2 Common Ways of Using Social Media

Utilizing Social Media

External Communication

In Class
Recent Surveys: Social Media in Higher Education 2010 and 2011

Survey by Pearson: Social Media in Higher Education **2010**

- Random sample of 10,000 Pearson customers
- 939 respondents (9.5%)
- Both teaching and non-teaching (94% teaching)
- 58% Teaching in the Arts & Sciences
- 42% Teaching in Professional & Career

and

Survey by Pearson: Social Media in Higher Education **2011**
(covers use in teaching plus personal use and professional use)
- 1,921 respondents

http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010
2011 Survey by Pearson: Social Media in Higher Ed.

All Are Aware

![Faculty awareness of social media sites]

- Facebook
- Twitter
- YouTube
- Blogs
- MySpace
- Wikis
- LinkedIn
- Flickr
- Slideshare

2010 Survey by Pearson: Social Media in Higher Ed.

Social Networking Awareness and Use, 2010

- Have Heard Of
- Have an Account
- Communicate with Educators
- Communicate with Students

Teaching Use: Class Sessions

- 80 percent of faculty use social media for some aspect of a course that they are teaching.
- Nearly two-thirds use social media within their class session.
- 30 percent post content for students to view outside of class session.

2011 Survey by Pearson: Social Media in Higher Ed.

Teaching Use: Perceived Value

- Other Online Video
- YouTube
- Podcasts
- Blogs
- Wikis
- Facebook
- Twitter

Social media and higher education, the common ground

2010 Survey by Pearson: Social Media in Higher Ed.

Social Networking Use

- **Have an Account**
  - Not Teaching Online: 20%
  - Teaching Online: 80%

- **Communicate with Educators**
  - Not Teaching Online: 40%
  - Teaching Online: 60%

- **Communicate with Students**
  - Not Teaching Online: 30%
  - Teaching Online: 70%

2010 Survey by Pearson: Social Media in Higher Ed.

Social Network Use by Discipline

- Have an Account
- Communicate with Educators
- Communicate with Students

- Business or Economics
- Mathematics & Sciences
- Humanities, Social Sciences

http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010
What are educators doing online?
- 71% watched online video/podcast (average population 82%)
- 59% visited social networking site
- 55% read blogs/wikis

Top Social Media:
- Communicating with peers: Facebook, LinkedIn, Skype, YouTube
- Communicating with students: YouTube, Facebook, Skype, LinkedIn

Who is using social networks?
- Overall, 80% of educators have at least 1 social network account (most have more than one).
- Those teaching online, power computer users somewhat more likely to have social networking accounts and use them with other educators and students.
- Social network use is highest in Humanities and Social Sciences faculty.
- There were only small differences in usage based on stage in career, gender, tenure status or device ownership.

2010 Survey by Pearson: Social Media in Higher Ed.

State-of-Practice

http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010
Social Networking Awareness and Use

- Facebook
- YouTube
- Skype
- LinkedIn
- Twitter
- Flickr
- MySpace
- Google...
- Slideshare

- Have...
- Heard Of

%  20%  40%  60%  80%  100%

2010 Survey by Pearson: Social Media in Higher Ed.

State-of-Practice

http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010
2010 Survey by Pearson: Social Media in Higher Ed.

Personal and Classroom Uses

- Watched/listened to online...
- Read blogs/wikis
- Created video/podcast
- Commented blogs/wikis
- Published a blog/wiki post
- Visited social networking sites
- Commented on video/podcast
- Comments or updates

Class Use vs Personal Use

http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010
Themes from open responses

• “Extend the classroom”
• “Talk to them in the language they are using”
• “Breaks up the class”
• “Good for review and reinforcement”
• “Not the primary means of teaching”
What Research Approaches Create Relevant Knowledge for Social Media Use in Universities?
You have the Choice: Find the Right Mix for (performance improvement in) your Tasks
There is research in this field, but still in the early stages

Information Systems Scholars may have Models that could work:

- **Task-Technology-Fit Model**

- **Technology Acceptance Model**

- **Information Systems Success Model**

- ...
How could such a model look like? Towards …
It is about Task-Technology-Fit not Technology-Task!

Guideline

Technology Characteristics → Task Characteristics → Individual Characteristics → Task-Technology Fit

Functionality → Type of Content → Privacy → Data Integration / Back-Ups → Costs
Social Media Functionality: A Possible Characterization

- Watch – find …
- Join – networking …
- Collect and Organize – manage inf …
- Critic – respond …
- Talk – communicate …
- Create – contribute …

Further Information on this topic:
Guideline

Technology Characteristics

Task Characteristics

Individual Characteristics

Task-Technology Fit

Functionality

Type of Content

Privacy

Data Integration / Back-Ups

Costs

- Text (How Long: Messages, URLs, Reports)
- Pictures
- Presentations
- Documents
- Videos
Guideline

Technology Characteristics

Task Characteristics

Individual Characteristics

Task-Technology Fit

Functionality

Type of Content

Privacy

Data Integration / Back-Ups

Costs
Guideline

- Technology Characteristics
- Task Characteristics
- Individual Characteristics
- Task-Technology Fit

Functionality
Type of Content
Privacy
Data Integration / Back-Ups
Costs
Guideline
Guideline

Technology Characteristics

Task Characteristics

Individual Characteristics

Task-Technology Fit

Which functionality is important?

