Changing Landscape: Social Media, Research and Academia

Research and Social Media Symposium
Middlesex University 22 June 2015

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School of Health & Education
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Online vs. Offline
What has changed?

- Ubiquity and anytime anywhere connectivity:
  - Ease of communication and enhanced relationships and connectivity giving rise to a new “Social”.

- New culture of “sharing” where sharing means multiplying what is shared and not dividing it.

- Open online postings are virtually accessible to the everyone and potentially have unlimited visibility. This has given rise to “Open Access” which is transforming publishing. It also amplifies the impact of online postings.

- The visibility of online postings implies that communication and conversations have become a form of content.

- Read-Write medium offering possibility for easy and infinite revisions offer flexibility and encourage increasing and rapid communication/exchange.

Source: Megele (2016)

Online vs. Offline
What has changed?

- Fluidity of online boundaries: The Web transcends time and place as well as physical, geographical, and other boundaries.

- Network society: The network society is
  - multi-modal – allowing multiple forms of connections and relationships; and
  - multi-nodal – the absence of one node does not hinder the network

Source: Megele (2016)

- Whereas in the past networks such as professional networks were based on exclusion and exclusivity, online networks are usually built on increasing inclusivity and ease of participation. (Castell, 1996)

- The above have changed human experience as well as science and society and have significant implications for research and research cycle.

Wearable Technology

WEARABLE COMPUTING

Google Wants to Turn Your Clothes Into a Computer

By CONOR DOUGHERTY MAY 29, 2015 5:56 PM 19 Comments

Email

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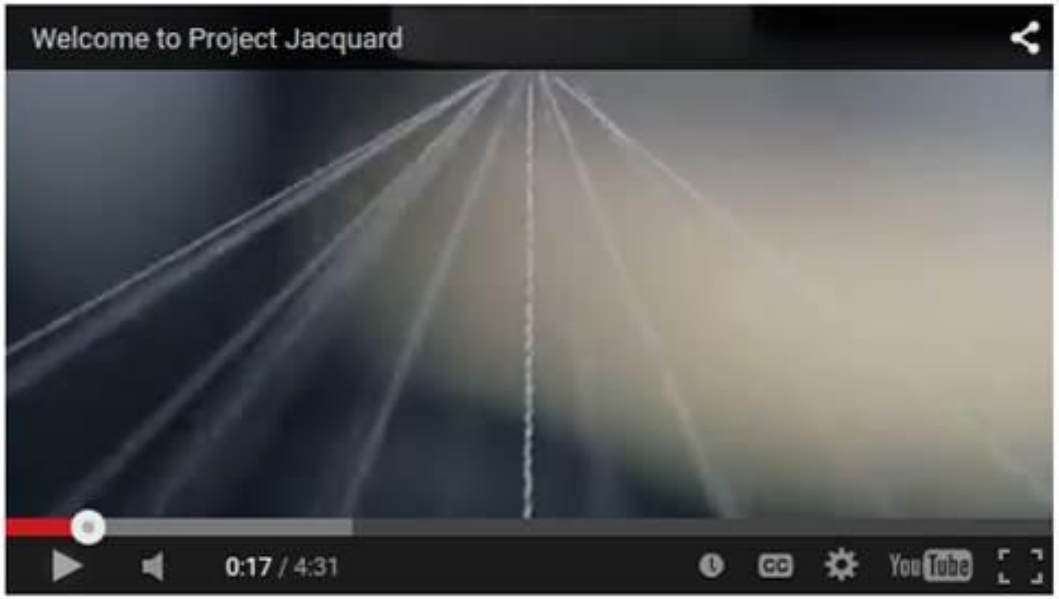
More



Google's Project Jacquard is aimed at weaving computing capabilities into clothing.

SAN FRANCISCO — If you thought it was only a matter of time before Google tried to turn your pants into a computer, well, guess what, you were right.

Wearable Technology

David Isaac from Torbay Hospital one of the first surgeons in UK to use Google Glass

Source: BBC online http://www.bbc.co.uk/news/uk-england-devon-27315498

Web 1.0	Web 2.0	Web 3.0
Mainly Read-Only	Widely Read-Write	Portable & Personal
Information Focus	Community Focus	Individual Focus
Home Page	Blogs / Wikis / Social Networks	Life streams / Waves
Owning Content	Sharing Content	Contextualising Content
Web Forms	Web Apps	Smart Apps
Directories	Tagging & Hashtag	User behaviour
Page Views	Cost per Click	User Engagement
Banner Ads	Interactive Ads	Behavioural Ads
Britannica Online	Wikipedia	The Semantic Web
HTML / Portals	XML / RSS	RDF /RDFS / OWL

Web 4.0 - Symbiotic Web

Read-Write-Execution-Concurrency

Step toward Web 4.0

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Nine Charged in Connection With 2013 Quebec Train Derailment

BUSINESS | MANAGEMENT

The Algorithm That Tells the Boss Who Might Quit

Wal-Mart, Credit Suisse crunch data to see which workers are likely to leave or stay

ILLUSTRATION: OTTO STEININGER

By RACHEL EMMA SILVERMAN and NIKKI WALLER

March 13, 2015 7:05 p.m. ET

132 COMMENTS

Employers want to know who has one foot out the door.

