

*Social Media:  
challenges with implemented  
and floating ideas  
in online study programmes  
for part time students*

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## This e presentation aims at

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- introducing the model of online distance learning and the profile of distance students at DOBA Faculty
- introducing some important theoretical aspects of using social media in higher education related to the online distance model
- presenting the integration of social media in teaching, learning and assessment in study programmes conducted fully online for part time students
- identifying the benefits of using social media as well as highlighting some of the problematic issues surrounding the present and the future use of social media at DOBA Faculty
- proposing an agenda for further research and development of pedagogy 2.0 in distance education

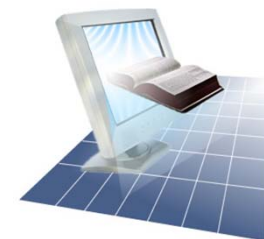


## DOBA Faculty – Vision&Mission

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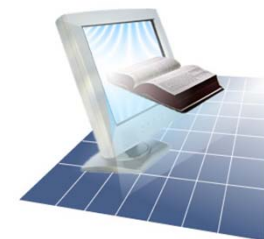
With innovative programmes and approaches we turn challenges into opportunities.



## DOBA Faculty: in words and figures

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- Established in 2004
- Private independent HEI
- Since 2005/2006
  - implementation of programmes
  - traditional and distance study mode
- 5 accredited bachelor programmes
- 3 accredited master programmes
- 1 joint Programme in the accreditation process
- 1531 students in 2010/2011
- 100 % part-time students
- 87 % distance students
- 109 teachers and tutors
  - 93% external
- 31 guest lecturers
- 18 staff
- Maribor, Ljubljana, Belgrade (Serbia)
- Since 2007: Erasmus University Charter
- Since 2007: virtual mobility
- 2008: externally evaluated
- 2011: in the process of international accreditation for distance study mode



## Students' profile

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- General characteristics

- 65% female
- 42% 25-34 ys
- 38% 35-44 ys
- 84% employed
- 78% self-funded
- 87% broadband
  - digital immigrants
- Geographically dispersed

- Motivational factors

- Ba/Ma degree
- New knowledge and skills
- New career

- Expectations

- Practical knowledge
- Professional attitude
- Good communication
- Fair-Play



## Quality Standards

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- Success rate (1st exam term): 87 %
- Retention rate: 85 %
- Overall satisfaction with the programme: 5,9/7
- Satisfaction with teachers: 6,1/7
- Satisfaction with tutors: 6,3/7
- 65% graduates
- Satisfaction of graduates with the programme (6 months – 1 year after graduation): 6,1/7



## Feedback from Students

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'This was the best tutor:  
friendly, correct, professional.'



'Teacher could have  
responded more often.'

'Deadlines during the  
week are for us –  
employed students –  
difficult to stick to. I  
only have time to study  
during the weekend.'

'Learning material  
was very useful, with  
a number of practical  
examples. During  
this course I really  
learnt a lot.'

# Distance Learning Model

- supported online learning
- social constructivism, collaborative learning, problem based learning
- continuous assessment
- introductory day&week
- 4-6 week modules
- weekly activities and tasks
- virtual meetings
- (online) examination