What type of content is required?

Which privacy settings are needed?

Is it important to export or import data?

Budget of the task.
Guideline

Technology Characteristics

Task Characteristics

Individual Characteristics

Task-Technology Fit

Size of the Group.

Distribution of the Group

Acceptance towards Social Media

Age

Social Media Knowledge (SoMe Assessment)

Business 2.0 IWI-HSG

Universität St. Gallen
Future Tasks:
- Test existing IS models in the context of social media
- Adapt or develop new models
- Test theories
- Build new theories (Grounded Theory)

There are successful cases on social media usage:
- Undertake Case Study Research
In an educational setting, the social media classroom is designed to augment or—when physical co-presence is not possible—to replace face-to-face interaction.

Website for Download: http://socialmediaclassroom.com
Video-Tutorial: http://youtu.be/8cLympdXeew (7 min, by H. Rheingold)
Case II: Michael Wesch: A Portal to Media Literacy

- from closed to open system
- from control to enable
- from structure to platform

eLecture, 1 hr (2008), about Motivation and his practice: http://youtu.be/J4yApagnr0s
Case II: Visit Michael Wesch’s Open Classroom:
http://www.netvibes.com/wesch#Digital_Ethnography
2 Common Ways of Using Social Media: Open Platforms → Blurring Boundaries

Utilizing Social Media

External Communication

In Class
“Facebook has changed the way students, faculty members, and administrators communicate outside the classroom. Now, with the introduction of the London School of Business & Finance’s Global MBA Facebook app, Facebook is becoming the classroom.”

http://chronicle.com/blogs/wiredcampus/british-university-offers-m-b-a-courses-on-facebook/28463
Case IV Aback: From Static Website Publishing to Dynamic Social Extranet

Social Media - External

- Weblog / Blog-Plattform
- Documents / Presentations
- Videointerviews Video-Stories
- Social Book-marking / Liter.
- Social Networks
- Microblogging, and more tools
We use slideshare to share our knowledge and project results: inside and outside of the classroom.
Case IV of Aback: Twitter in Class

We use Twitter-Walls to collect questions and remarks while students are holding their presentations.
We use Twitter to encourage participation and sharing of the latest information on the topic of interest. Students get points for tweeting interesting URLs.
Take-Aways

1. Think about Task-Technology-Fit not Technology looking for a task!

2. We need more research on this topic!

3. Good cases are out there, try to learn from them (and research them)!
## Discussion

1. What are your experiences?

2. Do you know about research projects on this topic?

3. What do you think are the biggest opportunities (or challenges or problems)?
Want to assess your Work Practice, and integrate Social Media? - See our Workshop Arbeitspraxis 2.0

www.business20.unisg.ch
Thank you!

Supplement
Presentation on Slideshare
http://www.slideshare.net/andreakback

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List of images

S. 1 (Social Media Management) http://socialmediamagic.com/blog/images/03-Social-Media-Management8777.jpg
S. 16 (Social Media Cube) http://lookingoverseas.files.wordpress.com/2011/03/social-media.jpg
S. 37 (Twitter-Wall) http://farm4.static.flickr.com/3544/3406616388_8e6e26ec61.jpg
S. 38 (Grades) http://www.mentorhigh.com/teacher/larkin/grades.jpg
S. 41 (Female Head): Information Overload, by sykotikscarecrow.deviantart.com
Prof. Dr. Andrea Back is full professor and director at the Institute of Information Management (IWI) at the prestigious Swiss University of St. Gallen (HSG) since 1994. Her research focuses on the area of Online Collaboration, Corporate eLearning, and Management in the Digital Economy (Enterprise 2.0/Business 2.0 paradigm) with an emphasis on applicability and knowledge transfer. She has published several books on the subject and publishes collaboratively online with a broad community of corporate and academic followers/contributors (cf. personal vlog at www.business20experts.unisg.ch, finalist in the European E-Learning-Award in 2009; Blog-Carnival www.wissenscarnival.net on Enterprise 2.0, Knowledge Management and eLearning nominated for the D-Elina Innovation Award 2011). She is a regular consultant for international corporations in regard to eLearning, Social Media, mobile services, most recently Swisscom, T-Systems Multimedia, Lufthansa, Bayer, UBS as well as a contributor to management education programs. For a list of consulting and research projects cf.

• http://www.learningcenter.unisg.ch/index.php?id=93

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