Changing Landscape: Social Media, Research and Academia

Research and Social Media Symposium
Middlesex University 22 June 2015

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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.
Google Wants to Turn Your Clothes Into a Computer

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
<table>
<thead>
<tr>
<th></th>
<th>Web 1.0</th>
<th>Web 2.0</th>
<th>Web 3.0</th>
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</thead>
<tbody>
<tr>
<td>Mainly Read-Only</td>
<td>Widely Read-Write</td>
<td>Portable &amp; Personal</td>
<td></td>
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<tr>
<td>Information Focus</td>
<td>Community Focus</td>
<td>Individual Focus</td>
<td></td>
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<tr>
<td>Home Page</td>
<td>Blogs / Wikis / Social Networks</td>
<td>Life streams / Waves</td>
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<td>Ownning Content</td>
<td>Sharing Content</td>
<td>Contextualising Content</td>
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<td>Web Forms</td>
<td>Web Apps</td>
<td>Smart Apps</td>
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<td>Directories</td>
<td>Tagging &amp; Hashtag</td>
<td>User behaviour</td>
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<td>Page Views</td>
<td>Cost per Click</td>
<td>User Engagement</td>
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<td>Banner Ads</td>
<td>Interactive Ads</td>
<td>Behavioural Ads</td>
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<td>Britannica Online</td>
<td>Wikipedia</td>
<td>The Semantic Web</td>
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<td>HTML / Portals</td>
<td>XML / RSS</td>
<td>RDF / RDFS / OWL</td>
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Web 4.0 - Symbiotic Web

Read-Write-Execution-Concurrency
Step toward Web 4.0
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
Claudia Megele
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

Course

University

Learning

Online

Open

Students

Crowd-sourced

MOOC-type

Coursera

Feedback

High

Large-scale

Learning

Source

Exams

Institute

Approaches

Institutions

Sources

Exam

Institute

Approaches

Institutions

Sources

Exam

Institute

Approaches

Institutions

Sources
Basic Conceptualisation of Research Cycle

- Conceptualization: Idea, Research Question & Methodology
- Primary & Secondary Data Collection & Data Analysis
- Findings and recommendations
- Communication of Results & Engagement + Follow up actions
Research Cycle

Conceptualization: Idea, Research Question & Methodology

Primary & Secondary Data Collection & Data Analysis

Finding and recommendations + Follow up actions

Communication of Results & Engagement

Seminars & presentations & Workshops

Educational resources

Media engagement

Conceptualisation & Conceptual Design

Research Protocol

Literature Reviews

Proposals

Bibliographies

Interviews & Observations & Surveys, etc.

Images, Graphs & Infographics

Big Data, Databases & Data Sets

Textual, Audio & Video Recordings

Journals

Manuscripts

Papers & presentations

Reports & evaluations

Claudia Megele

Social Media Research Symposium
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.
Research Cycle

Conceptualization:
Idea, Research Question & Methodology

Primary & Secondary Data Collection & Data Analysis

Findings and recommendations

Communication of Results & Engagement + Follow up actions

Proposals

Bibliographies

Research Protocol

Literature Reviews

Mostly private with limited visibility and shareability

Shared & Shareable e.g. tagging & social bookmarking

Conceptualisation & Conceptual Design

Claudia Megele

Social Media Research Symposium
Dr SLS @DrSLJ
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

Claudia Megele @claudiamegele · Feb 19
@DrSLJ @lovingswjourney look forward to it & have a lovely evening.

10:47 PM - 19 Feb 2015 · Details
Data is mostly: discrete; not easily shareable; hard copy & often not digitalized.

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

Data is digitalized, interlinked & shareable; Digital curation; Text mining; Crowd sourcing.
Big Data is data that is too large, complex and dynamic for any conventional data tools to capture, store, manage and analyze. The right use of Big Data allows analysts to spot trends and gives niche insights that help create value and innovation much faster than conventional methods.

