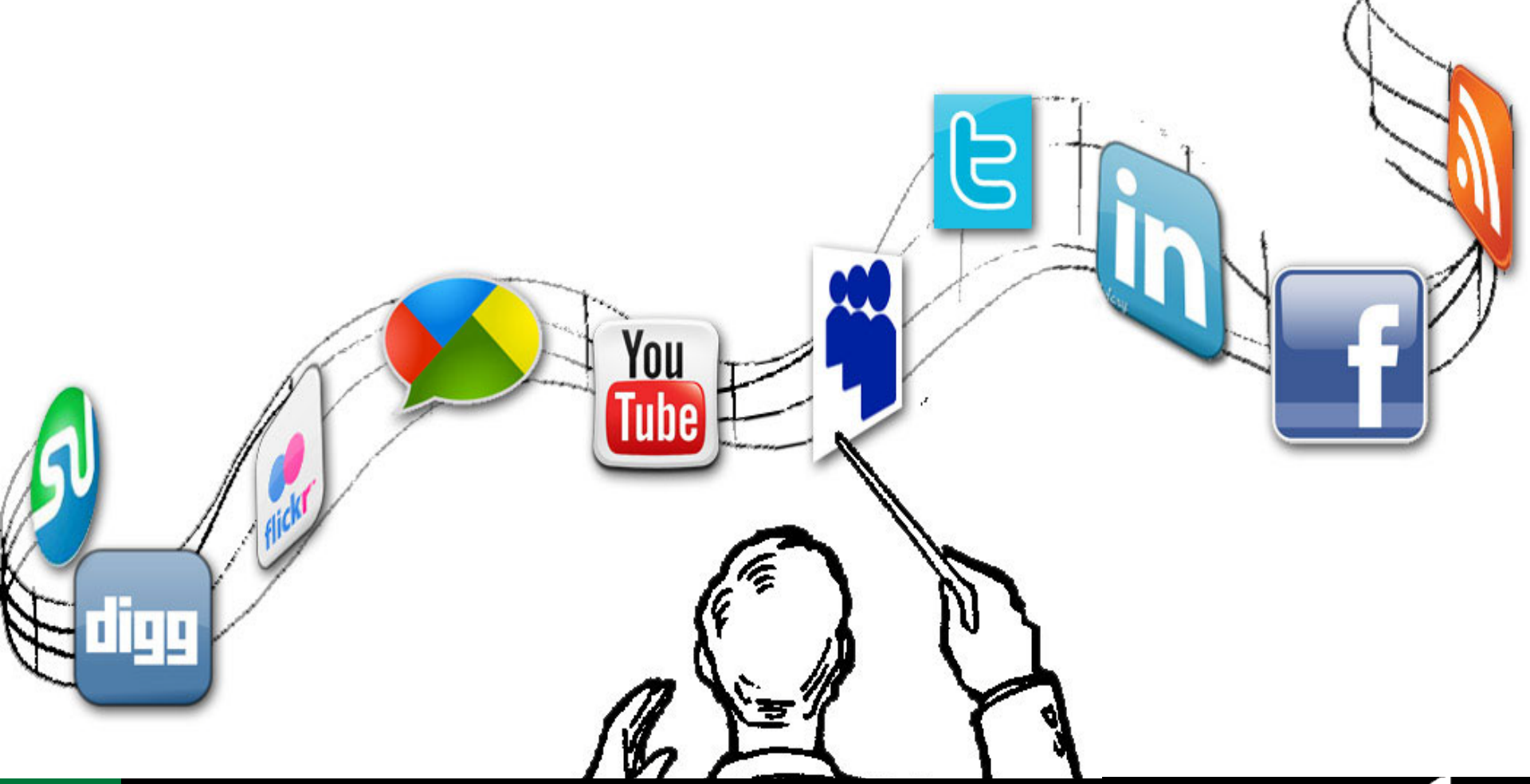


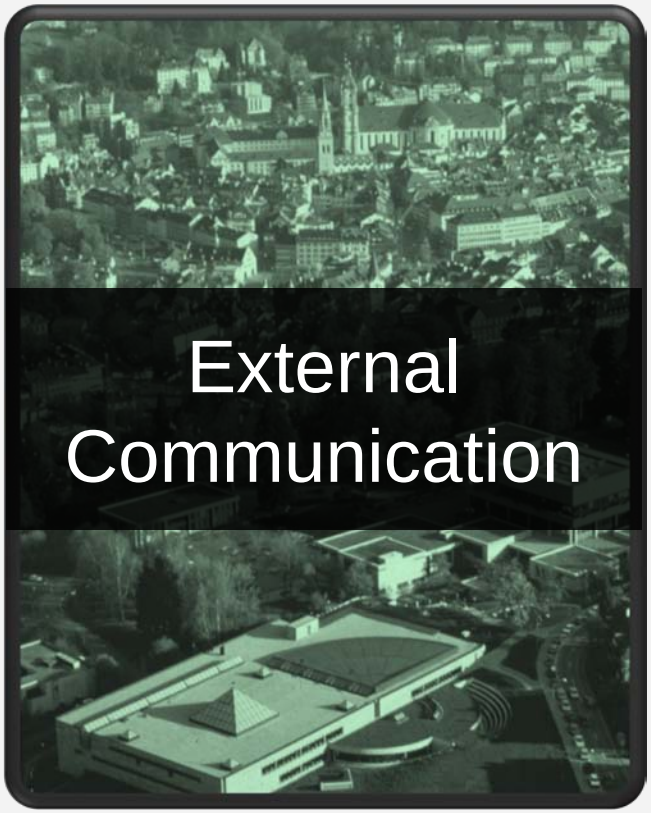
Social Media in Universities

Prof. Dr. Andrea Back, University of St. Gallen, CH

***Bled, 14.6.2011* - Workshop: How to Utilize Social Media in Universities?**

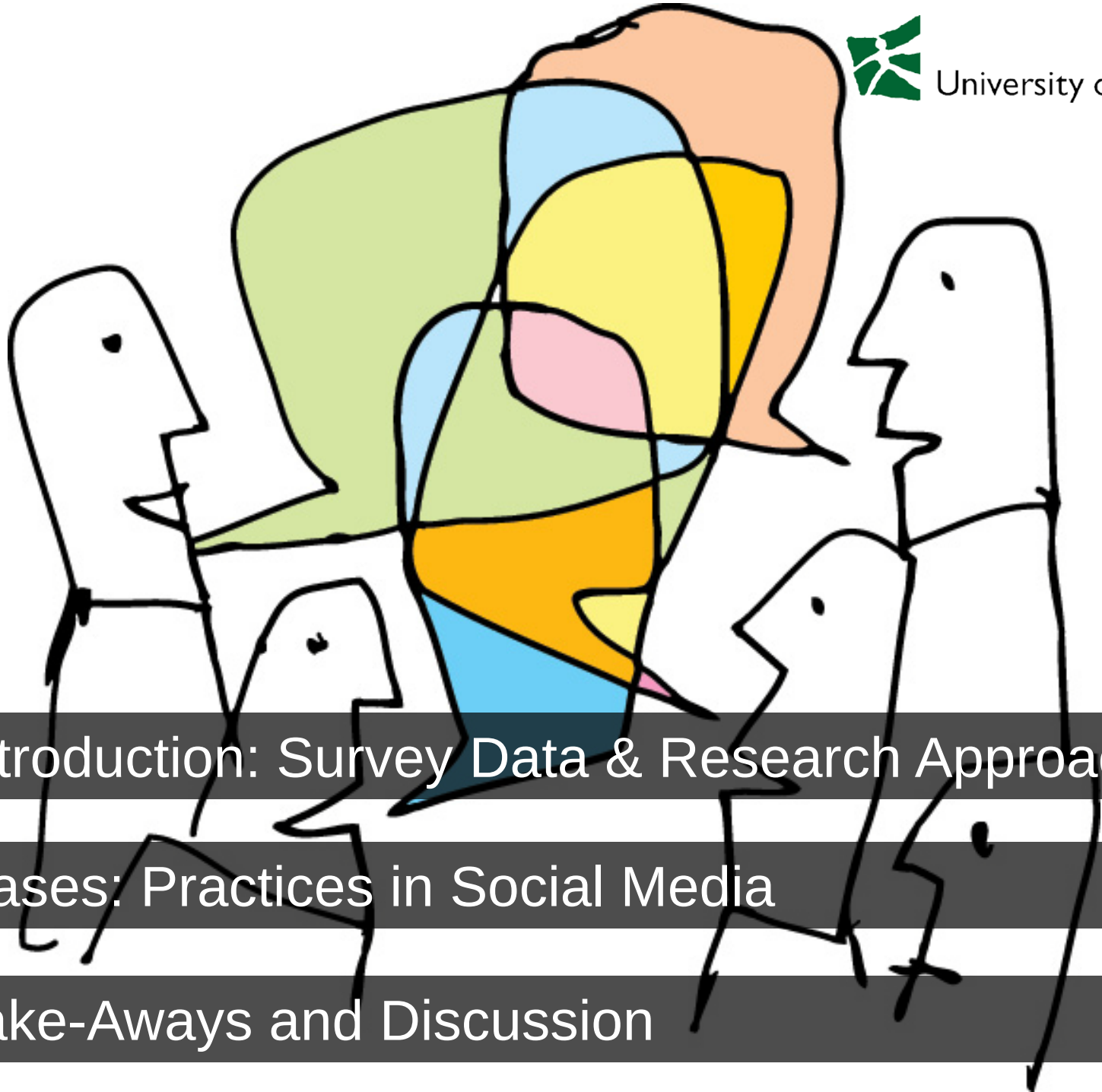
2 Common Ways of Using Social Media

Utilizing Social Media





University of St.Gallen



Introduction: Survey Data & Research Approaches

Cases: Practices in Social Media

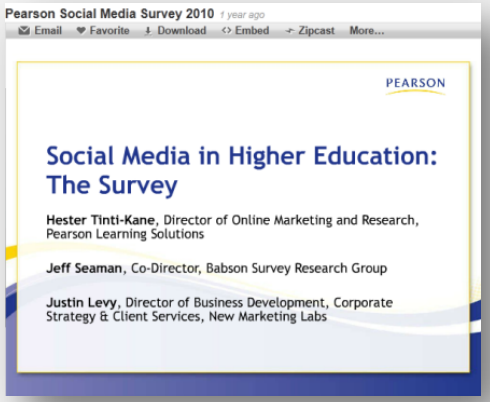
Take-Aways and Discussion

Recent Surveys: Social Media in Higher Eucation 2010 and 2011

State-of-Practice

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

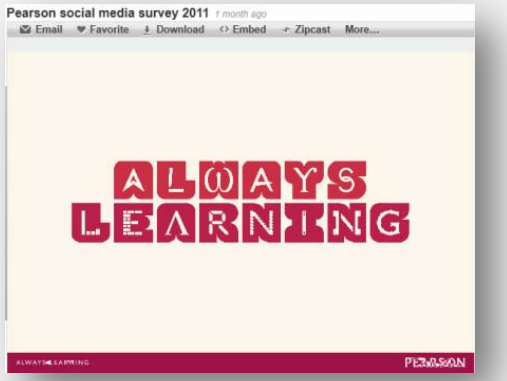
- Random sample of 10 000 Pearson customers
- 939 respondents (9.5%)
- Both teaching and non-teaching (94% teaching)
- 58% Teaching in the Arts & Sciences
- 42% Teaching in Professional & Career



