Meming while learning: An innovation practice experience with pre-service teachers

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Theoretical framework

- Literacy pedagogy and (foreign) language learning → adaptation to **multimodal** environments.

- Wider range of **genres** (Warner & Dupuy, 2018)

- Use of **informal images** to increase students' interest (Vasudevan et al., 2010) & enhance students' **digital literacy** → **memes**

- **Interaction** between different classes using ICT tools in a FL and in an academic context (Belcher, 2017; Carretero et al., 2017)

▶

Electronic literacy framework

(Shetzer, & Warschauer, 2010)

Becoming literate is a matter of mastering processes valuable in particular societies, cultures and contexts.

Not just one literacy, but many, depending on context, purpose and medium.

How to read and write in a new medium (≠ computer literacy) → electronic literacy (including information literacy)
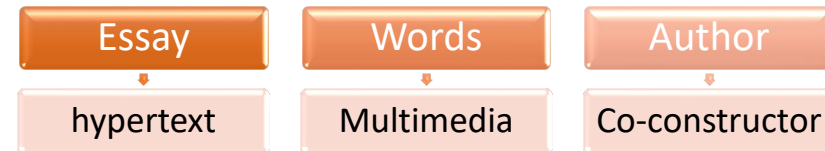
Electronic literacy

Communication

Construction
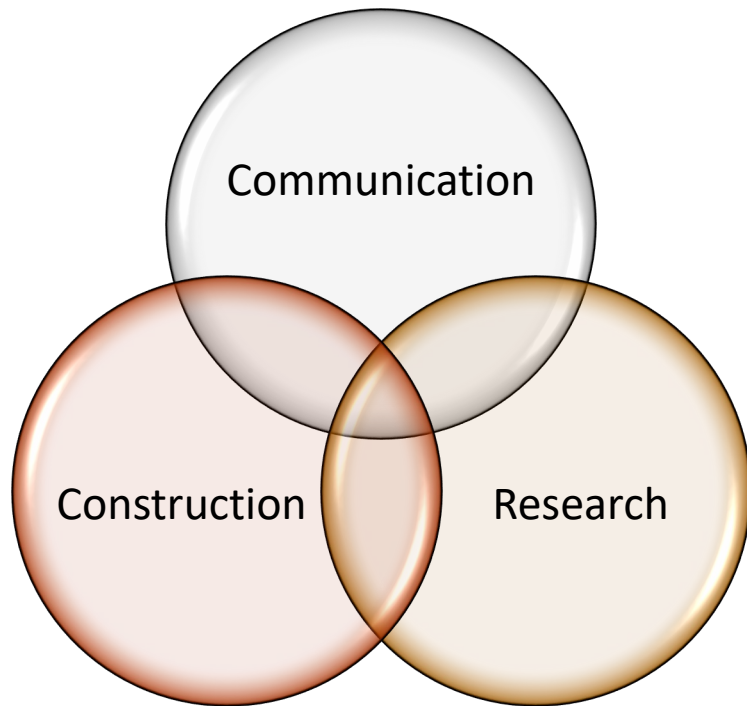
Research

- Communication: interaction and collaboration

- Construction:

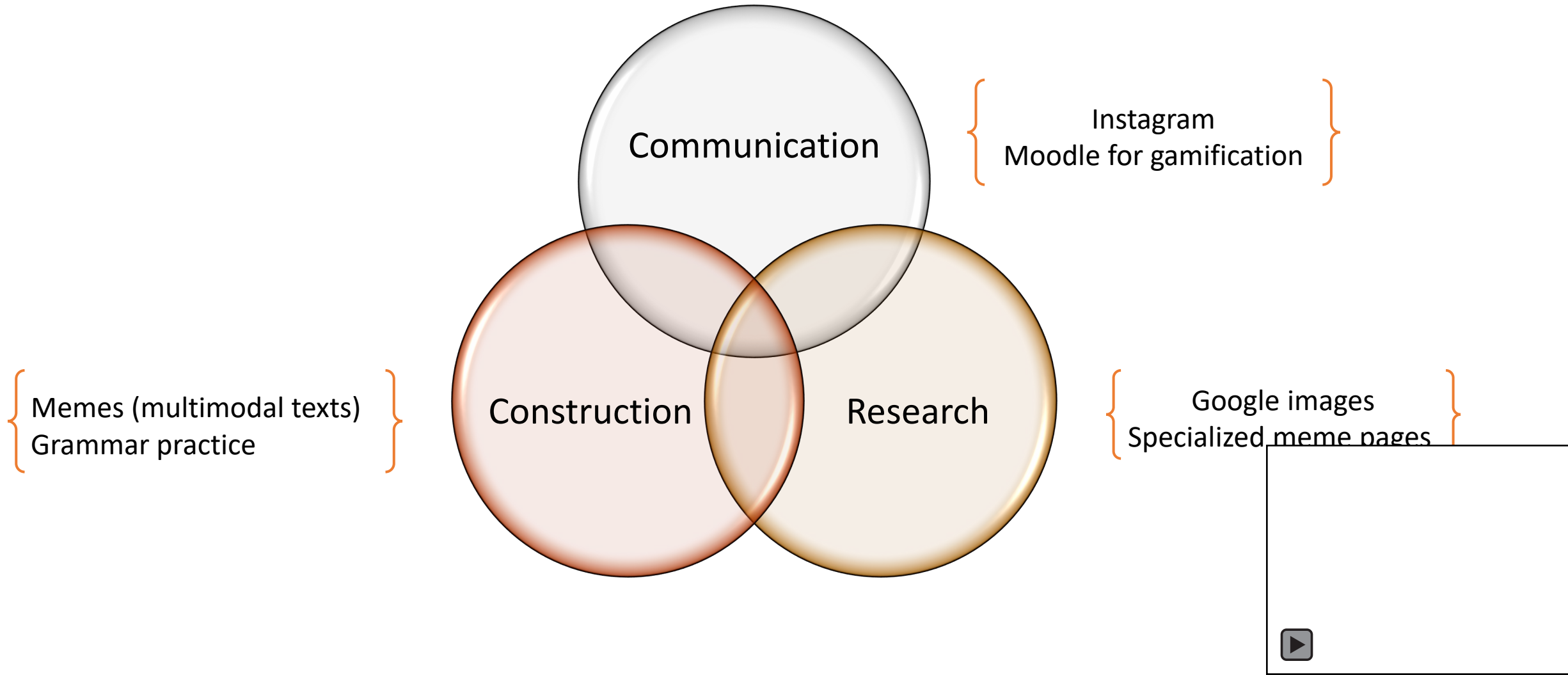| Essay	Words	Author
hypertext	Multimedia	Co-constructor

- Research: reading strategies to select the most appropriate info, not only texts but in multimodal format.

Aim: metalinguistic reflection on EFL grammar + multimodal creation

Communication

Instagram
Moodle for gamification

Construction

Research

Memes (multimodal texts)
Grammar practice

Google images
Specialized meme pages

Methodology: Objectives

1. To observe the students' engagement both on Moodle and on Instagram

2. To explore the students' metalinguistic reflection and multimodal composing practice

Context & participants

- Three intact classes of freshman students (N=66; n_1=19, n_2=25, n_3=22)

- Three lecturers

- FL proficiency ranged from A1 to C1 but most of them were at the A2-B1 level (CEFR).

- EFL subject of the Early Years Education degree

- Online learning (COVID-19)
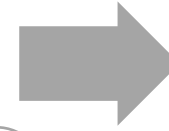
- JITT flipped classroom

Steps

Unit 1
- Present & past tenses
- Teachers analyze memes (grammar & multimodality)
- Posted on Instagram

Unit 2
- Comparisons
- Students reuse/ adapt memes (grammar)
- Posted on a database and then on IG

Unit 3
- Modals of speculation & relative clauses
- Students create memes (grammar & multimodality)
- Posted on a database and then on IG

Use of ICT tools

Meme zone: Meming while learning

⏩ Chatting for meming **November 10 2020, 7:30 PM (Duration of course)**

Restricted Not available unless: You belong to a group in **chatting for meming**

Setting up the meme foundations

📄 Meming for learning what?!

❓ Meme competition groups

🌐 Our Insta! #leplea2021

📢 Meme competition - Round 1: Teachers' fight!

Let's compare memes (Round 2!) #wordplay #punintended

📄 Memes round 2: Procedure

🗄 U2 memes: comparatives and superlatives (Steps 1 & 3)

❓ Step 2 U2 memes: cast your vote for the best class meme on comparatives and superlatives!