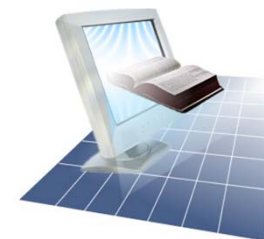
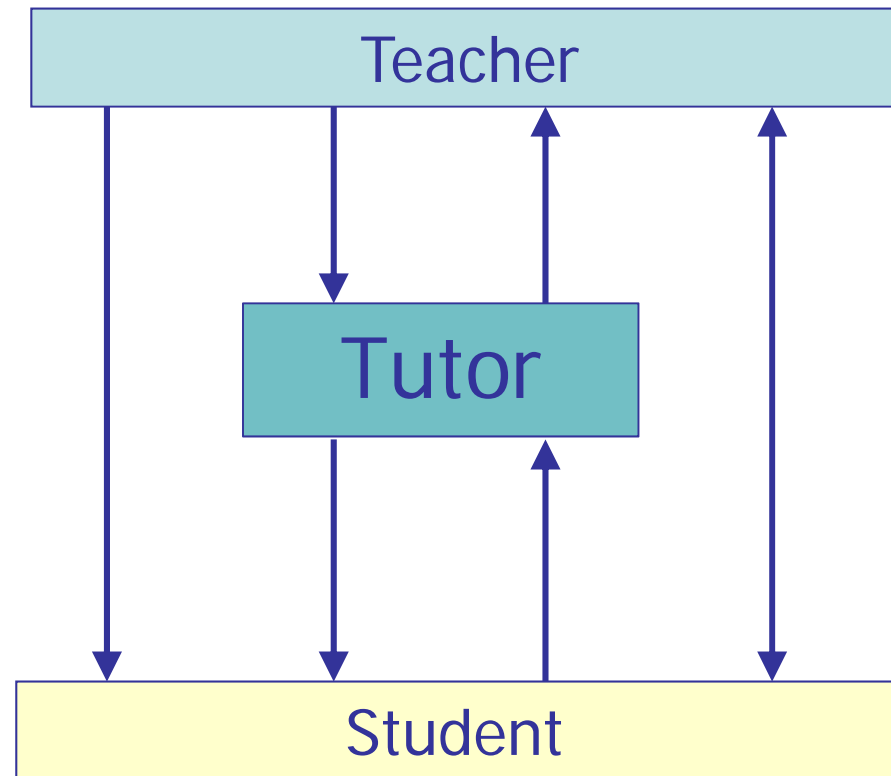
- 24/7 tutorial support
- Blackboard





## Roles&Communication

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# Collaborative Learning – Value Added

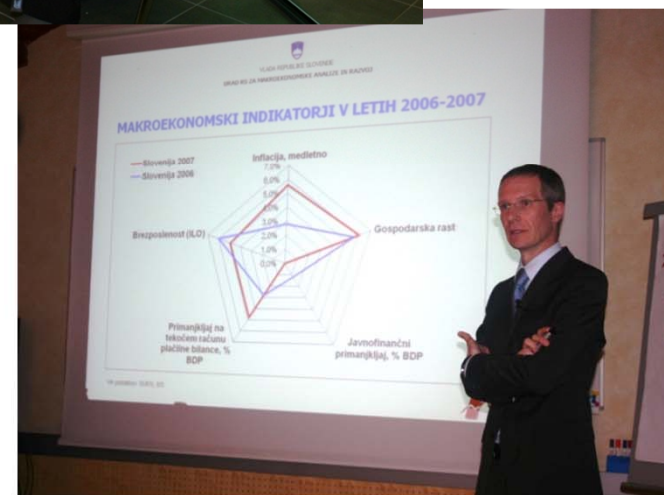
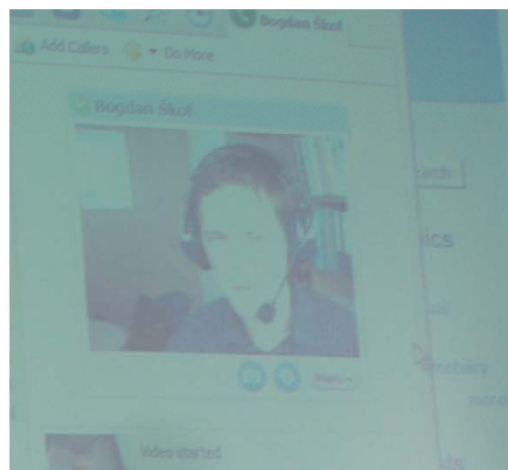
The screenshot displays the Blackboard Learning System interface for a course titled "Tržno pravo - Demo". The interface is divided into several sections:

- Top Navigation Bar:** Includes links for "My Blackboard", "Accessibility", "Help", and "Log out".
- Left Sidebar:** Contains two main sections:
  - Course Tools:** Includes links for Course Content, Announcements, Assessments, Assignments, Calendar, Chat, Discussions, Mail, Roster, Search, Web Links, and Who's Online.
  - My Tools:** Includes links for My Grades, My Progress, and Notes.
- Main Content Area:**
  - All Topics (144 Messages / 27 New):** Lists various forum topics such as "Mentorjev kotiček", "Splošno o predmetu", "Čajnica", and "Forumi 1. tedna".
  - All My Posts (1 Messages):** A section for the user's own posts.
  - Tržno pravo (61 Messages):** A detailed view of a forum topic titled "Tržno pravo". It includes a description, a list of discussion points, and a table of messages.
- Right Sidebar:** Contains a detailed view of the "Tržno pravo" forum topic, including a description, a list of discussion points, and a table of messages.