and

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

- 1,921 respondents

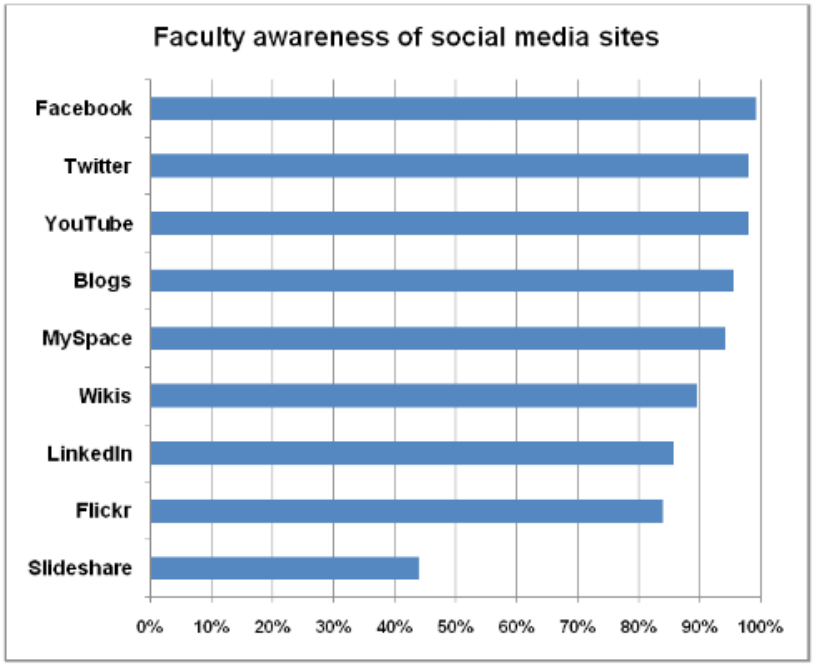


http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010

2011 Survey by Pearson: Social Media in Higher Ed.

State-of-Practice 2011

All Are Aware



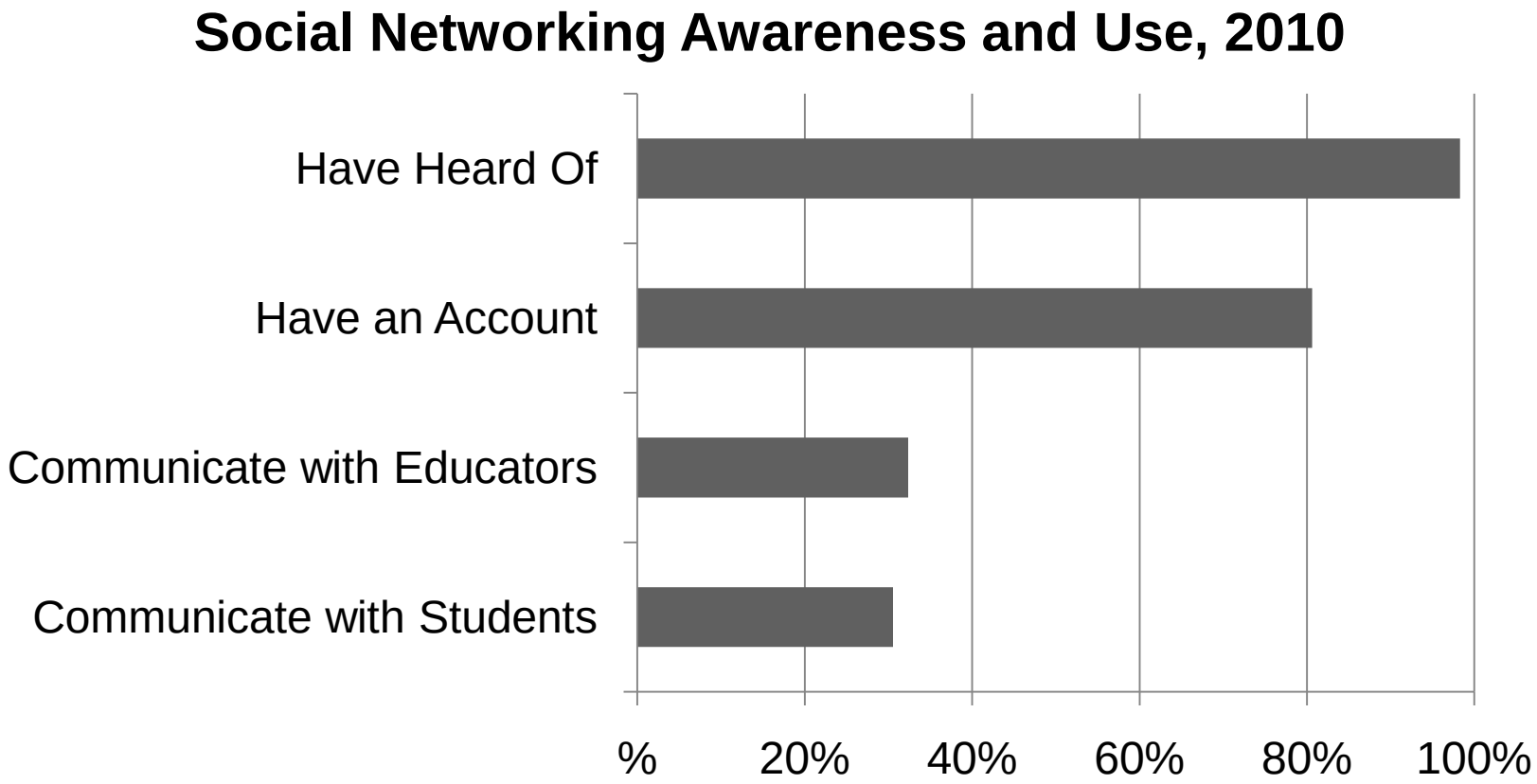
5 Social media and higher education, the common ground

PEARSON

http://www.slideshare.net/PearsonLearningSolutions/pearson-social-media-survey-2011-7633151

2010 Survey by Pearson: Social Media in Higher Ed.

State-of-Practice 2011



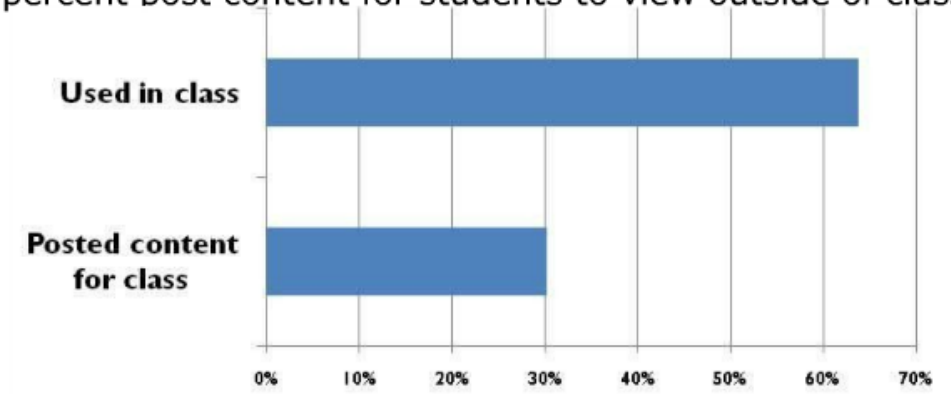
http://www.slideshare.net/PearsonLearningSolutions/pearson-social-media-survey-2011-7633151

2011 Survey by Pearson: Social Media in Higher Ed.

State-of-Practice 2011

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.



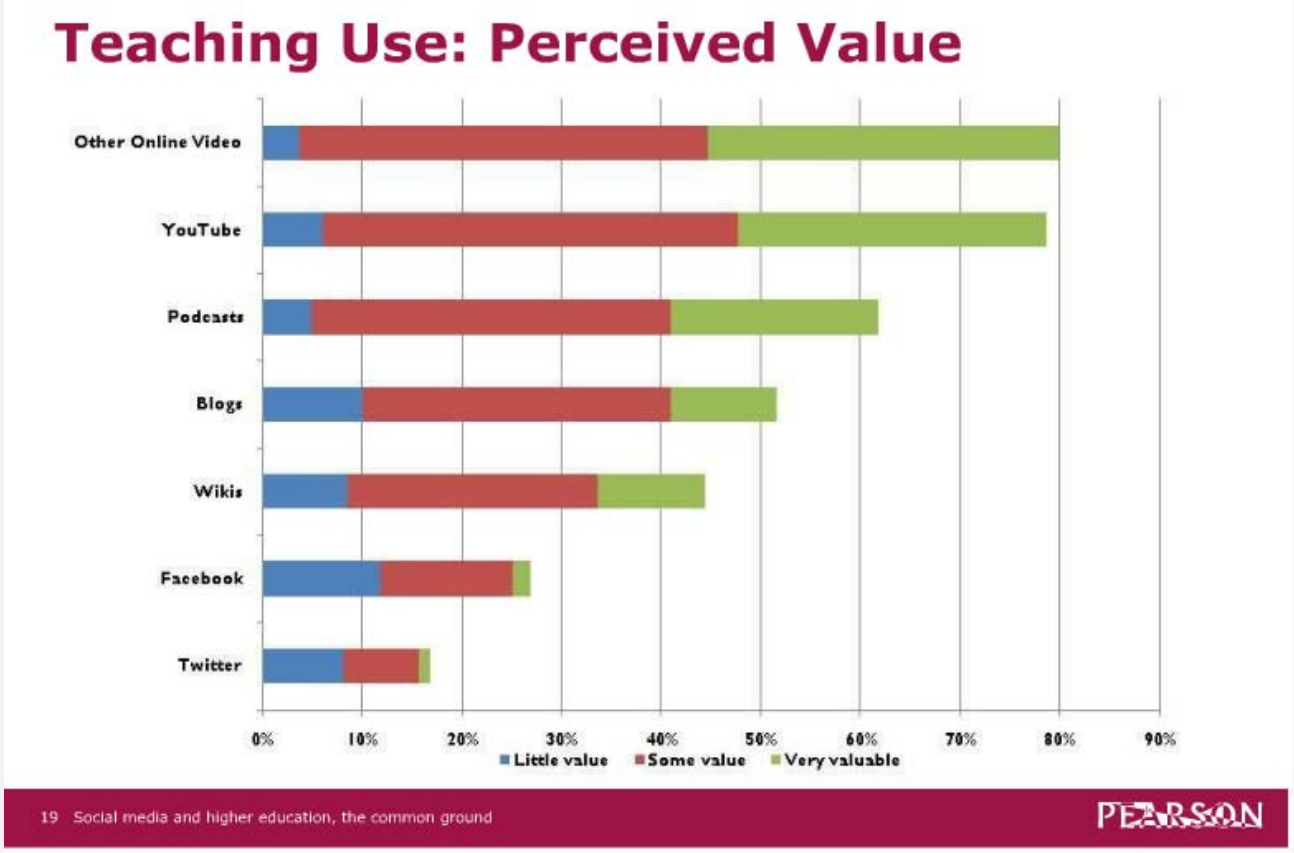
15 Social media and higher education, the common ground

PEARSON

http://www.slideshare.net/PearsonLearningSolutions/pearson-social-media-survey-2011-7633151

