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Networking is your Net Worth

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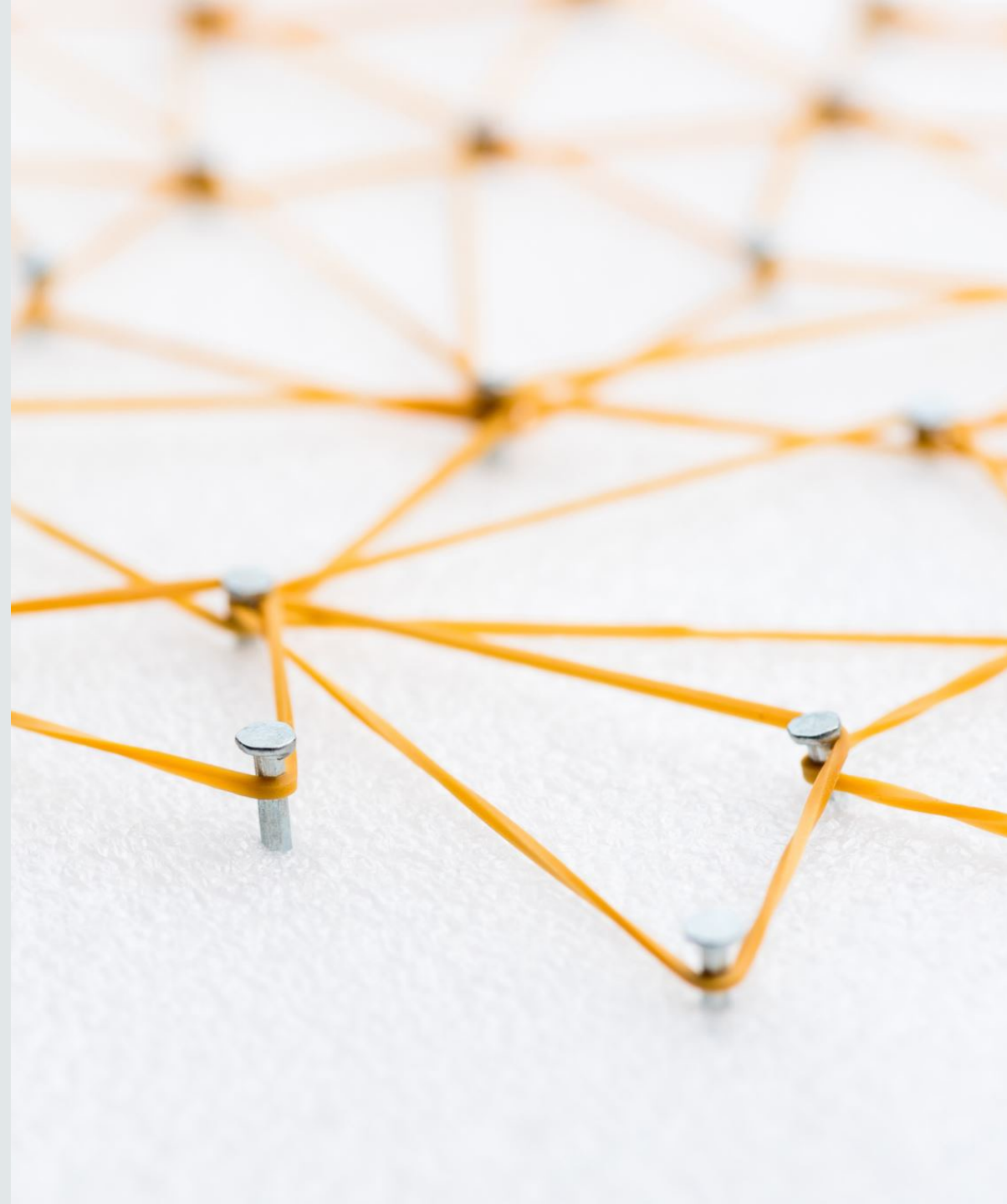
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Networking Is Your Net Worth