The "Tržno pravo" forum topic is currently selected, showing a list of messages. The messages are displayed in a table with columns for Subject, Messages, Author, and Date. The messages are sorted by date, with the most recent at the top.

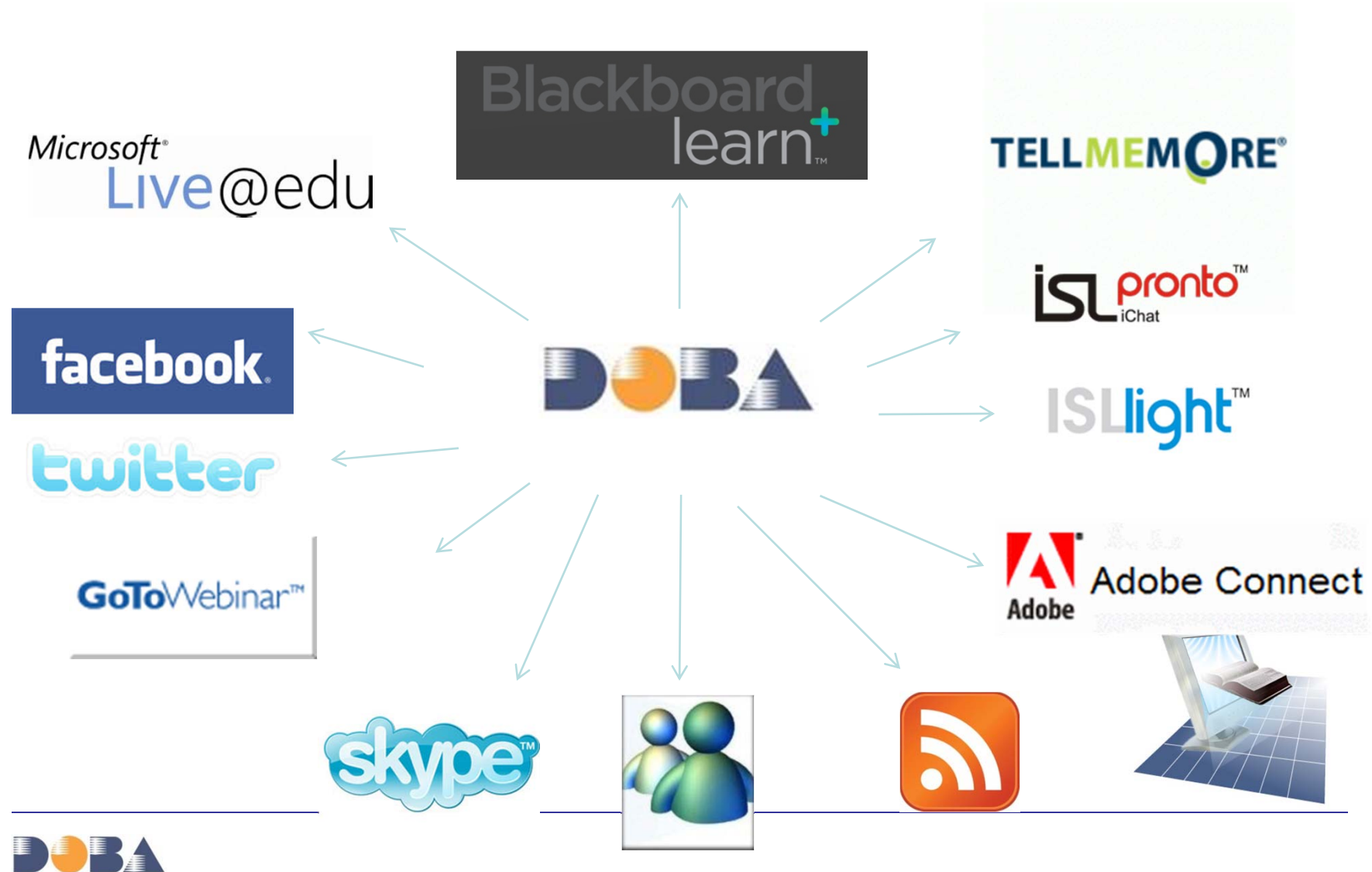
Subject	Messages	Author	Date
1. naloga (New)	2 (2 Unread)	Marko Simon	27 January 2008 22:56
pomen tržnega prava	2 (1 Unread)	Katarina Rebec	27 January 2008 22:50
Pomen Tržnega Prava (New)	2 (2 Unread)	Beneta Malin	27 January 2008 21:33
tržno pravo	2	Simona Kralj	27 January 2008 15:03
Tržno pravo- pomen (New)	2 (2 Unread)	Jana Hrenar	27 January 2008 12:03
Tržno pravo- pomen	2 (1 Unread)	Lilija Gračan	26 January 2008 18:47
tržno pravo-pomen	2 (1 Unread)	Irena Lovrenc	26 January 2008 12:09
tržno pravo- pomen	2	Tatjana Šumac Anđel	25 January 2008 15:03
Pomen tržnega prava (New)	2 (2 Unread)	Štefanec, Vojko	25 January 2008 12:05
Tržno pravo (New)	2 (2 Unread)	Marko Simon	25 January 2008 00:39