2011 Survey by Pearson: Social Media in Higher Ed.

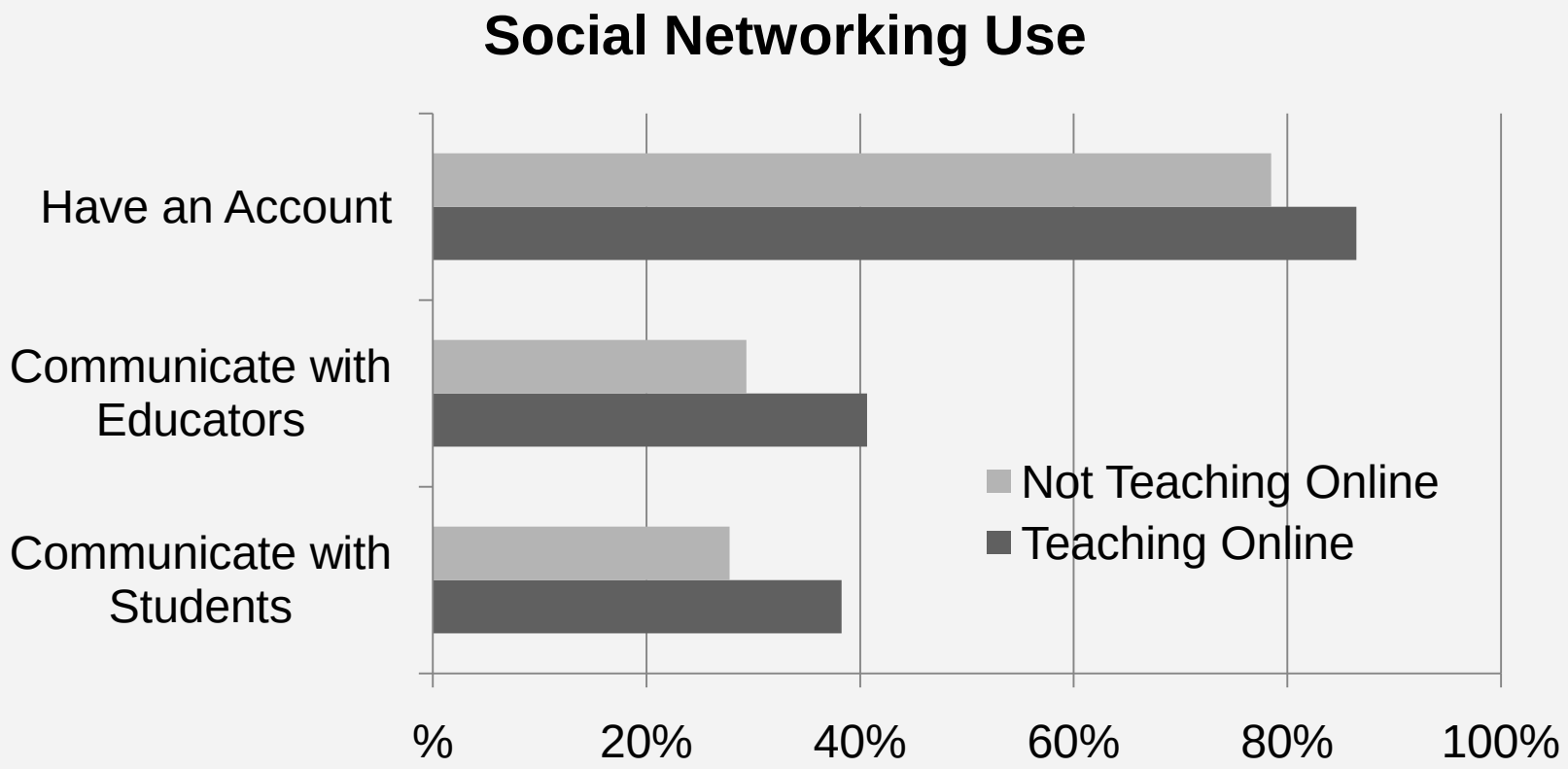
State-of-Practice 2011



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2010 Survey by Pearson: Social Media in Higher Ed.

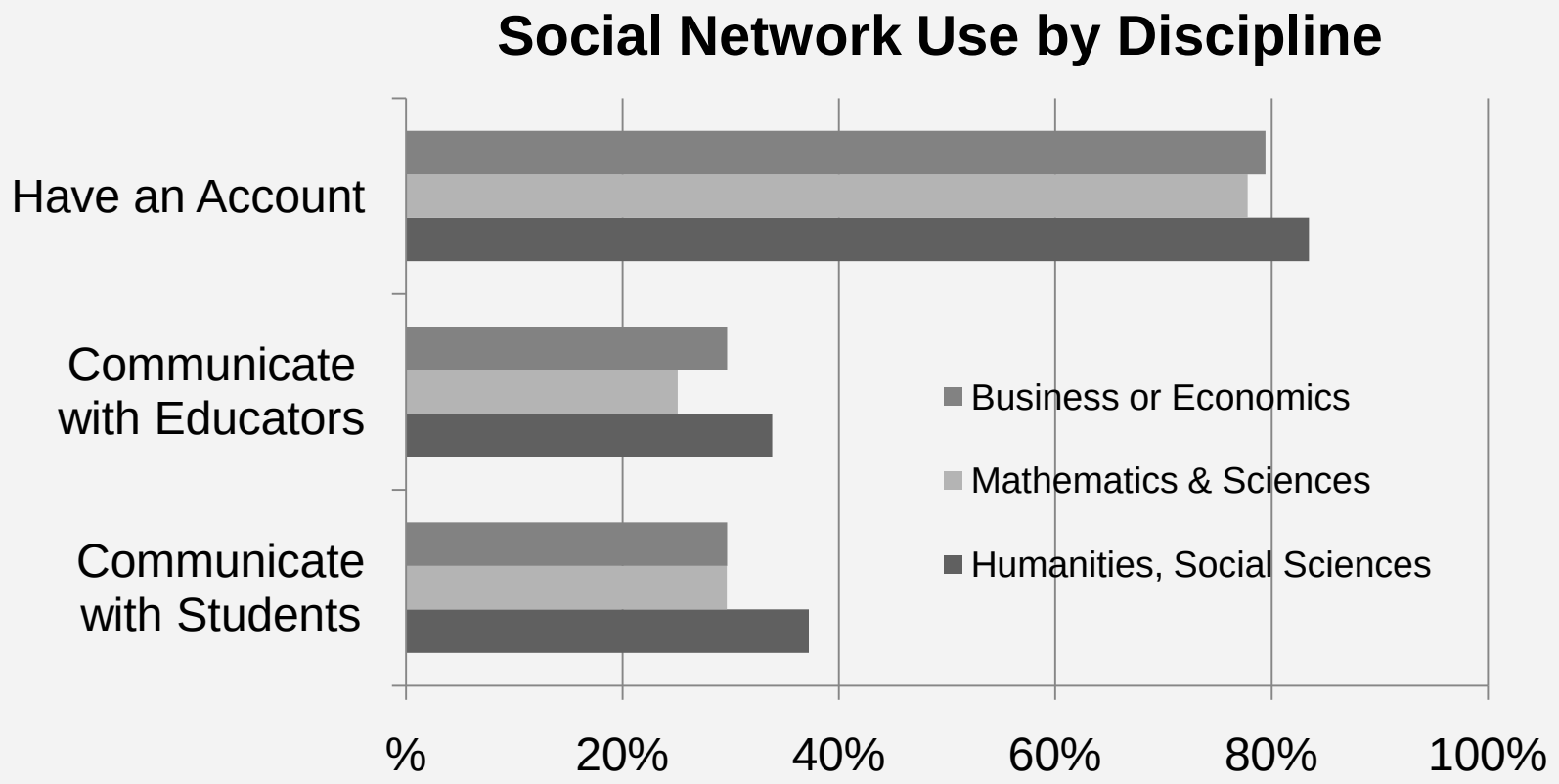
State-of-Practice



http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010

2010 Survey by Pearson: Social Media in Higher Ed.

State-of-Practice



http://www.slideshare.net/PearsonLearningSolutions/pearson-socialmediasurvey2010

2010 Survey by Pearson: Social Media in Higher Ed.

State-of-Practice

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:

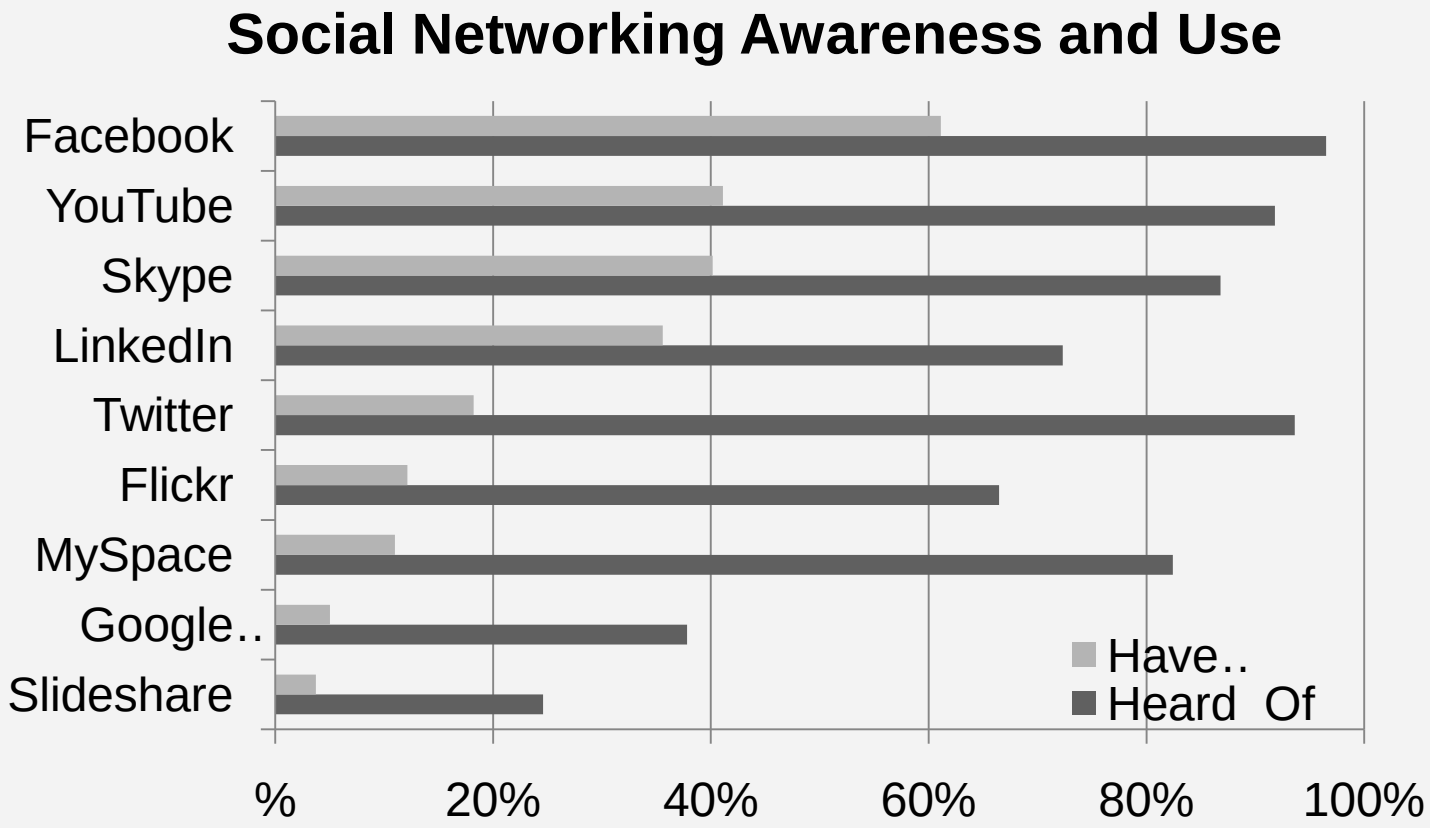
- Communicating with peers: Facebook, LinkedIn, Skype, YouTube
- Communicating with students: YouTube, Facebook, Skype, LinkedIn

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.

