Creative Utilization of Technology in Academic Advising

November 20, 2008

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The Web 2.0 Meme

Meme:
• a joke, recipe, song, proverb
• an idea or guide that people in a culture understand quickly, use, modify, and share with each other

Web 2.0 is a meme because it is a framework with core ingredients that are grasped easily but not rigidly bounded

Term Web 2.0 coined first by O'Reilly Media

Opening Up Education: The Collective Advancement of Education through Open Technology, Open Content, and Open Knowledge

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Core Ingredients of Web 2.0

- A way of approaching how to think about and use technology - not to be "mastered" by a user, but rather its purpose is decided upon, manipulated, changed, and improved upon by the users
- Technologies are evolving in a social space (i.e. the internet) that space involves experimentation and play
- Users participate in development of the uses of the technologies; the technologies are not "published" for the user
- There is emergent behavior in the technology

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Take, for example, Microsoft Word...
- useful, but well-defined and finite

This is the interface for googledocs. Note the similarities with MS Word.
Core Ingredients of Web 2.0
- Those making or implementing the technology place "radical trust" in the users
- Users' experiences are rich and diverse
- Technology is designed to get better as more people use it
- Information sharing is not managed by a standard taxonomy, but users themselves tag information, resulting in a classification scheme unique to users and context (i.e. a "folksonomy")
- Software is not released in "static" versions but rather has a long period of being in "perpetual" beta testing

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Tools
Please see the Resources Section of this Handout for additional information on how to utilize Facebook, Googledocs, Wikis and other tools in Academic Advising

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Place to Start
Establishment of desired outcomes, such as:
- Engagement of the student population
- Socializing students into viewing their educational process as an interesting and engaging endeavor

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Where they live…

- 85.2% login to Social Networking daily
- 83.6% text message daily
- 82.5% use course management systems
- 77.3% download music videos weekly
- 73.8% Instant Message several times per week

The ECAR Study of Undergraduate Students and Information Technology, 2008 (Educause)

Social Media

places where students socialize

“walking spam filters” require sensitivity in approach

By situating more educational interactions in the realm of Social Media and Web 2.0 applications, we can enrich student experiences in a more authentic, engaging and collaborative way

Social Networks

focus on building communities of people who share interests and activities

Nationally, 74% of females and 60% of males rate Facebook “No. 1”
See the SUPPLEMENTAL DOCUMENT

*Advising Technology for the Technologically Challenged Advisor*

for more information on creating, developing and using social networking tools in advising

(Find link in Resources Section)

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**Podcasting**

A collection of digital media files

- distributed over the Internet via syndication feeds
- for playback on portable media players (iPods) and personal computers

Web Syndication Feed - your own newspaper column or radio show

Aggregator - Web application that collects all your subscriptions

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**Getting started**

- Obtain software to capture digital audio/video
  - GarageBand
  - Audacity
  - Webcam
- Find a way to "push" it
  - iTunesU
  - www.gcast.com

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**How can I use Podcasting in Advising?**

- General announcements
- Delivery of course materials and lectures
- A vehicle for peer advising

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**Collaborative Environments**

Wiki:
- A single or collection of Web page(s)
- Anyone who accesses can contribute or modify
- Often used to create collaborative websites
- Collaborations between colleagues and/or students

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**Google Docs**

Create documents, spreadsheets and presentations right in your browser

Find more information on Wikis and Googledocs in Resources Section

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Understanding the culture of any population requires one to get into that culture somehow and experience what that population experiences.

Instant Messaging
Real time communication with an individual or a group

See Supplemental Materials in the Resources Section to learn how to set-up and use IM.
Presenters

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Join us and share your thoughts and ideas at the NACADA Webcast Discussion Wiki:
http://nacadawebcast.wetpaint.com/

Join us at Googledocs for "The Great Dough Disaster":
http://docs.google.com/a/ksu.edu/Doc?id=dgwvg795_2dgxmtcm&invite=djbh4rd

The term Web 2.0 appears to have been coined first within industry by O'Reilly Media:


Academic Advising Blog example at http://traceanne1.edublogs.org/
Life at Walsh Academic Advising Blog available at http://www.lifeatwalsh.com/academic-advising/

Virtual Advising Demo (12 minutes) - created by Art Esposito (Virginia Commonwealth University) for December 2007 Webinar, On the Horizon: The Future of Academic Advising and Technology. Available at http://www.nacada.ksu.edu/Resources/AVDownloads.htm

Instant Messaging sites that allow communication "across platforms”:
http://www.pidgin.com/
http://www.skype.com/
http://www.trillian.com
http://meebo.com

WeeMees - http://www.weeworld.com/
Using the Web 2.0 meme to engage students in academic advising:
http://www.sis.pitt.edu/~studentservices/nacada/web2.html

Technology Glossary

Aggregators
Aggregators reduce the time and effort needed to regularly check websites for updates, creating a unique information space or "personal newspaper." Once subscribed to a feed, an aggregator is able to check for new content at user-determined intervals and retrieve the update. The content is sometimes described as being "pulled" to the subscriber, as opposed to "pushed" with email or IM. Unlike recipients of some "pushed" information, the aggregator user can easily unsubscribe from a feed.

Avatar
A computer user’s representation of her- or himself. It can be a picture, symbol, text construct or even an animated digital image.

Blog
A blog (a contraction of the term "Web log") is a web site with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Blog can also be used as a verb, meaning to maintain or add content to a blog.

Markup Language
A Markup Language is a series of text annotations that gives instructions for the formatting and appearance of text. The most relevant markup language to our discussion is HTML (Hypertext Markup Language) code—that which is used in creating World Wide Web pages.

Online Social Networks
Online communities of people who share interests or who are interested in exploring the interests of others. Most social network services provide a variety of ways for users to interact. Examples of online social networking sites include Facebook and MySpace.

Podcast
A podcast is a series of audio or video files which is distributed over the Internet by download, to portable media players (like iPod) and personal computers. Though the same content may also be made available by download or listening/viewing on a personal computer or apple computer, a podcast is distinguished from other digital-media formats by its ability to be subscribed to and downloaded automatically when new content is added.

Virtual Worlds
A virtual world is a computer-based simulated environment intended for its users to inhabit and interact via avatars. Communication between users has ranged from text, graphical icons, visual gesture, sound, and rarely, forms using touch and balance senses.

Wiki
Wiki is a piece of software that allows users to freely create and edit web page content using any web browser. Wiki supports hyperlinks and has a simple mechanism for creating new pages and connections between internal pages.

Wiki Farm
Web site designed to host your wikis.