# Course Materials



## Supporting technologies

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## Social media – theoretical context

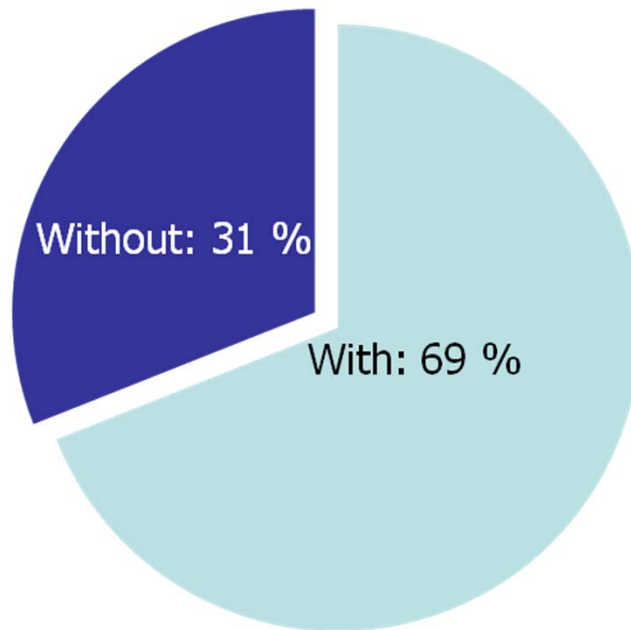
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- The power of social software: content personalization and remixing with other data to create much more useful information and knowledge (MacManus and Porter, 2005)
- Shift in paradigm of pedagogy (Paulsen, 2003)
  - Dichotomy between closed institutionalized learning tools and open social software
  - Pedagogical tension between the urge for individual independence and personalization
  - Need for LMS to integrate those individualized tools
- In new eLearning landscapes learners appear as either emigrants or immigrants who leave or join the institutional landscape for particular purposes (Fiedler, 2006)
- Online communication can be hyperpersonal, even more friendly, social and intimate than f2f communication. (Walther&Parks, 2002)