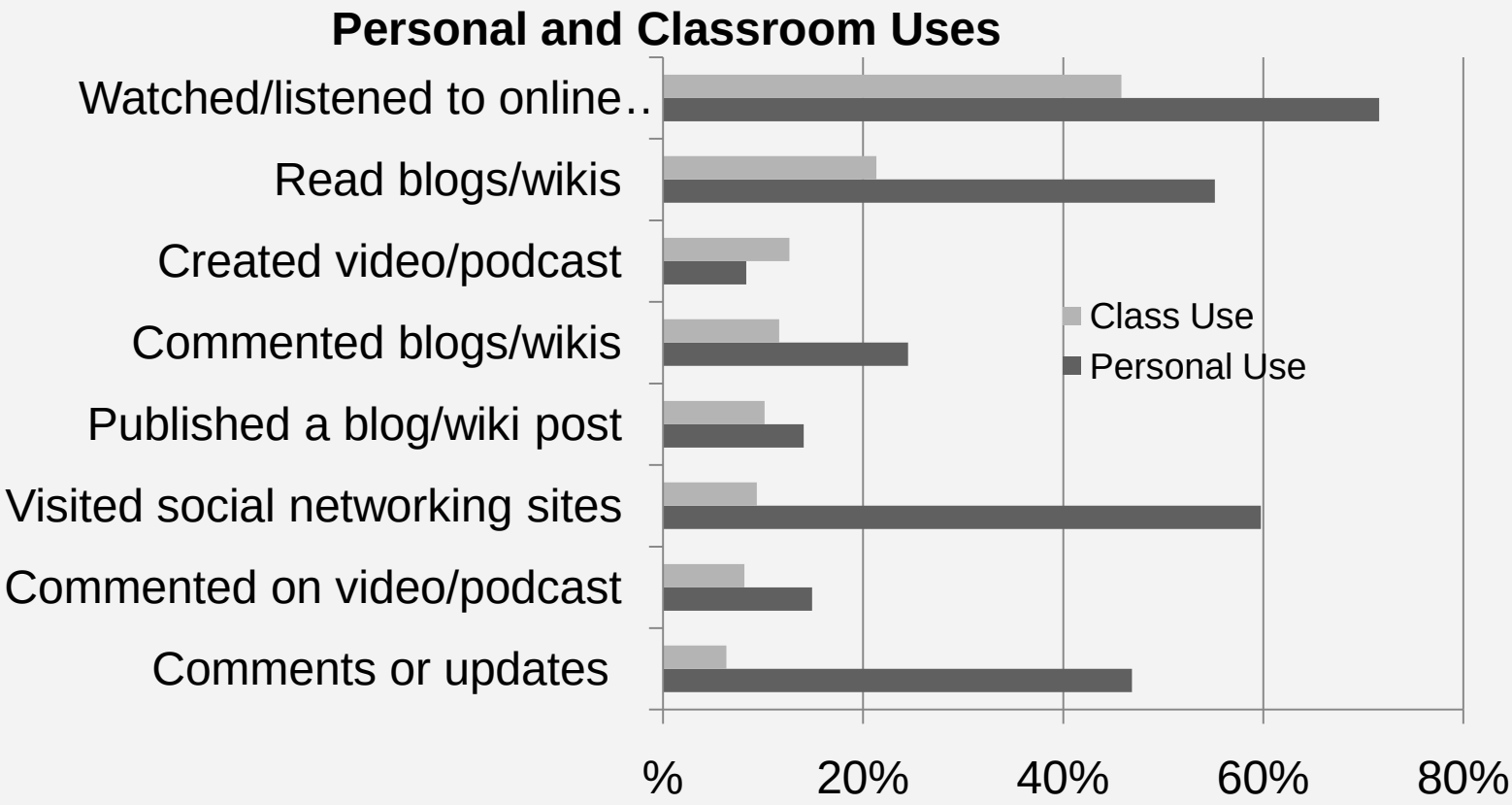
State-of-Practice



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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.

State-of-Practice

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

Social Media Mix



There is research in this field, but still in the early stages

Social Media

Information Systems Scholars may have Models that could work:

- **Task-Technology-Fit Model**

  Goodhue, D.L. & Thompson, R.L., 1995. Task-Technology Fit and Individual Performance. *MIS Quarterly*, 19(2), p.213.

- **Technology Acceptance Model**

  Davis, F.D., 1985. *A technology acceptance model for empirically testing new end-user information systems: theory and results*. Massachusetts Institute of Technology.

- **Information Systems Success Model**

  Delone, W.H. & McLean, E.R., 2003. The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information Systems*, 19(4), pp.9-30.

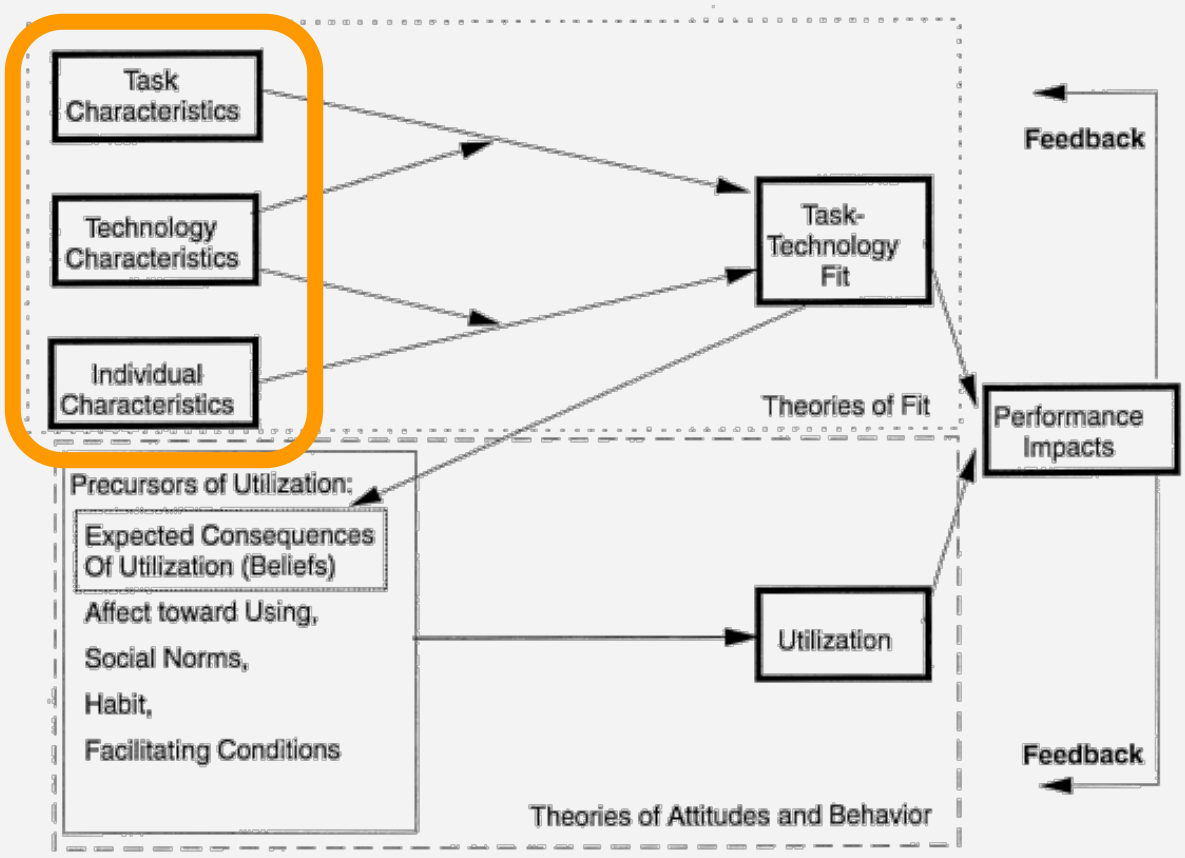
- …

How could such a model look like? Towards …



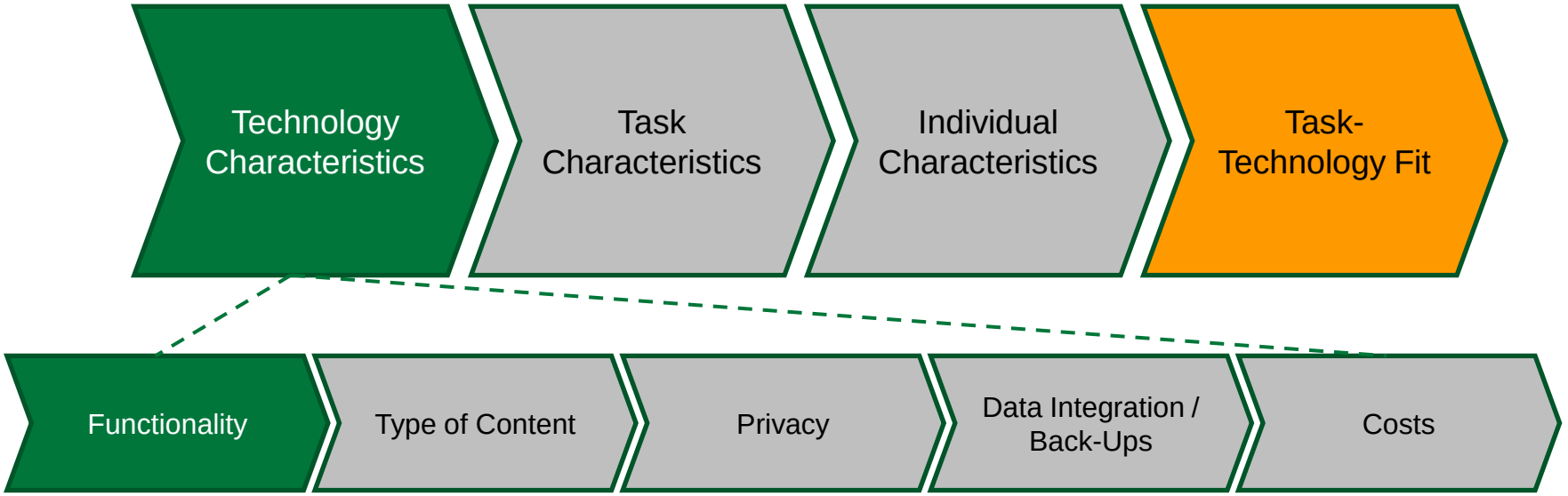
It is about Task-Technology-Fit not Technology-Task!

