

11th ELITE, 11th COTEFL, 3rd CELTI
Conference

Social Media and Creativity to Empower ELT in Post Pandemic Era

Prof. Didin Nuruddin Hidayat, MA TESOL, Ph.D





A BIT ABOUT ME

Didin Nuruddin Hidayat is a Professor (GB1050) at Department of English Education, UIN Syarif Hidayatullah Jakarta, Indonesia.

- Master's in TESOL and a Ph.D. in Education from University of Canberra, Australia.
- Scholarship Team of Beasiswa Indonesia Bangkit (BIB) of Ministry of Religious Affairs.
- Adjunct Professor at Central Queensland University, Australia
- Reviewer/Interviewer at LPDP, Ministry of Religious Affairs, Australia Awards
- Assessor of LAMDIK, PAK, SerDos
- Executive Director of Indonesia Scholarship Center

Outline of Presentation

Post Covid
Condition

Social Media in
ELT

Creativity and
Innovation in ELT

Post Covid-19 Effects on Education

Institutions re-opening or permanently closing

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graph TD; A[Institutions re-opening or permanently closing] --> B[Massive transformation on classroom delivery]; B --> C[Digital technology and Artificial Intelligence (AI) expansion to the classroom and beyond. Changes the way we teach and learn.]; C --> D[Teaching may be no longer about transferring knowledge and skills, but transferring values and attitudes.];
```

Massive transformation on classroom delivery

Digital technology and Artificial Intelligence (AI) expansion to the classroom and beyond. Changes the way we teach and learn.

Teaching may be no longer about transferring knowledge and skills, but transferring values and attitudes.

CHALLENGES

Volatility | Uncertainty | Complexity | Ambiguity

Environment

Economy

Social

Knowledge

Disciplinary
Interdisciplinary
Epistemic
Procedural

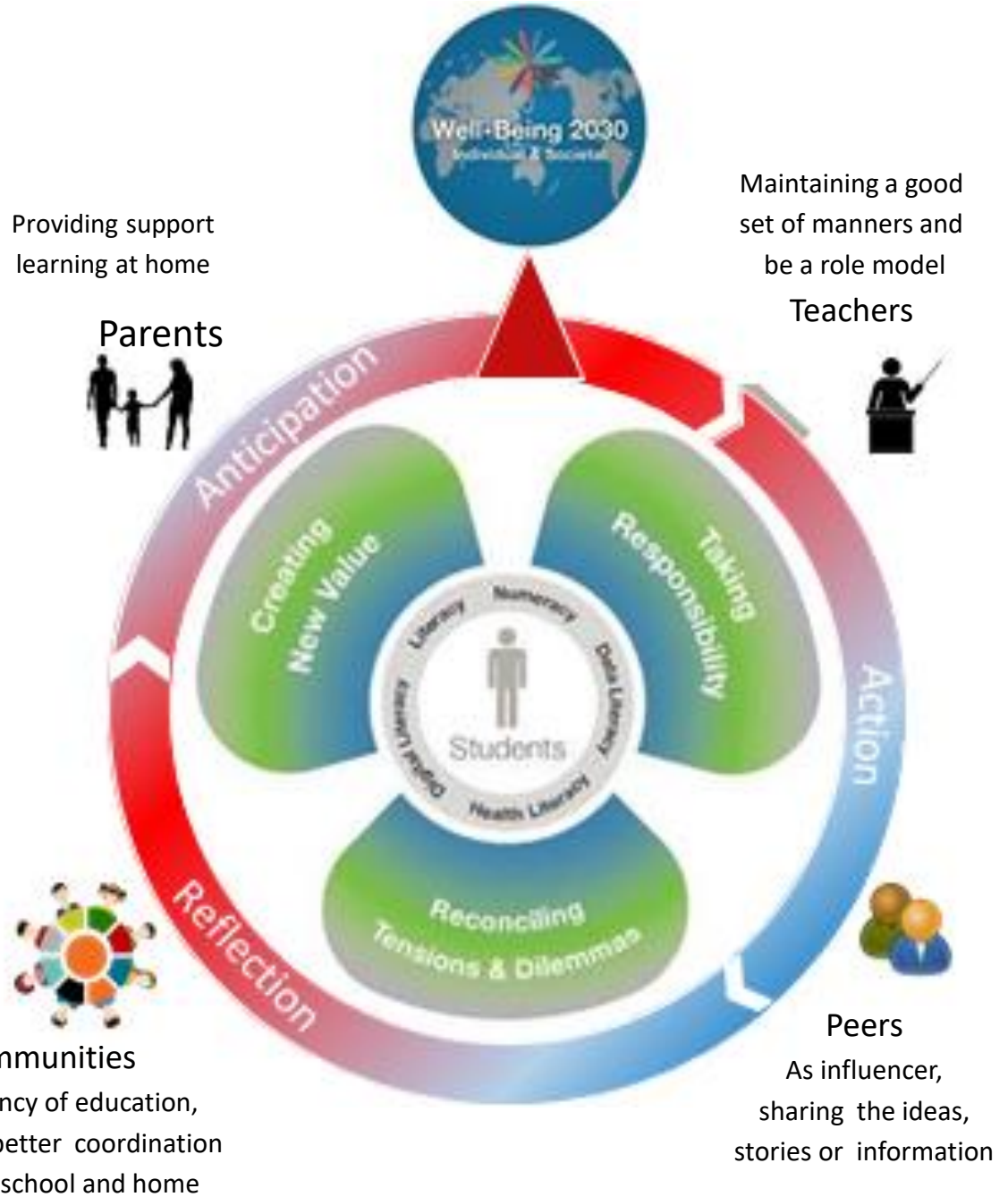
Skills

Cognitive & Metacognitive
Social & Emotional
Physical & Practical

Attitudes
and Values

Personal
Local
Societal
Global

COMPETENCIES



Providing support learning at home

Parents



Maintaining a good set of manners and be a role model
Teachers



Communities

As co-agency of education, providing better coordination between school and home



Peers





As influencer, sharing the ideas, stories or information



These are the top 10 job skills of tomorrow

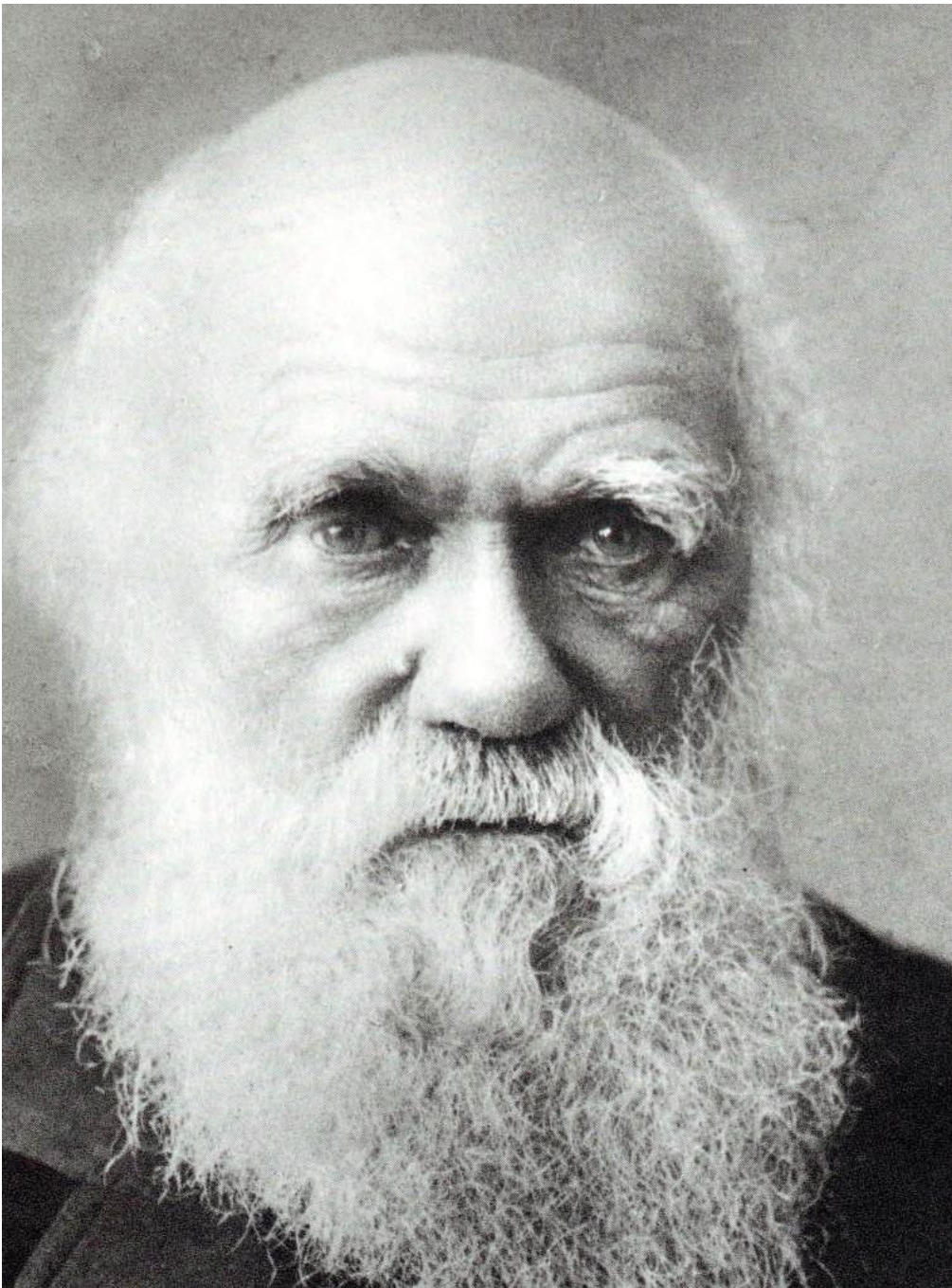
According to the Jobs Report from the World Economic Forum's Future, 50% of all jobs will require reskilling by 2025, as a result of massive technological improvements.



