ECSM 2018

5th European Conference on Social Media

21-22 June 2018, Limerick Institute of Technology, Ireland

Mini Track on Social Media and Online Teaching

Mini Track Chair: Dr Phillip Davidson, University of Phoenix, Arizona, USA

People born in 1985 and later have never lived in a world without personal computers. These are the students that have been described as "digital natives." Most faculty are what would call "digital immigrants." They have had to learn the use of personal computers and the internet as they went along. As faculty, we are now faced with the challenge of how to cope with these digital natives. There are many digital technologies used by younger students, and social media is probably the most common. Tools such as Facebook, LinkedIn, and WhatsApp are just a few of over 90 social media sites. Now the pressure is on as to how to use social media, which these students know well, as an effective tool in the classroom. The challenge to teachers and to universities is how best to integrate social media into online teaching. There are both advantages and disadvantages to doing so. The goal of this track, therefore, is to present and discuss how social media can effectively be implemented in an online teaching program. Moreover, we would also like to hear studies of the successful use of social media in online learning. What are the experiences of faculty and students. The question has been asked, "Can this really be done?" That is the question and focus for this mini track. Topics may include but are not limited to:

- Social media and personalized learning
- Social media and student engagement to increase retention
- Faculty approaches to integrating social media in the online classroom
- How use of social media affects teaching
- Social media and a community of learning in the online classroom
- Access to social media and online learning in developing countries

Phillip L. Davidson, Ph.D. has been teaching online for 15 years for the University of Phoenix. He teaches primarily graduate students in the areas of Information Systems and Technology, but also in Business Leadership and Healthcare, especially as those areas interact with technology. His areas of research focus on technology in online education, as well as tracking of student engagement monitoring using social media. Because of the size of social media files, research into areas of data visualization and social analytics also play a central role in his research.

Submission details

In the first instance a 300 word abstract is required, to be received by **30 November 2017**.

Submissions must be made using the online submission form at
http://www.academic-conferences.org/conferences/ecsm/ecsm-abstract-submissiom/

If you have any questions about this track please email the mini track chair: Phil.davidson@phoenix.edu

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