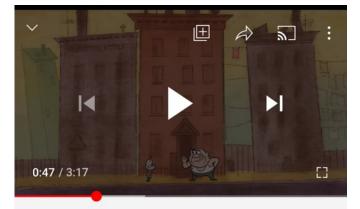
Your persuasive video (20%) and presentation (10%) will be evaluated based on the following criteria:

**Focus** (1/3). The video/presentation targets a specific audience and communicates a dominant impression of the place through vivid language, concrete and sensory details.

**Structure** (1/3). The video/presentation follows a clear structure to persuade its target audience. It captures attention, stimulates interest, generates desire and encourages action.

**Multimodality** (1/3). The video/presentation uses appropriate images, video, layout, music to communicate a dominant impression. The speaker uses appropriate tone, pace, and gestures to communicate ideas clearly.

# **Material**



### Sundays at Rocco's

1.2M views · 7 years ago

△ 5 31K 35

√J 358 Share

<u>⊻</u> Download H Save

StoryCorps 285K subscribers

**SUBSCRIBE** 

Comments 986

this

this actually made me cry

Up next

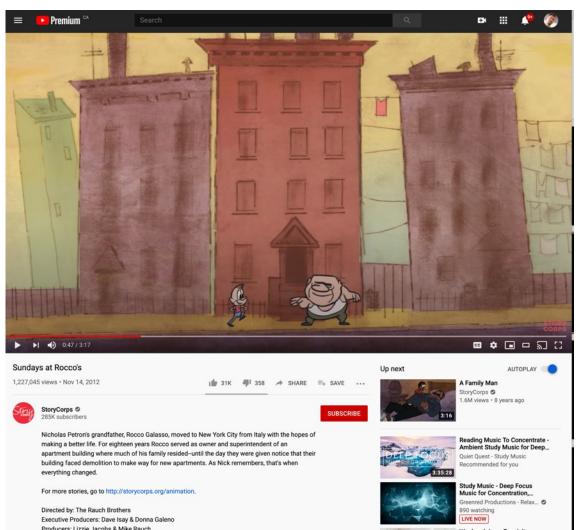
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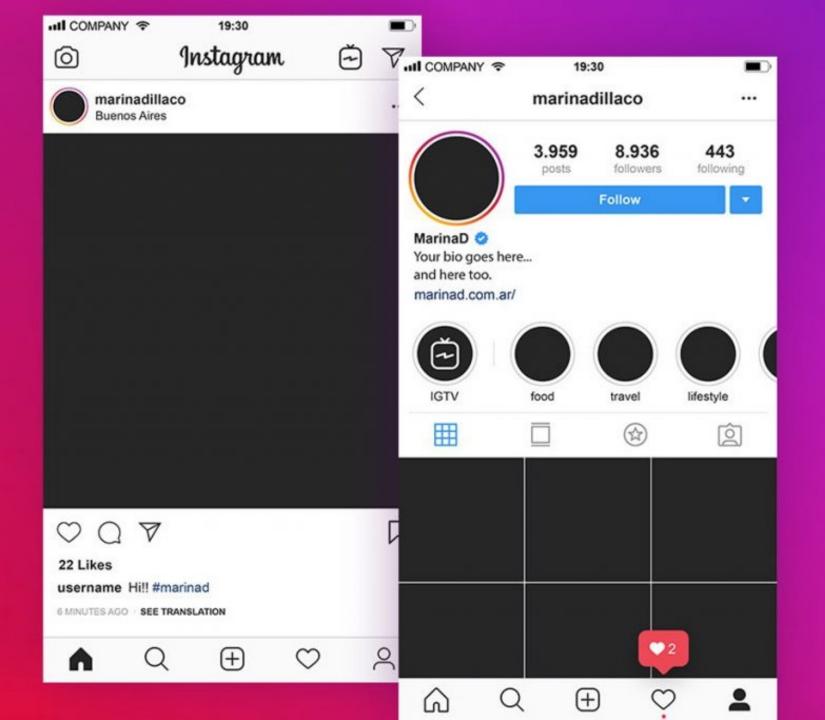