Type of skill	
	Problem-solving
	Self-management
	Working with people
	Technology use and development

It is important for Indonesian HR to have good Soft Skills and Hard Skills summarized in the 10 Skills mentioned by World Economic. Continuing education is a positive step in supporting the creation of Superior and Resilient Human Resources in facing the i4.0 era. Higher Education including Vocational Education is a way to as well as creating human resources who have 10 Skills in facing the Society 5.0 era.

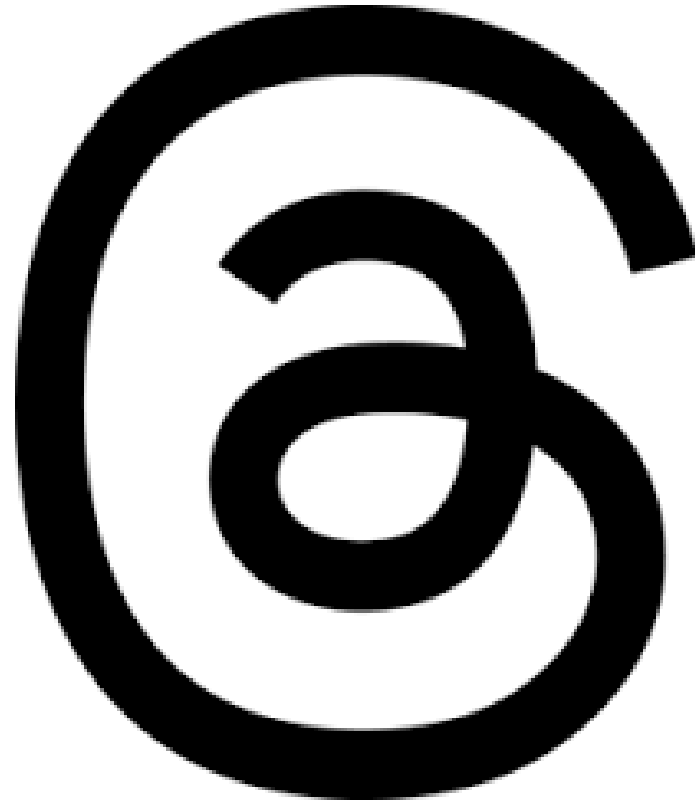
-  Analytical thinking and innovation
-  Active learning and learning strategies
-  Complex problem-solving
-  Critical thinking and analysis
-  Creativity, originality and initiative
-  Leadership and social influence
-  Technology use, monitoring and control
-  Technology design and programming
-  Resilience, stress tolerance and flexibility
-  Reasoning, problem-solving and ideation



“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change”
(Charles Darwin, 1809-1882)

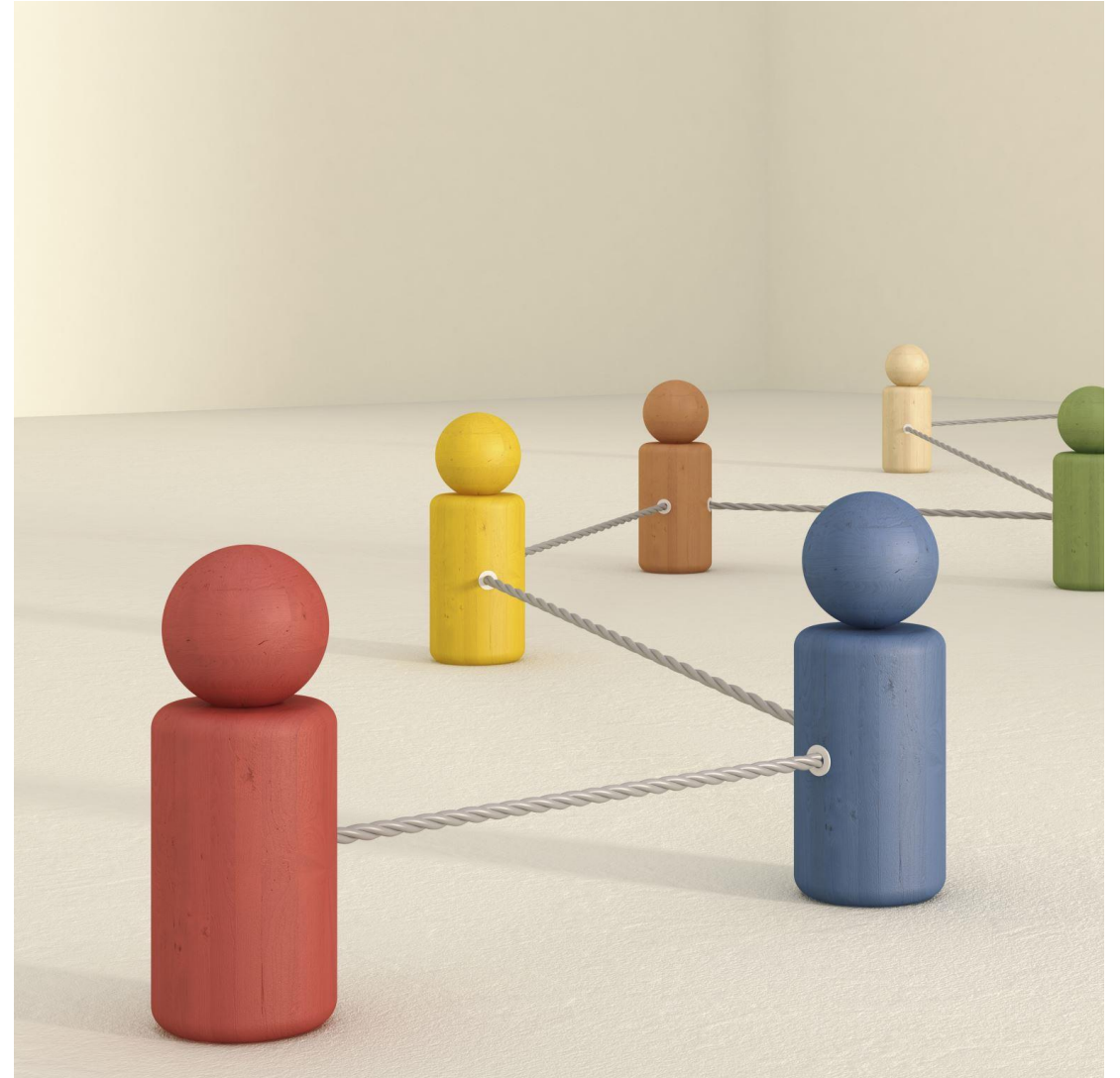


Which one of these is not familiar to us?



Social media

- ...refers to online platforms and websites that enable users to create and share content, engage in social networking, and participate in virtual communities.
- ...encompasses digital technologies and platforms that facilitate the creation, sharing, and exchange of information and ideas among individuals, groups, and organizations, fostering virtual interactions and connections.



Some Keywords

Online
Platforms

Users

Content

Sharing

Communication

Interactions

Networking

Virtual

Communities

Websites

Digital

Technologies

Information

Engagement

The background of the image is a dark teal color, overlaid with a repeating pattern of colorful speech bubbles. Each speech bubble is a different color, including shades of red, yellow, purple, and grey, and contains a white question mark. The bubbles are scattered across the entire frame, creating a textured, busy appearance.

The statistics of social media



Facebook users in Indonesia

June 2023



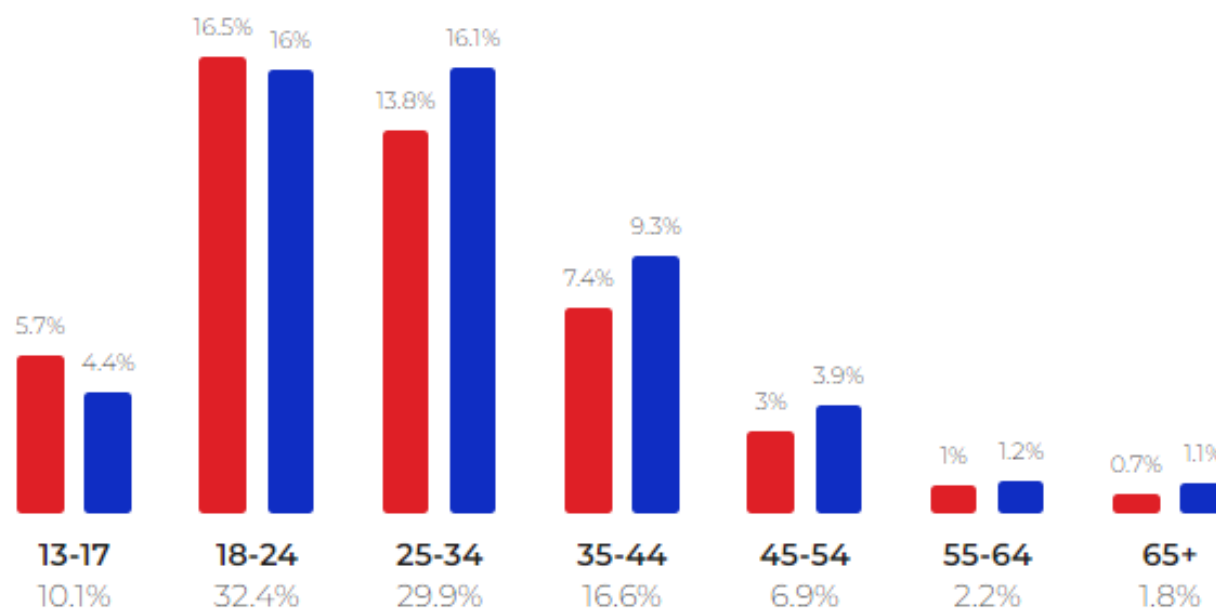
198 600 000



48.1%
women



51.9%
men



NapoleonCat.

