

International Conference

# SMART 2013

*Social Media in Academia:  
Research and Teaching*

June 6-9, 2013 - Bacau (Romania)

Editor

**Bogdan Pătruț**

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Via G. Verdi 15/1, 40065 Pianoro (Bologna), Italy  
www.medimond.com • info@medimond.com

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## **SMART 2013 Scope**

**Social Media in Academia: Research and Teaching** provides relevant theoretical frameworks and the latest research on social media the challenges in the educational context. Our conference is essential for professionals aiming to improve their understanding of social media at different levels of education as well as researchers in the fields of e-learning, educational science and information and communication sciences and much more.

With the emergence/increased use of social media tools, a large number of higher education institutions are embracing this new ecology of information offered by social media. More and more colleges and universities from all over the world are transitioning from traditional teaching/learning towards social media teaching/learning, widening their curriculum landscape beyond technology by integrating different forms of social media, like social networks, microblogs, or cloud computing. However, in this era of fundamental changes in education brought by virtual worlds and augmented reality, dominated by mobile devices and applications, it is necessary to rethink the academic work environments based on social media tools and applications like Facebook, Twitter or YouTube, in accordance with the learning needs, skills, and competencies of students.

### **Topics**

Recommended topics include, but are not limited to, the following:

- Academic applications for podcasting
- Academic events through social-media (Eventful, The Hotlist, Meetup.com, Upcoming, Eventseer, AllConferences)
- Analytics for social media
- Budgeting for social media in academic organizations
- Case studies for successful social media commuting and presenting
- Communication, both internal and external.
- Diagramming and visual collaboration in educational institutions
- Document Managing and Editing Tools: Docs.com, Dropbox.com, Google Docs, Syncplicity
- Executive and employee social media education and training.
- How do universities deal with social media obstacles/shortcomings
- Impact of social media on the quality of the didactic process
- Integrating social media and traditional media within the academic environment
- Livecasting for education
- Location-based social networks (Facebook places, Foursquare, Geoloqi, Google Latitude, Gowalla, The Hotlist)
- Mobile social media and mobile teaching/learning
- Personal Learning Environments
- Photography and art sharing (deviantArt, Flickr, Photobucket, Picasa, SmugMug, Zoomr) and the new education
- Research in Social Media: journals, books, conferences, events
- Social bookmarking (or social tagging): CiteULike, Delicious, Diigo, Google Reader, StumbleUpon, folkd

- Social media tools for schools and universities
- Social networking used in the new academic environment (ASmallWorld, Bebo, Cyworld, Diaspora, Facebook, Google+, Hi5, Hyves, IRC, LinkedIn, MySpace, Ning, Orkut, Plaxo, Tagged, Tuenti, XING, Yammer)
- Social news: Digg, Mixx, Social i my2i, Newsvine, NowPublic, Reddit
- Teaching through presentation sharing (Prezi, scribd, SlideShare)
- The use of Content Management Systems for education (Drupal, Joomla, Plone, Siteforum, Wordpress)
- The advertising of universities using social media
- Using blogs (Blogger, Drupal, LiveJournal, Open Diary, WordPress, Xanga) for educational purposes
- Using microblogging (Google Buzz, Identi.ca, Twitter) for communicating academic events
- Using video sharing for education (Dailymotion, Metacafe, Nico Nico Douga, Openfilm, sevenload, Viddler, Vimeo, YouTube)
- Using wikis (PBworks, Wetpaint, Wikia, Wikimedia, Wikispaces) in Science Classes

## **Location**

Bacau is the main city in Bacau County, Romania. With a population of 133,460, it is the 15th largest city in Romania. The city is situated in the historical region of Moldavia, at the foothills of the Carpathian Mountains, and on the Bistrita River. The Ghimes Pass links Bacau to Transylvania. The famous gymnast Nadia Comaneci, the founder of the Dada/Dadaism movement Tristan Tzara, and the king Stephen III of Moldavia (Stephen the Great) were born in Bacau County. Also, the composer/violonist/pianist Georges Enesco lived in Bacau County. The local time in Bacau is GMT+2.

