

International Conference

SMART 2014

***Social Media in Academia:
Research and Teaching***

September 18-21, Timișoara, Romania

Editors

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

On one hand, 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.

On the other hand, our conference sets out to analyse the relation between social media and politics by investigating the power of the internet, and more specifically social media, in the political and social discourse. We intend to collect original research on the use of social media in political campaigns, electoral marketing, riots and social revolutions, presenting a range of case studies from across the world as well as theoretical and methodological contributions. Examples that explore the use of social media in electoral campaigns, the usage of Twitter and other Web 2.0 tools in mobilizing people for riots and revolutions, are for interest to us, among other topics.

Topics

Potential 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
- Application of engineering, computer science, mathematics, or natural science to politics or public policy
- Blogging for persuading the voters
- Budgeting for social media in academic organizations
- Case studies for successful social media commuting and presenting
- Citizen surveillance on the Internet
- Civic engagement in the Digital Age
- Collaborative E-democracy
- Communication, both internal and external
- Diagramming and visual collaboration in educational institutions
- Digital Democracy

- Digital divide
- Digital Politics
- Disability accommodation in technology usage
- Document Managing and Editing Tools: Docs.com, Dropbox.com, Google Docs, Syncplicity
- Domain name seizures without due process
- E-democracy
- Electronic rulemaking
- E-participation
- Equal access to information
- Executive and employee social media education and training.
- Facebook and Twitter for mobilizing people for social revolutions/riots
- Facebook, Twitter for winning elections
- Free speech in the information age
- Freedom from computer crime and abuse
- Freedom of expression in the information age
- Freedom of religion on the Internet
- Freedom to connect/organize on the Internet
- Future research directions
- Future research directions in Social Media
- Global access to information
- Government Political Processes in the Information Age
- Government restriction on access to Web sites
- Guerilla politics (cyberbullying, satire)
- Hacking into government computers
- How do universities deal with social media obstacles/shortcomings
- Impact of social media on the quality of the didactic process
- Information freedom
- Integrating social media and traditional media within the academic environment
- Interactive public docket
- Internet abuse and data misuse
- Internet access in prisons
- Internet censorship
- Internet Freedom
- Lawsuits against whistleblowers
- Livecasting for education
- Location-based social networks (Facebook places, Foursquare, Geolqi, Google Latitude, Gowalla, The Hotlist)
- Mobile social media and mobile teaching/learning
- Net neutrality
- Netizen rights
- Online campaigning using social networking/multimedia tools
- Online harassment of decision makers
- Online piracy
- Online political videos
- Online political videos and campaigns
- Open government
- Open politics
- Open-source governance
- Other Political Expression in the Information Age

- Parliamentary informatics
- Personal Learning Environments
- Photography and art sharing (deviantArt, Flickr, Photobucket, Picasa, SmugMug, Zoomr) and the new education
- Political activism on the Internet
- Political blogs, political vlogs
- Political Campaigns in the Information Age
- Political debates on the Internet
- Politics on social networks sites
- Privacy issues in the information age
- Research in Social Media: journals, books, conferences, events
- Right to privacy on the Internet
- Social bookmarking (or social tagging): CiteULike, Delicious, Diigo, Google Reader, StumbleUpon, folkd
- Social media and voting
- Social media in local electoral campaigns
- Social media in parliamentary elections
- Social media in presidential elections
- 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 advertising of universities using social media
- The Arab Spring and Social Media
- The role of web 2.0 in Occupy movement
- The Spanish Indignados movement and social networks
- The use of Content Management Systems for education (Drupal, Joomla, Plone, Siteforum, Wordpress)
- Transparency in Social Media
- Twitter Revolutions in Moldova (2009), Iran (2009-2010), Tunisia (2010-2011) and Egypt (2011)
- Use of social media by politicians in electoral marketing
- Uses of graph theory for analyzing social networks
- Using blogs (Blogger, Drupal, LiveJournal, Open Diary, WordPress, Xanga) for educational purposes
- Using microblogging (Google Buzz, Identi.ca, Twitter) for communicating academic events
- Using social media in electoral marketing
- 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
- Video sharing services (Flickr, Picasa Web Album, Pinterest, Youtube, Dailymotion, Metacafe etc.) used for manipulating or altering the perception of people from one geopolitical zone about the regime in other country
- Video-sharing websites and alterity problems
- Virtual town hall
- Virtual war room
- Warrantless wiretapping

- Web 2.0 role in !Democracia Real YA!
- Whistleblower protection/ prosecution/ persecution
- Whistleblower Web sites
- Whistleblowing in the Information Age
- Wikileaks

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Keynote speakers



Dr. Vaclav Stetka, Leader of the PolCoRe research group at the Institute of Communication Studies, Charles University in Prague. Presentation: *Social media and citizen participation: new challenges for research*

Vaclav Stetka is Senior Researcher and Leader of the PolCoRe research group at the Institute of Communication Studies, Charles University in Prague. Between 2009 and 2013 he was Senior Research Fellow at the Department of Politics and International Relations, University of Oxford, where he worked on a project Media and Democracy in Central and Eastern Europe. His research interests encompass political communication and the role of new media, transformation and democratization of media systems, media ownership and globalization. E-mail: stetka@fsv.cuni.cz



Dr Charlotte Holland, Dublin City University, Ireland
Presentation: *Learning Analytics – Empowering learners within higher education*

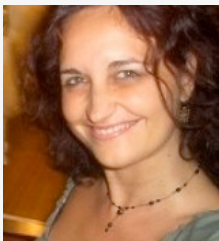
Dr. Charlotte Holland is Chair of Undergraduate Studies and lectures in technology in education, education for sustainable development and creative instructional design in the School of Education Studies at Dublin City University. She promotes an interdisciplinary approach to educational practice and 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.