Source: NapoleonCat.com



Instagram users in Indonesia

January 2023



94 541 900



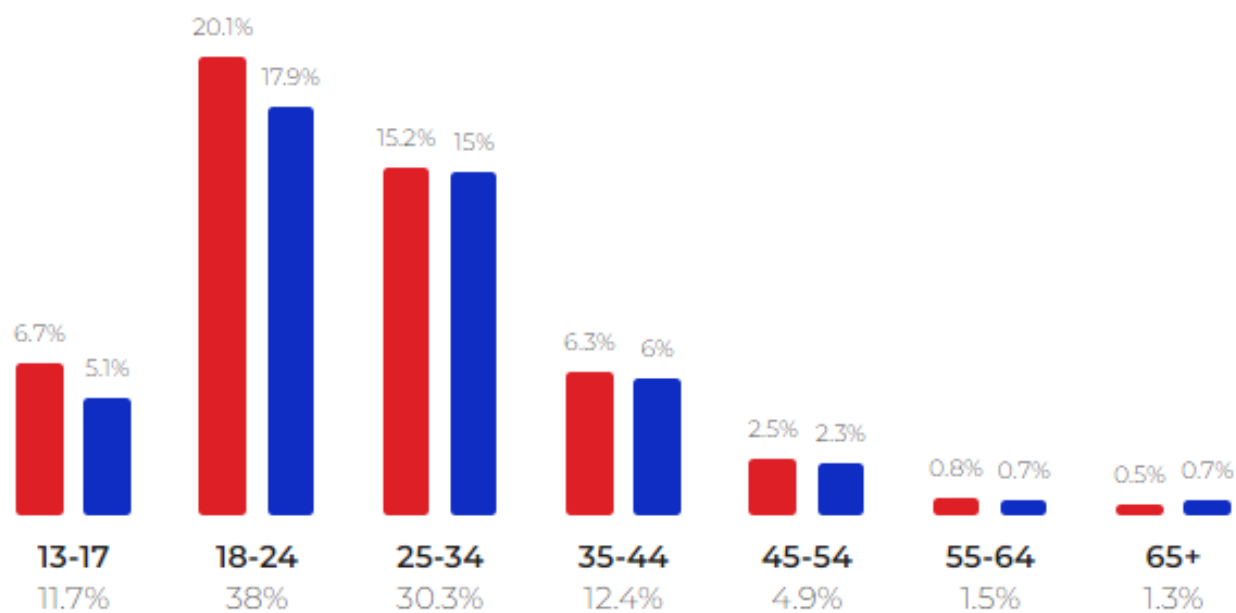
52.2%

women



47.8%

men



NapoleonCat.

Source: NapoleonCat.com

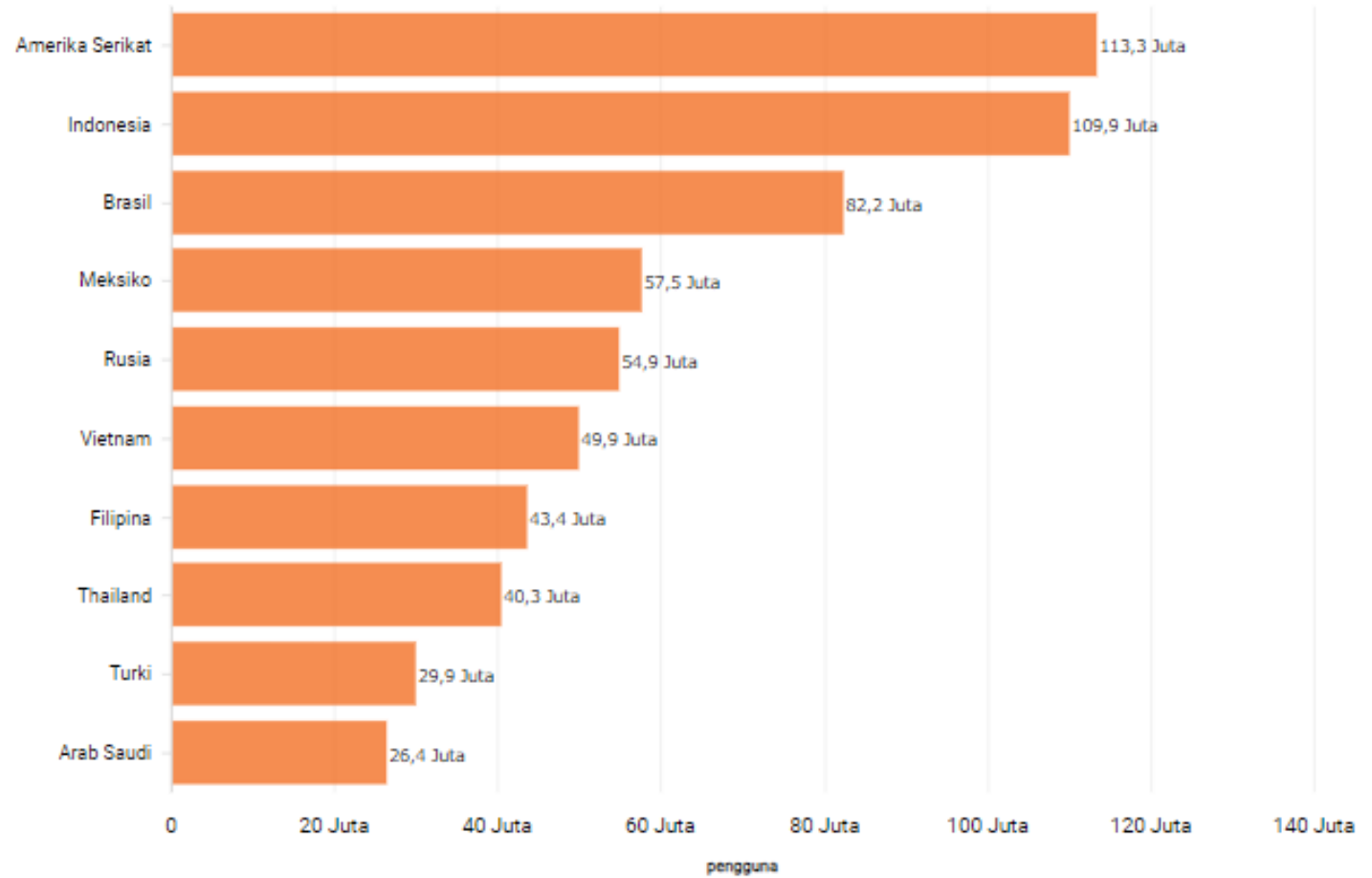
Tiktok Users Worldwide (Databox-Katadata, 2023)



Cindy Mutia Annur
27/02/2023 22:10 WIB

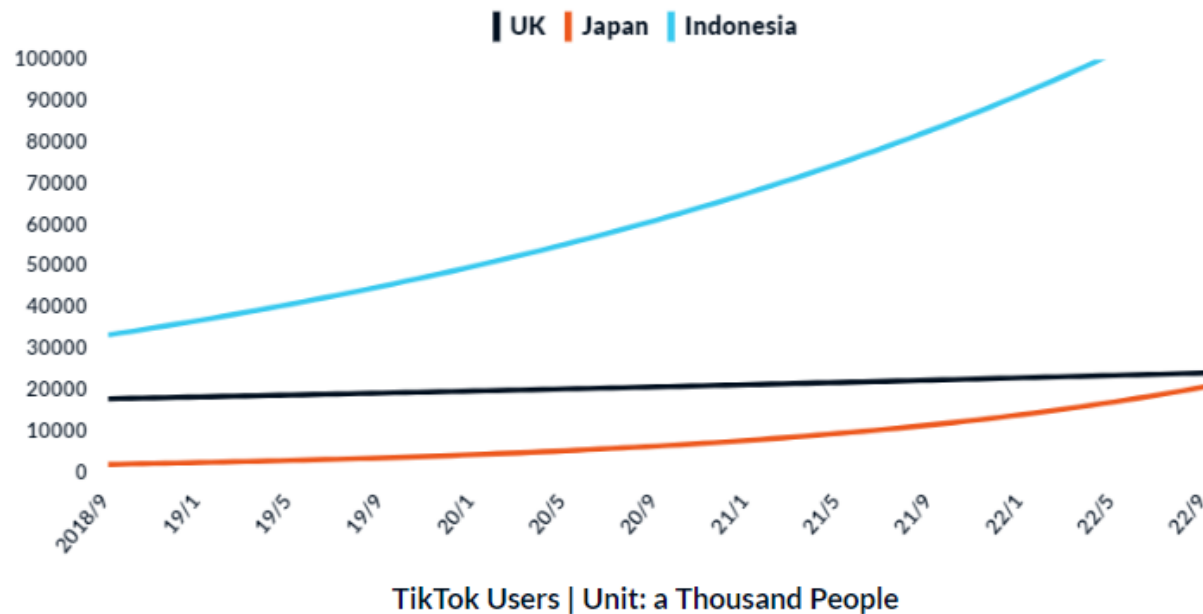


10 Negara dengan Jumlah Pengguna TikTok Terbanyak di Dunia (Januari 2023)



TikTok Overview in Indonesia

With the latest data published in January 2023, we can see that at the growth rate of **1.36%**, there is now around **106.9 million** TikTok users in **Indonesia** . With male users account for around **0.34** and female users account for around **0.66**.



Sources: <https://oosga.com/social-media/idn/#:~:text=Overview%20in%20Indonesia-,With%20the%20latest%20data%20published%20in%20January%202023%2C%20we%20can,million%20Instagram%20users%20in%20Indonesia%20.>

Language learning communities

- Host numerous language learning communities and groups where learners can connect
- Share experiences and support each other in their language learning journey.
- Joining these communities provides opportunities for practice, collaboration, and encouragement.



English Learning Groups on Facebook with thousand members



English Learning Group

Public · 113K members · 10+ posts a day

#EnglishLearning #ESL #EnglishLanguage #EnglishGrammar #LanguageExchange #TOEFL #IELTS #BusinessEnglish #EnglishWriting #EnglishReading #EnglishConversation #EnglishVocabulary...

Join



International English speaking And Learning Group

Public · 93K members · 10+ posts a day

Hey everyone if you are looking for a new group to learn English then this group is the right choice. Here in this group all are like family and everyone is here to help you. Be a part of our...