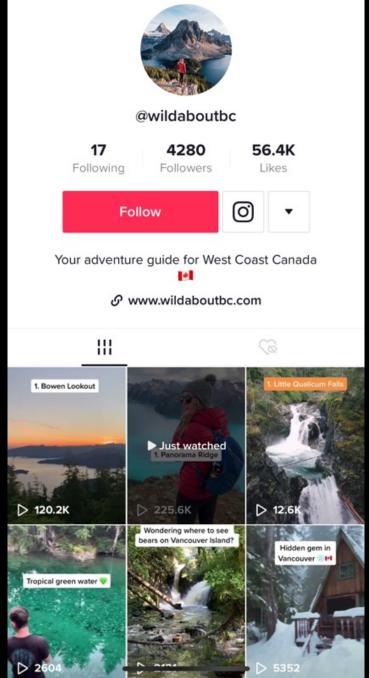


### Differences in medium











### @charlidamelio 🗸

806 Following 58.7M

4.1B

Followers

Likes

Message







don't worry i don't get the hype either merch link







**▶** 7.8M







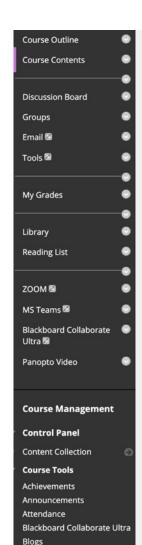








# Blackboard



**CUHK User Management** 

Content Market Tools

Course Calendar

Course Messages

Date Management

Discussion Board

Contacts



### Professor Ron DARVIN 🥞

10 days ago

#### 1.1 Discussion: What are the affordances and constraints of Blackboard as a tool for online learning?

In this thread, discuss with your classmates what you think are the affordances and constraints of Blackboard as a tool for online learning? Contribute to this thread by Thursday, September 9 at 12:00 pm.

Reply



9 days ago

#### RE: 1.1 Discussion: What are the affordances and constraints of Blackboard as a tool for online learning?

(oh i am the first one( '∀ ')

Regarding affordances (whose meaning is still a bit unclear to me), Blackboard offers a somehow comprehensive platform combining all different functions required for e-learning like this discussion thread, viewing announcement from subject teachers, etc. As since I was in Form 5, my secondary school teachers usually make announcements and give us tasks to do on different platforms, we just have to log in different platform everyday to see if they post an assignment here or make an announcement there.

As for constraints, I don't know if that's my problem, but I really don't think Blackboard is a user-friendly platform as I easily get lost in the website (and I don't know when I will again be not able to find this thread \$\frac{\psi\_0}{2}\$) while this website generally requires longer time for loading and perform every function you ask for. Last but not least, what I really want to complain about Blackboard is that they don't allow the 'copy and paste' function when you are with your mobile and keep on showing 'your browser doesn't support direct access to the clipboard' (even this sentence is retyped by me \$\frac{\psi\_0}{2}\$) and I just write this paragraph twice......

What are your thoughts? \*\*



9 days ago

### RE: 1.1 Discussion: What are the affordances and constraints of Blackboard as a tool for online learning?

Thanks for the question!! Although I am yet to learn about the full capabilities of Blackboard, I am going to try point out some ostensible affordances and constraints of it.

One affordance is how we can gain access to the complicated classes in a single website. As a freshmen, I am finding it a tad bit difficult to keep track of all the handouts and course outlines provided by the instructors. With the help of Blackboard, I am able to locate materials prepared by my instructors without having to dig through my apocalyptic mailbox (1,298 unread Whoops!). Blackboard is quite similar to Google Classroom which most local students had used during Secondary School. All in all, being able to review all my courses and keep track of my work is much-needed, and Blackboard fills in that void.

One constraint is Blackboard does not offer more lively and intuitive functions as an online learning platform. Call me a kid but I loved competing with my friends on sites like Kahoot, where we all fought to answer questions quickly and concisely. For now, Blackboard seems to be slightly more mundane than I would like it to be. For instance, there doesn't seem to be any video-chat functions. It would be even better if Blackboard's design could be more lively and included more interactive features (YES I know I'm a baby...).

Anyways, it is too early to tell but I hope Blackboard is a construrctive learning tool for the years to come.

# Blackboard

#### FORUM SETTINGS

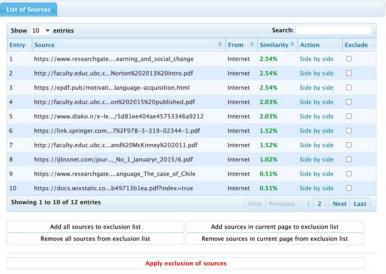
If a Due Date is set, submissions are accepted after this date, but are marked late.

Viewing Threads/Replies	<ul> <li>Standard View</li> <li>Participants must create a thread in order to view</li> <li>If participants are required to create threads in order to view</li> <li>post anonymously. Those options will be set for you autor</li> </ul>	iew other threads in the forum, they cannot delete or edit their own posts, and cannot
Grade	No Grading in Forum	
	○ <b>Grade Discussion Forum:</b> Points possible: 0	
Subscribe	<ul> <li>Grade Threads</li> <li>Do not allow subscriptions</li> <li>Allow members to subscribe to threads</li> </ul>	How do the forum settings
	Allow members to subscribe to forum	BLACKBOARD reflect certa
	<ul><li>Include body of post in the email</li><li>Include link to post</li></ul>	ideas of what it means to
Create and Edit	<ul><li>☐ Allow Anonymous Posts</li><li>☐ Allow Author to Delete Own Posts</li><li>☐ Allow Author to Edit Own Published Posts</li></ul>	exchange ideas on this toc
	<ul> <li>✓ Allow Members to Create New Threads</li> <li>✓ Allow File Attachments</li> <li>✓ Allow Users to Reply with Quote</li> <li>☐ Force Moderation of Posts</li> </ul>	How do these settings refleideas about the role of a te
Additional Options	<ul><li>☐ Allow Post Tagging</li><li>☐ Allow Members to Rate Posts</li></ul>	and that of a student?

