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NZ Herald: New Zeala...

Web2.0 & What is it? & Where are you?



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academy
OF TERTIARY TEACHING
EXCELLENCE

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What is currently the worlds second

- a) Yahoo
- b) Google
- c) Bing
- d) YouTube
- e) Dogpile
- f) Ask
- g) AltaVista



Will Lion

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Digital Natives?

Marc Prensky

marcprensky.com/

“Engage me or enrage me”

Neuroplasticity



Net generation learner

Generation Y

Millennial student

21st century learner

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- These students, born from 1982 onwards, will by the time they are aged 21, on average, will have spent twice as long playing video games than they will have reading, and four times more time watching television than reading.
- *Prensky, 2001*

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The 'Digital Student' and now, the 'Millennial Instructor'?

Implications for teaching, learning, support

- Collaboratory for Advanced Research and Academic Technologies (CARAT)



Carl Berger

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Getting information off the Internet is like taking a drink from a fire hydrant.

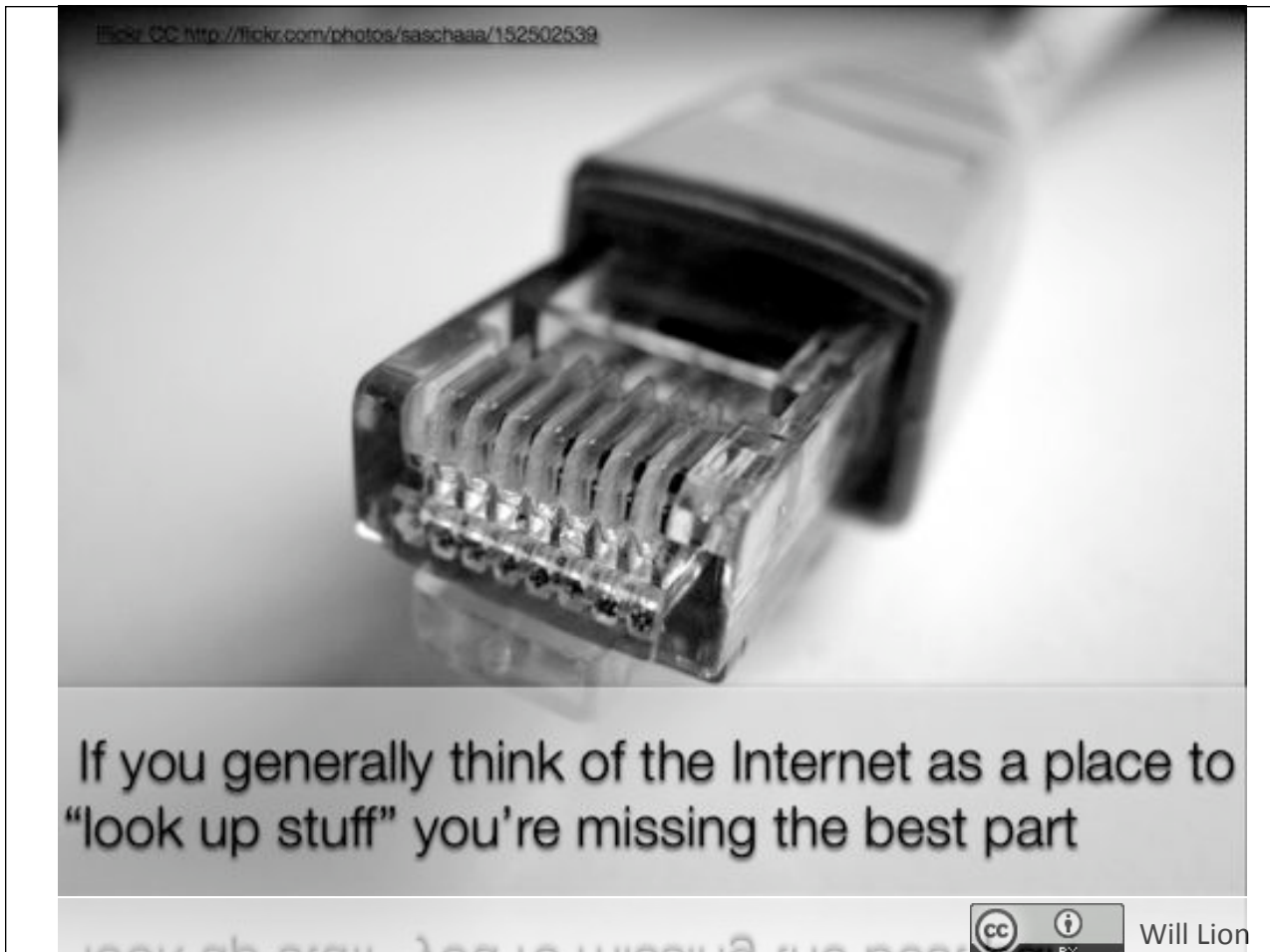
Mitchell Kapor

Original from <http://www.flickr.com/photos/compinfor/1271882/>



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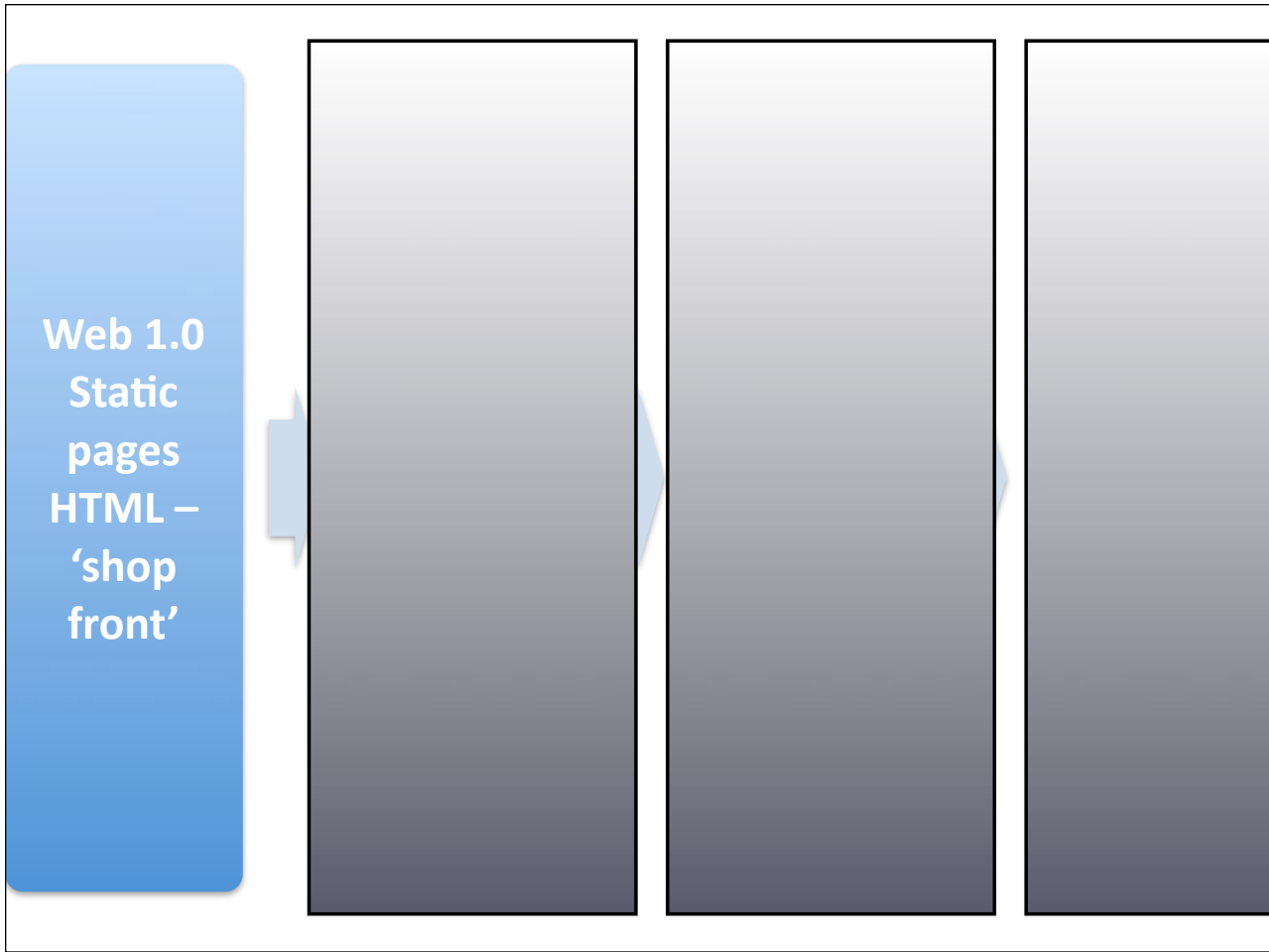
Flickr CC <http://flickr.com/photos/saschaaa/152502539>