By Jordan Pacheco

Instructor – Caitlin McKilop



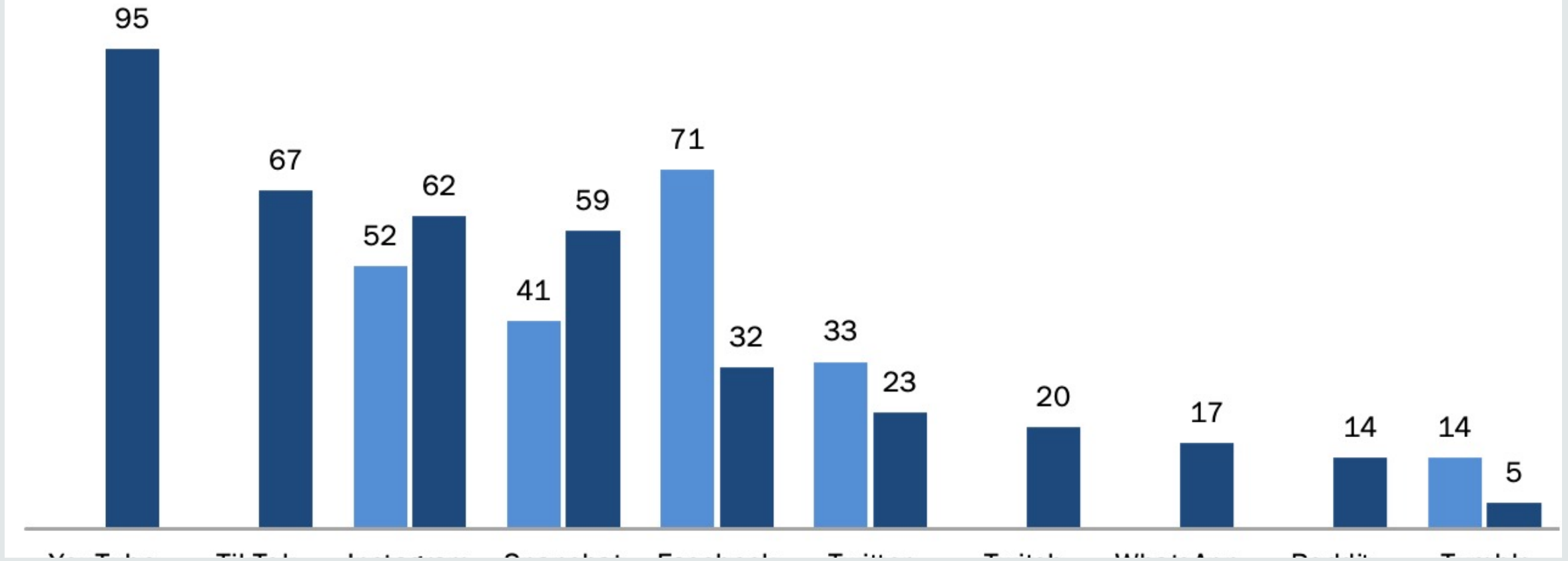
Goals

The topic that I chose was “Networking is your Net Worth”. My presentation is based on the importance and skills of branching yourself to others to eventually build relationships that can land you good occupations without relying on social media. A study was done by Mingjie Zhou who was a part of the Three-Wave Panel Study at the Journal of Medical Internet Research stated that amongst every first-year student in 2022t, 60%, spent at least some time on social networking websites in a typical week (Zhou, 2020). These numbers indicate that Socially vulnerable freshmen may use online contacts as a substitute for face-to-face interactions, especially when their transition to college disrupts their social networks. It is imperative to change this dependency because face-to-face interactions are what are going to elevate the students to their competition. Critical thinking is a skill that was once easily found in a lot of individuals to now considered rare due to the dependence of the web to solve our tasks. A study done by Emily A. Vogels, from Teens, Social Media and Technology 2022 stated that in fact, about three-in-ten teens who say they use social media too much (29%) say it would be very hard for them to give up social media. Conversely, a majority of teens who see their social media usage as about right (58%) say that it would be at least somewhat easy for them to give it up. (Vogels, 2022) The goal of my lesson is to emphasize that the Web can be a powerhouse resource for some occupations, however, relying on it may lessen your social skills.

