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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.
Wearable Technology

Google Wants to Turn Your Clothes Into a Computer
By CONOR DOUGHERTY  MAY 29, 2015  5:56 PM  19 Comments

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

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

Research Protocol

Literature Reviews

Proposals

Bibliographies

Mostly private with limited visibility and shareability

Shared & Shareable e.g. tagging & social bookmarking

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.

Research Cycle

Claudia Megele

Social Media Research Symposium
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
>500 MIDDLE EAST
>50 INDIA

3.5 petabytes of unique data are created every day.

VALUE

PRODUCTIVITY INCREASE

SALES INCREASE

10% RETAIL
49% $9.6B
39% $5.0B
21% $4.3B
20% $4.2B
20% $3.4B
19% $2.8B
18% $1.2B
18% $0.8B
17% $0.4B

40% PROJECTED GROWTH IN GLOBAL DATA CREATED PER YEAR

5% PROJECTED GROWTH IN GLOBAL IT SPENDING PER YEAR

CASE STUDY - HEALTHCARE

$165B CLINICAL
$9B PUBLIC HEALTH
$108B R&D
$47B ACCOUNTS
$5B BUSINESS MODEL

TRANSPARENCY IN CLINICAL DATA AND CLINICAL DECISION SUPPORT
AGGREGATION OF PATIENT RECORDS, ONLINE PLATFORMS AND COMMUNITIES
PUBLIC HEALTH SURVEILLANCE AND RESPONSE SYSTEMS
ADVANCED FRAUD DETECTION, PERFORMANCE BASED DRUG PRICING

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.

Sources:
2. World Economic Forum, Global Risks Report
4. University of Texas, Austin, Department of Information Technology

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

Research Cycle

Conceptualization: Idea, Research Question & Methodology

Primary & Secondary Data Collection & Data Analysis

Communication of Results & Engagement + Follow up actions

Findings and recommendations

Journals

Manuscripts

Papers & presentations

Reports & evaluations

Static and unidirectional text-based format

Transmedia, dynamic & multimodal format
Claudia Megele retweeted

Peter Beresford @BeresfordPeter · Apr 22
@claudiamegele @jlwestwood @CommunityCare @AngieBartoli @Harr_Ferguson @HackneyChild thanks Claudia, looking forward 2 reading 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. :-)

Claudia Megele
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.

by SWSCmedia  a year ago  1 Like  448 Views
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

Primary & Secondary Data Collection & Data Analysis

Communication of Results & Engagement + Follow up actions

Findings and recommendations

Seminars & presentations & Workshops

Education 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.

Claudia Megele
Mental Health Chat

The Numbers

12,368,109 Impressions
965 Tweets
196 Participants
487 Avg Tweets/Hour
5 Avg Tweets/Participant

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.

Mental Health Chat
@MHChat

#MHchat is an open access Mental Health community (mhchat.com)
Join+Share your views & experiences of #MentalHealth @MHChat Wednesdays
8:00 PM UTC

facebook.com/pages/MHChat/110076638183797

Exploring #PTSD & Post Traumatic Growth: Join+Share your views & experiences @MHChat see link for your local time timeanddate.com/worldclock/fix
Tweetations & Citations

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

Claudia Megele
Social Media Research Symposium
Social media should be an essential part of new social workers' toolkits. gu.com/p/4xa3z/stw Gets more relevant by @claudiamengele

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
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

Continuous Multilogue Conversation

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

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

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

Scholars

Scholars

Scholars

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.
• 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 identify 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

• **Claudia Megele**

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• Email: C.Megele@mdx.ac.uk

• Academia.edu: [http://mdx.academia.edu/ClaudiaMegele](http://mdx.academia.edu/ClaudiaMegele)

• **Using Social Technology in Health and Social Care Provision: Strategies for Implementation and Good Practice**

• **Psychosocial & Relationship Based Practice**