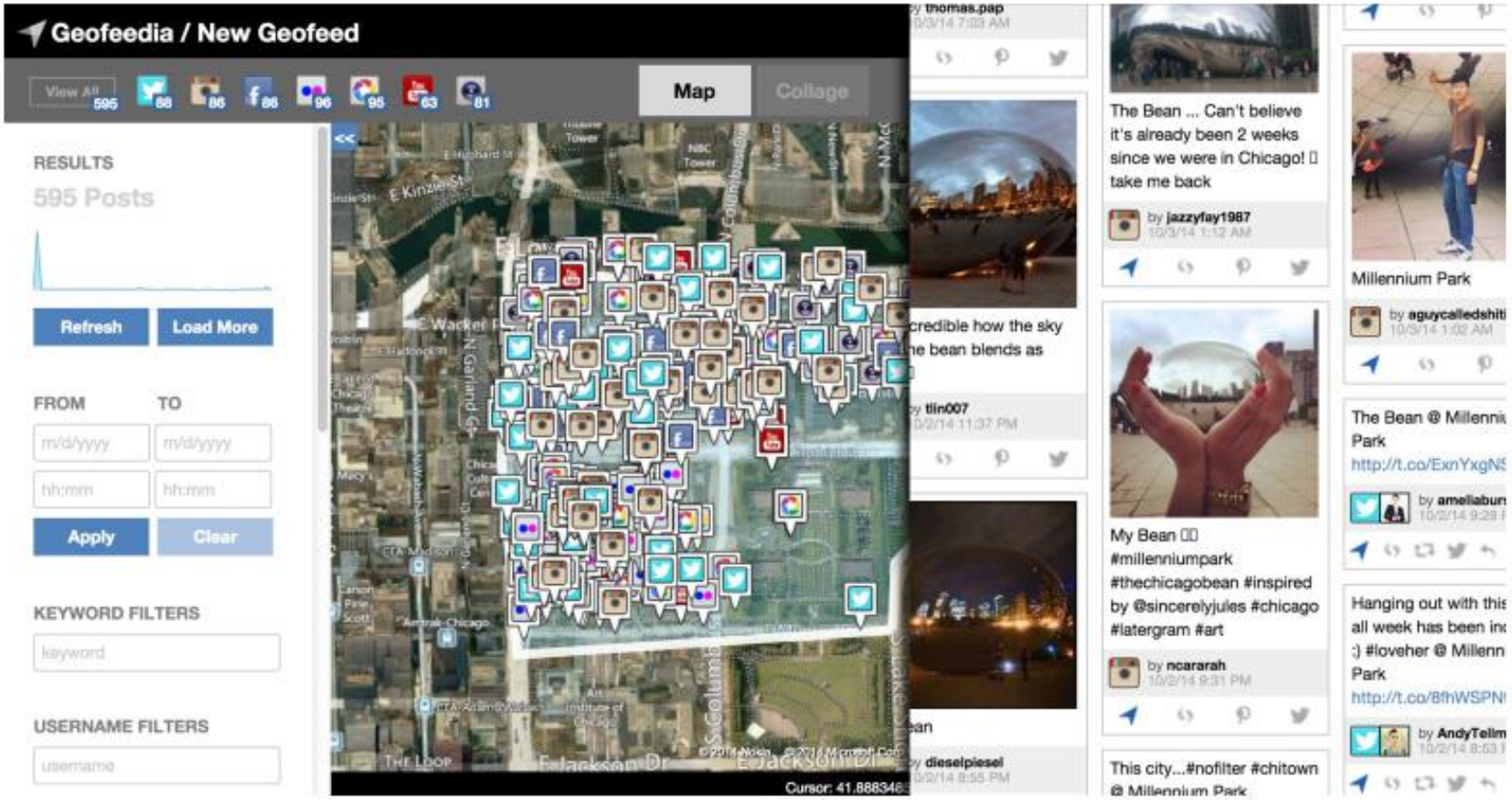
POPULAR ON WSJ

1. Misty Copeland's Possible Promotion Is Talk of Dance World
2. MIT Economist Gruber Had Bigger Role in Health Law, Emails Show
3. Apple to Pay Artists After Taylor Swift Protest
4. Secrets from Triathlon Training
5. Greek Proposals Lift Hopes of Deal

VIDEOS

1. Video Inside Afghan Parliament as Taliban Bomb Explodes
2. Taylor Swift Had Apple Change Its Tune
3. Eli Manning, Archie Manning on Father's Day Advice

All your social media posts now sorted by location and up for sale



October 15, 2014 4:30 PM
Richard Byrne Reilly

Everything you post on social media can and will be used against you.

Source: [VB News]

FLIPPED CLASSROOM

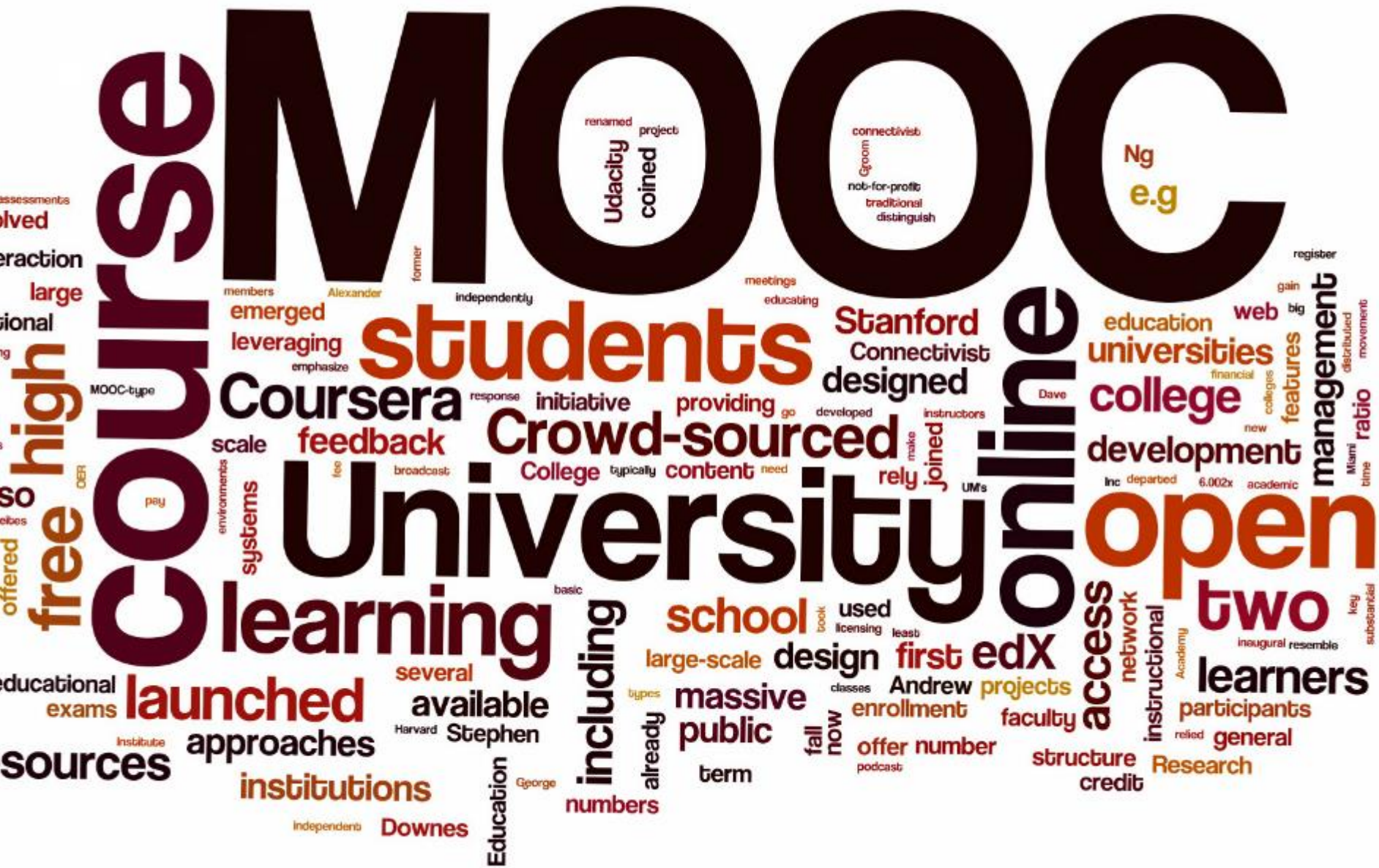
- Class time is dedicated to collaborative and active engagement and concept mastery.