## Social media facts – Students at DF with a SM profile in %

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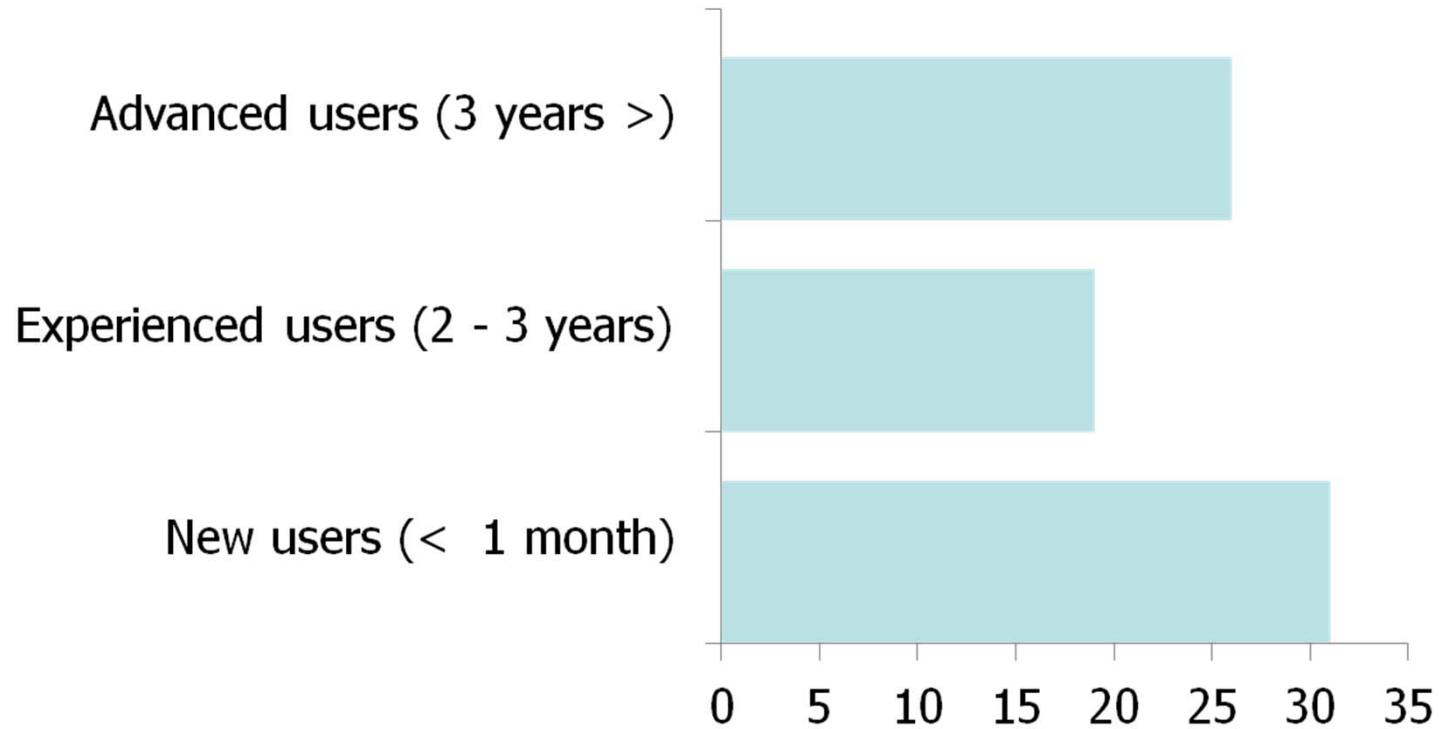
- Facebook
- You Tube
- Windows Live
- Netlog
- Twitter
- Google+
- LinkedIn





## Social Media Facts – Experience and use in %

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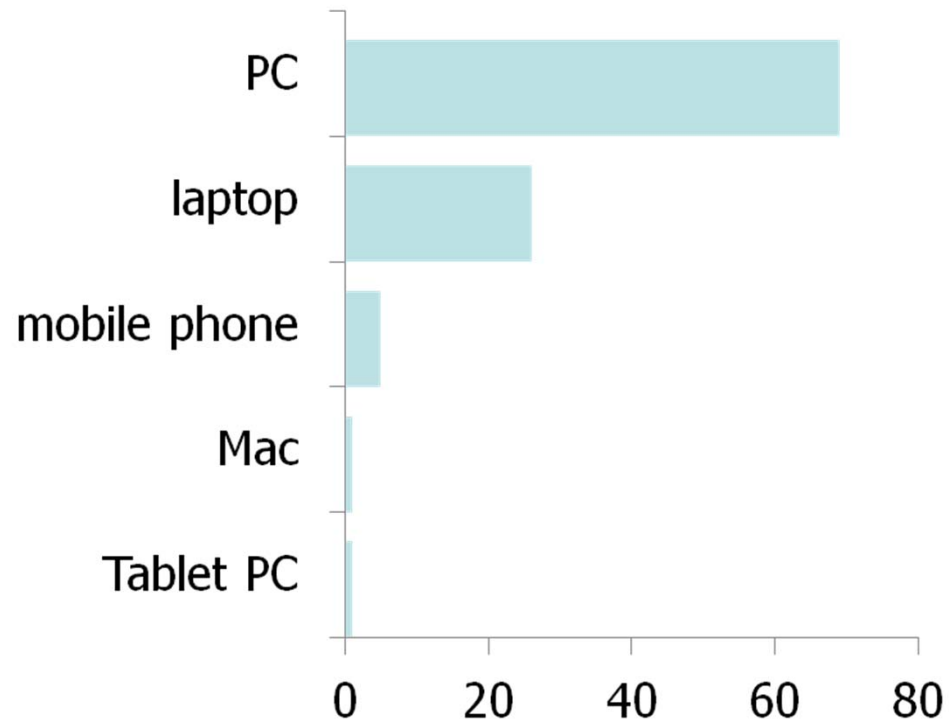
### Frequency:

- 88 % up to 1 hour a day
- 59 % up to 1 hour a week
- 34 % up to 10 hours a week



## Social media facts – Access in %

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### Reasons

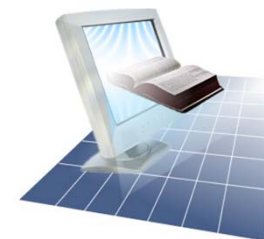
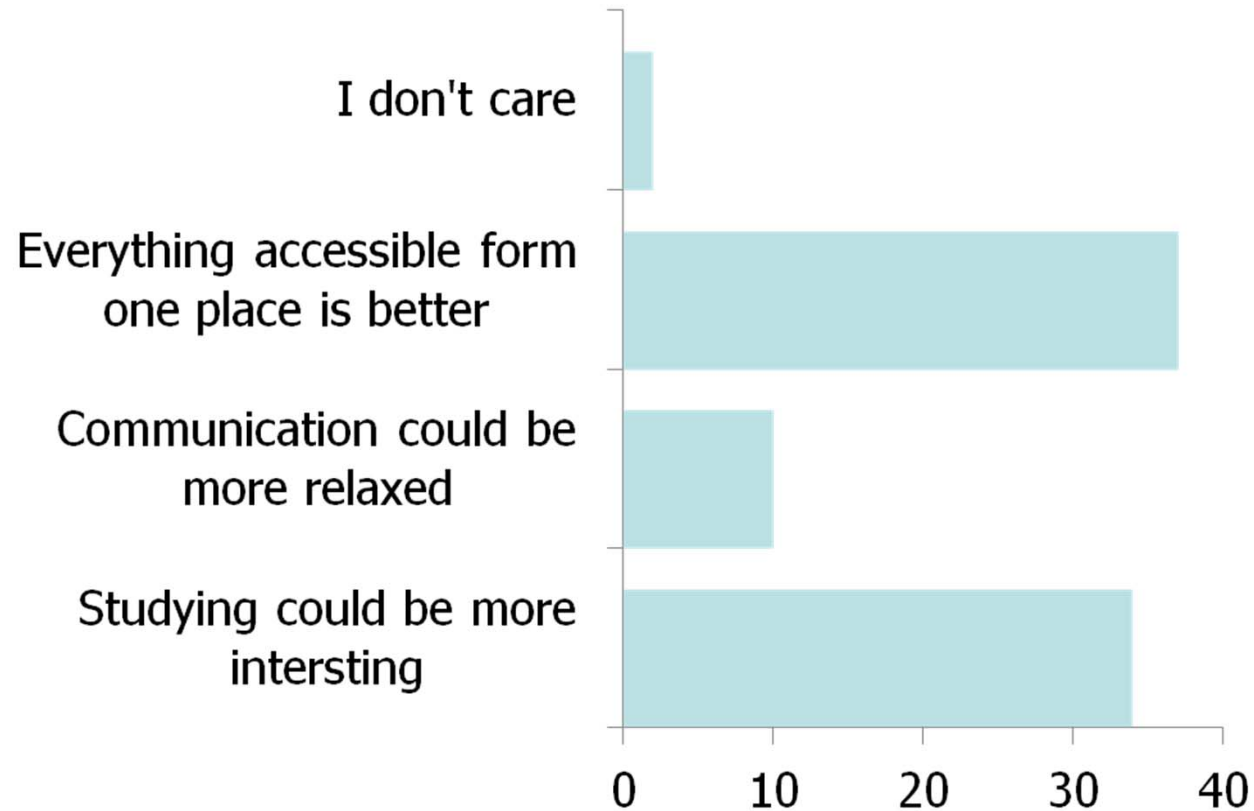
- 56% socializing
- 29% being up to date with events
- 13% study/career related purposes