📢 Meme competition - Round 2 Comparatives: Classes' fight!

📄 Memes Round 2: Results

The end is near... and many awards are coming up!

The third and final round is here!

📄 Memes class fight round 3: Procedure

🌐 8 best meme maker apps (free to use)

🌐 10 best meme makers online (free to use)

🗄 Step 1: U3 memes: modals of deduction + relative clauses

❓ Step 2a U3 memes: best class meme on modals or relative clauses- meme+caption+hashtags

❓ Step 2b U3 memes: best class meme on modals or relative clauses- grammatical explanation

January 8!!!

Remember to BOTH

1. vote for the best meme + caption + hashtags --> one group already disqualified

2. vote for the best grammar explanation

Hidden from students
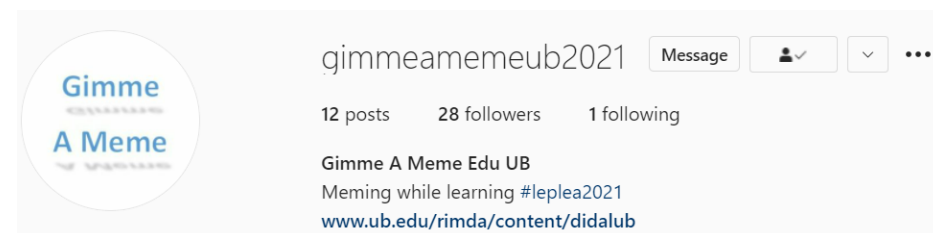Christmas Homework!!!

Hidden from students

📢 NOPE!!! Step 3a Meme competition - Round 3 Deduction modals and relative clauses: Classes' fight! Best meme+caption+hashtags

📢 Step 3b Meme competition - Round 3 Deduction modals and relative clauses: Classes' fight! Best grammatical explanation

📄 Memes round 3 results - The fight is over!

📢 (0) Memes & gamification feedback

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gimmeamemeub2021 | Message |

12 posts   28 followers   1 following

Gimme A Meme Edu UB
Meming while learning #leplea2021
www.ub.edu/rimda/content/didalub

Gimme
A Meme

Use of ICT tools (Phase 1)

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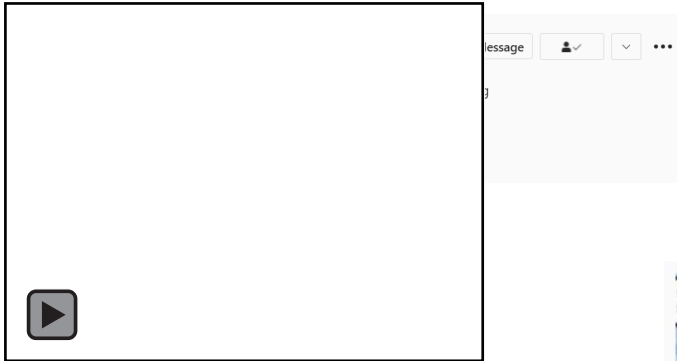Meming for learning what?!

Meme competition groups

Our Insta! #leplea2021

Meme competition - Round 1: Teachers' fight!

Use of ICT tools

Best meme criteria

- Communicative efficiency
- Humorous intent

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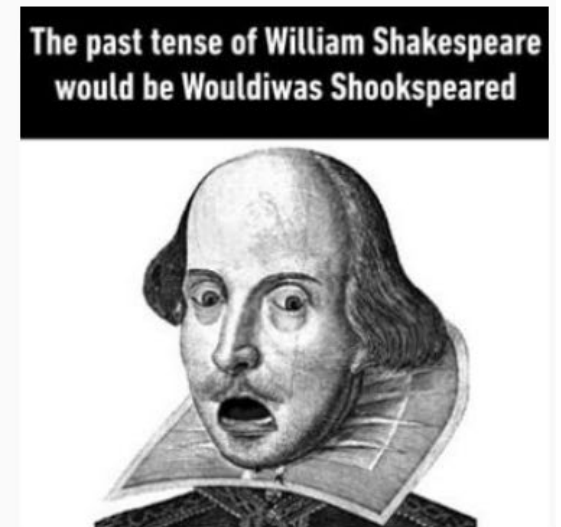
Meme analysis exemple on IG

gimmeamemeub2021 U1Teacher 2

Admit it. Get over it. It's over.
#dramaqueen #moveon #leplea2021

Source:
https://images.app.goo.gl/vmft1qSTDi
rgGcgZ7

Explanation: The first sentence reports a statement that was uttered in the present tense because it was true then: "I love you" ->You said you loved me. The answer "past tense" refers to the fact that that was true in the past, but now it's over, it is not true any more. This is because the past tense can also be reported in the past: "I loved you" -> "You said you loved me".