Retracing the idea of Flipped Classroom

Looking at history Maria Montessori, John Dewey, Herbert Kohl (Founder of Open School movement who coined the word "open classroom") and even Socrates planted the seed of Flipped Classroom.

As a child we intuitively and instinctively think our way into "knowledge", and this is at the heart of reasoning. Flipped Classroom capitalises on this process.

It's often the ego-centred idea that we have something important to say that gets in the way of learning


MOOC
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open
students
learning
Coursera
Crowd-sourced
Stanford
Connectivist
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college
development
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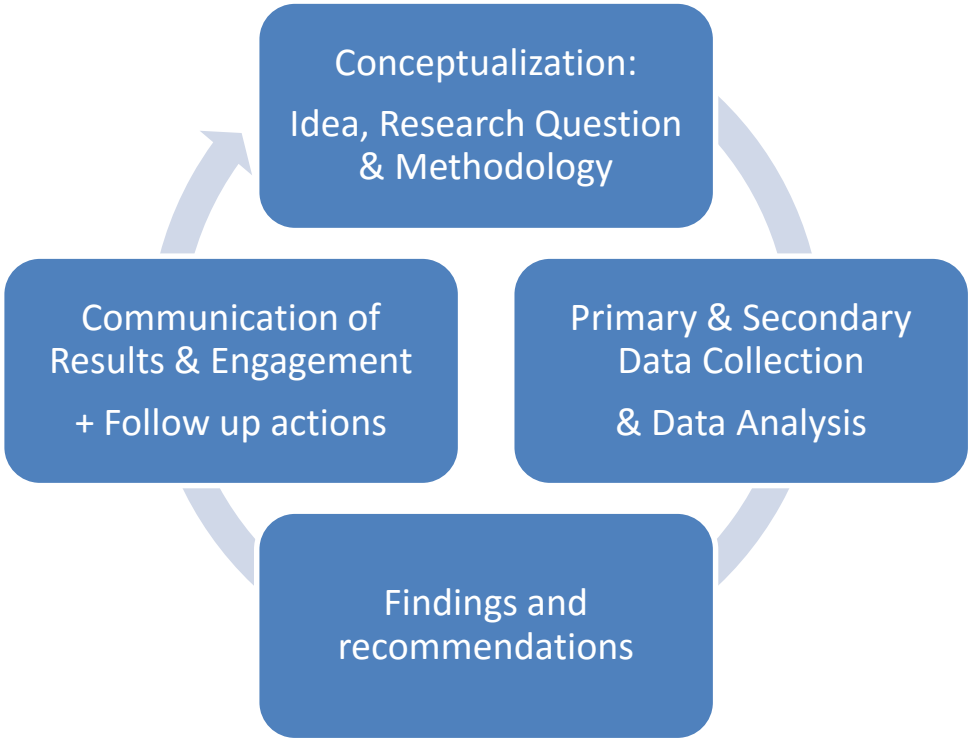
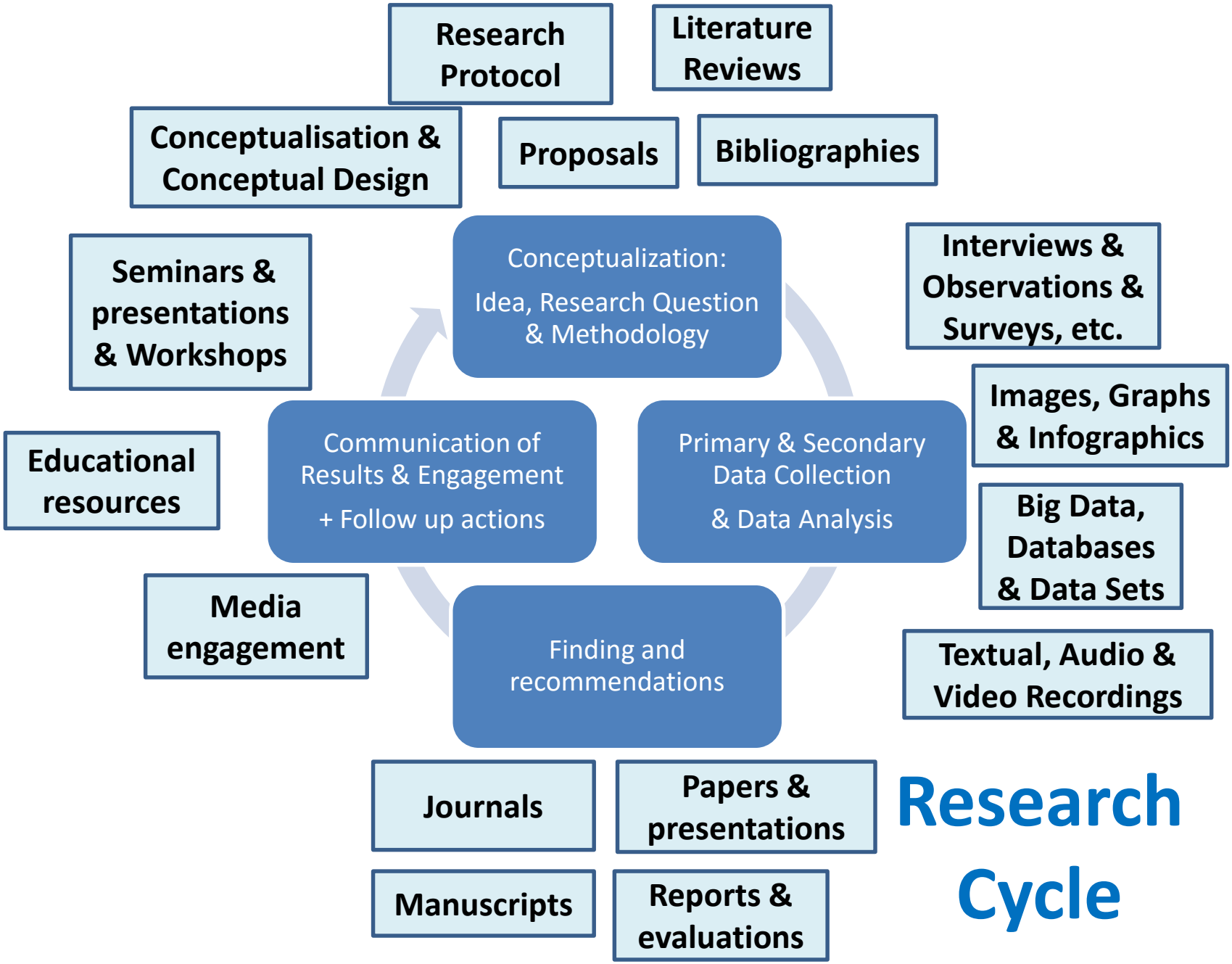
Basic Conceptualisation of Research Cycle