If you generally think of the Internet as a place to "look up stuff" you're missing the best part

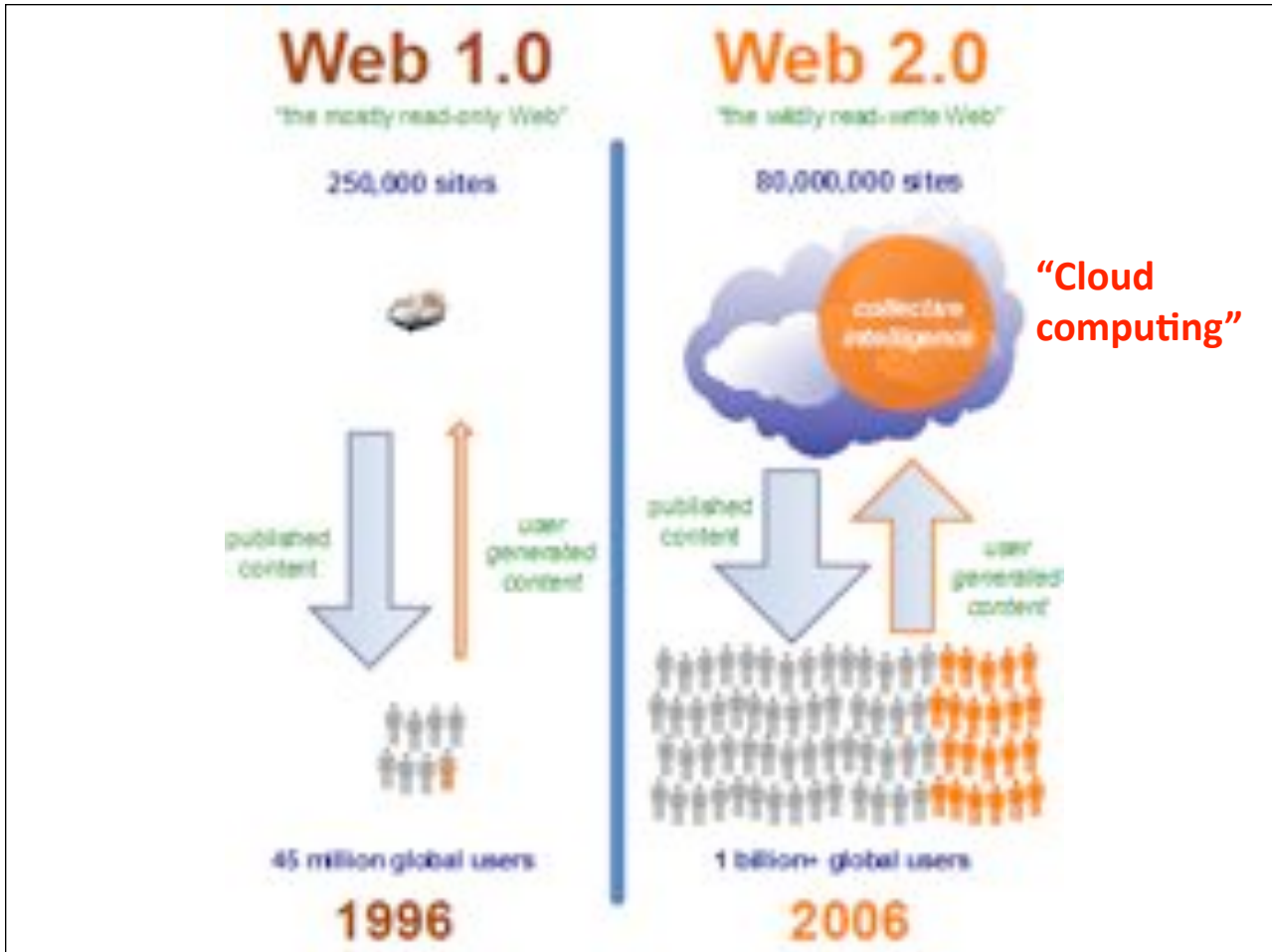


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Blog

-Web log

-Reflective journal

-Online diary

-Soapbox

-Readers can comment but not edit

The screenshot shows a web browser window with the address bar displaying 'http://sethgodin.typepad.com/'. The page title is 'Seth's Blog'. On the left side, there is a sidebar with a yellow header that says 'seth godin's BLOG' and a photo of Seth Godin. Below this, there is a subscription