Join

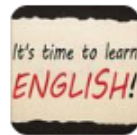


Free English Learning & Speaking

Public · 147K members · 10+ posts a day

If you want to learn Free English from basic to advance level, Than this is the best place to join and learn English fast and easy.

Join



English Learning & Speaking Group

Public · 1.5M members · 10+ posts a day

I Warmly Welcome To You In This Group.  This Group Is An English Learning Group. In This Group Has Many Active Teacher's & Student's, From Different Countries Of The World. We Have...

Join



English Language Learning Group

Public · 36K members · 10 posts a day

"Super English Grammar" is the right place for English language students of both the approaches to the language, literature and linguistics. Here this group teaches the students all the six levels...

Join



INNOVATIVE TEACHERS

Group by Chaouki M'kaddem

Innovative Teachers of English >

Public group · 318K members

 Joined

 Invite



You

Reels

Featured

Photos

Events

Access to native speakers

- Connects people from all around the world,
- Allows language learners to interact with native speakers of the language they are learning.
- Provides opportunities for practicing the language, receiving feedback, and gaining insight into the culture associated with the language.



Learn directly from native speakers

"Here goes nothing"

Idiom

@englishwithwafa

Okay. Here goes nothing.

Arabic: سأجرب لن أخسر شيئًا
French: autant y aller. C'est tout ou rien.

Meaning: I'm going to attempt this, even though I doubt that I'll be successful, do well, or enjoy it.

englishwithwafa • Follow
Original audio

englishwithwafa "Here goes nothing"
Idiom

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Examples:

1. I've never skied before, so here goes nothing.
2. Sally stood on the diving board and said, "Here goes nothing."
3. As Ann walked onto the stage, she whispered, "Here goes nothing."
4. I just quit my job, and I'm going to try to make a living as a...

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@BritishCouncilEnglish 622K subscribers 225 videos
LearnEnglish is the British Council's website for adult learners of English. >

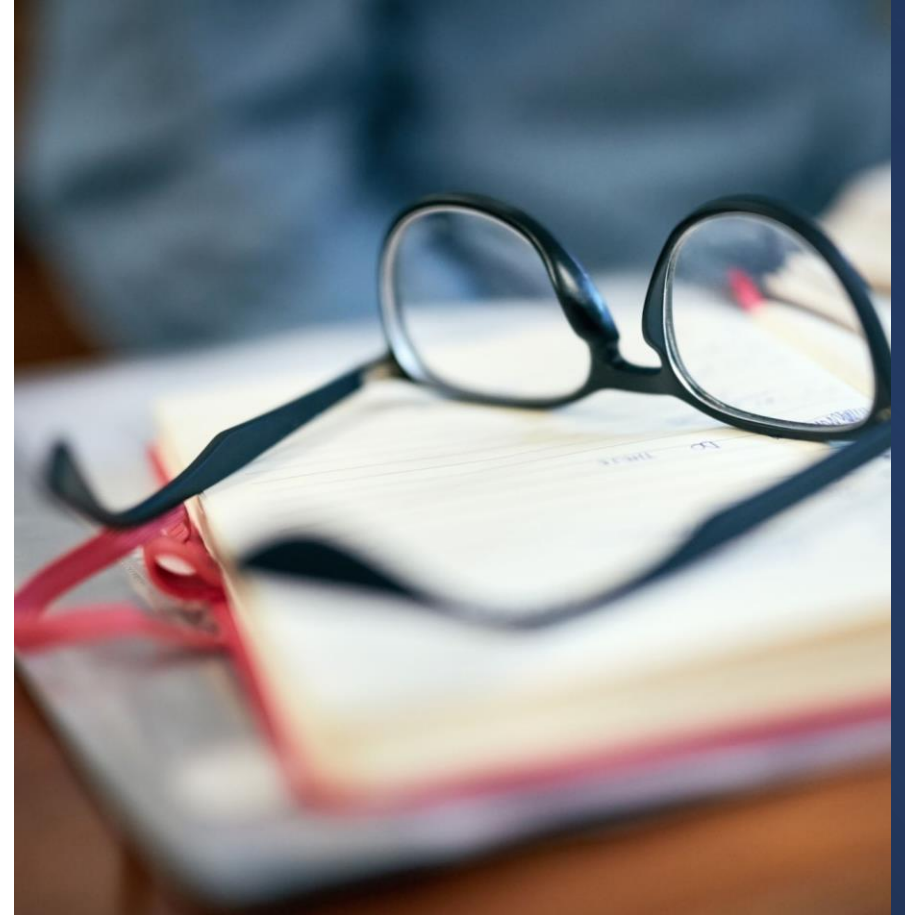
HOME VIDEOS LIVE PODCASTS PLAYLISTS COMMUNITY CHANNELS

Phrasal verbs for travel - a Mini English Lesson
2,434 views • 3 days ago

Learn five phrasal verbs to talk about travel in our latest Mini English Lesson.
Find out more about online classes with the world's English experts: <https://bit.ly/BritishCouncilEnglishO...>

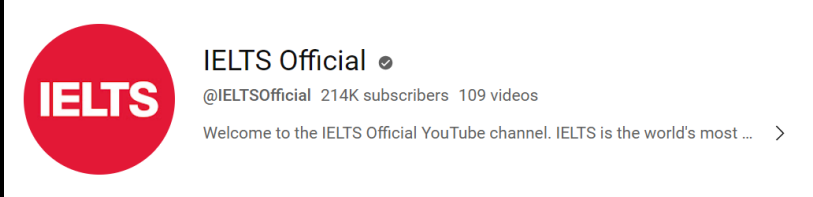
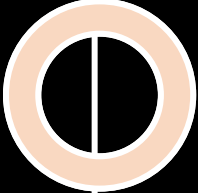

Authentic language use

- Provide a space where people communicate in a natural, authentic manner.
- Expose language learners to real-life conversations, idiomatic expressions, slang, and informal language use that might not be found in textbooks or traditional language learning resources.

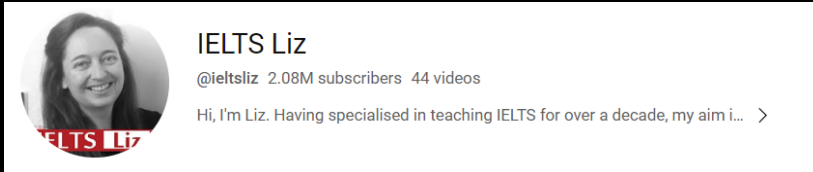


Enabling authentic language use


Learning IELTS for free



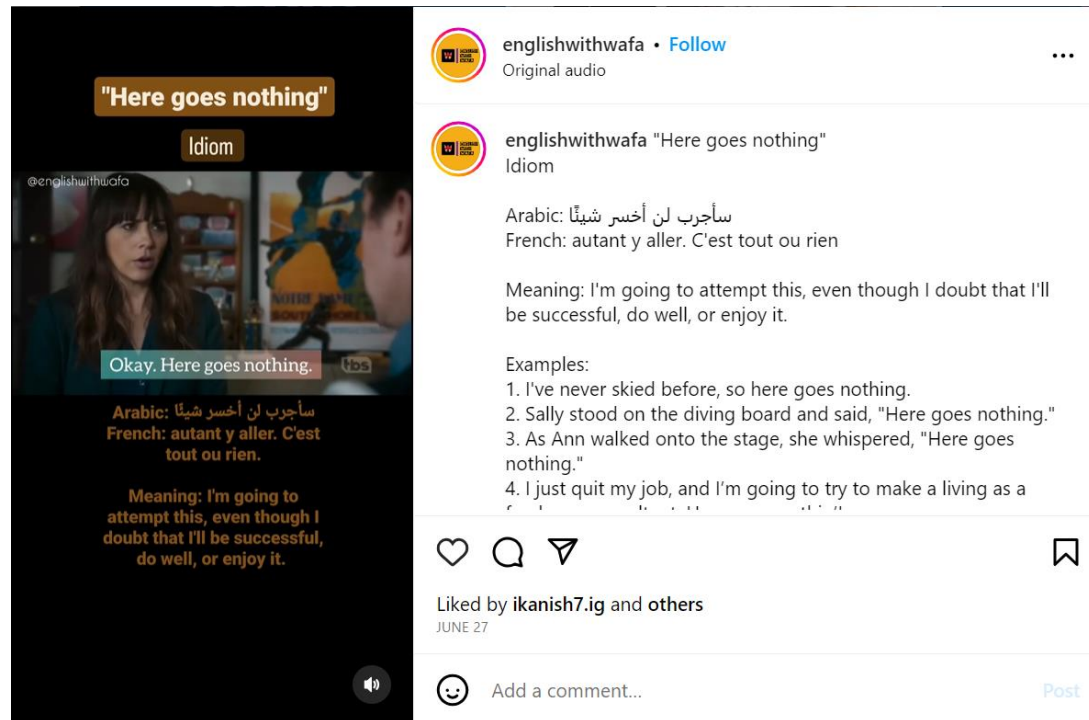
IELTS Official ✓
@IELTSOfficial 214K subscribers 109 videos
Welcome to the IELTS Official YouTube channel. IELTS is the world's most ... >



IELTS Liz
@ieltsliz 2.08M subscribers 44 videos
Hi, I'm Liz. Having specialised in teaching IELTS for over a decade, my aim i... >



Resources from Personal Instagram Accounts



"Here goes nothing"
Idiom

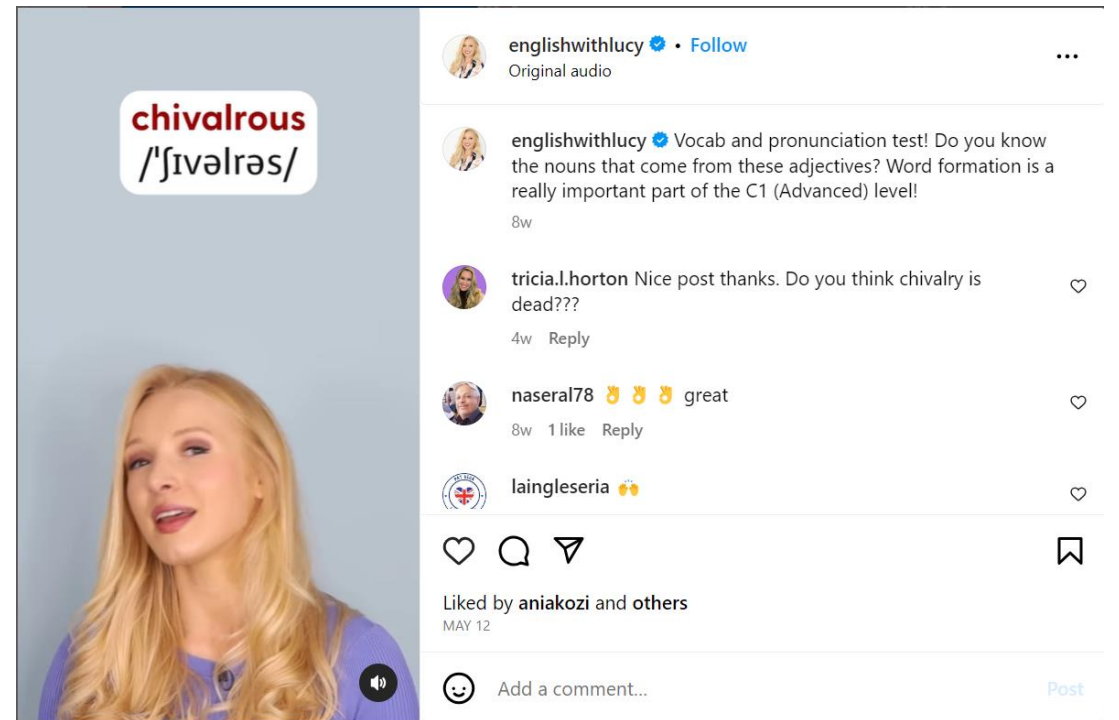
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4. I just quit my job, and I'm going to try to make a living as a...