Majority of teens use YouTube, TikTok, Instagram, Snapchat; share of teens who use Facebook dropped sharply from 2014-15 to now

% of U.S. teens who say they ever use each of the following apps or sites

■ 2014-15 ■ 2022



Methods

Materials and Activities Used:

1. A PowerPoint Presentation.
2. A worksheet with questions to keep students engaged.
3. Group activity at the end

Strategies Used to Engage the Students:

1. Asking personal and follow-up questions to help them better understand.
2. Ordered the students to put their phones at the top left corner of the desk upside down and all other devices away to give full attention.

How active learning approaches were applied

1. Prior to the presentation, the students were asked to fill out a pre-test on their basic knowledge and were then asked to follow along while answering the questions correctly.
2. Throughout the presentation, I asked if anyone had good interview experience and one student responded, “I interviewed for a restaurant position where the interviewer was impressed with my background experience and my communication skills.” And when asked if he would change anything about the interaction he said, “I wish I had been more engaged when he was talking about my expectations and tasks because when it came to the first day, I was very confused about what to do”.
3. To conclude my presentation, I arranged a group activity where students would have 2 minutes to not only learn something new about each other but critique what each partner could have done better. This is to create an employee and employer scenario. Following the two minutes, we spoke as a class to reflect on what their partner did and did not do to encourage the importance in some of these skills.

TOP 10 CONTRIBUTORS TO FORMING GOOD FIRST IMPRESSION

SMILE 53%

POLITE 53%

WELL SPOKEN 49%

EYE CONTACT 49%

GOOD LISTENER 48%

SMELLS NICE 46%

HOLDS CONVERSATION WELL 46%

BODY LANGUAGE 44%

TONE OF VOICE 44%

WELL DRESSED 42%

Worksheet

COR 101: Networking

Name: _____

You are going to take this quiz two times. Once at the start of the lecture and a second time in the end. The first time you take this quiz circle your answers in the shaded "Pre-Quiz" column on the far right. Then fold your paper along the dotted line that separates the "Post-Quiz" and "Pre-Quiz" columns, such that you cannot see your "Pre-Quiz" answers. After you take the "Post-Quiz" unfold your paper and compare your answers.