form with the text 'DON'T MISS A THING FREE UPDATES BY EMAIL' and a 'Subscribe me!' button. There are also RSS feeds and a search bar. The main content area features an article titled 'Clout' with several paragraphs of text. At the bottom, there are 'SETH'S WEB PAGES' and 'Technorati Links'.

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"I believe the bloggers and their ideas. They are my friends and will tell me the truth, unlike advertisements."

Anonymous Shanghainese woman

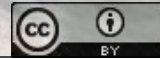
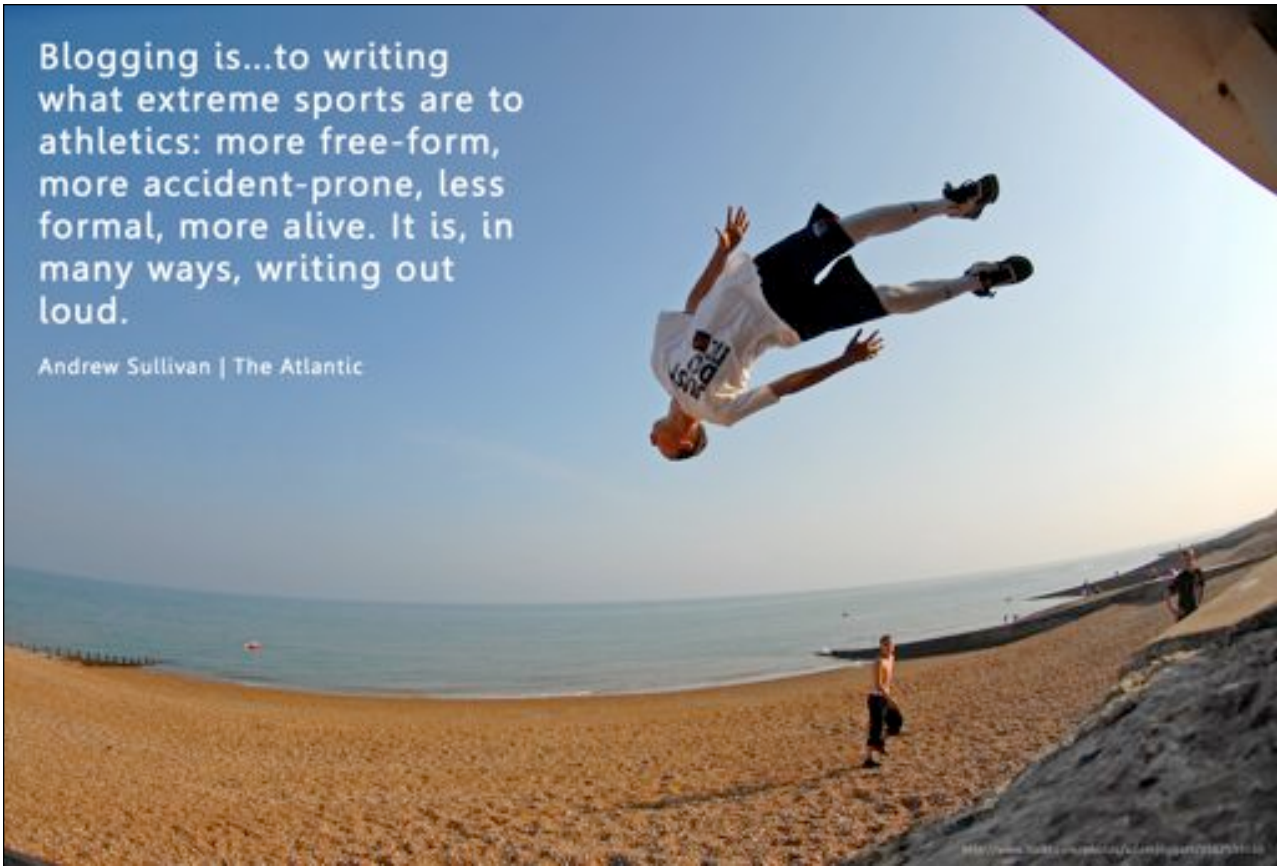