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chivalrous
/'ʃɪvəlɹəs/

Vocab and pronunciation test! Do you know the nouns that come from these adjectives? Word formation is a really important part of the C1 (Advanced) level!

Nice post thanks. Do you think chivalry is dead???

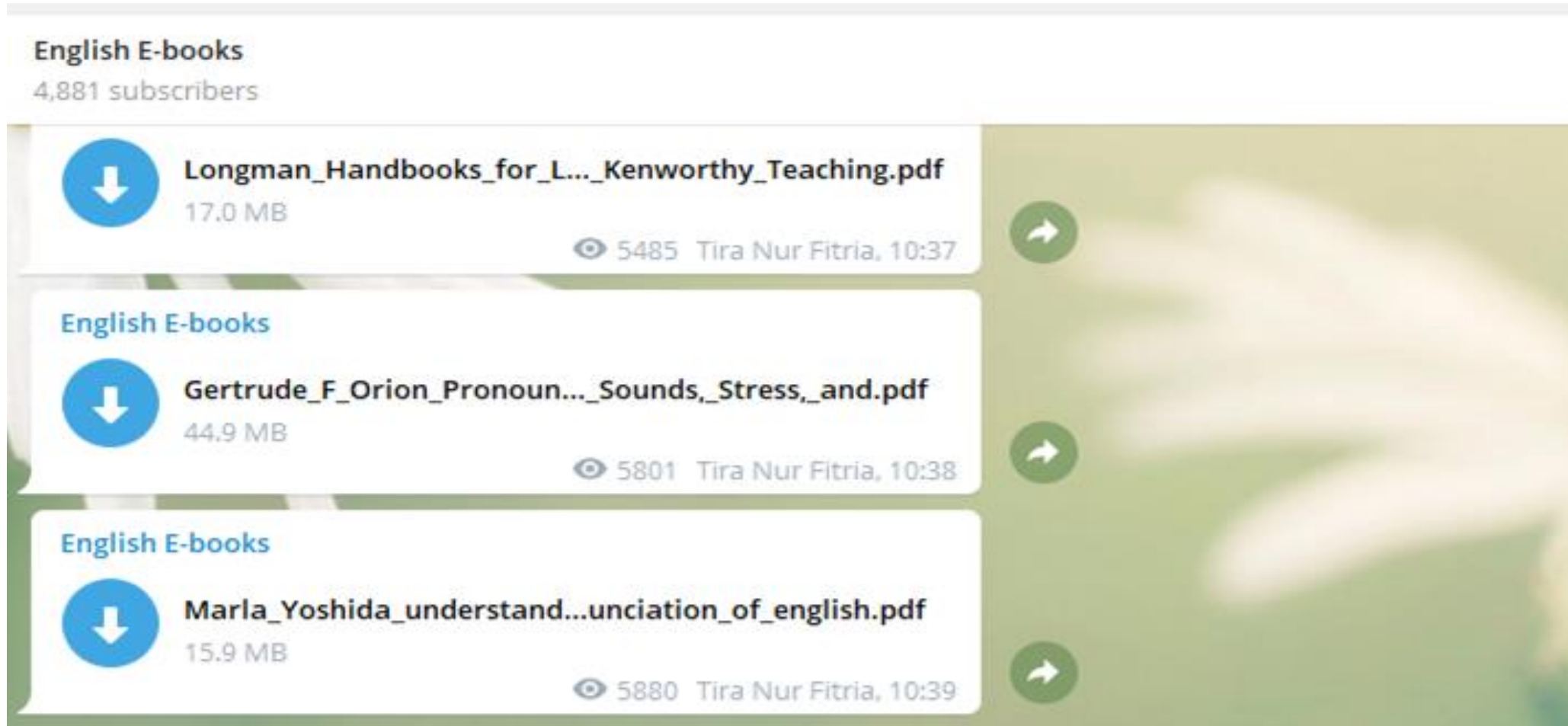
great

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Telegram channel

[<https://t.me/ebookbahasainggris>]



Resources from Institutional Instagram Accounts

 BRITISH COUNCIL

We use the prepositions **in, on** or **at** to say **when** something happens.

at


We usually use **at** with **clock times** and **mealtimes**.


*She doesn't like to leave the office **at** lunchtime.*


We also use **at** with phrases like **at the weekend** and **at night**.


***At the weekend**, I can spend the days how I like.*

Note: in **American English**, it's more common to say **on the weekend**.

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 britishcouncilenglishonline 🗨️ My friend Sally and I speak ___ the third Thursday of every month.
a) at
b) in
c) on
Do you know the answer? Find more grammar practice resources in our Bio!
~ Tina 🍷
#grammar #learnenglish #prepositions #time
1w

 ingles.do_ Thanks
5d Reply

 anahelsarvi In the 21st century? But with ordinals, we use on



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7 DAYS AGO


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Grammar Quiz

Choose the correct modal verb

- a. She might be Canadian.
b. She must be Canadian.
She has a Canadian passport.
- a. I may have to miss class later.
b. I must have to miss class later.
It depends on whether I get my project finished in time.
- a. The test must have been hard.
b. The test might have been hard.
Hardly anyone got a good mark.

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 takeieltofficial 🗨️ Do you know how to use these modal verbs of probability?

- ➡ may/might + infinitive
used when something is possible but not certain
- ➡ must + infinitive
used when something is definitely true

Leave your answers in the comments!