There are some direct flights from European main cities to Bacau: from London (Luton), Paris (Beauvais), Dublin, Brussels (Zaventem), Rome (Fiumicino), Milano (Bergamo), Turin (Cuneo) and Bologna.

## **Chair**

Bogdan Patrut, PhD, EduSoft & Vasile Alecsandri University of Bacau, Romania,  
www.edusoft.ro/bogdan, bogdan@edusoft.ro, tel. 0040728882288

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- Valentin Tugui, IBS-TV Iasi, Romania

## Keynote speakers

Professor Dr. **Ilya Levin**, Tel Aviv University



Presentation: **Academic Education in Era of Digital Culture**

Ilya Levin received the Ph.D. degree in Computer Engineering in 1987, when he was the Head of the Computer Science Department in the Leningrad Institute of New Technologies (in the former USSR). Between 1993 and 1997, Ilya Levin was the Head of the Computer Systems Department in Holon Institute of Technology, Israel. In 1997, he worked as a Research fellow in the Computer Science Department of University of Massachusetts, USA. Between 2003-2006, Ilya Levin was an Associate Professor of the School of Engineering in the Bar Ilan University, Israel. Presently, Prof. Ilya Levin is a Head of Department of Mathematics, Science and Technology Education of the Tel Aviv University. His recent research interests include: Computer Design, Human Concepts Learning, Social Media, Culturology of Information Society. Ilya Levin is the author of about 150 research papers both in Computer Engineering and in Education.

PD Dr. **Michael Nentwich**, Director of the Institute of Technology Assessment of the Austrian Academy of Sciences, Vienna, Austria



Presentation: **From Cyberscience to Cyberscience 2.0 and beyond.**

Michael Nentwich, originally a lawyer, is a science and technology scholar, a passionate technology assessor and, since 2006, the director of the ITA. His main research field in technology assessment is the Internet and its influence on society and science. He studied economics at the Vienna University of Economics and Business Administration, and political science and law at the University of Vienna, where he graduated with an LL.M. in 1988, acquiring his Ph.D in 1995 with a thesis on European food law. In 1989/90 he pursued post-graduate studies at the College of Europe, Bruges (Belgium). In 2004 he received his *venia docendi* ("habilitation") in Science and Technology Studies (STS) from the University of Vienna on the basis of his book on the impact of the Internet on academia. From 1996 to 2005 he pursued research as a junior, later senior scientist at the ITA, mainly in the field of the information society. A further year abroad in 1998/99 as a guest scientist at the Max Planck Institute for the Study of Societies, Cologne, was devoted to his research on cyberscience. Since 2006 he has been the director of the ITA, and, from 2011, also the deputy chairman of the Conference of the heads of research institutes of the OeAW. His publication list includes a number of books, among them the two volumes "Cyberscience. Research in the Age of the Internet" (2003) and "Cyberscience 2.0 - Research in the Age of Digital Social Networks" (2012), as well as numerous articles in scientific journals and edited volumes.

Professor Dr. **Gabriela Grosseck**, West University of Timisoara, Romania



Presentation: **A new job or a new skill for Academia? How to be a Social Media Educational Archaeologist**

Gabriela Grosseck is Associate Professor in the Department of Psychology at the West University of Timisoara, Romania. She has particular expertise in ICT in education (teaching, learning and researching), a solid experience in students'/teachers' training both f2f and online environments. For almost a decade she was an editor-in-chief of Romanian Journal of Social Informatics. An author of many articles in the field of e-learning 2.0, a speaker at different international events, workshop organizer and member of editorial committees (journals and conferences), her research interests cover main aspects of Web 2.0 tools and technologies in higher education, collaborative aspects and proper use of social media (by teachers, students, researchers, policy makers and other educational actors). Her papers are highly cited by researchers in social media and ICT education.