Research Protocol
Literature Reviews
Conceptualisation & Conceptual Design
Proposals
Bibliographies
Seminars & presentations & Workshops
Conceptualization: Idea, Research Question & Methodology
Interviews & Observations & Surveys, etc.
Educational resources
Communication of Results & Engagement + Follow up actions
Primary & Secondary Data Collection & Data Analysis
Images, Graphs & Infographics
Big Data, Databases & Data Sets
Media engagement
Finding and recommendations
Textual, Audio & Video Recordings
Journals
Papers & presentations
Manuscripts
Reports & evaluations
Research Cycle

Separation of Audiences & New Networking

- Old professional networking was based on exclusion & separation of audience.
- New networking is based on inclusion & harnessing the power of diversity.
- When you change the audience you change everything.

Mostly private with limited visibility and shareability

Shared & Shareable e.g. tagging & social bookmarking

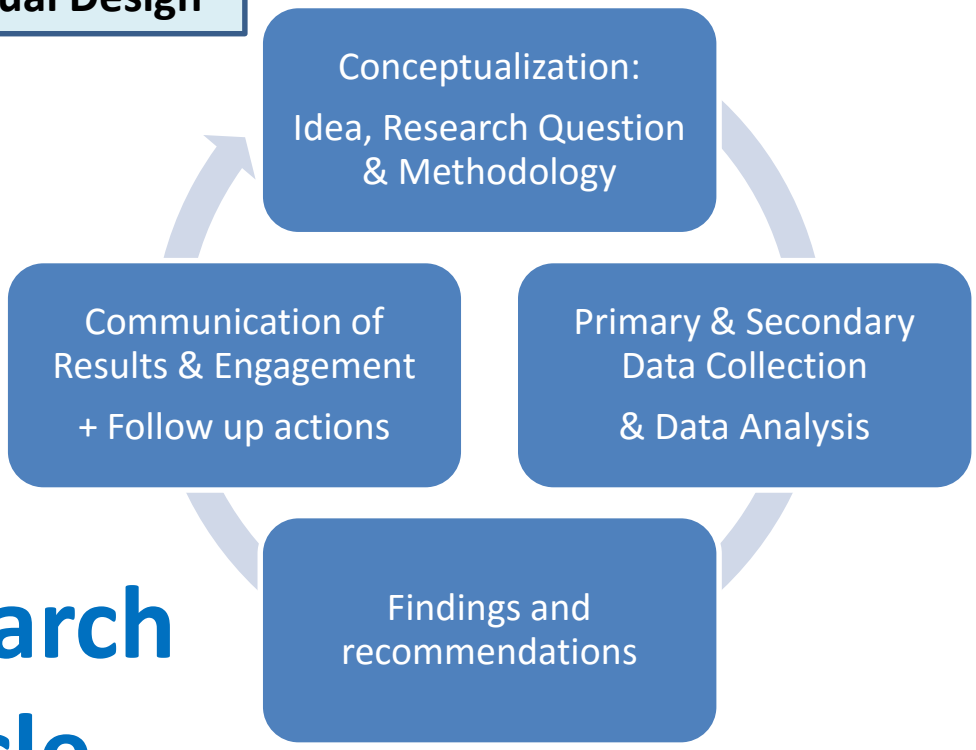
Research Protocol

Literature Reviews

Conceptualisation & Conceptual Design

Proposals

Bibliographies



Research Cycle

Dr SLS @DrSLJ 1h

Twitter help: looking to find a children's social worker via Twitter who would like to work with me for an article for BMJ. Can anyone help?

Dr SLS @DrSLJ · Feb 19

Getting excited about my article idea now. I love the power of Twitter for finding co-authors @claudiamegele @lovingswjourney

2

Claudia Megele @claudiamegele · Feb 19

@DrSLJ @lovingswjourney look forward to it & have a lovely evening.

10:47 PM - 19 Feb 2015 · Details

Hide conversation

Data is mostly: discrete; not easily shareable; hard copy & often not digitalized.

Data is digitalized, interlinked & shareable; Digital curation; Text mining; Crowd sourcing.

Conceptualization:
Idea, Research Question & Methodology

Primary & Secondary Data Collection
& Data Analysis

Findings and recommendations

Communication of Results & Engagement
+ Follow up actions

Interviews & Observations & Surveys, etc.