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Blogging is...to writing what extreme sports are to athletics: more free-form, more accident-prone, less formal, more alive. It is, in many ways, writing out loud.

Andrew Sullivan | The Atlantic

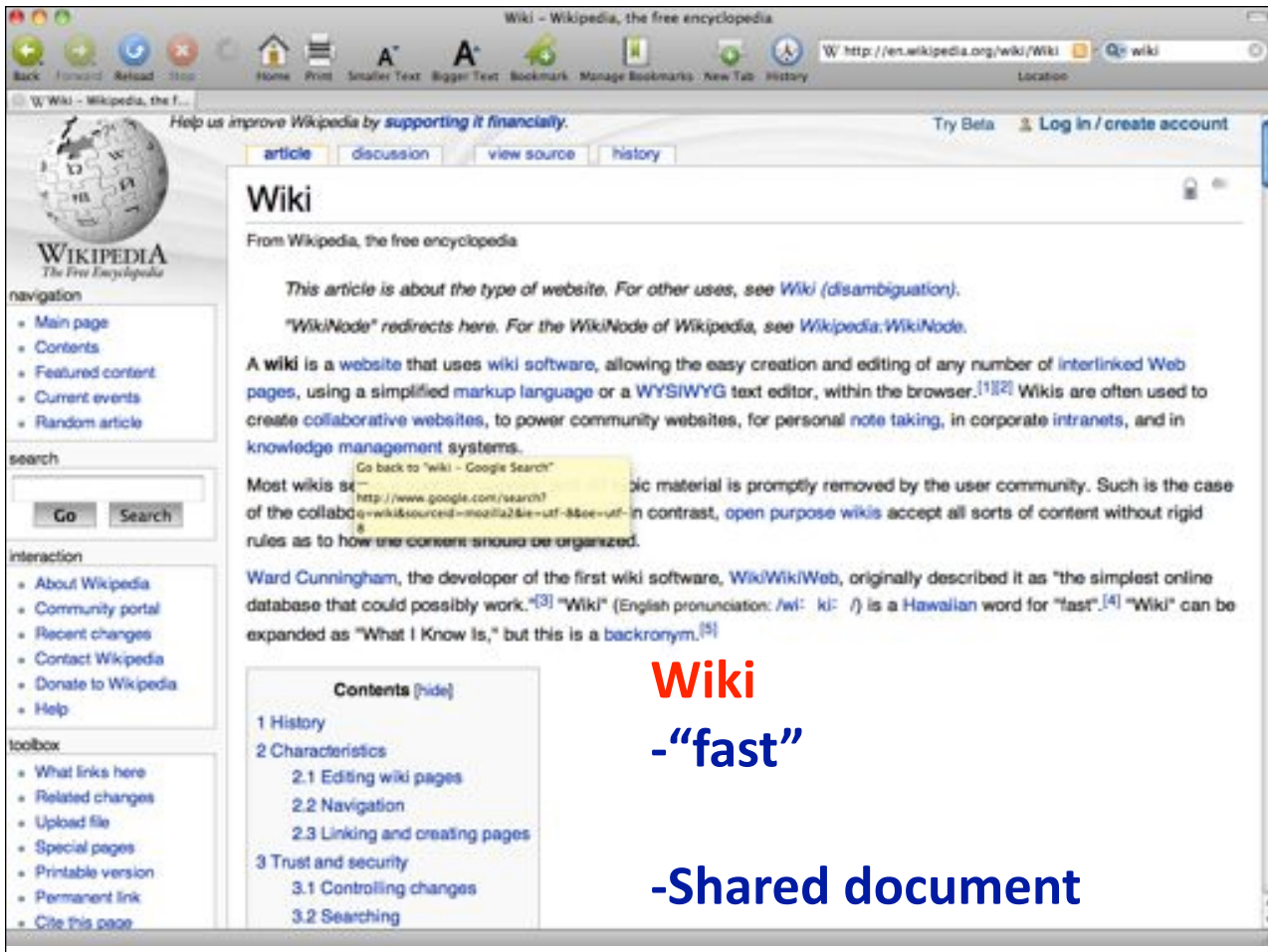


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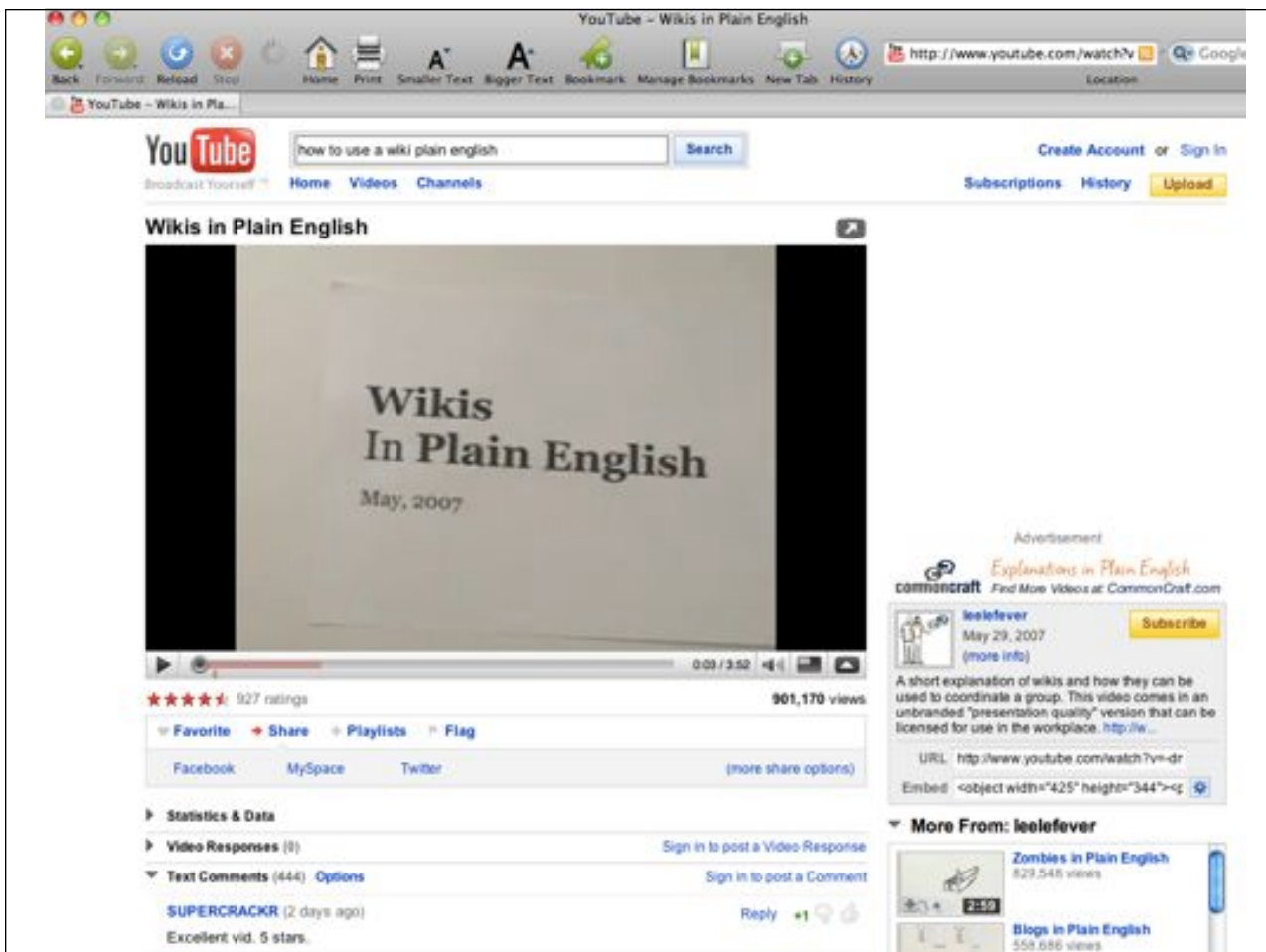
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Export educators look to “tweeting”

