ENTICING THE GOOGLE GENERATION: WEB 2.0, SOCIAL NETWORKS & UNIVERSITY STUDENTS

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29TH ANNUAL IATUL CONFERENCE
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Location and transport routes

Campus locations
1. City campuses: King, Flinders, Queen
2. Footscray Nicholson
3. Footscray Park
4. Melton
5. Newport
6. St Albans
7. Sunbury
8. Sunshine
9. Werribee

Major arterials
Web 2.0 is probably the series title of the most important conversation of our age – and one whose impacts can be truly transformational on a global scale.
INFORMATION BEHAVIOURS [CIBER 2008]

- Horizontal information seeking
- Navigating around
- Short power browsing
- Squirreling content
- Diversity of user behaviours
- Authority of sources - brand recognition (e.g. Google)
CIBER REPORT [2008]

- Information literacy has not improved
- Little evaluation of relevance, accuracy or authority
- Poor understanding of information needs
- Prefer natural language
- Problems in selecting from long hit lists.
CIBER REPORT [2008]

- Intervention at university too late
- Develop formative skills at school
- Get by with Google
Gen Y are leading users of libraries
Followed by Gen X
Distinct drop off 50+
The profile of library users shows an economically upscale, information hungry clientele who use the library to enhance their already-rich information world.
SOCIAL NETWORK SITES (SNS)

Web-based services that allow individuals to:

- Construct profile
- List connections with other users
- View and traverse connections with others.

‘Network’ not ‘Networking’

boyd and Ellison [2007]
FACEBOOK

More than 67 million active users
5th most trafficked website in world (comScore)

University applications
Library applications (Deakin University)
FACEBOOK – IN STUDENTS SPACE?

... there are clearly dangers in trying to appear ‘cool’ to a younger audience...There is a big difference between ‘being where your users are’ and ‘being USEFUL to your users where they are’.

CIBER [2008]
FACEBOOK – IN STUDENTS SPACE?

Create a profile on popular sites in your school
Keep profile public – but not lame
Don’t go surfing for your students
Accept invitations to be friends
Be present to influence norms

boyd [2007]
PRIVACY - MEET KEVIN COLVIN
VIRTUAL NETWORKED ENVIRONMENTS (NVE)

Gartner:

50% of large enterprises will establish an NVE business presence by the end of 2012.

Filho [2007]
VIRTUAL NETWORKED ENVIRONMENTS (NVE)

Over 100 educational islands worldwide

- RMIT architecture and design lectures, coursework, stimulate creativity
- Curtin urban and regional planning simulations
- USQ law moots
- Vocational education – retail, languages, hairdressing
VIRTUAL NETWORKED ENVIRONMENTS (NVE)

Wired July 2007 – negative reports on losing market $.

RITSON [2007]

Whether you build brands with virtual stores, online ads or traditional media you had better be able to explain why you invested your marketing budget in that manner. Try doing it any other way and you are virtually guaranteed to be out of job. In the real world, at least.
Gartner’s 5 laws of virtual participation:

- Virtual worlds are not games
- Behind every avatar is a real person
- Don’t expect profits for at least 3 years.
- Understand and contain the downside
- Likely mergers of current virtual worlds
• Align virtual environments with research, teaching and learning goals
• Identify early adopters and quick wins
• Increase faculty/student communication, collaboration and learning activities
• Expect integration between e-learning platforms and virtual environments
RISK MANAGEMENT - GARTNER

IT related security risks
Identity authentication and access management
Confidentiality
Brand and reputation risk including social and ethical positioning
Productivity

Prentice [2007]
MEET JANET DUDLEY-ESHBACH
RISK MANAGEMENT

Productivity
Computing, bandwidth, internet fees
Internal policies
Worker productivity and morale
GOVERNANCE

Balancing local creativity with corporate needs
Limited support or expertise centrally
Acceptable use of social networks
What, how and when to share with whom
PRIORITIES?

You have to figure out what the problem is first before you come up with a solution.

Casey and Savastinuk [2007]
VU LIBRARY PROJECTS

Virtual Learning Commons
Student Rovers – social network
Encore
ENCORE FEEDBACK

Encore is a great tool.

It’s a nifty thing to know about.

The search engine is really good.

It helped me out and our team on research assignment.

It will be beneficial for the future and further work for all users.
Our overall conclusion is that much writing on the topic of this report overestimates the impact of ICTs on the young and underestimates its effect on older generations. A much greater sense of balance is needed.
CONCLUSION

JISC reports – profiles of user behaviour
79-95% students members of Facebook
Role of librarians
12 million 2nd Life residents
Priorities for investment
Governance and risk management
LESSONS

Difficulty of generalisation

Need for some rigour and process when deciding on areas to be pursued

Potential to be by-passed if you do nothing

Importance of innovating and capitalising on significant benefits of some new technologies.
Most importantly, because the use of Web 2.0 in learning and teaching is still a developing field, we recommend that institutions take a light-touch approach in the use of regulations that might constrain experimentation with the technologies and allied pedagogies.

Franklin and van Harmelen [2007]
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