Images, Graphs & Infographics

Big Data, Databases & Data Sets

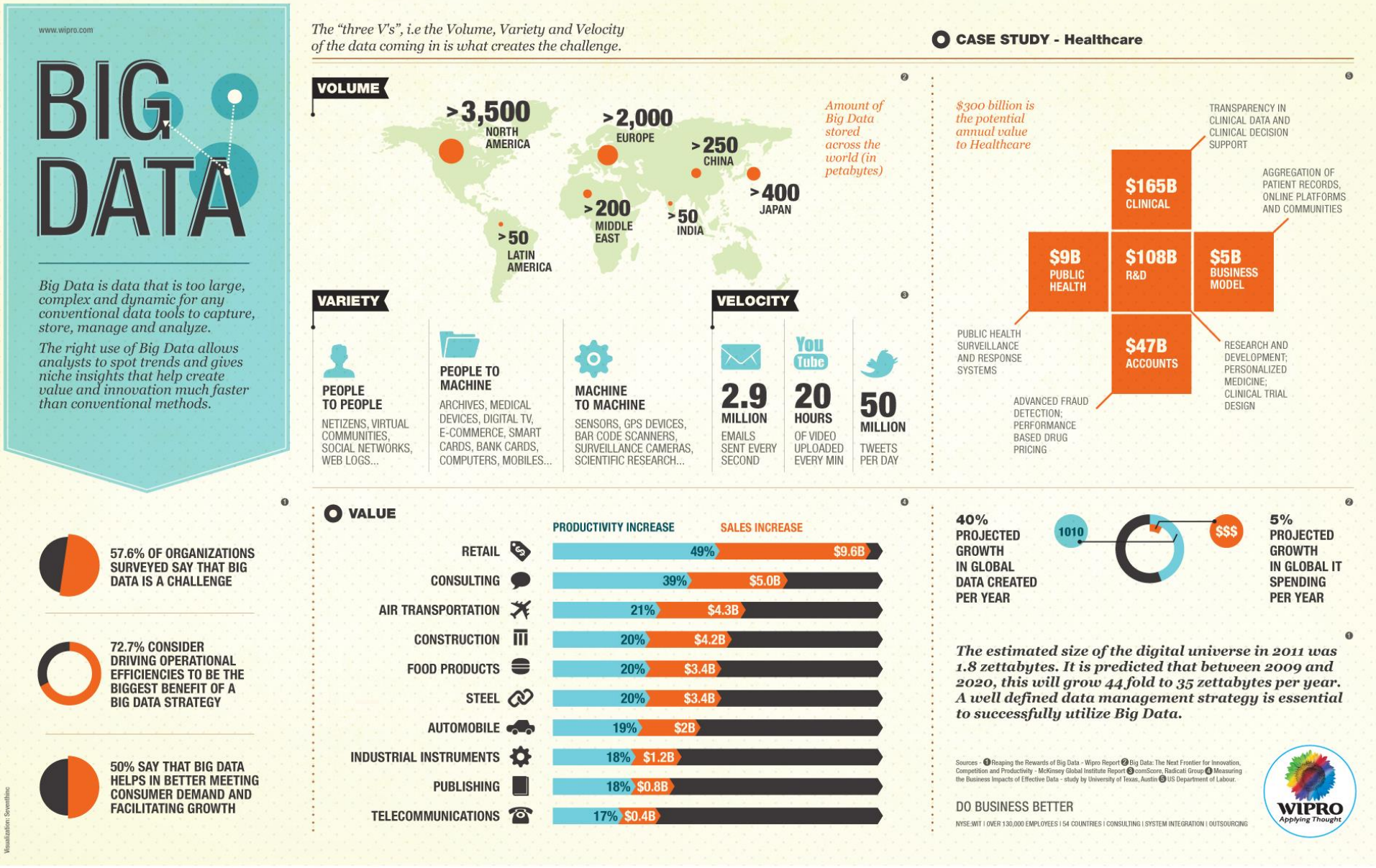
Textual, Audio & Video Recordings

facebook

ResearchGate
SCIENTIFIC NETWORK

Academia.edu

Research Cycle



Source: http://www.globaldots.com/big-data-promise-hype-and-challenges/

Research Cycle

Conceptualization:
Idea, Research Question & Methodology

Primary & Secondary Data Collection & Data Analysis

Findings and recommendations

Communication of Results & Engagement + Follow up actions

Blogger

WordPress

YouTube

Journals

Papers & presentations

Manuscripts

Reports & evaluations

Transmedia, dynamic & multimodal format

Static and unidirectional text-based format

ResearchGate
SCIENTIFIC NETWORK

Claudia Megele retweeted

Peter Beresford @BeresfordPeter · Apr 22

@claudiamegele @jlwestwood @CommunityCare @AngieBartoli @Harr_Ferguson @HackneyChild thanks Claudia, looking forward 2reading yr book!!

RETWEET	FAVORITE
1	1

1:13 PM - 22 Apr 2015 · Details

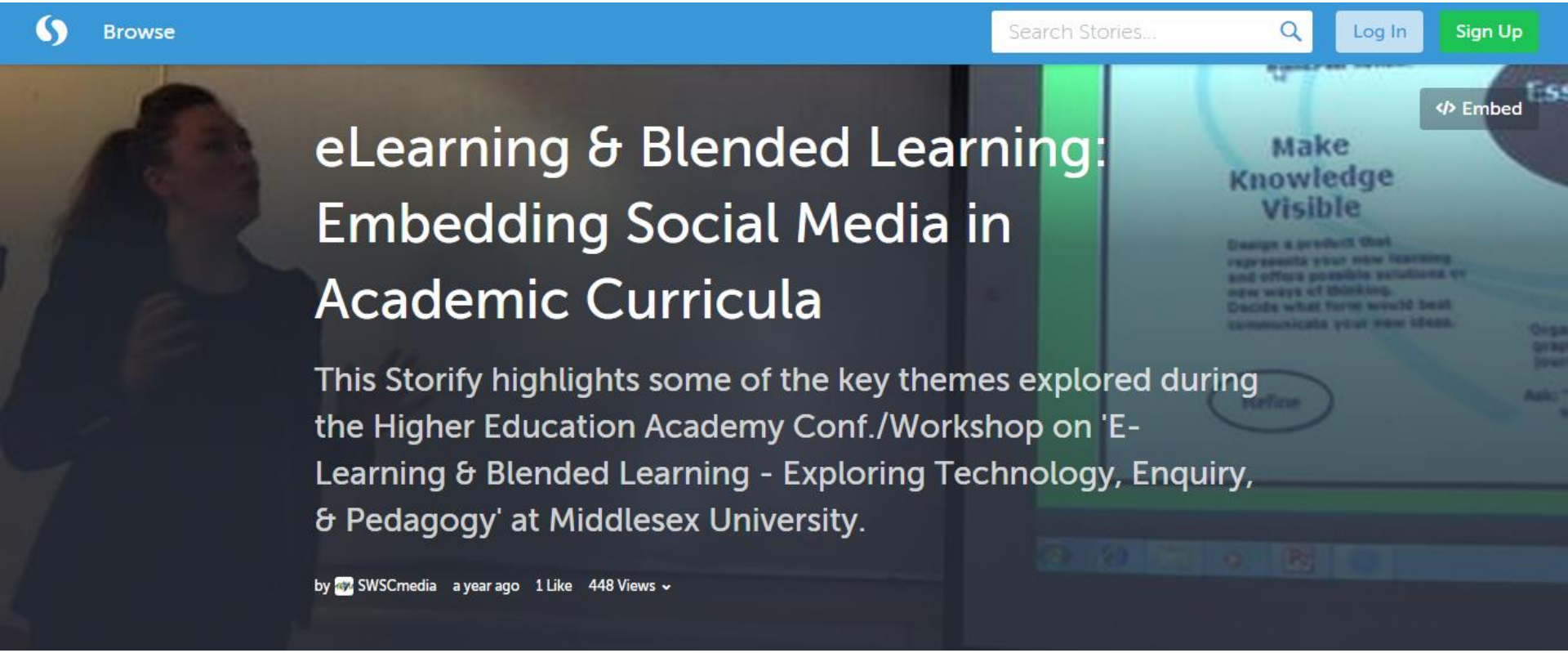
Hide conversation

Claudia Megele @claudiamegele · Apr 22

@BeresfordPeter @jlwestwood @CommunityCare @AngieBartoli @Harr_Ferguson @HackneyChild Most welcome & would love to know your feedback. :-)

1 1

Using Storify



Transmedia & Enhanced Publishing

Social Work Education
Call for Papers
Deadline: 31 July 2015

Print Email Tweet Share

Social Work and Social Media: Best Friends or Natural Enemies?

social work education

This special theme edition of *Social Work Education: The International Journal* will focus on the rapidly expanding use of online social networking sites and explore the potential impacts of these on social work education and practice. Whilst fear of professional sanctions may discourage the use of social networking sites within social work, there are increasing examples of supportive online communities and ground breaking practice work which engage with the opportunities afforded by social media.