Dr. Tomaz Dezelan, University of Ljubljana, Slovenia
Presentation: *Political Communication and Social Media: Revolution or evolution?*



Tomaz Dezelan, PhD, is Assistant Professor of Political Science at the Faculty of Social Sciences at the University of Ljubljana in Slovenia, and a researcher at the Centre for Political Science Research at the same faculty. He is an associate researcher at the University of Edinburgh, School of Law, where he acts as a country expert for citizenship. His research interests include citizenship concepts, debates and regimes, new modes of governance, parliamentary cohesion, electoral studies, political marketing, youth, gender and civil society. He has authored or coauthored more than 20 peer-reviewed articles in international journals and scientific volumes and 7 scientific monographs. Past projects he worked on or coordinated were funded by the Slovenian research agency, the European Union's FP framework, European Science Foundation of the European Union, European Education, Audiovisual and Culture Executive Agency and various other national agencies. E-mail: Tomaz.Dezelan@fdv.uni-lj.si

Dr. Francesca D'Errico, Uninettuno University, Rome, Italy,
Presentation: *Horizontal Political Media 2.0. Beyond the "Crowd" toward a socio-political Empowerment of being "follower"*



Francesca D'Errico is a Researcher at the Faculty of Psychology (Uninettuno University, Rome) and member of the SSPNet Project (Social Signal Processing European Network of Excellence) - where she works on help and overhelp behavior in multicultural contexts, social emotions and self-conscious emotions like bitterness and pride, the multimodal analysis of social signals of agreement, disagreement, evaluation and dominance in political debates. As to psycho-social processes, she is also author of several studies on social media and political participation where she explores in depth both theoretical and methodological aspects. She is author and co-authors of 50 articles and book chapters, and she is the Guest Editor of a book "Multimodal Communication in Political Speech Shaping Minds and Social Action" and a Special Issue on Social Signal Processing for "Cognitive Processing".

Dr. Martin Ebner, Assoc. Prof. Dipl.-Ing. Dr. techn. at Graz University of Technology, Austria Presentation: *Interaction in Mass Education*



Martin Ebner, Assoc. Prof. PhD is currently head of the Department for Social Learning at Graz University of Technology and therefore responsible for all university wide e-learning activities. He holds an Assoc. Prof. on media informatics and works also at the Institute for Information System Computer Media as senior researcher. His research focuses strongly on e-learning, mobile learning, learning analytics, social media and the usage of Web 2.0 technologies for teaching and learning. Martin gives a number of lectures in this area as well as workshops and talks at international conferences. For publications as well as further research activities please visit the website: <http://martinebner.at>

Sandra Hofhues, Dr. phil., Post-doctoral Research Fellow at the Chair of Higher Education of Zeppelin University Friedrichshafen, Lake Constance. Presentation: *Inquiry-based learning and research-based teaching with (social) media*



In the Higher Educational Design Research Center (HEDeR) she is responsible for the field of digital education. Previously, she was Deputy Professor of New Media Didactics, Researcher in e-learning and blended-learning and Media Pedagogue in Augsburg, Hamburg and Heidelberg, Germany. Main interests in research, teaching and development are: Media pedagogy and media ecologies, inquiry-based and connected learning as well as open science. Further information (first and foremost in German): www.sandrahofhues.de.

Prof. Dr. Ulrike Lucke, University of Potsdam, Germany, Presentation: *Inquiry-based learning and research-based teaching with (social) media*



Ulrike Lucke is Full Professor of Computer Science and head of the Complex Multimedia Application Architectures group at the University of Potsdam, Germany. Her research interests cover heterogeneity and interoperability of network-based architectures, including mobile and pervasive systems, especially in the area of technology-enhanced learning. Moreover, as Chief Information Officer (CIO) of the University of Potsdam she is responsible for strategic IT issues and E-Learning. Currently, she coordinates two major projects to intensify the use of digital media in teaching and

learning across campus. Among other positions in research associations she is speaker of the SIG E-Learning in the German Informatics Society.

Dr. Mandy Schiefner-Rohs, Technical University in Kaiserslautern, Germany, Presentation: *Inquiry-based learning and research-based teaching with (social) media*



Mandy Schiefner-Rohs is Assistant Professor for Educational Science at the Department of Social Science at Technical University in Kaiserslautern, Germany. Before she was Senior Researcher at University Duisburg-Essen, Department of Educational Media & Knowledge Management and deputy head of the Center for University Teaching and Learning, from University of Zurich, Switzerland. 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 social media in higher education and schools, innovations in teacher education and research based teaching and learning.

Prof. Dr. Gabi Reinmann, Zeppelin University, Germany, Presentation: *Inquiry-based learning and research-based teaching with (social) media*



Gabi Reinmann, Vice President of Teaching and Learning, Full Professor of Higher Education and head of the Higher Educational Design Research Center (HEDeR) of Zeppelin University Friedrichshafen, Lake Constance. Her research focuses are learning and teaching in higher education, e-learning and blended learning, evaluation research and educational design research. Currently, she is responsible for the scientific monitoring of two projects dealing with e-learning/blended learning in the context of sports and technology-enhanced learning in the context of mathematics at universities. Further information (in German): <http://gabi-reinmann.de/>

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