Dr **Charlotte Holland**, Dublin City University, Ireland



Presentation: **Learning 2.0 - Pedagogy and Social Media: A critique of pedagogical models/ approaches deployed in the infusion of social media in higher education.**

Dr. Charlotte Holland is Chair of Undergraduate Studies and lectures in technology in education, education for sustainable development and creative instructional design in the School of Education Studies at Dublin City University. She promotes an interdisciplinary approach to educational practice and research, given the multi-disciplinary nature of her own educational pathway through higher education (with qualifications that include: B.Sc. in Applied Physics, Higher Diploma in Education, Masters in Computers, and a PhD focused on technology in education). She held the Chair of the Institute of Educational Research in Ireland from 2010-2011. She continues to be very successful in attracting research funding at national and EU levels, and actively undertakes research, supervises doctoral research and publishes in the areas of technology-enabled learning, education for sustainability and values-based learning. Her research interests more specifically include: Sustainable online learning communities, Learning 2.0, Science and citizenship education, and Meta-cognition in independent learning.

Professor Dr. **Sandra Hofhues**, University of Education Heidelberg, Germany



Presentation: **Education beyond Facebook. Critical Reflections at the Current Status of ICT in Higher Education (I)**

Since October 2012, Sandra Hofhues is Professor of Media Didactics at the University of Education Heidelberg. She was a Research Fellow in e-learning and blended-learning at the Hamburg University of Applied Sciences. Between 2007 and 2011, she worked in the field of media pedagogy in the Institute of Media and Educational Technology at Augsburg University where she finished her interdisciplinary Bachelor and Master studies *Media and Communication* from 2002 to 2007. In early 2012, she received her PhD on *Learning through cooperation* at the Universitaet der Bundeswehr in Munich, Germany. Her PhD is based on the evaluation of the corporate volunteering project *business@school* - an initiative of The Boston Consulting Group. In Augsburg, she was responsible for several media-related projects in (higher) education, e.g., w.e.b.Square and vitamin b.

**Dr. Mandy Schiefner-Rohs,**  
University of Duisburg-Essen,  
Germany



Presentation: **Education beyond Facebook. Critical Reflections at the Current Status of ICT in Higher Education (II)**

**Jonathan Bishop,** Centre for Research into Online Communities and E-Learning Systems, Swansea University, UK



Presentation: **Preparing Higher Education for Digital Teens: The role of Classroom 2.0 and Gamification**

Since 2011, Mandy Schiefner-Rohs is Senior Researcher at University Duisburg-Essen, Department of Educational Media & Knowledge Management. She received a PhD on "Information and Media Literacy in Teacher Education" and got a Master degree in educational science, information science and art history. Her research interests are in the field of information and media literacy and teaching and learning in schools and higher education. Her previous academic positions include deputy head of the Center for University Teaching and Learning, from University of Zurich, Switzerland, and research assistant in Basel, Switzerland, University of Applied Sciences Northwestern Switzerland.

Jonathan Bishop is an information technology executive, researcher and writer. He is a former town councillor for Pontypridd Town Council and at present is a school governor for a primary school in that locality. He is known for founding the Classroom 2.0 initiative, which links education establishments to homes, mobile technologies and other institutions, while at the same time providing tailored education to students. He also regularly writes articles and does research in the areas of Internet trolling, Digital Teens and Gamification. Jonathan is the founder of the Centre for Research into Online Communities and E-Learning Systems (Crocels) at Swansea University. He has gone on to found firms like Crocels CMG CYF and The Crocels Press Limited, as well as related initiatives like Crocels News and the Crocels Trolling Academy. Jonathan holds three Masters degrees, in E-Learning, European Union Law and Information Systems. He has fellowships from the Royal Society of Arts and BCS - The Chartered Institute for IT.



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