This special edition proposes that the rapid expansion of social media platforms as a means of communication represents a moment in time for social work practice and education and we encourage contributions relating, although not necessarily confined to, to the following themes:

- How does Social Work engage with the challenges/opportunities presented by social media with reference to Social Work education?
- Examples of innovative practice with social media or digital tools
- Examples of innovative educational practices with social media or digital tools
- Evaluations and/or case studies of research projects involving social media or digital tools in so… work education.
- Engagement with professional regulation issues, social media and concepts of risk, con… and reflection in social work education.
- Discussion of digital exclusion and the implications of this for social work pra… with reference to inclusive learning environments and social inequalities.
- Case examples or theoretical papers engaging with the use of social … user/carer groups
- Discussions of specific policy around Social Work and social … development its use within HEI settings.
- Discussion and review of recent publications in the … and social media
- Examples and reflective articles relating to ble… as a reflection tool within social work education.
- The use of social media as a means o… geographical boundaries and shared practice and research within Social Work e… globalised involvement and participation in learning).

Submission Instructions

Manuscripts should be original work , not exceeding 5,000 words and not published , nor under peer review elsewhere. Additionally the special edition seeks to engage with both the challenges and opportunities offered by social media in a manner that reflects the topic itself. Therefore, alongside traditional paper manuscripts, the guest editors will consider posting audio and video discussions of this topic on the main *Social Work Education* website, and will also promote engagement through live twitter discussion using the hashtag #socmedSWE

It is also proposed that the special edition act as a launch for a Social Work and Social Media Special Interest Group, hosted by *Social Work Education: The International Journal*. This will bring together individuals and … ils on this will follow.

Submissions should be made directly to the guest editors who, for the special edition will be:

Additionally the special edition seeks to engage with both the challenges and opportunities offered by social media in a manner that reflects the topic itself. Therefore, alongside traditional paper manuscripts, the guest editors will consider posting audio and video discussions of this topic….

Research Cycle

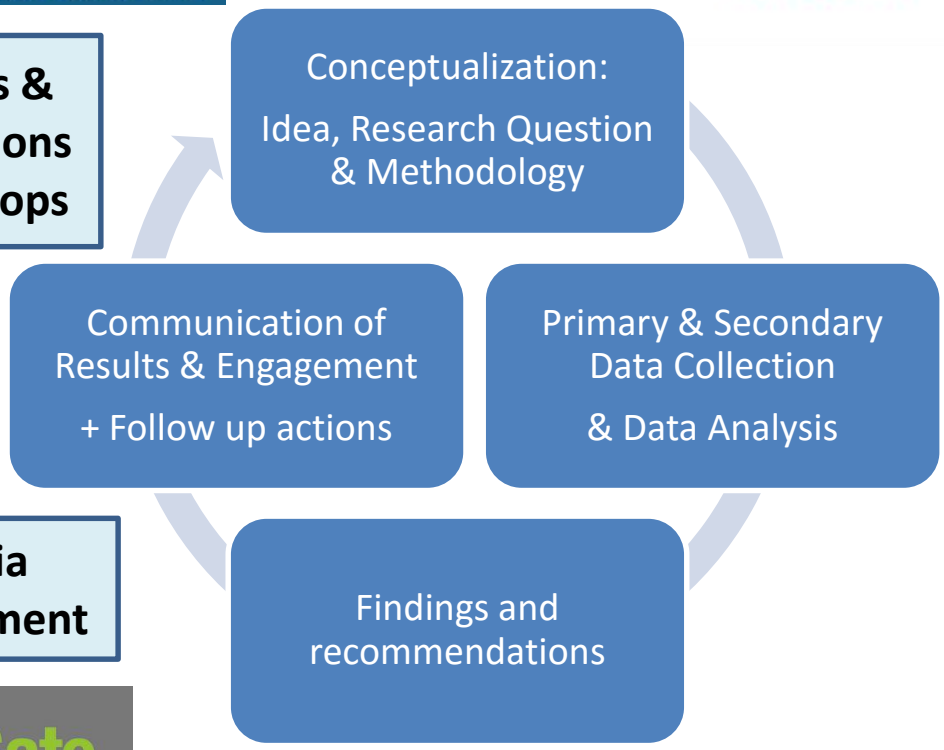
Expensive, hard copy format & static one to many communication. Textbooks, lectures & other resources limited to courses & students.

Dynamic & open access:
Open Education Resources (OERs), open lectures, Webinar, ebooks, multilogue many to many conversations & engagements.

Seminars & presentations & Workshops

Educational resources

Media engagement



Social Work & Social Care & Media Network @SWSCmedia

- **Social Work Knowledge network and Community of Practice.**
- **The first Social Work Twitter Chat.**
- **Incorporated Social Media in MSc. Step up to Social Work curricula for teaching, learning and assessment.**
- **Partnership with a number of universities and collaboration with local authorities.**

- A global Mental health knowledge hub and Community of Practice
- Composed of: psychiatrists, psychologists, psychotherapists, neuroscientists, social workers, nurses, doctors, mental health professionals, people with experience of mental health challenges.