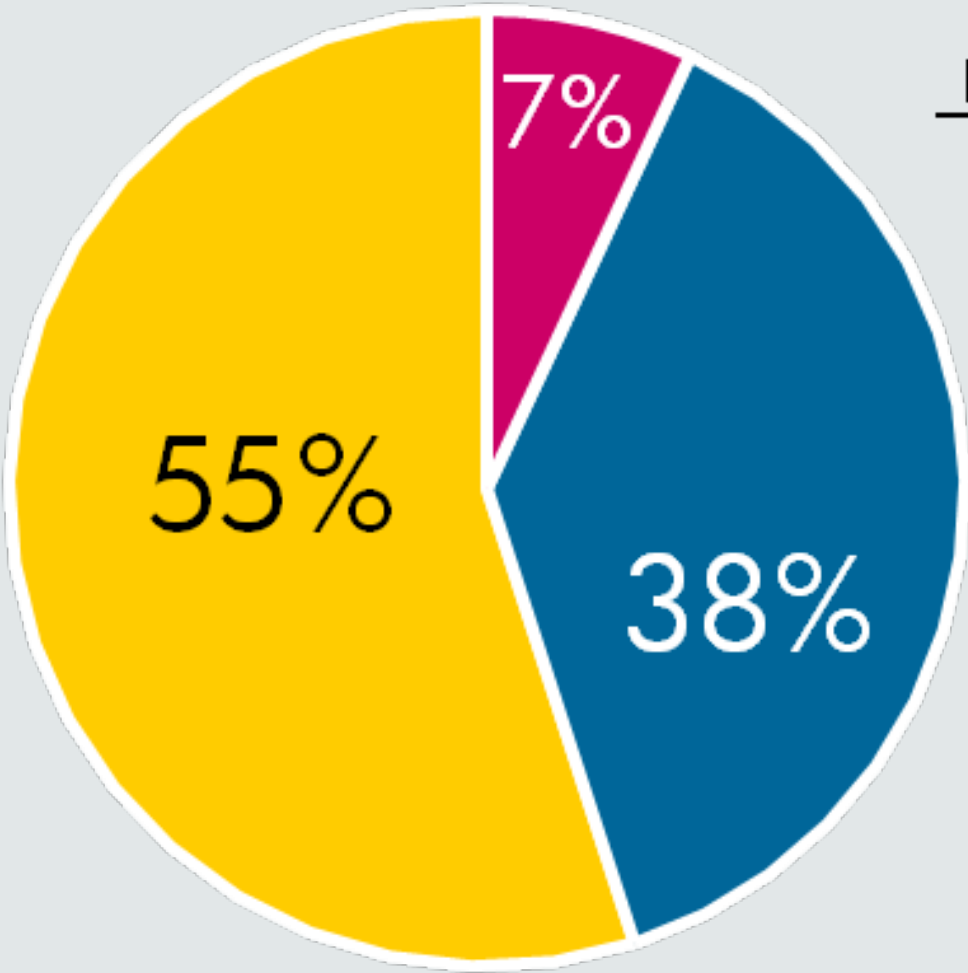
		Post-Quiz	Pre-Quiz
1.	What is Networking?		
2.	Why do we Network?		
3.	What percent of communication is nonverbal?	a. 40% b. 60% c. 70% d. 95%	a. 40% b. 60% c. 70% d. 95%
4.	What is one way to give a good impression?		
5.	What is one way to give a poor impression?		
6.	The best way to network is to collect contacts.	True False	True False
7.	What is the next step in building your networking empire?		

Networking Tips:

Cold Calls:

Cold calls are phone calls or email messages to people you have not contacted before. Cold call messages should include:

- Brief introduction into who you are
- Purpose of reaching out
- Why you are contacting them specifically
- Call to action or next step
- Closing statement



Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Teaching Assistant Reflection

I believe the students understood and gave good feedback to not only myself but to each other during the presentation. During the group activity, the students worked in pairs on the assigned question while using the proper techniques of greeting each other. This led me to believe that the students followed along with the lecture and critiqued one another on the things that they did right and wrong. For example, if a student was assigned to meet someone and the other person was looking away while talking and not enthusiastic, it leads to disinterest. According to Online Optimism, in today's world, the average attention span of someone born into Gen Z is about 8 seconds. Within that time frame, it is imperative to intrigue your audience and it is only going to get harder in the coming years. All things considered, I did get a little nervous in the middle of my presentation and began to rush through a slide or two but once I opened it up to the class to get their point of view and had a Q&A I felt a lot more comfortable and ended the lecture on a good note.

Student Reflection

1. “Your personal stories related to me and helped me better understand the importance of networking.”
2. “The presentation reminded me how essential the basics of greeting someone is”
3. “I learned the setbacks that a bad first impression can lead to”
4. “Experience matters more than I thought”
5. ”I know how to get started and will connect with others on LinkedIn”

Research

Zhou, M., Li, F., Wang, Y., Chen, S., & Wang, K. (2020). Compensatory Social Networking Site Use, Family Support, and Depression Among College Freshman: Three-Wave Panel Study. *Journal of Medical Internet Research*.

Vogels, A. Emily. (2022). How College Freshmen Describe Their Experiences and Behaviors of Using Personal Communication Devices (PCD) and Social Networking Sites (SNS). ProQuest Dissertations Publishing.

Sklenear, Abby. (2022) Social media marketing and the Gen Z attention span.

Images:

1. <https://www.google.com/search?q=Majority+of+teens+use+YouTube,+TikTok,+Instagram,+Snapchat%3B+share+of+teens+who+use+Facebook+dropped+sharply+from+2014-15>.

2. <https://www.google.com/search?q=top+10+contributions+of+forming+a+first+impression>

3. <https://www.google.com/search?q=elements+of+personal+communication&tbm>