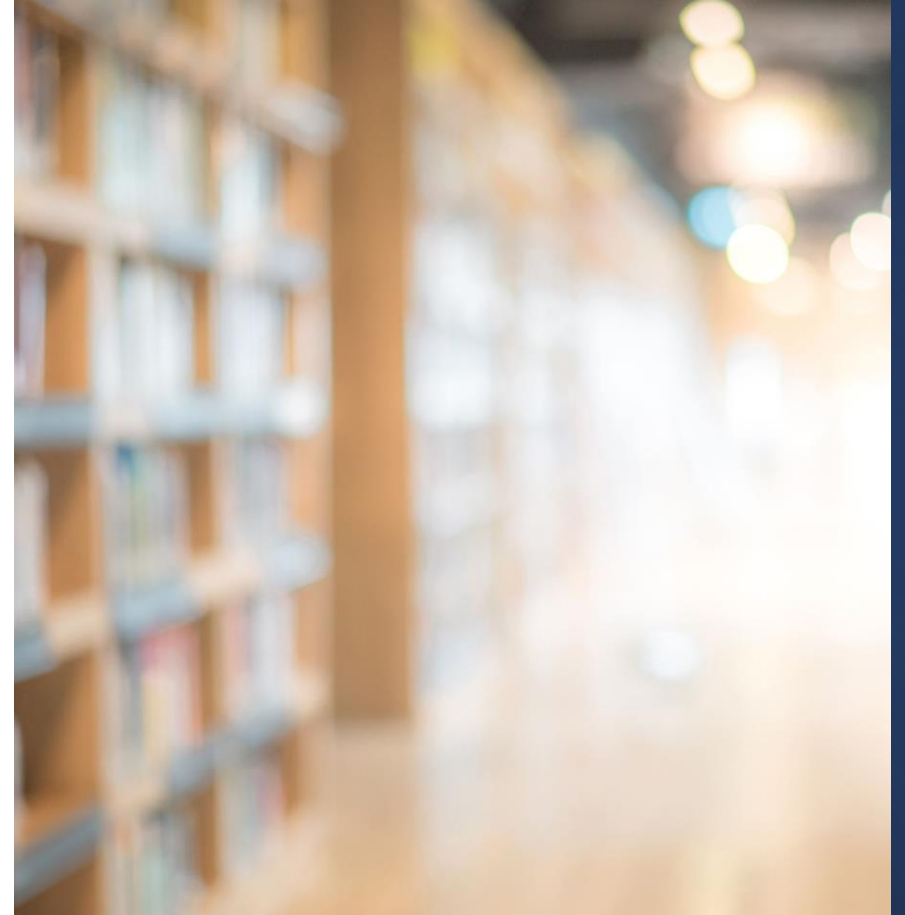
#IELTSGrammar #TakeIELTS #IELTSTest #Grammar #LearnWithBritishCouncil #PrepareForIELTS #BritishCouncil
1d

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1 DAY AGO

Add a comment... Post

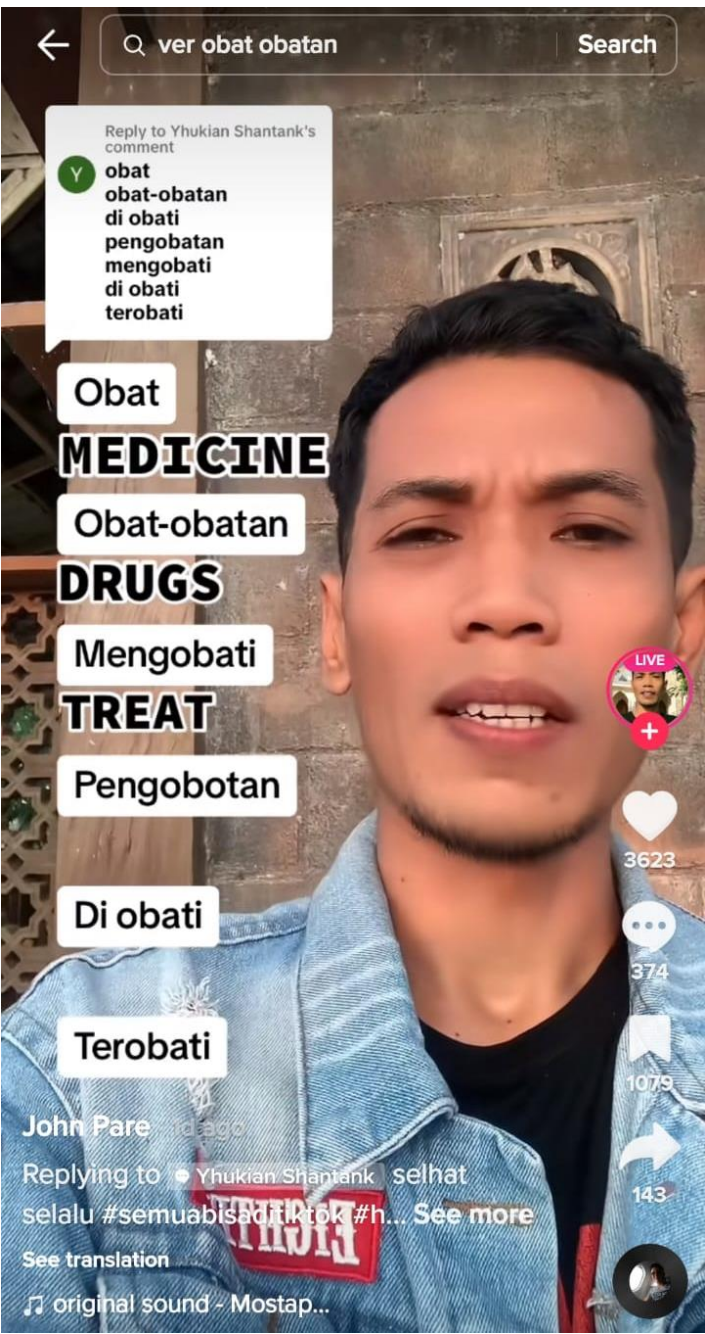
Language exchange opportunities

- Social media platforms provide a convenient way to find language exchange partners.
- Learners can connect with native speakers who are interested in learning their native language, creating an environment for mutual language practice and improvement.



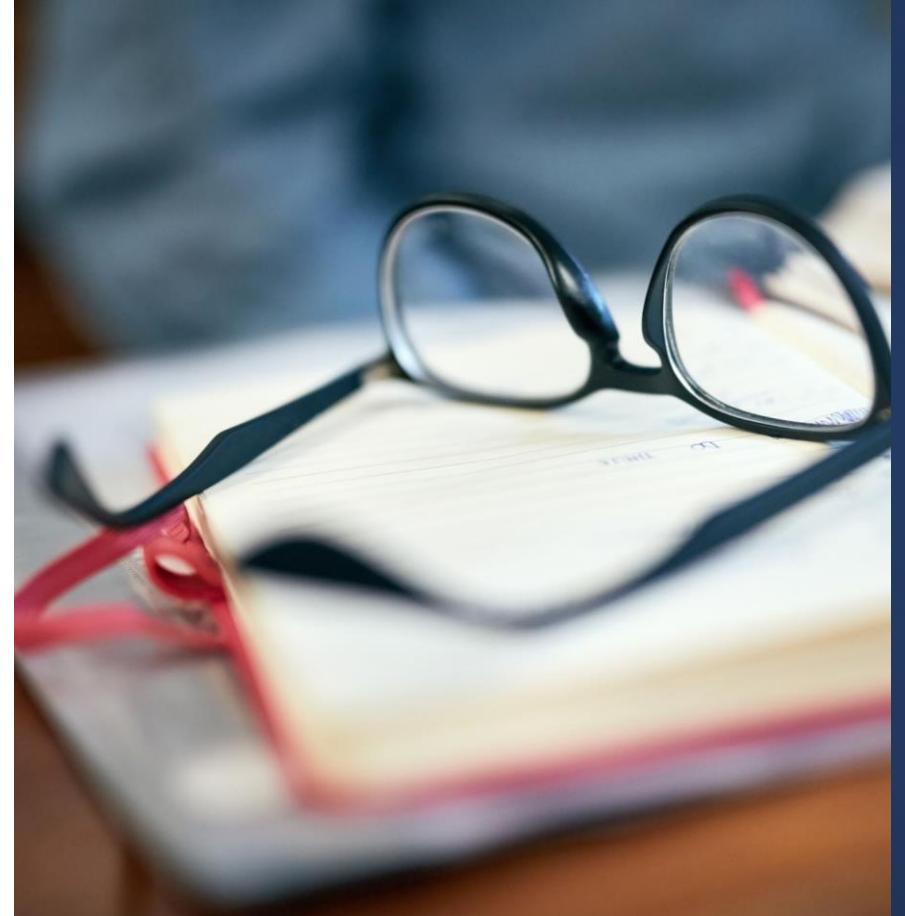


Maximising Tiktok as Potential English Learning Platform



Engaging content

- Social media platforms are filled with diverse content, including posts, videos, podcasts, and articles in various languages.
- By following accounts or pages related to their language of interest, learners can immerse themselves in interesting and relevant content that keeps them engaged and motivated.



Contents
tailored to
audiences



guruku Mr D ✓

@gurukuMrD 562K subscribers 223 videos

Belajar bahasa inggris dengan seru! Video pelajaran setiap hari minggu. H... >

HOME

VIDEOS

SHORTS

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PLAYLIS



Cara Belajar Bahasa Inggris Dari N

1,106,162 views • 3 years ago

guruku Mr D on IG:

<http://www.instagram.com/guruku>

On FB:

<http://www.facebook.com/gurukur>

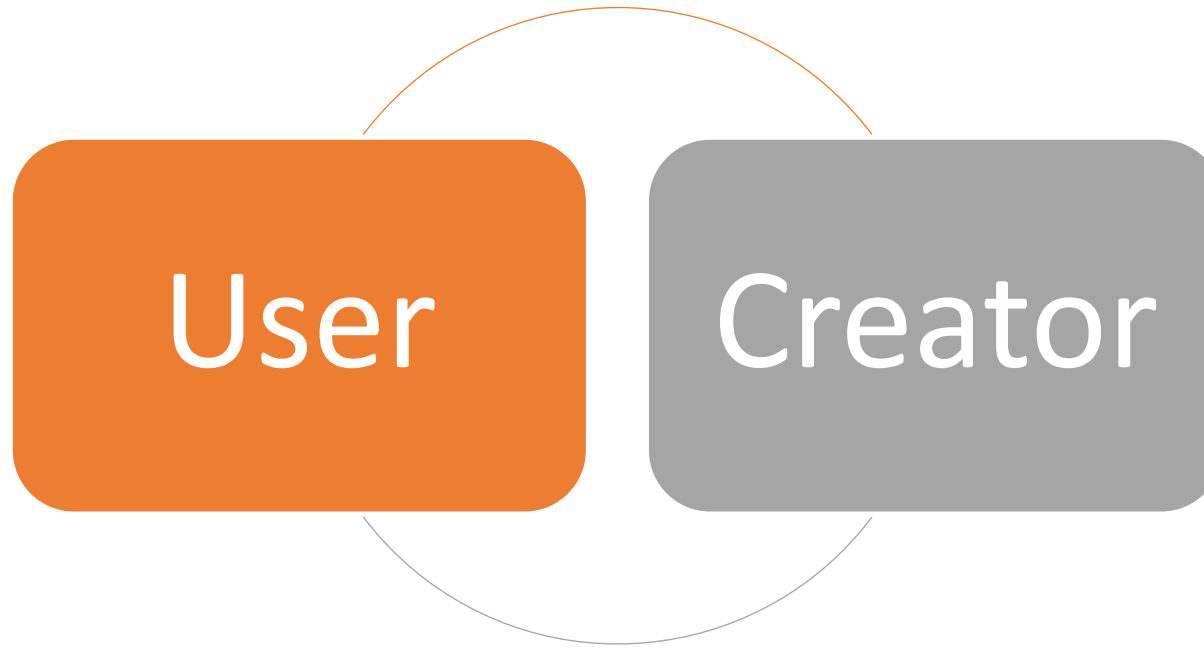
On Twitter:

<http://www.twitter.com/gurukumrd>

....

READ MORE

We Have Choices



Starting to be a language content creator?

Identify

Identify our target audience

- Determine the specific group of learners we want to teach.
- Beginners, intermediate learners, professionals?

Choose

Choose the right social media platform

- Which platform would be most suitable for our teaching style and target audience?
- YouTube, Instagram, Facebook groups, TikTok, or even creating our own blog or website?

Plan

Plan your content

- Develop a content strategy based on the needs and interests of our target audience.
