Use of Social Media in Higher Education
Introducing us

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What is Social Media?

Our Definition of Social Media:

**Social** is the keyword: it’s about **sharing your** knowledge and things with **your group** (friends, peers, etc).

Being part of a **group** or a **network** and **acting together** to learn from each other.

Social Media are **enabling tools**, so it is no longer about controlling and managing what people do with these tools, but **encouraging** and **supporting** a **self-sufficient** approach to smarter learning.
## Top 10 social media in European countries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Institution</th>
<th>Twitter</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Great Britain</td>
<td>201.885</td>
<td>625.020</td>
</tr>
<tr>
<td>2</td>
<td>France</td>
<td>24.130</td>
<td>130.050</td>
</tr>
<tr>
<td>3</td>
<td>Spain</td>
<td>15.980</td>
<td>97.525</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>31.500</td>
<td>68.930</td>
</tr>
<tr>
<td>5</td>
<td>Portugal</td>
<td>3.445</td>
<td>79.950</td>
</tr>
<tr>
<td>6</td>
<td>Italy</td>
<td>6.330</td>
<td>70.150</td>
</tr>
<tr>
<td>7</td>
<td>Netherlands</td>
<td>31.270</td>
<td>17.790</td>
</tr>
<tr>
<td>8</td>
<td>Poland</td>
<td>280</td>
<td>48.700</td>
</tr>
<tr>
<td>9</td>
<td>Denmark</td>
<td>60</td>
<td>40.700</td>
</tr>
<tr>
<td>10</td>
<td>Belgium</td>
<td>1.980</td>
<td>32.200</td>
</tr>
</tbody>
</table>

*Source: Scienceguide*
Some observations

- In Europe there are 336,890 Twitter followers from 390 specific higher ed. Twitter accounts;
- There are 1,475,255 Facebook fans in 598 official higher ed. Facebook groups;
- Germany and the Netherlands are strong in Twitter but not in Facebook;
- Southern Europe is the opposite: strong in Facebook but not in Twitter.

The UK is leading in followers and friends: Oxford gains more than 2000 Facebook friends per month

Dinosaurs: ETH Zurich, Leuven and Munich.

Source: Scienceguide
So where’s the Netherlands?

Top 5 Social Networking Sites in the Netherlands  
March 2011 vs. March 2010  
Total Netherlands, Age 15+, Home & Work Locations

<table>
<thead>
<tr>
<th>Total Unique Visitors (000)</th>
<th>Mar-2010</th>
<th>Mar-2011</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Internet : Total Audience</td>
<td>11,927</td>
<td>11,953</td>
<td>0</td>
</tr>
<tr>
<td>Social Networking</td>
<td>9,742</td>
<td>11,490</td>
<td>18</td>
</tr>
<tr>
<td>Hyves*</td>
<td>7,692</td>
<td>7,650</td>
<td>-1</td>
</tr>
<tr>
<td>Facebook.com</td>
<td>3,717</td>
<td>6,556</td>
<td>76</td>
</tr>
<tr>
<td>Twitter.com</td>
<td>1,923</td>
<td>3,207</td>
<td>67</td>
</tr>
<tr>
<td>Linkedin.com</td>
<td>1,830</td>
<td>3,118</td>
<td>70</td>
</tr>
<tr>
<td>Windows Live Profile</td>
<td>2,924</td>
<td>2,769</td>
<td>-5</td>
</tr>
</tbody>
</table>

* Hyves is a dutch social networking site like myspace

Source: comScore Media Metrix
Finding things on the Social Web

Improving personal and team productivity

Collaborating with colleagues

Sharing resources, ideas and experiences with colleagues

Keeping up to date with new content on the Social Web

Building a trusted network of colleagues

Communicating with colleagues

30 ways to use social media to work and learn smarter
www.C4LPT.co.uk/workingsmarter
How to use it: Twitter

Using Twitter:
• To enable interactive classes;
• To boost student engagement (even after class);
• Because it’s cheap, easy to use and improves academic performance;
• The twitter trail can be used as study aid

University of Texas, Dallas
http://mashable.com/2010/03/01/twitter-classroom/

In the Netherlands the University of Amsterdam, the VU University Medical Centre and several schools (Amsterdam, Groningen) are experimenting with Twitter.

Using a wiki:
• To collaborate and work together in one place;
• To collect information in text, audio, video (weblectures), images, tests;
• Practice writing and research skills by making students contribute to the wiki;
• (peer) feedback and monitoring;
• Saving a history of change (see what’s been changed)

Free University Amsterdam, Archeology
http://www.surfspace.nl/nl/Praktijkvoorbeelden/Pages/Beeldvorminginhetverleden,Archeologieineenwiki.aspx

University of Utrecht, Biomedical Sciences
Physiopedia.nl (project in progress)
Train the trainer

21edingen (21 e-things):

A blended learning “train the trainer” course for teachers to learn about the social media tools.

www.21edingen.nl

Every e-thing has multiple educational examples: how to use it in the classroom.
Copyright

*Using data from others*

- Creative Commons & fair use policy
- Open vs. closed networks

*Social Media-platforms (re)using your data*

- Terms of use: be careful what you wish for...
- Storage, mining & reselling users data

Some Issues using Social Media for education

Privacy

It takes less than a minute to create your free account & start sharing!
‡ Have a Google or Facebook account? You can use them to sign in!

Community
Flickr is made of people.
Join one of over 10 million active groups to take part in the conversation, learn from our other 60 million photographers and share your own story through photos.

Privacy
Your photos are safe with us.
Share photos only with the people you want to with our easy privacy settings. Flickr’s multiple-backed storage system makes sure you never lose another photo again.

Flickr on the go
Mobile options to keep you going.
Flickr is always in your back pocket with apps for iPhone, Windows 7, and more. Or use m.flickr.com from any mobile device to upload and share photos on the go.

Explore
Some Issues using Social Media for education

Privacy & Digital image building

• Account settings: what’s hidden & what’s not?
• Social web > Intelligent web: combining the data

• Publishing photo’s & video’s of others
• Identity theft

http://www.surfnet.nl/nl/Thema/cybersafe/identiteit/Pages/SocialeMedia.aspx
Some Issues using Social Media for education

Combining private and professional life

‘Teacher’ & ‘private’ accounts

Are you there where your students are or do you create a new social learning environment?
Social Media containers

*Extend functionality: third party applications*

- Facebook
- OpenSocial
- SURFconext

Intelligent web

Social Video
Questions?

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