The Numbers

12,368,109 Impressions

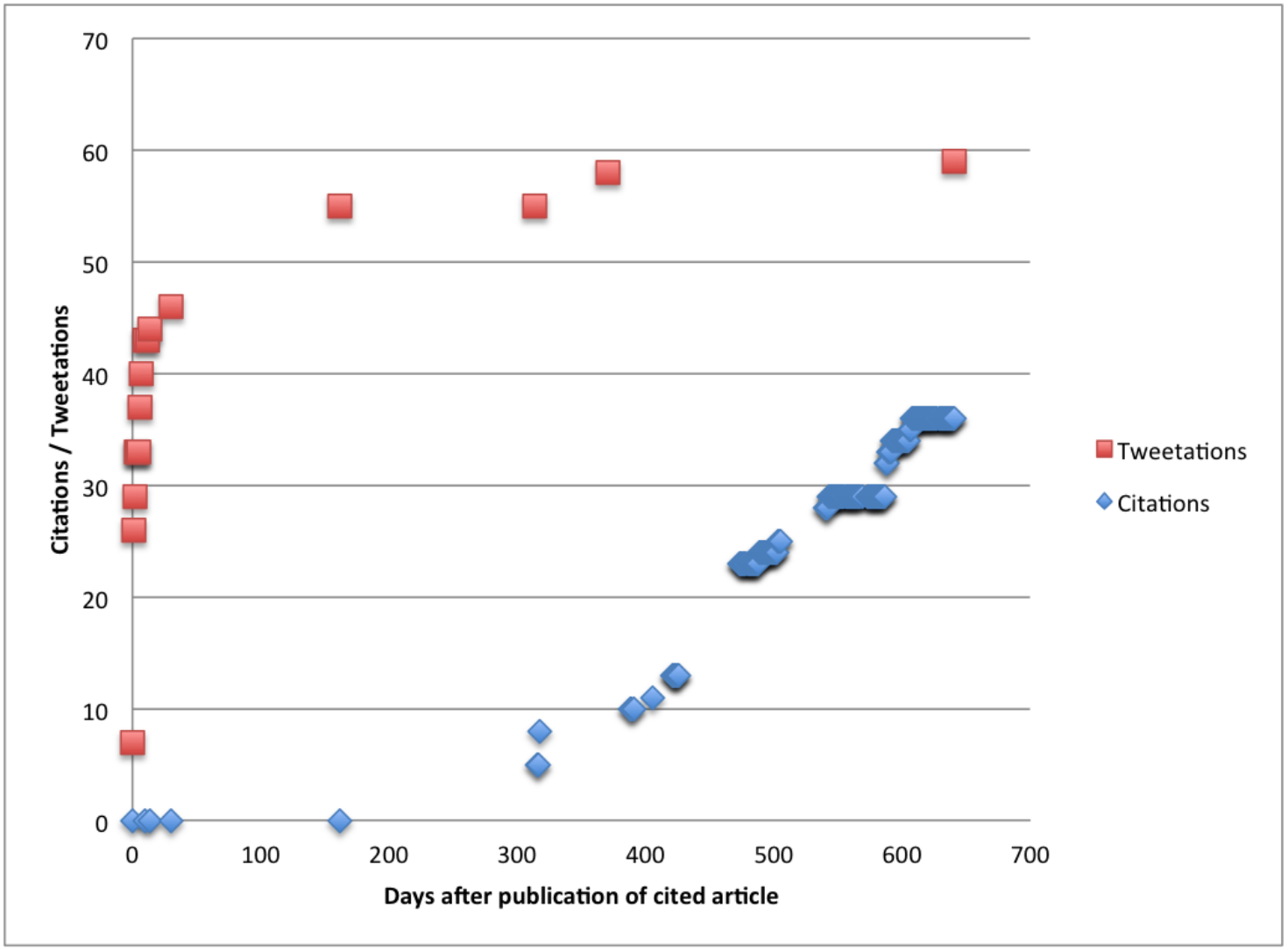
965 Tweets

196 Participants

487 Avg Tweets/Hour

5 Avg Tweets/Participant

Tweetations & Citations



- Source: [Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and Correlation with Traditional Metrics of Scientific Impact]

Claudia Megele
@claudiamegele

TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
9,429	2,681	3,841	395

Claudia Megele retweeted

Harry Ferguson @Harr_Ferguson · Apr 17

Social media should be an essential part of new social workers' toolkits gu.com/p/4xa3z/stw Gets more relevant by @claudiamegele

The Guardian

Social media should be an essential part of new social workers'...

Digital media enables professionals to communicate more effectively with service users and each other, says Claudia Megele