EDUCATION EXPORTERS ARE eager to increase their online presence through social networking sites such as Twitter and Facebook, if crowds at last week's International Education Conference are any indication.

The conference itself already had the biggest turnout in its 18-year history but some of the most popular sessions were those directly related to learning about web presence.

Education New Zealand chief executive Robert Stevens said interest in internet marketing was growing year on year as people realised it was an “excellent” tool to market New Zealand – inexpensively and despite the country's geographic isolation.

“It doesn't surprise me to be honest,” he said.

There were not enough chairs to cope with the numbers at a session about “E-Marketing and the Changing Digital Landscape” on the Thursday, while Friday's “Working With the Web session” was held in the largest room available in order to deal with expected demand.

IT consultant Scott Sinclair said while traditional forms of media such as television, radio, and newspapers were losing popularity, the internet was growing in popularity. Mobile internet use and social networking sites were growing particularly fast, he said.

That meant institutions had to have effective websites in order to attract overseas students, but that same site had to be attractive to parents who would be paying to send students overseas, he said.

With the anonymity of the internet there was a recognised issue of parents posing as their children to fill out online application forms, he warned.

In a separate session, Education New Zealand website administrator Vince Warnock described changes in the rapidly expanding social networking area that could help schools market themselves offshore.

These included the increased ability of brands to market on Facebook pages, which became a brand “profile” that developed its own “friends”;

along with the ability to update limitlessly and “host” events.

But Warnock warned that without strong content the benefits of social networking sites waned: “Content is king.”

While Facebook was seen as a profile for a brand, the rising popularity of Twitter was evolving as a “two-way dialogue”, he said.

Both social networking tools had large numbers of young users, but the fastest growing demographic was the 25 to 40-year-old “power user” age group, which tended to use such tools more frequently, he said.

However, he warned against institutions becoming too involved in developing social networking profiles without first researching the resourcing and time it required.

Education NZ launched its new interactive website just days before the conference. It includes a range of new features, including a video that could be dipped in and out of while browsing the site.

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Some facts about online social networking:

- 1.6 billion people worldwide use the internet.
- two-thirds of the internet population use social networking sites.
- three million tweets are sent each day on Twitter
- 100 million videos are watched on YouTube each day.
- there are 250 million Facebook users.
- five billion minutes are spent on Facebook each day.
- One billion links are shared on Facebook each week.

* Figures supplied by Education New Zealand

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Will Lion

Thursday, 29 October 2009

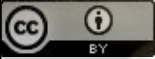
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Having an audience can make self-reflection even more acute, you're trying to describe your activities in a way that is not only accurate but also interesting to others: *the status update as a literary form.*

NYTimes, Sept. 7, 2008

<http://flickr.com/photos/b-cal/116220008/>

<http://www.flickr.com/photos/b-cal/116220008/>



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"When we examine some of the Web 2.0 success stories—like Facebook, Flickr, Second Life, and YouTube—we can see that they all tap into the creative and imaginative qualities of their users. In fact, playfulness is so ingrained in the user experience of these sites that it's impossible to separate it from the services they provide."

Jonathan Follett | UXmatters



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Increasingly, those who use technology in ways that expand their global connections are more likely to advance, while those who do not will find themselves on the sidelines.

2009 Horizon Report



ough Night for some
ckr.com/photos/mehappy8/2194783925/

gpa' your horizon summit 8/15/09 4:50:28 PM
http://www.uxmatters.com



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"If we continue to teach our students today, as we taught them yesterday, we rob them of tomorrow."

John Dewey



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"Over to you Paul..."



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