57.8% of organizations surveyed say that Big Data is a challenge.

72.7% consider driving operational efficiencies to be the biggest benefit of a Big Data strategy.

50% say that Big Data helps in better meeting consumer demand and facilitating growth.

The “three V’s”, i.e. the Volume, Variety and Velocity of the data coming in is what creates the challenge.

**VOLUME**

- >3,500 North America
- >2,000 Europe
- >250 China
- >400 Japan
- >50 Latin America
- >200 Middle East
- >50 India

**VALUE**

Productivity Increase

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
<th>$ in Savings</th>
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</thead>
<tbody>
<tr>
<td>Retail</td>
<td>49%</td>
<td>$9.6B</td>
</tr>
<tr>
<td>Consulting</td>
<td>39%</td>
<td>$5.08B</td>
</tr>
<tr>
<td>Air Transportation</td>
<td>21%</td>
<td>$4.38B</td>
</tr>
<tr>
<td>Construction</td>
<td>20%</td>
<td>$4.26B</td>
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<tr>
<td>Food Products</td>
<td>20%</td>
<td>$3.48B</td>
</tr>
<tr>
<td>Steel</td>
<td>20%</td>
<td>$3.48B</td>
</tr>
<tr>
<td>Automobile</td>
<td>19%</td>
<td>$2.8B</td>
</tr>
<tr>
<td>Industrial Instruments</td>
<td>18%</td>
<td>$1.28B</td>
</tr>
<tr>
<td>Publishing</td>
<td>18%</td>
<td>$0.88B</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>17%</td>
<td>$0.48B</td>
</tr>
</tbody>
</table>

**SALES INCREASE**

**VELOCITY**

- 2.9 million emails sent every second
- 20 hours of video uploaded every minute
- 50 million tweets per day

**VALUE**

40% projected growth in global data created per year

The estimated size of the digital universe in 2011 was 1.8 zettabytes. It is predicted that between 2009 and 2020, this will grow 44 fold to 35 zettabytes per year. A well defined data management strategy is essential to successfully utilize Big Data.

Research Cycle

- Conceptualization: Idea, Research Question & Methodology
- Primary & Secondary Data Collection & Data Analysis
- Findings and recommendations
- Communication of Results & Engagement + Follow up actions

Static and unidirectional text-based format

Transmedia, dynamic & multimodal format

Journals
Papers & presentations
Manuscripts
Reports & evaluations

Claudia Megele
Social Media Research Symposium
Claudia Megele retweeted

Peter Beresford @BeresfordPeter · Apr 22
@claudiamegele @jlwestwood @CommunityCare @AngieBartoli @Harr_Ferguson @HackneyChild thanks Claudia, looking forward 2reading yr book!!

1:13 PM · 22 Apr 2015 · Details

Claudia Megele @claudiamegele · Apr 22
@BeresfordPeter @jlwestwood @CommunityCare @AngieBartoli @Harr_Ferguson @HackneyChild Most welcome & would love to know your feedback. :-)

1
Using Storify

eLearning & Blended Learning: Embedding Social Media in Academic Curricula

This Storify highlights some of the key themes explored during the Higher Education Academy Conf./Workshop on 'E-Learning & Blended Learning - Exploring Technology, Enquiry, & Pedagogy' at Middlesex University.
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.
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.

Conceptualization: Idea, Research Question & Methodology

Communication of Results & Engagement + Follow up actions

Primary & Secondary Data Collection & Data Analysis

Findings and recommendations

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

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
Network society and multimodal connectedness changing the notion and expectations of relationships
Changing Paradigm of Scholarly Communication & the Importance of Communities

Continuous Multilogue Conversation

You can engage & create your network but cannot control that network.

Scholars

No single tool is going to change the nature of conversation and debate.

Scholars

But, how we use the tools we have could help people participate in those debates in new ways.

Community
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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• 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