IS Models



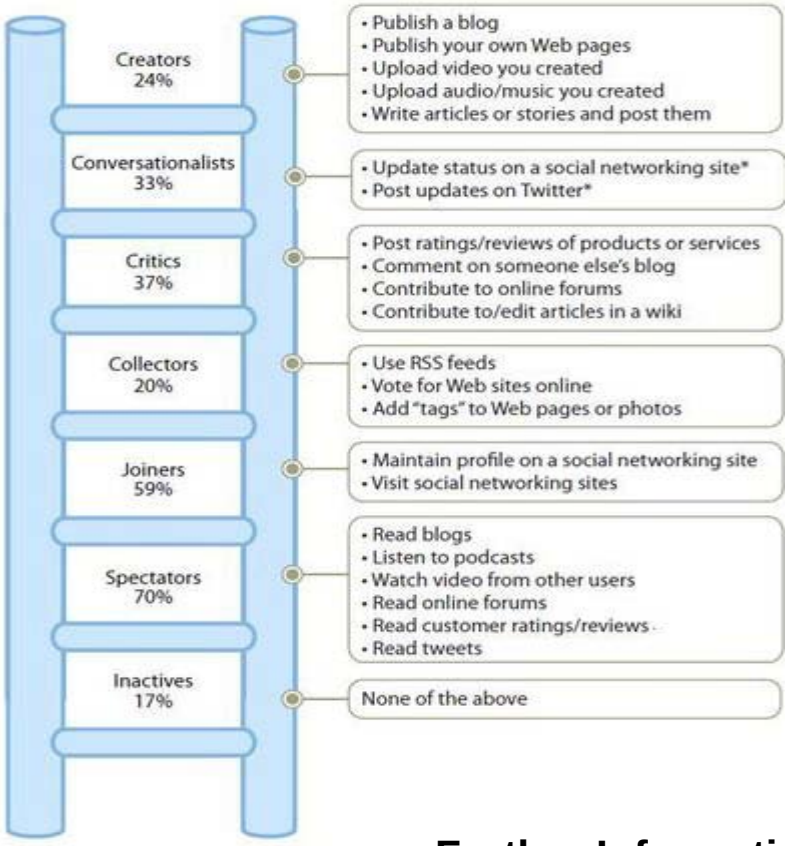
Goodhue, D.L. & Thompson, R.L., 1995. Task-Technology Fit and Individual Performance. *MIS Quarterly*, 19(2), p.213. Available at: http://www.jstor.org/stable/249689?origin=crossref [Accessed May 2, 2011].

Guideline


Technology Characteristics
Task Characteristics
Individual Characteristics
Task-Technology Fit
Functionality
Type of Content
Privacy
Data Integration / Back-Ups
Costs



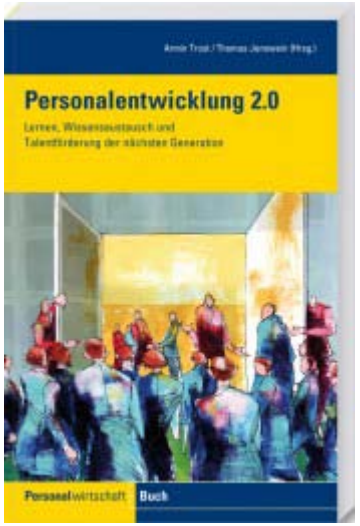
Social Media Functionality: A Possible Characterization



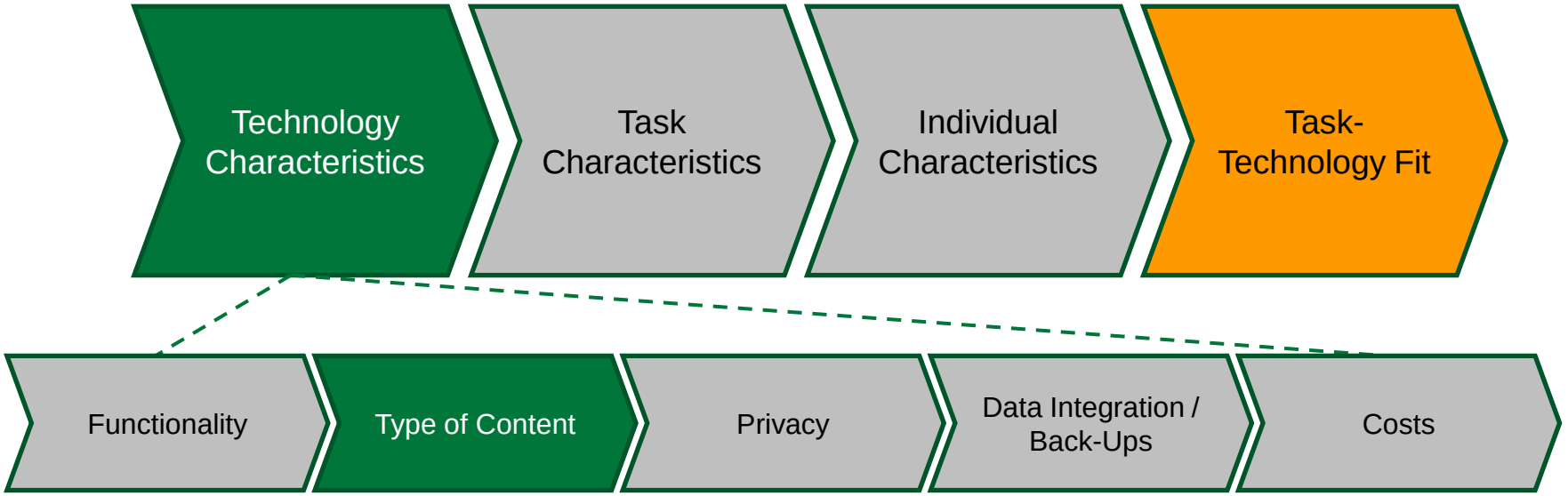
- Watch – find …
- Join – networking …
- Collect and Organize – manage inf …
- Critic – respond …
- Talk – communicate …
- Create – contribute …

Further Information on this topic:

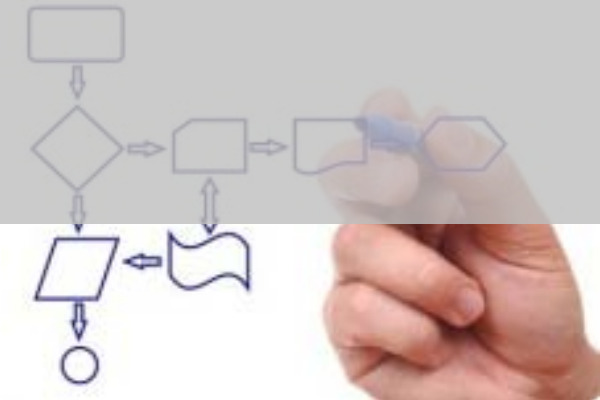
Trude, E. & Sammer, T., 2011. Die Vermittlung von Social-Media-Kompetenzen in einer Social-Media-Lernumgebung – Ein Erfahrungsbericht der Bayer AG. In T. Jenewein & A. Trost, eds. *Personalentwicklung 2.0*. Luchterhand Verlag Gmbh.



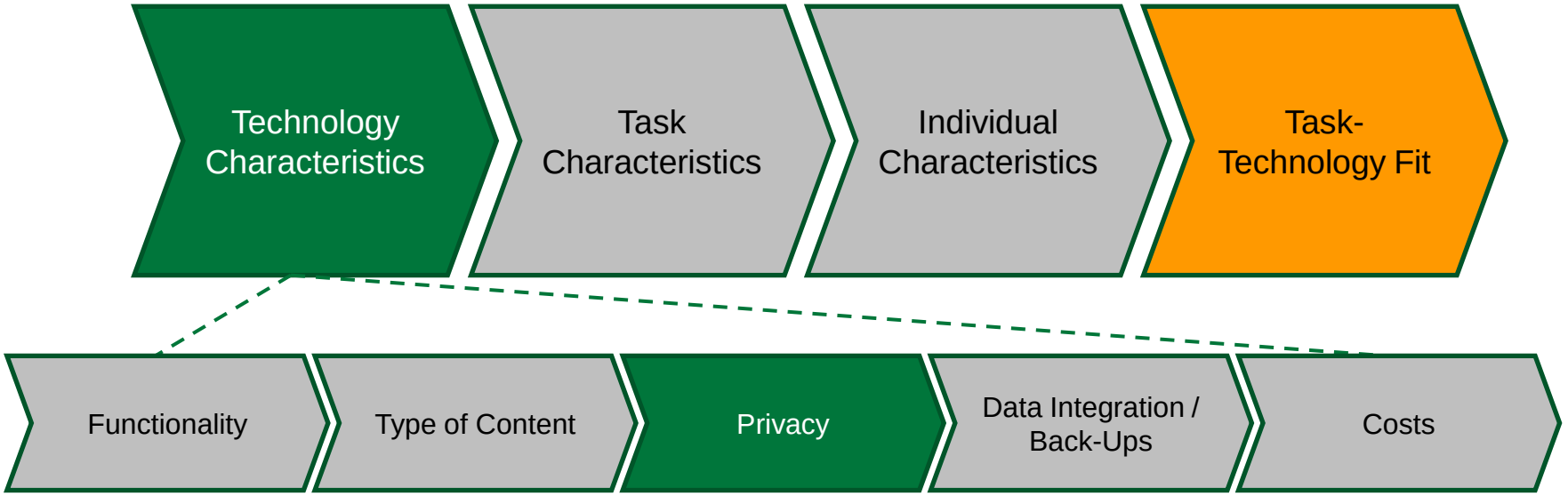
Guideline

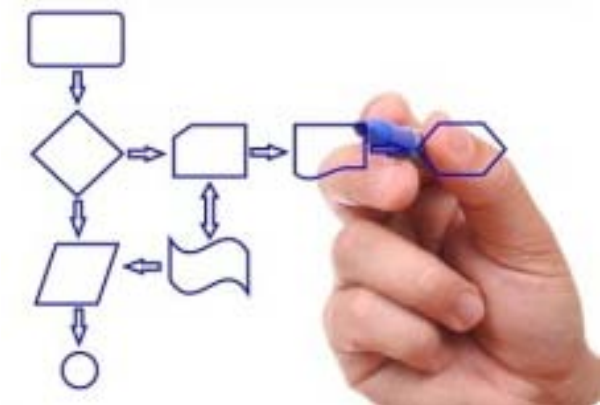


- Text (How Long: Messages, URLs, Reports)
- Pictures
- Presentations
- Documents
- Videos

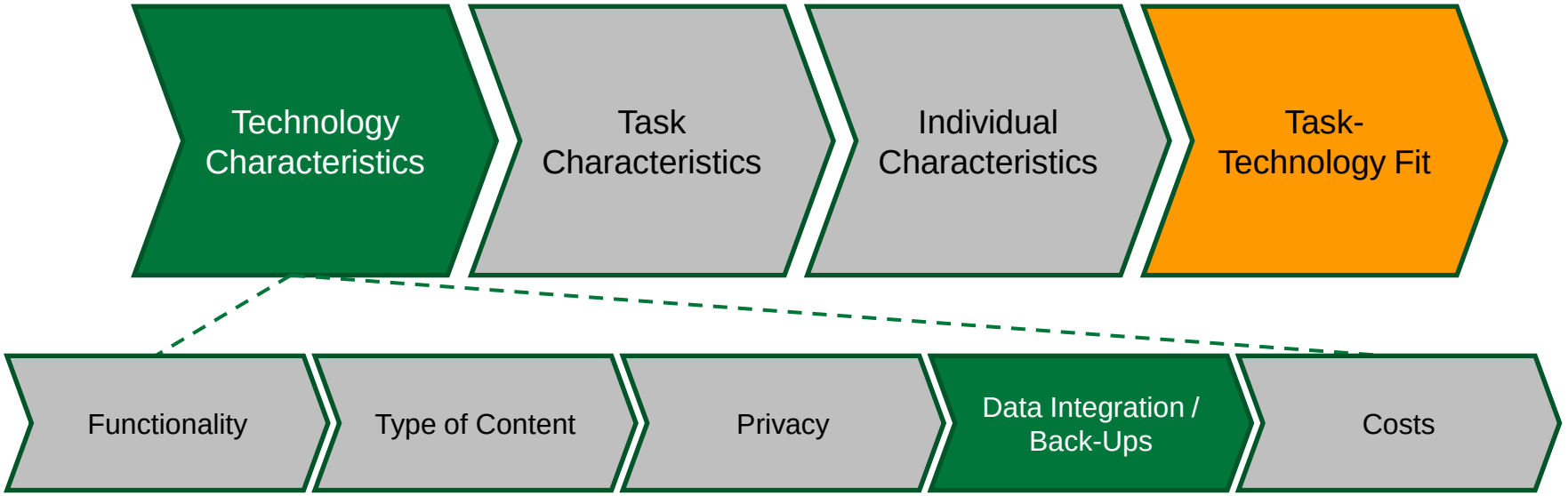


Guideline


Technology Characteristics
Task Characteristics
Individual Characteristics
Task-Technology Fit
Functionality
Type of Content
Privacy
Data Integration / Back-Ups
Costs