Use of ICT tools

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Best meme criteria

- visual impact of the image
- caption (text below the image)
- hashtags accompanying the image
- grammatical explanation

Database entry (Phase 2)

Meme image:

Meme source url: https://ar.pinterest.com/pin/745275438325506670/

Caption: Is it true? Of course.

Hashtags: #gooder #well #comparativeandsuperlative

<mark>Try and make them funny / witty next time.</mark>

Grammatical explanation:

- Batman asks about the comparative form of good. And Robin wonders if it is gooder. When Batman listen it, hits Robin because it's a drivel what he has said. The comparative form of good is well.

- <mark>Batman asks about the comparative form of 'good', and Robin wonders if it is 'gooder'. When Batman hears it, he hits Robin because what he has said is wrong The comparative form of 'good' is 'better'.</mark>

Use of ICT tools: Phase 3

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- Memes round 3 results - The fight is over!
- (0) Memes & gamification feedback

Best meme criteria

- best image & text, caption and hashtags
- best, most accurate and complete grammatical explanation

Use of ICT tools: Phase 3

Meme image:

Meme source url: https://makeameme.org/
Caption: Meme not aviable for China.

Hashtags: #WhatDoYouMean? #PleaseUseTheComma #HelpMe

Grammatical This image is related to Relative Clauses. The first sentence consist in a defining relative clause and the second one in a non-defining. The first sentence, if the comma is omitted, means that the dog will be eaten. The second one, using the comma, reffers that dog's food
explanation: is prepared and he is ready to eat it. Here it is shown the importance of the comma.

Methodology: Instruments

- Exploratory study: students' productions shared on Moodle and on Instagram

- Questionnaire at the end of the term

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Results: students' productions and reactions

Grammar & multimodal practice

- Most students were familiar with the genre, yet none of them had ever analyzed memes in multimodal terms
- It was easier for students with higher proficiency to produce memes
- Students had difficulty in creating humorous hashtags
- Captions tended to be longish
- The winning memes tended to be the simplest both in terms of multimodality and of humorous intent

Interaction

- while most students participated in the activities provided in the Moodle space, only a few 'liked' the posts on Instagram, none of them reacted to any story celebrating the winners' achievements and none of them posted any comment.
- The comments on other students' memes provided in the databases were rather shallow
- Only the students with higher proficiency level elaborated on their comments

Results: questionnaire

- How much did you know about these aspects in English before carrying out this project?

Question	nothing	poor	fair	good	very good	excellent
Reading images and accompanying texts	1	5	15	21	16	8
Writing captions	7	10	14	22	8	5
Writing hashtags	3	7	13	12	15	16
Applying grammar knowledge to the "creation" of memes	13	10	17	18	4	4
Applying grammar knowledge to the "comprehension" of memes	9	10	19	14	10	4

Results: questionnaire

- One of the aims of this project was working grammar in a fun(ny) way and in groups. What's your opinion on this? Has it been useful/less, (un)original, a waste of time, practical, illuminating...?

Weight ⇅	Word
31	funny
30	learned (more)
19	useful
5	entertaining
5	great
4	motivating
4	original
1	better than books
1	fun

Results: Questionnaire

- What did you like the most about this project?

Weight	Word
30	working in groups
10	seeing my classmates' work
5	fun, enjoy myself
5	interacting with the teacher and with my classmates
5	learning grammar
1	not working with books
1	original

Discussion & Conclusion

Mismatch between students' perception of learning and actual learning → low proficiency?

Multimodal analysis vs production

No interaction in public spaces / social networks

Cooperative work + seeing each other's work

Fun(ny) experience

Further remarks

It was a carefully designed project though a bit slow

The gamification element was also entertaining and added extramotivation

Better with higher proficiency students?

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Thank you!