- Create a list of topics, grammar points, vocabulary, or language learning tips we want to cover. Organize our content into structured lessons or short, engaging videos or posts.

Create

Create high-quality content

- Invest time in creating visually appealing and engaging content.
- If we're making videos, ensure good lighting, clear audio, and visual aids if needed.

Starting to be a language content creator?



- Respond to comments, address questions, and provide feedback.
- Create a sense of community by initiating discussions, language challenges, or even hosting live Q&A sessions.

Interact with our audience

- Utilize a variety of multimedia elements to enhance our teaching. Incorporate images, infographics, interactive quizzes, or short exercises to make our content more dynamic and engaging.

Incorporate multimedia elements

- Collaborate with other English teachers or language influencers on social media.
- This can involve guest appearances on each other's channels, cross-promotion, or joint projects to reach a wider audience and share expertise.

Collaborate with others

A light orange arrow pointing upwards, with the word 'Creativity' written vertically inside it.

Creativity

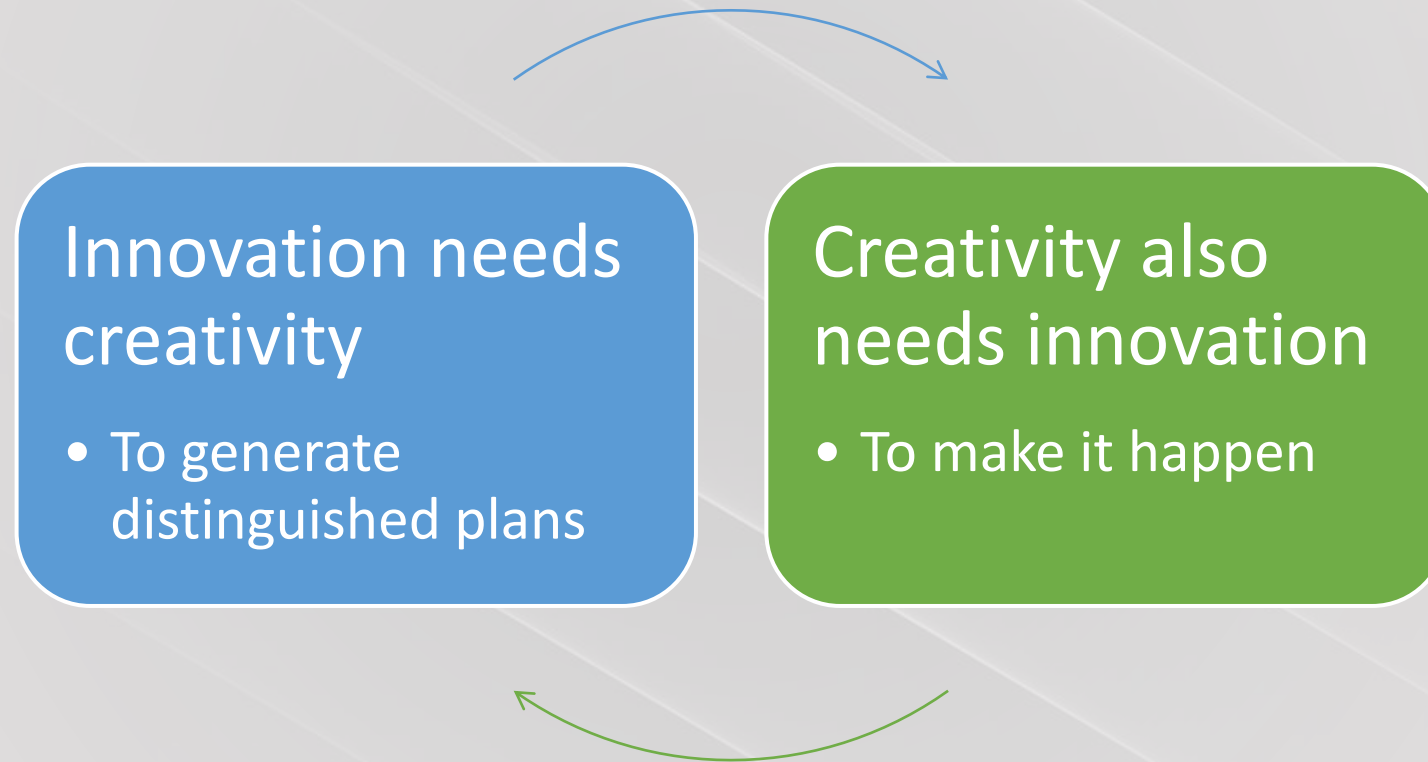
...the ability to generate new and original ideas, to think outside the box, and to approach problems in a unique way.

...the process of transforming creative ideas into tangible results.

A white arrow pointing downwards, with the word 'Innovation' written vertically inside it.

Innovation

Creativity begins innovation, innovation makes creativity happen



Any innovation starts from the ability to generate distinguished plans. However, we can be called as creative persons only if we do something to make our ideas happen.

Creativity



Innovation

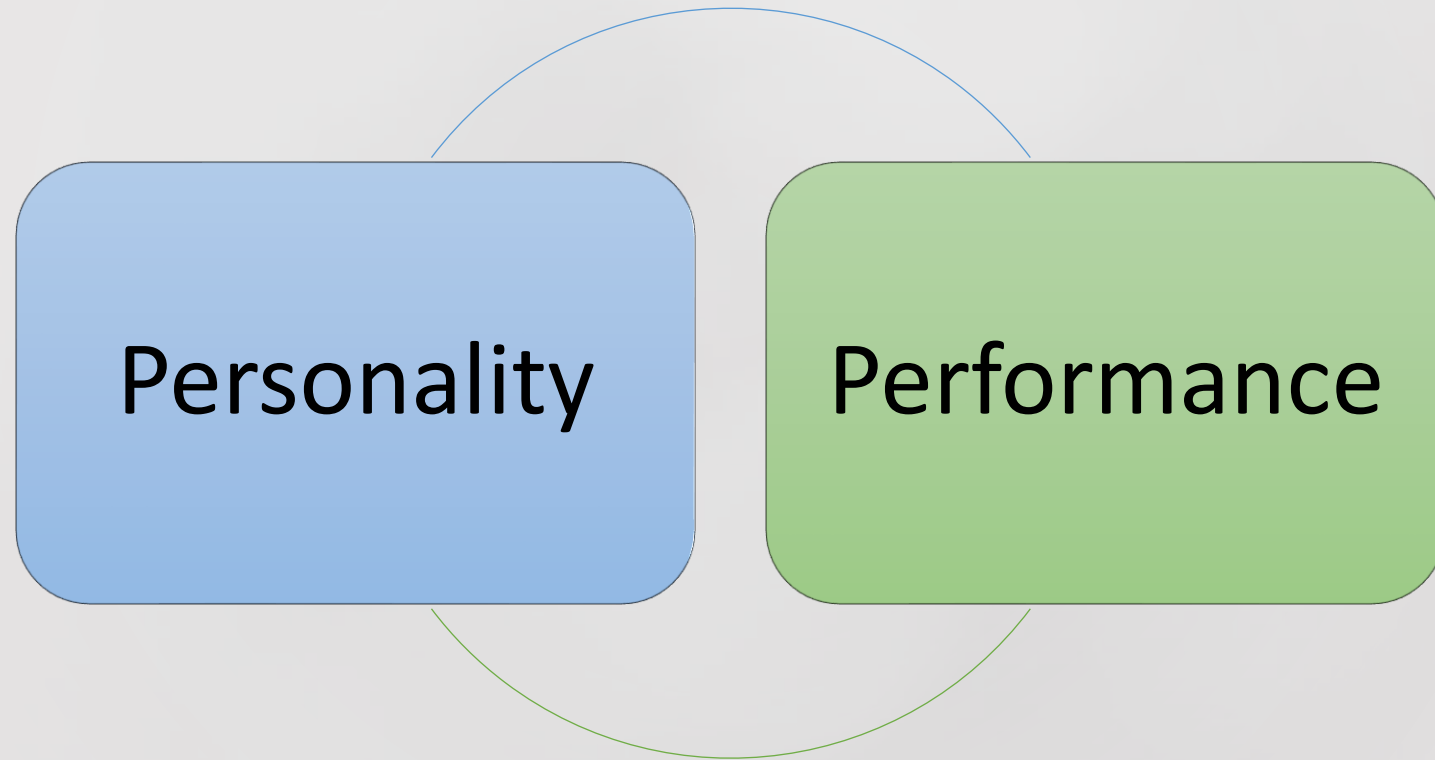
Creativity is...

- ...pedagogical knowledge and skills of the teachers in performing classroom teaching (Jones & Richards, 2015).
- ...teacher's ability to establish a creative context that explicitly invites students to engage imaginatively and generate evaluative capacities (Cremin, 2009).
- ...a series of collaborative learning tasks to be jointly performed by teachers and students (Mercer, 2000).

teachers' creativity is not only essential for engaging learners in classroom activities but also for creating the condition which allows the learners' own creativity to flourish.