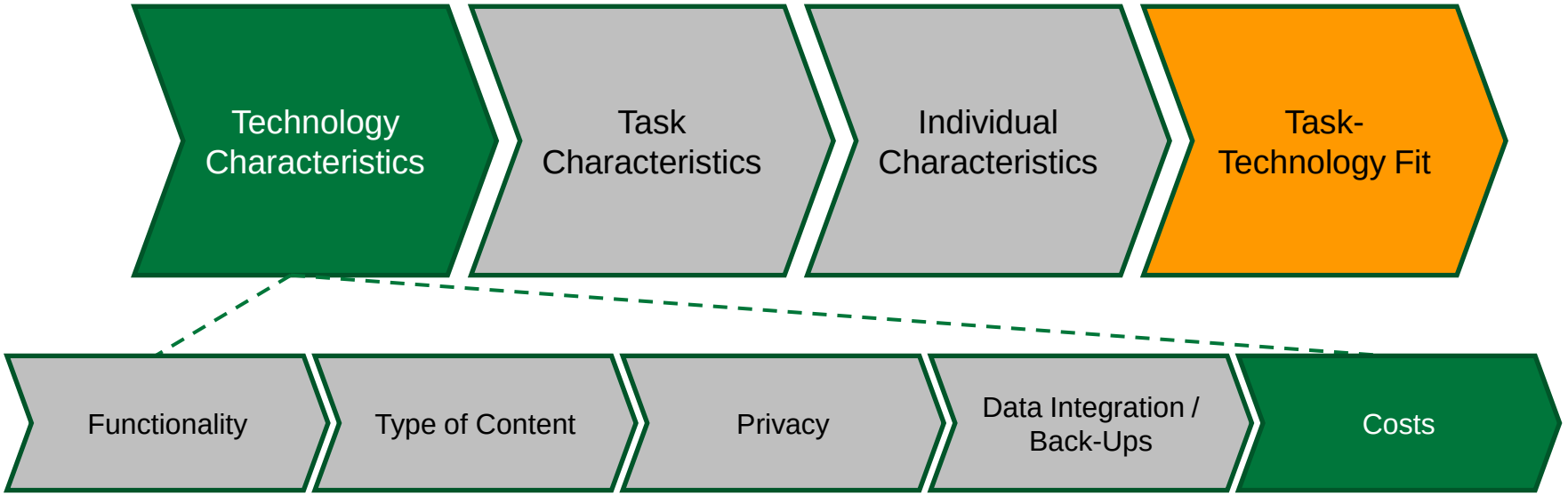


Guideline


Technology Characteristics
Task Characteristics
Individual Characteristics
Task-Technology Fit
Functionality
Type of Content
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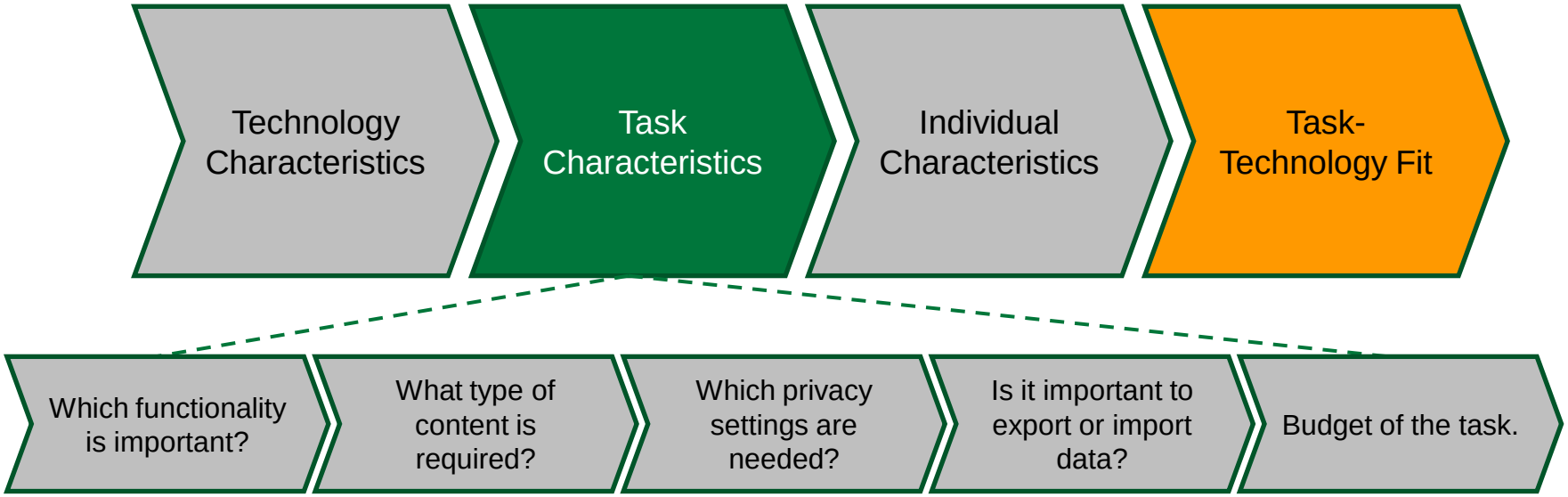


Guideline


Technology Characteristics
Task Characteristics
Individual Characteristics
Task-Technology Fit
Functionality
Type of Content
Privacy
Data Integration / Back-Ups
Costs

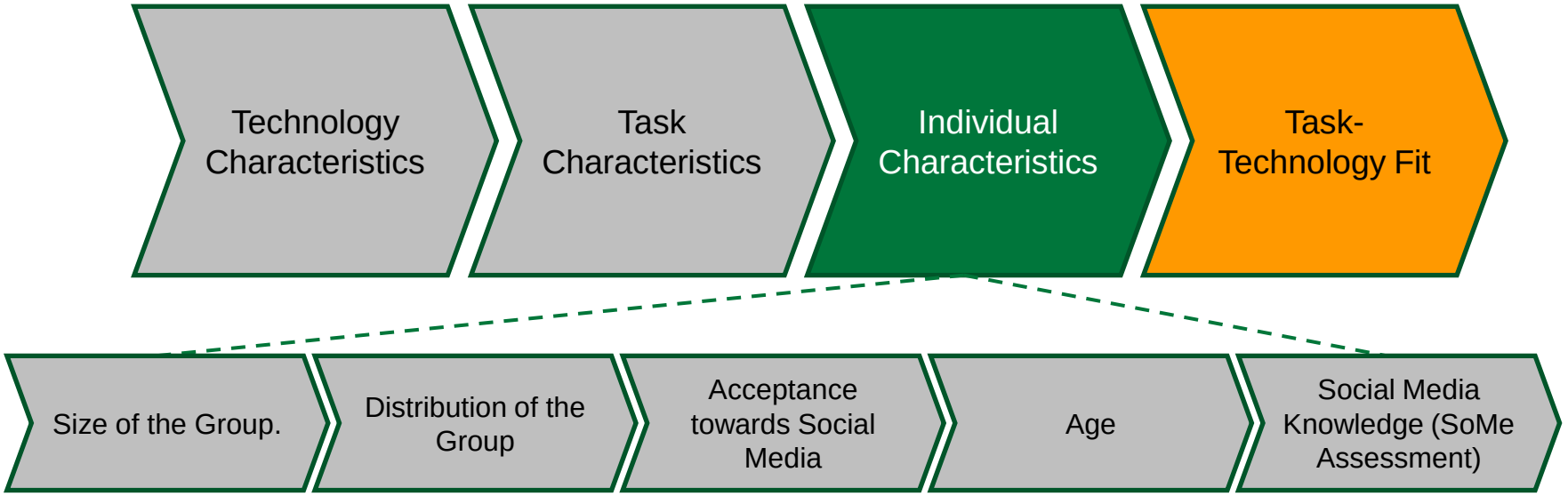


Guideline


Technology Characteristics
Task Characteristics
Individual Characteristics
Task-Technology Fit
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)



Research Agenda

Open Fields

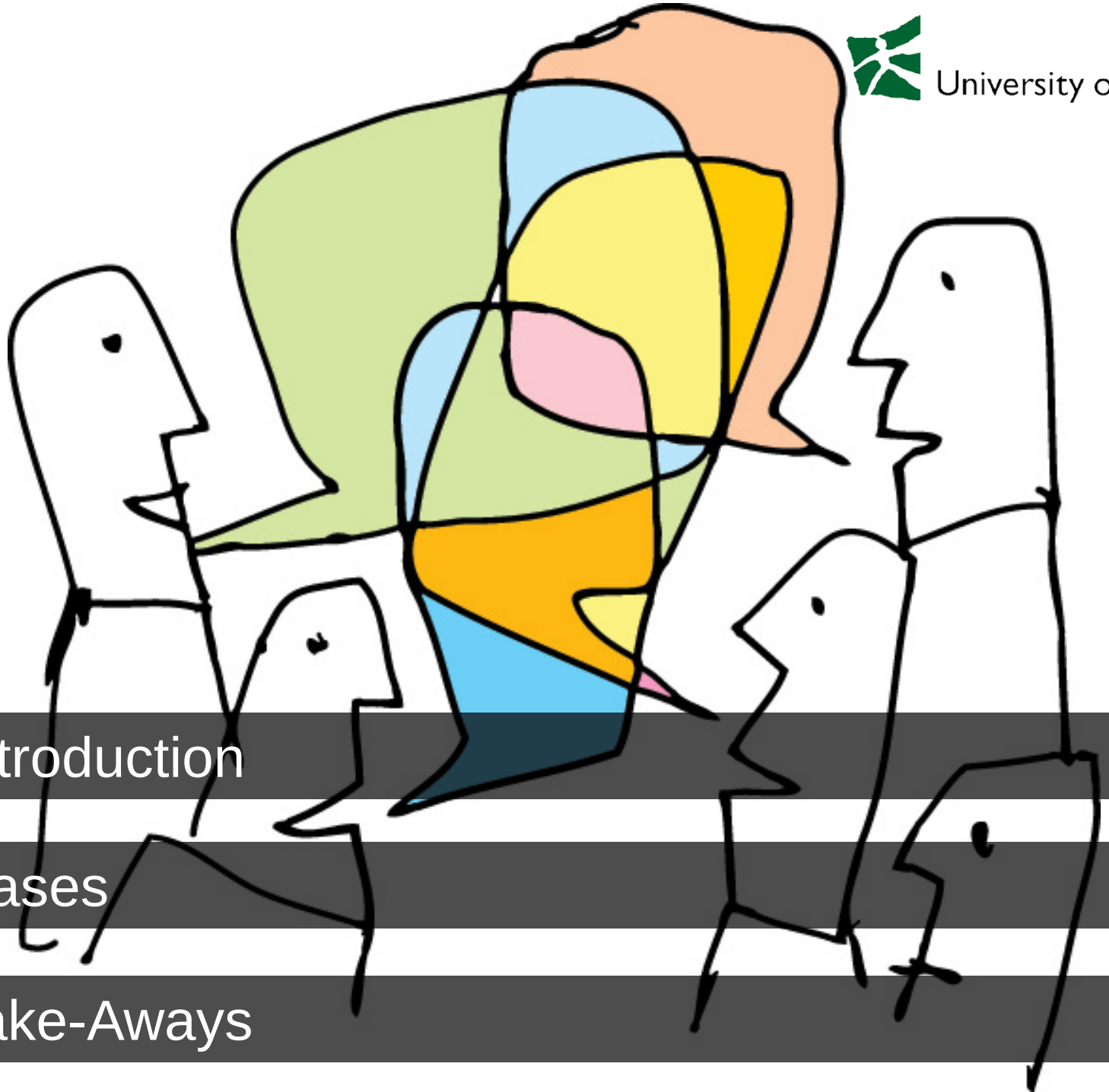
Future Tasks:

- 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

University of St.Gallen



Introduction

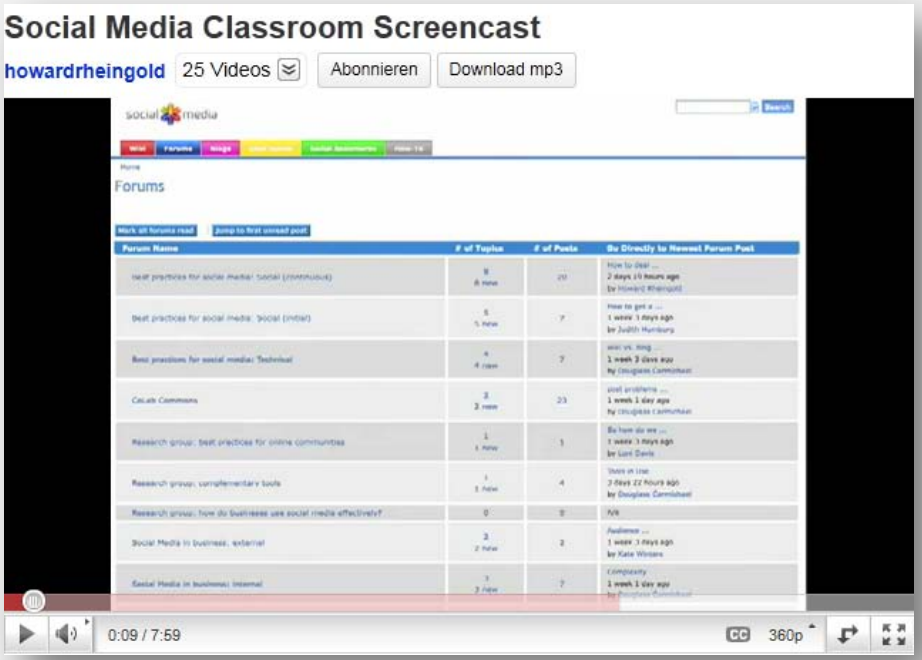
Cases

Take-Aways

Case I: Award Winning (2008)
Social Media Classroom (Free Download)



Best-Practice?



social media CLASSROOM

Initiated by
Howard Rheingold

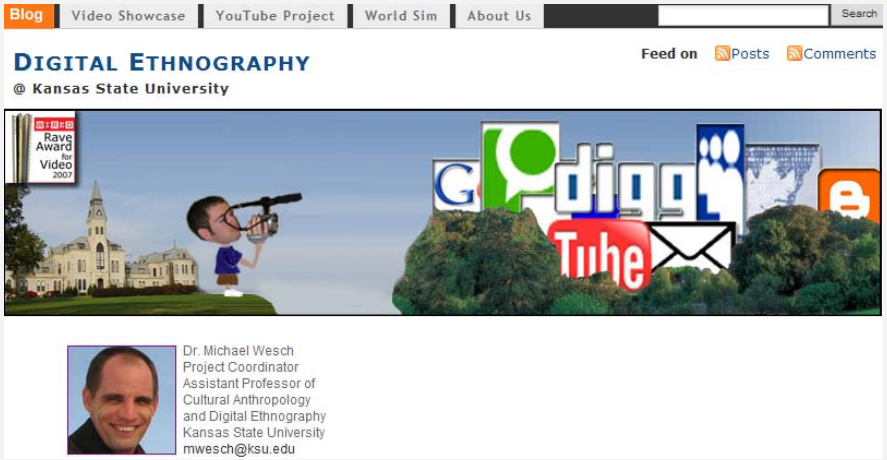
In an educational setting, the social media classroom is designed to augment or—when physical co-presence is not possible—to replace face-to-face interaction.

Website for Download: http://socialmediaclassroom.com

Video-Tutorial: http://youtu.be/8cLymdpXeew (7 min, by H. Rheingold)

Case II:
Michael Wesch: A Portal to Media Literacy

Best-Practice?



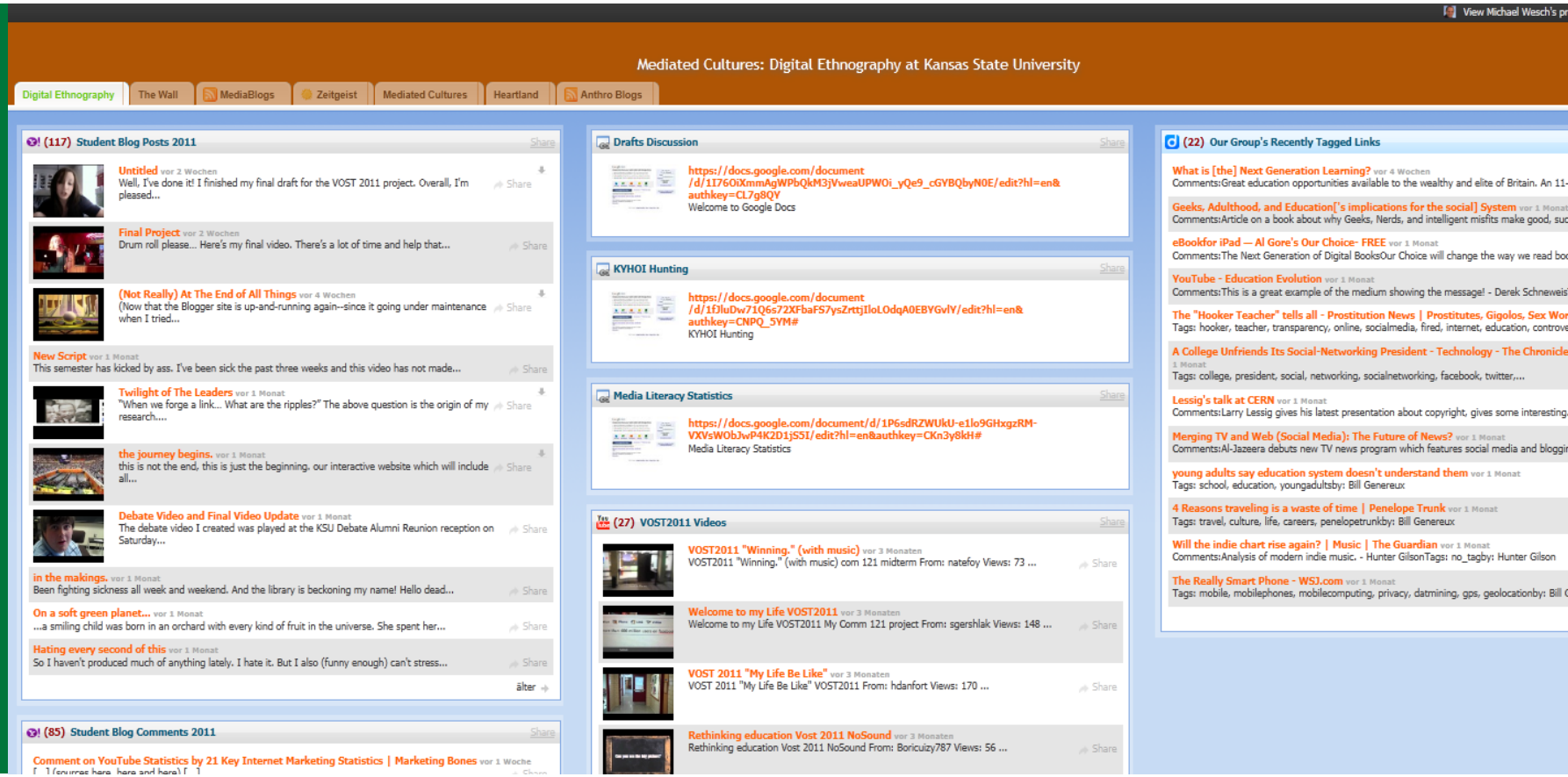
- from closed to open system
- from control to enable
- from structure to platform



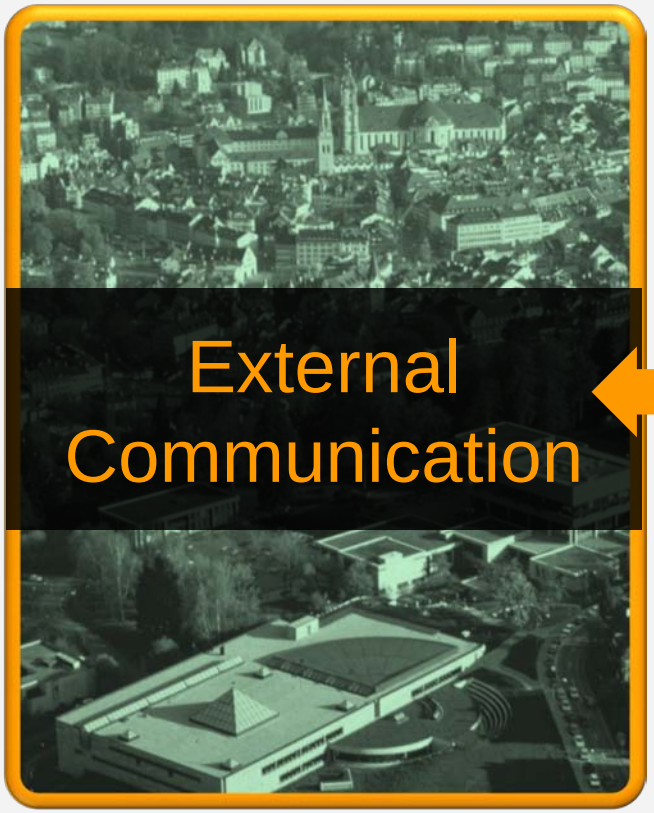
eLecture, 1 hr (2008), about Motivation and his practice: http://youtu.be/J4yApagnr0s

Case II: Visit Michael Wesch's Open Classroom: http://www.netvibes.com/wesch#Digital_Ethnography

Best-Practice?



2 Common Ways of Using Social Media: Open Platforms → Blurring Boundaries





CASE III: LSBF Global MBA: A MBA on Facebook

Best-Practice?