BLACKBOARD reflect certain ideas of what it means to

and that of a student?





# What do you think are the affordances and constraints of a plagiarism detection software like Veriguide?

Side by side

Marked pairs and Export to PDF (0)

### Submitted Document

Corresponding proportion:

5 / 196 = 2.55%

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System (L2MSS). In SLA research, the "self" is often regarded as a psychological entity, and self-concept refers to the cognitive and affective dimensions that shape what we believe about ourselves (Mercer, 2011). For Dörnyei, the ought-to L2 self refers to attributes one believes one should possess, while the ideal L2 self refers to attributes one would like to possess. It is the latter, with its indication of hopes and aspirations, that is akin to Norton's (2001) "imagined identities". (Block\_8) The difference however is that while the ideal self is linked to the learner's imagination of one's self as a proficient user of the L2, imagined identities refers to a wider range of identity options (e.g. as citizen, as professional, as affiliate, etc. ) that are part of an "imagined community" (Kanno & Norton, 2003; Norton & Pavlenko, 2019). In recognizing the importance of identity, MacIntyre and others' (2009) called for an expanded study of motivation that includes "rich qualitative descriptions of learners' interpretations of experience" (p. 45), signaling an interest in more qualitative approaches to researching the motivation of "real persons".

### Source Document

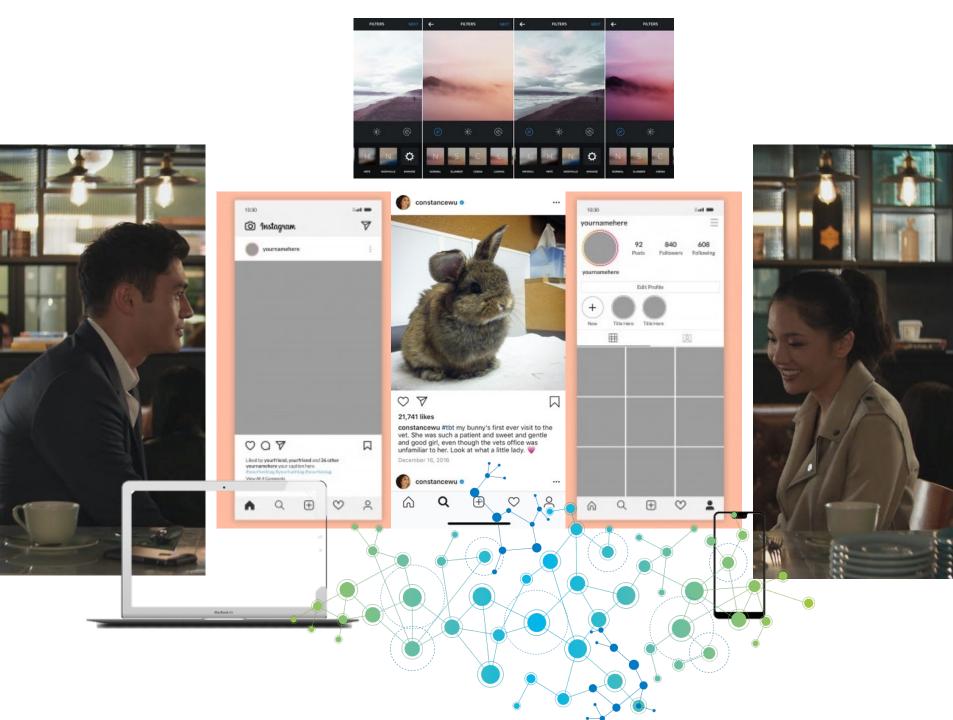
Corresponding proportion:

7 / 10000 = 0.07%



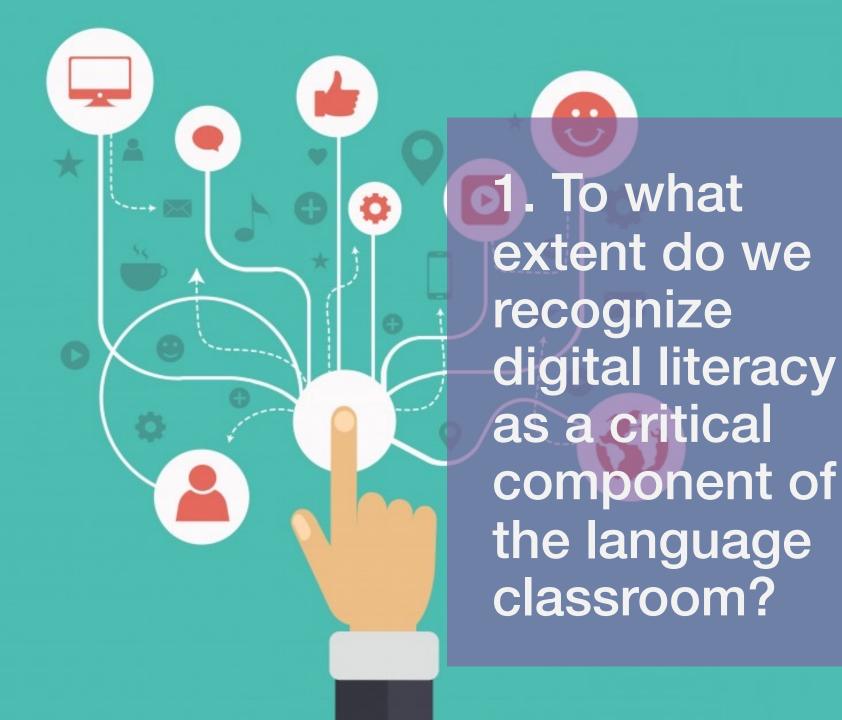
above, Markus and Nurius (1986) also mention these concepts, but Higgins used them as precisely defined technical terms in his more general theory of motivation and self-regulation. The ideal self refers to the representation of the attributes that one would ideally like to possess (i.e. representation of hopes, aspirations, or wishes), while the ought self refers to the representation of attributes that one believes one ought to possess (i.e. representation of someone else's sense of duties, obligations or moral responsibilities) and which therefore may bear little resemblance to one's own desires or wishes. In his 1987 paper Higgins points out that both the ideal and the ought selves can derive from either the individual's own or someone else's views, which means that the ideal self might represent attributes that another person would like the individual to possess in an ideal case. However, because it is not clear how this meaning would be different from an ought self, it has typically not been included in subsequent uses of the term, and the ideal sense has been usually

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# 5 QUESTIONS FOR LANGUAGE TEACHERS

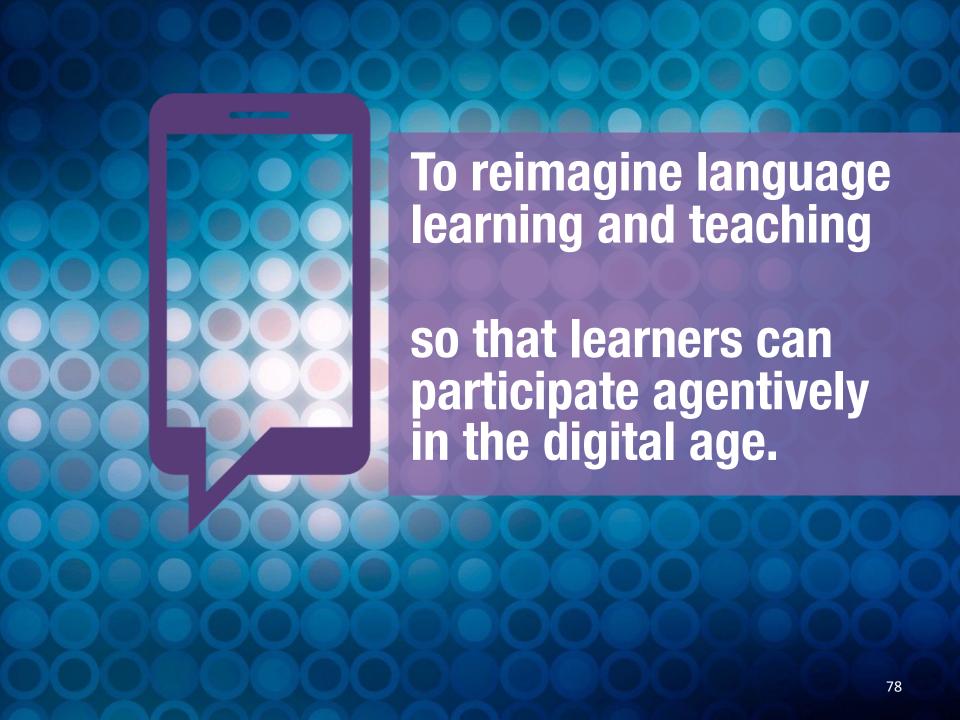












## **THANK YOU!**

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