# 'Show Me Your Wiki and I'll Show You Mine': Raising Academic Writing Standards using Online Social Learning Techniques

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## Abstract

*"Learning would be exceedingly laborious, not to mention hazardous, if people had to rely solely on the effects of their own actions to inform them what to do. Fortunately, most human behavior is learned observationally through modeling: from observing others one forms an idea of how new behaviors are performed, and on later occasions this coded information serves as a guide for action."*
*-Albert Bandura, Social Learning Theory, 1977.*

Online and e-learning techniques are rapidly expanding and advancing around the globe, as educators increasingly employ new media to both engage younger generations in learning processes, and to simplify and democratise student access to access academic resources. However, fewer have considered the social learning processes described by Bandura (1977) in relation to the employment of online forums to raise academic writing standards both competitively and collaboratively. The following paper describes the introduction of a 'Health, Culture and Society' Wiki, which was set up for students from a range of undergraduate health-related disciplines to contribute to for assessment. We firstly describe the process of introducing a shared, online space to the students, in which they were required to select, research, and analyse a cultural artefact in relation to a public health issue. Secondly, we highlight key moments in individual and shared learning processes as the Wiki was being built, developed, and explored by the students. Thirdly, we outline the benefits of allowing students to publicly profile their academic work in relation to Bandura's Social Learning Theory, and finally, we deliver a conceptual model as a product of reflections by students regarding what and how they learnt as a result of the Wiki exercise.