## Social media opinion: Use for educational purposes

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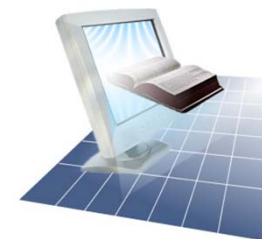


# Social media – integration into the pedagogical model

- Wiki: standard for team assignments; collaboration: self&peer assessment

The screenshot displays the DOBA Wiki interface. The top navigation bar includes links for 'DOBA Fakulteta', 'Moja mesta', 'Domov', 'Pomoč', and 'Odjava'. The main content area is titled 'Strateško načrtovanje odnosov z javnostmi - skupina 01' and 'Skupine > Tim 1 > Group Wiki'. The left sidebar contains a list of navigation items: 'Strateško načrtovanje odnosov z javnostmi - skupina 01', 'Obvestila', 'Oglasna deska', 'Oglasna deska M', 'Uvod v predmet', 'Gradivo', 'I. teden', 'II. teden', 'III. teden', 'IV. teden', 'Ocenjevanje', 'Moje ocene', 'Forum', 'Klepetalnica', 'Blog', 'Poljiljanje e-pošte', and 'Respondus'. The main content area shows the 'Tim 1' page, which was created by an anonymous user on October 19, 2010. It includes a 'Create Wiki Page' button, an 'Edit Wiki Content' button, and a 'Participation Summary' button. The page content discusses the task of strategic communication and includes a 'POVZETEK (Berke)' section. The 'Participation Summary' table shows the contributions of five users: 'A', 'B', 'C', 'D', and 'E'. The table has columns for 'Name', 'Words Modified (Number Count)', 'Words Modified (Percentage)', 'Page Saves (Number Count)', and 'Page Saves (Percentage)'. The 'About This Wiki' section on the right provides details about the wiki, including the number of pages, comments, and the creation date.

Name	Words Modified (Number Count)	Words Modified (Percentage)	Page Saves (Number Count)	Page Saves (Percentage)
A	0	0%	1	5%
B	529	28%	5	25%
C	431	23%	6	30%
D	501	27%	6	30%
E	382	20%	2	10%



# Social media – integration into our pedagogical model

- Blogs: (Self)-reflection, literature review, opinion sharing, expectations

The screenshot shows the DOBA web application interface. The top navigation bar includes links for 'DOBA Fakulteta', 'Moja mesta', 'Domov', 'Pomoč', and 'Odjava'. The main content area is titled 'Viri izobraževalnega gradiva' and displays a blog post from Sunday, 27 February 2011, titled 'Moje čisto osebno razmišljanje na temo virov za izobraževalna gradiva'. The post discusses the challenges of finding reliable digital resources and the importance of critical evaluation. The interface includes a sidebar with navigation links like 'Inovacije v e-izobraževanju', 'Obvestila', 'Oglasna deska', and 'Uvod v predmet'. The bottom section shows a list of posts with a 'Prikaži dane brez vnosov' button.



# Social media – integration into the pedagogical model

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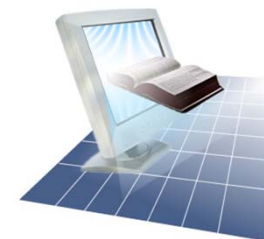
- IM
  - Virtual office hours
  - Remote help
  - Online counselling
- Twitter
  - Covering events
  - Programme related news
- Facebook
  - Extra curriculum communication with students
  - Marketing&promotion purposes



## Social media – challenges in the institutional context

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- Freedom and flexibility versus guidance
- Freedom and flexibility versus control
- ‚Need to know‘ versus ‚nice to know‘ and information overload
- Consistency versus diversity
- Academic freedom versus uniformity?
- More is still more?
- Teachers as digital immigrants
- Privacy and security – excuses?
- New roles of HEI
- Future scenarios?
  - 21st century skills
  - 21st century students
  - 21st century teachers
  - 21st century pedagogy



## Future research and development

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- Changing trends
- Getting to know our learners and their changing characteristics in the changing environment
- New support models for all stakeholders
- Further exploring pedagogical potentials of technological trends



Thank you for listening ☺

Questions?

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Skpye: matejageder