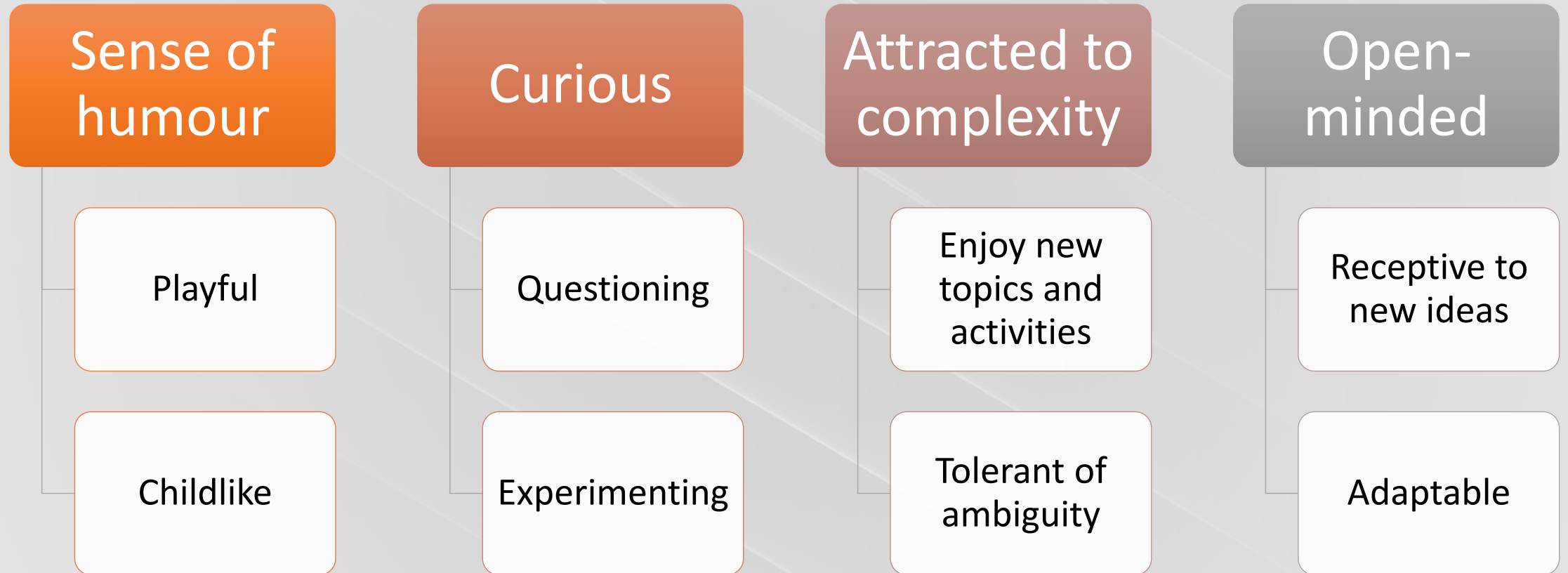
Creativity (Charlile & Jordan, 2012; Jesson, 2012)



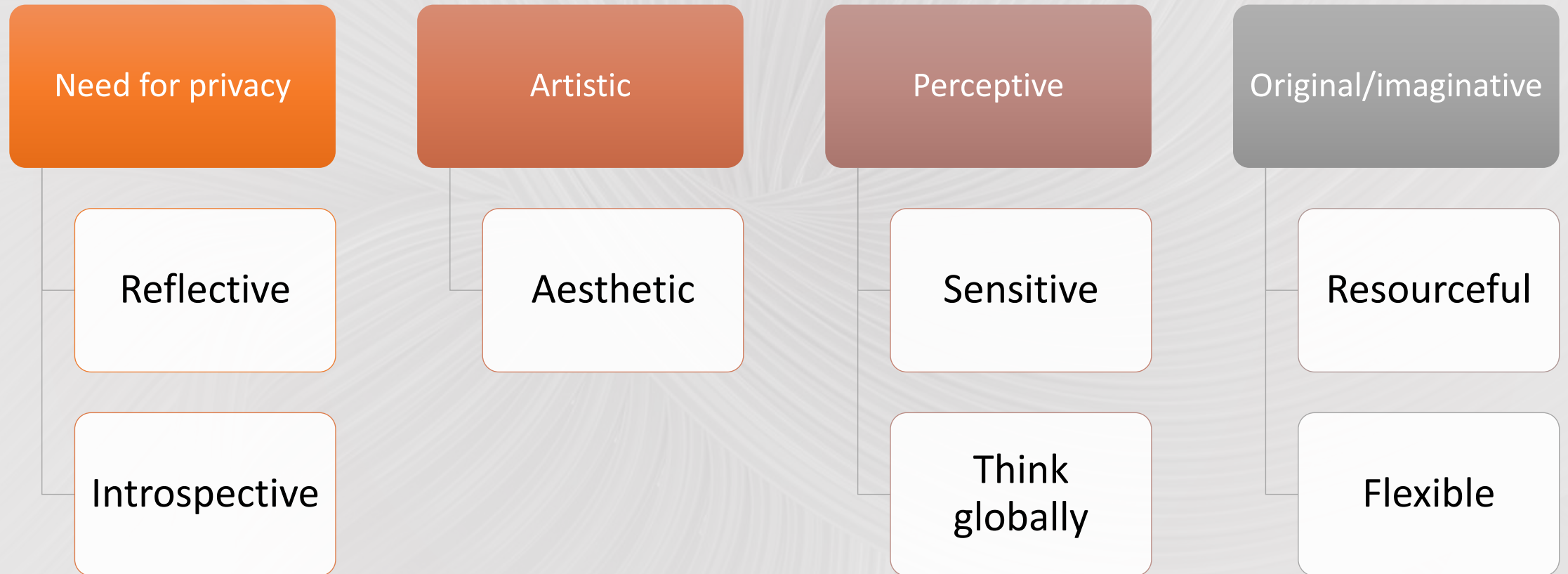
Personal characteristics of creative people



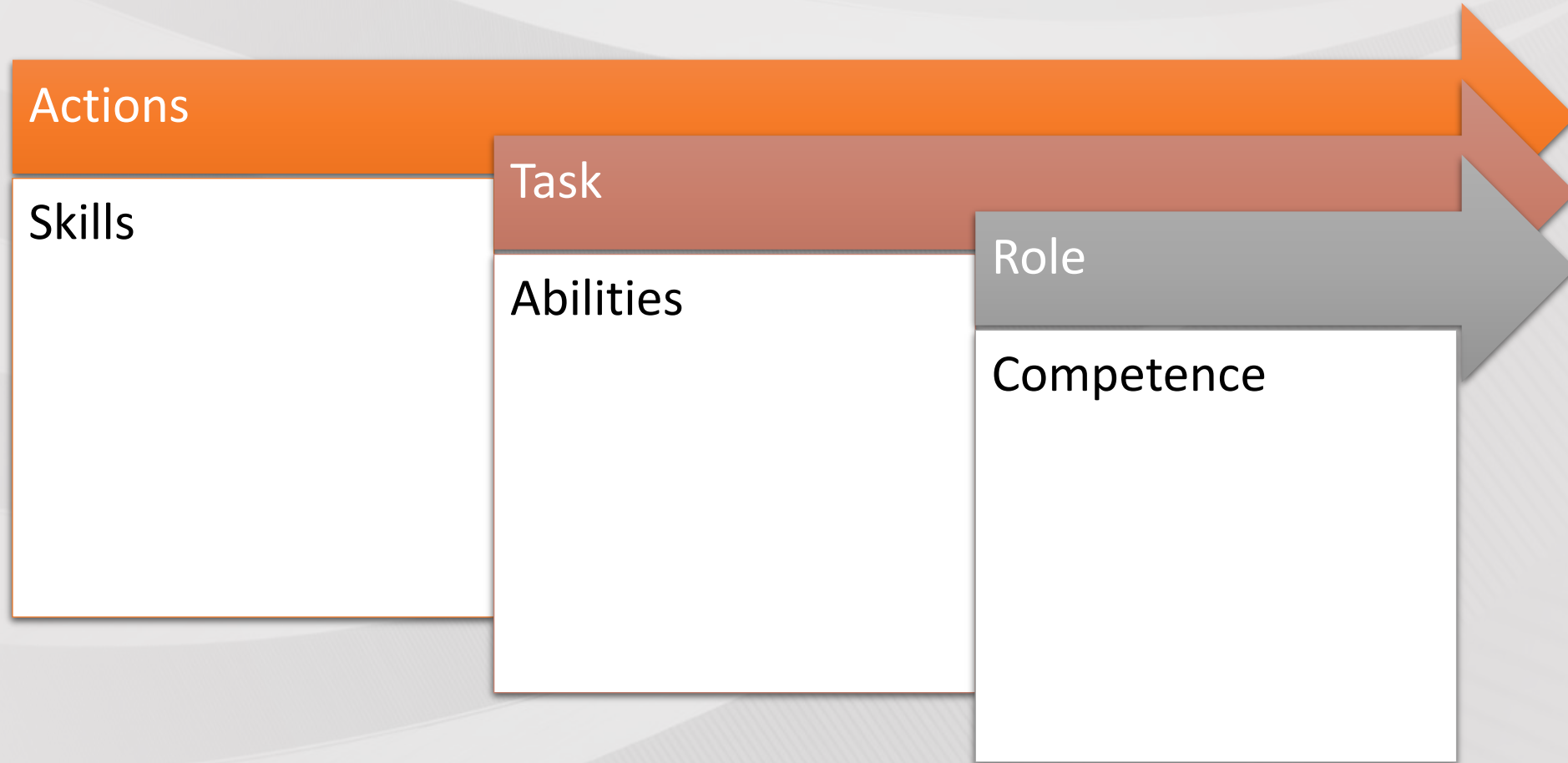
Personal characteristics of creative people



Personal characteristics of creative people



Performance



*Teachers should make **actions** so that they have **skills**. After they have skills, they also need to do some **tasks** that are continued day by day for themselves, so it will become their **abilities**. After they are capable, they have to play **role** in so that it becomes their **competence**.*

Sources of creativity for educators

Professional development workshops

- Attend a workshop on using podcasts in the language classroom.

Authentic materials

- Choose a podcast episode that is relevant to your students' interests or academic field, and create pre-listening, listening, and post-listening activities that help them develop their listening skills.

Collaboration with other teachers

- Work with another language teacher to create a listening activity that incorporates both English and the students' native language.

Student feedback

- Ask your students what topics they are interested in, and choose a podcast episode that aligns with their interests.

Sources of creativity for educators

Technology

- Use an online tool like Edpuzzle to create interactive listening activities that include comprehension questions and prompts for reflection.

Personal Experiences

- Use a personal experience as a basis for creating a podcast episode or writing a script for a listening activity.

Professional Networks

- Join an online community of language teachers and ask for recommendations for podcasts or other authentic materials that can be used to improve listening skills.

A close-up, low-angle shot of a person's feet wearing brown and red hiking boots, stepping on a rocky and dry path. The background shows a hilly, arid landscape with sparse, dry vegetation under a bright sky. The text is overlaid on the center of the image.

The hardest thing is to start the first
step.

THANK YOU

didin.nuruddin@uinjkt.ac.id