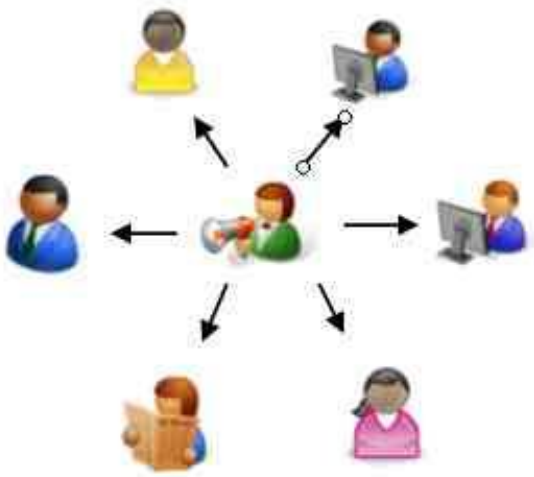
View on web

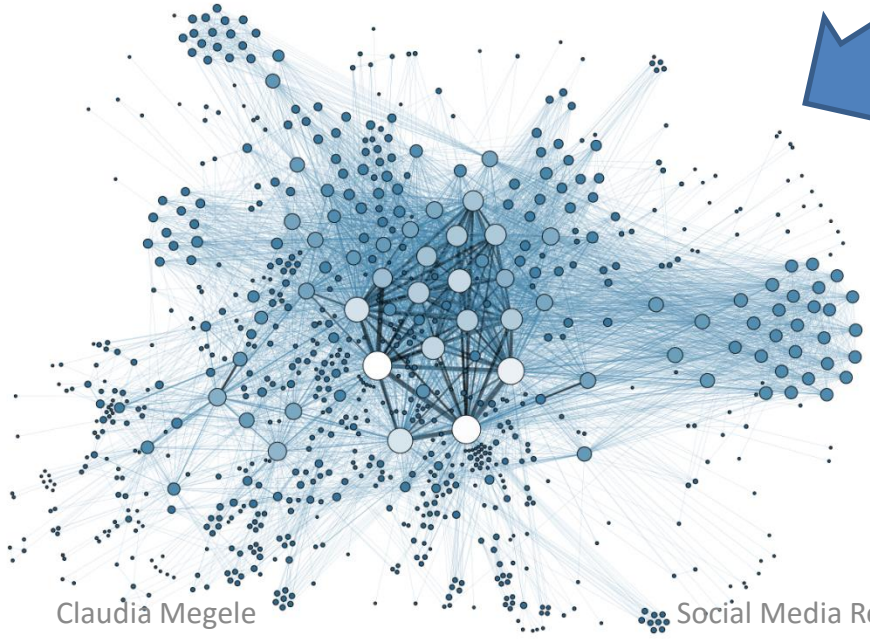
RETWEETS	FAVORITES
8	7

800px-5th_Floor_Lec....jpg

Share This.jpg

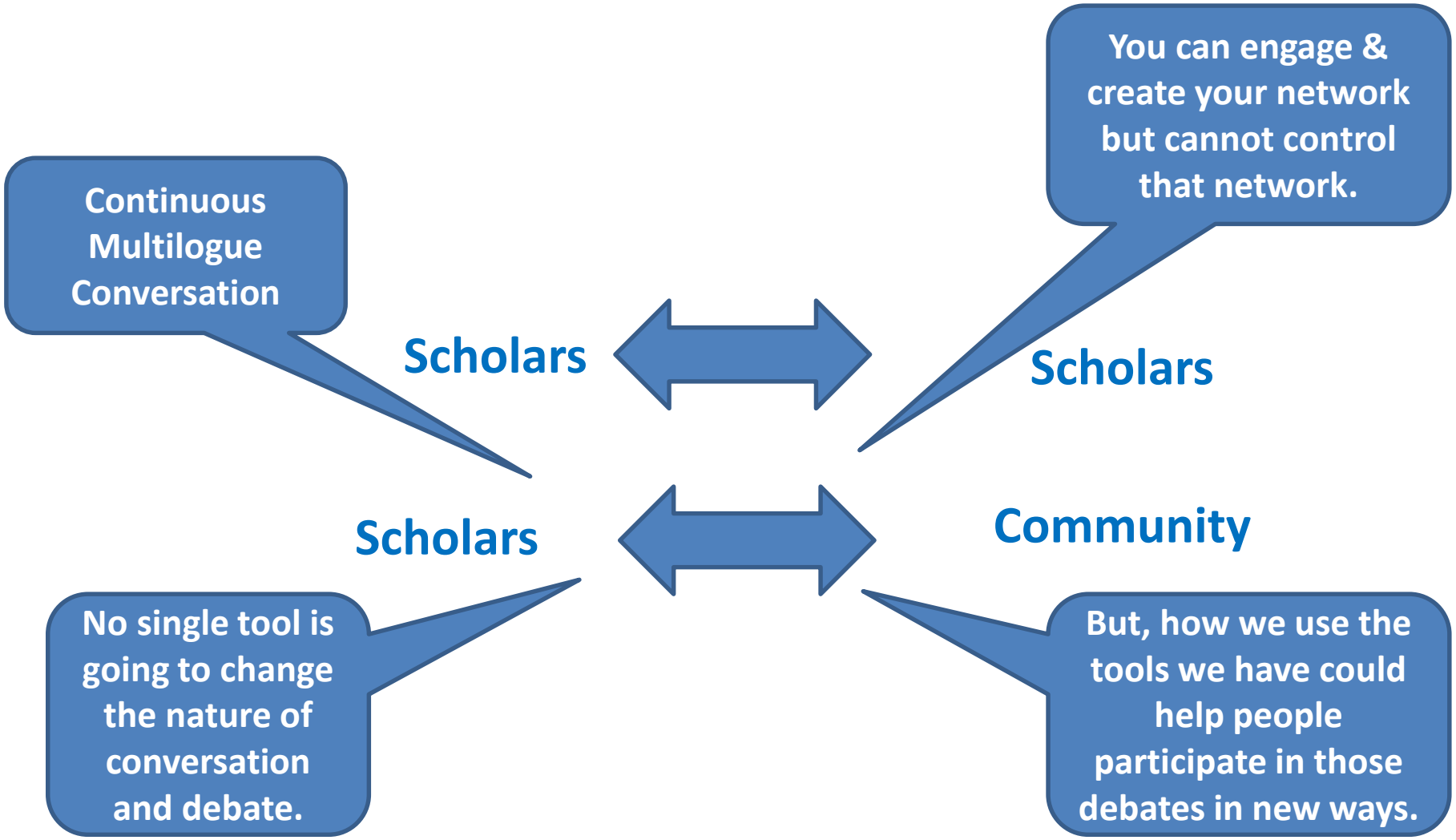
From One to Many to Many to Many Communication





Network society and multimodal connectedness changing the notion and expectations of relationships

Changing Paradigm of Scholarly Communication & the Importance of Communities



Prestige & Exclusivity vs. Sharing & Relevance

Prestige

- Academic reward systems are often centred around prestige and rewarding "The Leader".

Relevance

- New social paradigm is centred around sharing, relevance & leadership.

Leaderful Leadership

- Social media offers the opportunity to bridge this gap and allows for engagement with both prestige and relevance.

Parity of Voices & Representation or Fragmentation & Dispersion?

Miriam, et. al. (2014) researched:

- 42 different policy related topics selected by 16 policy makers from different political institutions in Germany
- Studying the characteristics of the 8,296 users involved in those discussions.

Their results showed:

  - Small percentage of users (less than 6%) were responsible for most of the generated discussions (36% of all the collected tweets);
  - These users were mainly news agencies and organisations and not individual citizens;
  - Similar to users, a small subset of topics was extensively discussed but most of the topics were under represented.

e-Professionalism & Digital Practitioner, e-Practitioner & e-Scholar

- Enquiring Mind and a critical perspective:
  - *considers social media and new technologies and critically thinks about how this is changing society, work, culture and communication;*

- Strategic and effective Use of Social Media:
  - *uses new media and social technologies in a purposeful manner with conversations that are focused on actionable outcomes.*
  - *Acknowledges the merging of audiences and that the personal and professional cannot be fully separated.*

- Identifies new opportunities and challenges:
  - *digital divide, amplifying effect of social media, and Re-weaving the Web.*

Twitter & Identity: Mentalization, Empathy, Relationships & Correlates

- Can the use of Twitter influence the individual's attachment style?
- Can the use of Twitter influence the individual's relationship style?
- Can the use of Twitter influence the individual's locus of internal vs. external control score?
- Can the use of Twitter influence the individual's reflective thinking ability?
- Can an intense use of Twitter influence the individual's ability to accurately identity others' non-verbal expressions of thoughts and emotions?
- Can an extended use of Twitter influence the individual's ability to accurately identity others' non-verbal expressions of thoughts and emotions?
- Can use of Twitter influence individual's narcissism score?

Some Additional Resources

- Theorizing Twitter Chat
- Social care in the e-professionalism era
- Employers Social Media Policy and the Challenge of e-Professionalism
- eABLE: Embedding social media in academic curricula as a learning and assessment strategy to enhance students' learning and e-Professionalism
- Five ways Google Glass can transform social care. The Guardian, Accessed 13 January 2015
- Local government in 2020: challenges and opportunities
- How to move from local e-government to collaborative e-governance

Questions

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- Twitter: @ClaudiaMegele
- Email: C.Megele@mdx.ac.uk
- Academia.edu: http://mdx.academia.edu/ClaudiaMegele
- Using Social Technology in Health and Social Care Provision: Strategies for Implementation and Good Practice
- **Psychosocial & Relationship Based Practice**