"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

WordPress posterous

Scribd. calaméo publish. share. browse slideshare Present Yourself

YouTube vimeo

diigo V5.0 beta MENDELEY RESEARCH NETWORKS

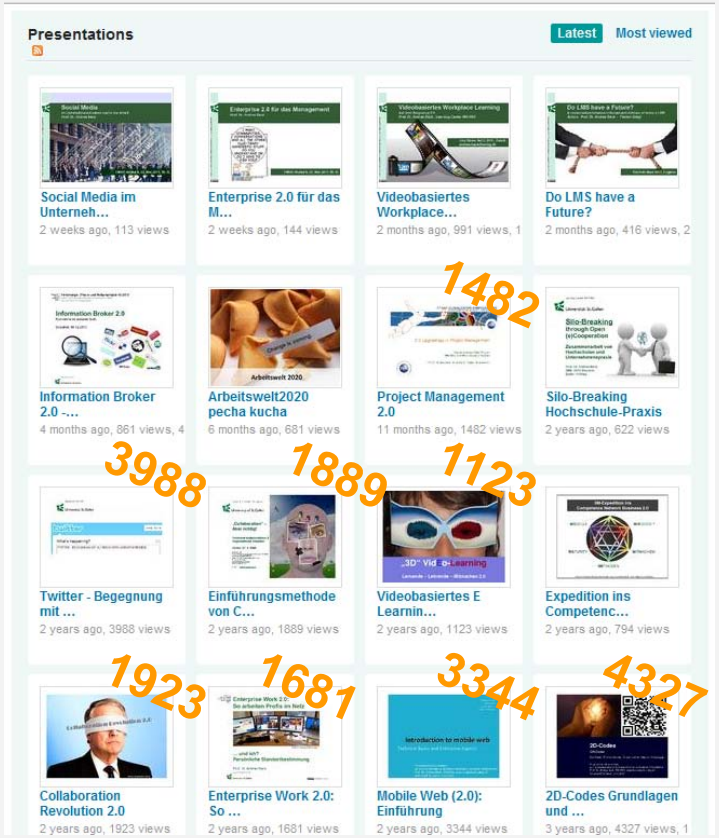
XING LinkedIn

TweetDeck twitter yammer

Case IV of Aback: Slideshare

Social Media - External

We use slideshare to share our knowledge and project results: inside and outside of the classroom.



Case IV of Aback: Twitter in Class

Twitter Usage in Class

We use Twitter-Walls to collect questions and remarks while students are holding their presentations.



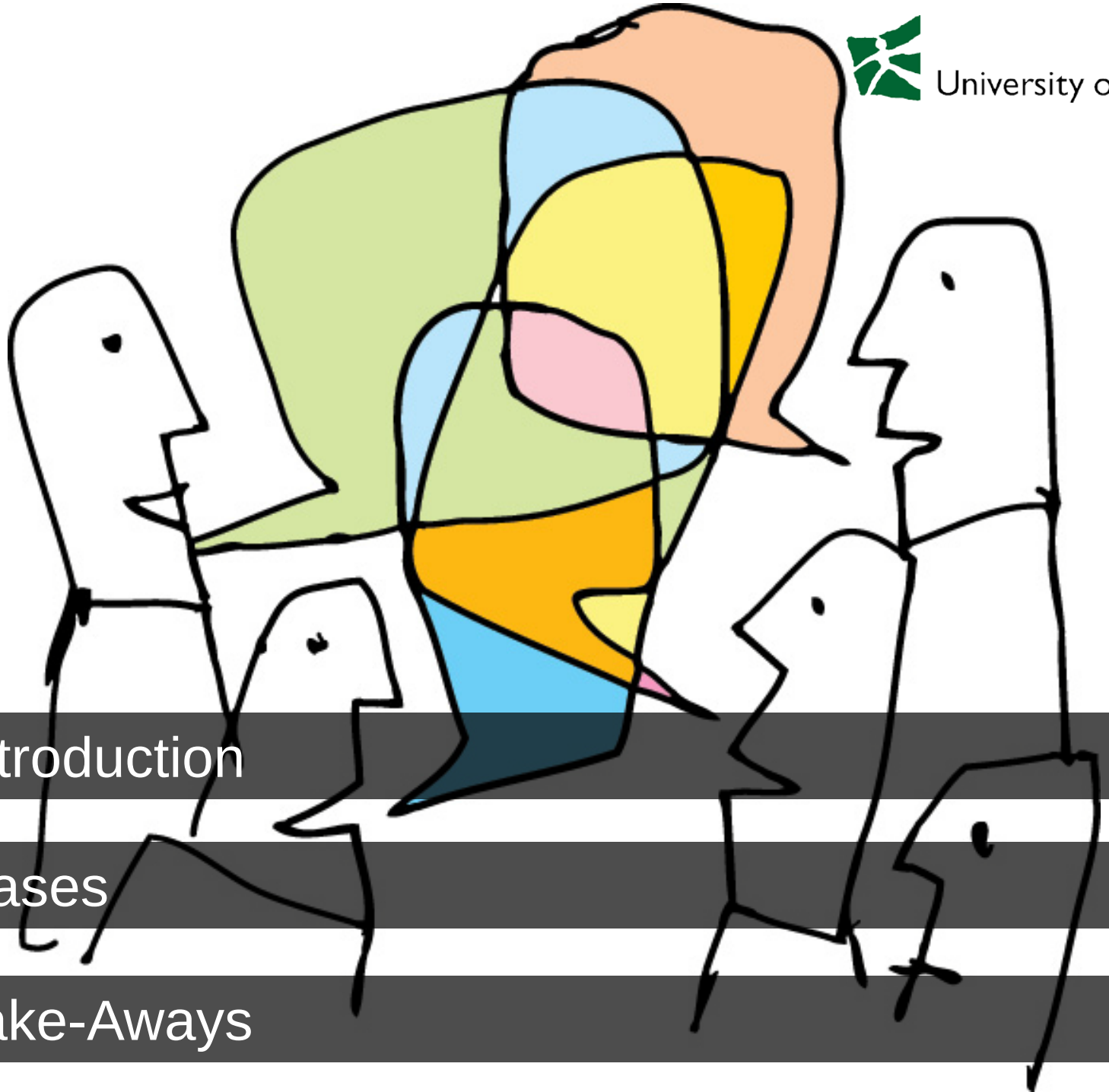
Case IV of Aback: Twitter in Class

Twitter Usage in Class

We use Twitter to encourage participation and sharing of the latest information on the topic of interest.
Students get points for tweeting interesting URLs.



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Introduction

Cases

Take-Aways

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 prolems)?



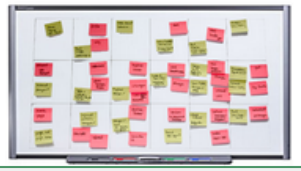
Want to assess your Work Practice, and integrate Social Media ? - See our Workshop Arbeitspraxis 2.0

Universität St.Gallen

Drucken | unisg.ch | Contact |

Arbeitspraxis 2.0

Fundierter Überblick zu Social Media, Standortbestimmung der eigenen Social-Media-Kompetenz und erkennen von Potential.



www.business20.unisg.ch

Workshop Ablauf

Zu Beginn des Workshops visualisieren die Teilnehmenden den Einsatz von Software-Tools in ihrer aktuellen Arbeitspraxis, um diesen anschliessend zu reflektieren bzw. zu diskutieren und auf moderne Möglichkeiten durch die Verwendung von Social Media aufmerksam zu werden. Im Zuge der Diskussion werden neue Aspekte aufgezeigt und wichtige Skills im Bereich Social Media vorgestellt. Die Teilnehmenden erkennen ihre momentane Kompetenz im Bereich Social Media und entdecken Potentiale in der persönlichen Weiterentwicklung. Auf Grundlage dieser Erfahrung und Erkenntnis werden in Gruppen Konzepte erarbeitet, wie der Einsatz von Social Media die berufliche Tätigkeit unterstützen kann. Die Konzepte und Lösungsansätze der Gruppen werden anschliessend präsentiert und gemeinsam reflektiert. Die Erfahrungen dieser Übungen bilden eine solide Grundlage für die Entwicklung von Einsatzszenarien zur Anwendung von Social Media im eigenen Unternehmen.

Take aways

- Fundierter und strukturierter Überblick zu Social Media,
- Standortbestimmung der eigenen Social-Media-Kompetenz,
- Erkennen von Potential in der persönlichen Weiterentwicklung und zum Einsatz im Unternehmen.

Coaches



Prof. Dr. Andrea Back
Andrea Back ist Direktorin, Lehrstuhlinhaberin und Professorin für Wirtschaftsinformatik an der Universität St. Gallen. Seit 2005 leitet sie das Competence Network Business 2.0. Ihre Forschungsinteressen umfassen vor allem Wissensmanagement, Enterprise 2.0 und Collaboration Workspaces.
@aback



Mag. Thomas Sammer
Thomas Sammer studierte Betriebswirtschaftslehre an der Karl-Franzens-Universität Graz und ist seit 2010 wissenschaftlicher Mitarbeiter am Competence Network Business 2.0. In Forschung, Lehre und Beratung beschäftigt er sich mit Fragestellungen rund um das Thema Social Media und Mobile-
@ths

Anmeldung

Termin nach Vereinbarung.

Kontakt
business20@unisg.ch

Universität St. Gallen

Die Universität St. Gallen (kurz: HSG) ist eine der führenden Universitäten Kontinentaleuropas im Bereich Wirtschaftswissenschaften. Die Schwerpunkte der Universität St. Gallen liegen bei der Aus- und Weiterbildung von Fach- und Führungskräften in Wirtschaft, öffentlicher Verwaltung und Rechtspflege. Weitere Informationen finden Sie unter: www.unisg.ch.

Competence Network (CN) Business 2.0

Das Competence Network Business 2.0 beschäftigt sich mit den Auswirkungen Internet-basierter Anwendungen auf Unternehmen. Im Mittelpunkt stehen dabei die Verbesserung der Kommunikation und Kollaboration innerhalb des Unternehmens (z.B. Zusammenarbeit verteilter Projektmitarbeiter) sowie über Unternehmensgrenzen hinweg (z.B. Interaktion mit Kunden). Daher fokussiert sich die Forschung des Competence Network Business 2.0 sehr stark auf wissensintensive Prozesse und Wissensarbeiter als Akteure in den Bereichen Marketing und Unternehmenskommunikation, Vertrieb und Service sowie Forschung und Entwicklung. Weitere Informationen zum CN Business 2.0 finden Sie unter: www.business20.unisg.ch.

Twitter

Andrea Back
ABack

Videos in internal corporate communication, z.B. "Has Motivation died in your team?": http://bit.ly/k9vbW

Bewusster mit Deutsch umgehen - und dabei Spass haben: Berater-Bingo mit 3 Vorlagen: http://bit.ly/k27ERn

Selbstmanagement, wenn man zu Hause arbeitet: WEb-Worker-Erfahrungsbericht und Tipps aus 9 Jahren Praxis von: http://bit.ly/m01cC3

Super! Tool Netspeak (Mehrheitsentscheid bei Englischen Ausdrücken) Macht das bequem, was ich bisher händisch tat: http://bit.ly/lwPQNt

twitter — Join the conversation

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Blog-Carnival:
www.wissenscarnival.net
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Newsblog:
www.learningwaves.unisg.ch
Aktuelles Buch:
Web 2.0 in der Unternehmenspraxis

Aktuelle Vorträge (Slideshare), Reports (Calameo, Scribd.com) und Publikationen (Alexandria) finden Sie ebenfalls online.

Thank you!

Supplement

Presentation on Slideshare

http://www.slideshare.net/andreakback

Contact

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List of images

S. 1 (Social Media Management) http://socialmediamagic.com/blog/images/03-Social-Media-Management8777.jpg
S. 3 (Talks) http://www.weltbranding.com/blog/wp-content/uploads/2011/05/conversations-and-measuring-social-media.jpg
S. 15 (Research) http://www.magneticaura2u.com/cp_admin/wp-content/uploads/2010/07/research1.jpg
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Prof. Dr. Andrea Back



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.business20.unisg.ch/index.php?id=11
- http://www.learningcenter.unisg.ch/index.php?id=93

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