

Panel Discussion: Social Media in Higher Education

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Abstract

Kaplan & Michael (2010) assert that social media is "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

Web 2.0 is the second generation of Web-based technologies that emphasize social collaboration, interoperability, user-centered design, and user-generated information sharing (O'Rielly, 2005).

Web 2.0 technologies are increasingly growing in popularity within the institutions of higher learning. Alexander (2006) believes that communities have gone through enormous change via significant innovation tools and services that promote new ways of collaboration. Huang and Behara (2007) state that cost is a major benefit to using Web 2.0 technologies in higher education because these technologies are available free of charge or for a nominal fee. The authors further note that Web 2.0 technologies allow students to utilize technologies as a part of their learning.

Examples of social media technologies are as follows:

- Blogging (i.e., Blogpot)
- Building three-dimensional content in virtual worlds (i.e., second life)
- Micro-blogging (i.e., twitter)
- Sharing of images (i.e., flickr)
- Sharing of presentations (i.e., slideshare)
- Sharing of videos (i.e., youtube)
- Social bookmarking and tagging (i.e., Diigo)
- Social networking (i.e., Facebook)
- Social news sites (i.e., digg)
- Voice, chat, & video conferencing (i.e., skype)
- Wikis (i.e., Googlewave)

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The purpose of this panel is to create a forum that explores the use of social media in higher education. Specifically the following themes will be discussed:

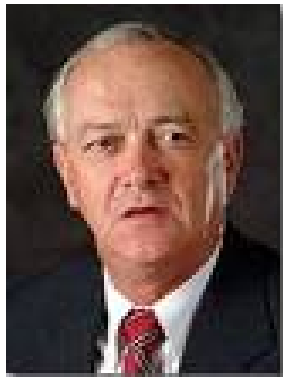
1. Social media's influence in higher education
2. Social media as a tool for learning
3. Current & emerging issues in social media

The panelists will present one theme at a time. Participants will be invited to join the discussion.

References

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- Kaplan A., & Haenlein M. (2010), Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
- O'Reilly, T. (2005). *What is web 2.0*. Retrieved March 6, 2010 from <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

Biographies



G. Daryl Nord is Professor of Management at Oklahoma State University. He is an active researcher and has published numerous articles and professional proceedings in areas including artificial intelligence/expert systems, systems analysis and design, the Internet, electronic commerce and others. He has served on national and international committees for professional organizations including Decision Sciences Institute, the Natural and Artificial Intelligence Systems Organization. Daryl serves as Managing Director to the IACIS Executive Board and Executive Editor of *The Journal of Computer Information Systems*.



Jeretta Horn Nord is Professor of Management Information Systems at Oklahoma State University. She has recently served as Visiting Scholar at the University of California at Los Angeles and as a Visiting Professor at the University of Southern Queensland in Toowoomba, Australia; she has also been named Computer Educator of the Year by IACIS. She has authored numerous articles, proceedings and conference papers in the areas of e-business and corporate knowledge requirements. Jeretta serves as Director of Publications to the IACIS Executive Board and Executive Editor of *The Journal of Computer Information Systems*.



Alex Koohang is Peyton Anderson Eminent Scholar and Professor of Information Technology in the School of Information Technology at Macon State College. He is also the Dean of the School of Information Technology at Macon State College. Dr. Koohang has been involved in the development of online education, having initiated and administered some of the earliest asynchronous learning networks. His current research interests are in the areas of e-learning, learning objects, open education, and curriculum design.