

Social networking to enhance and support learning

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Session summary:

"The loss of control you fear is already in the past."

Clay Shirky (Here Comes Everybody: The Power of Organizing Without Organizations)

As the internet continues to disintermediate the service sector, formal education (lectures, virtual learning environments) is under attack. Institutions are pressurized from below (student expectations, recruitment and retention), and above (education spending). Is social media part of the problem or part of the solution? Looking at examples from sites such as Twitter, Ning, Friendfeed and Facebook, this seminar will address the following questions:

1. Risk management - what could possibly go wrong?
2. Return on investment? What are the costs and benefits both of using and not using social media?
3. How can an institution be agile in online social spaces and engage in conversations?