

Post Web 2.0 Pedagogy: Mobile social media

Thomas Cochrane

Academic Advisor, Centre for Learning and Teaching
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Thomas Cochrane BE, BD, GDHE, MTS, Mcomp, PHD (Monash), is an Academic Advisor and Senior Lecturer in educational Technology at AUT University's Centre for Learning and Teaching (CfLAT). He was recently awarded as an [AsciliteFellow](#). His research interests include mobile learning, web 2.0, and communities of practice. Thomas has managed and implemented over 35 mobile learning projects, with a recent focus upon Android and iOS smartphones and the iPad as catalysts to enable student-generated content and student-generated learning contexts, bridging formal and informal learning environments.

Helen Sissons

Senior Lecturer, Journalism
AUT University

Helen Sissons, MA (Distinction, Columbia University, New York), BSc, NCTJ, CTLHE is a Senior Lecturer of journalism at Auckland University of Technology (AUT), New Zealand. She is the author of *Practical Journalism: How to Write News*. Her current research interests are the relationship between public relations and journalism, the future of journalism and the teaching of journalism.

Laurent Antonczak

Senior Lecturer, Department or Centre: Design
AUT University

Laurent Antonczak (DESS Images de Synthèse Appliquées à la Communication) is a specialist in digital strategies and emerging technologies (web & mobile phones). He is currently leading a research project exploring the use of mobile technology into a pedagogical environment in partnership with CfLAT and Thom Cochrane. Laurent lectures and supervises (mainly postgraduate) students in New Media & Visual Communication at AUT University and he is a research group coordinator at CoLab – AUT University's 'MoTec: Mobile Technologies' unit (www.colab.org.nz). Laurent is also one of the co-founders of MINA [Mobile Innovation Network Aotearoa], (www.mina.pro) and a partner in VIRTUO (www.virtuo.co.nz).

Averill Gordon

Senior Lecturer, Public Relations
AUT University

Averill Gordon MA, PGCHE, BA, MCIPR is a senior lecturer in public relations at Auckland University of Technology (AUT). She is the author of the textbook *Public Relations* published by Oxford University Press that applies theory to practice. Her research focuses on mobile learning and leadership patterns in global virtual teams that builds on her professional career where she directed international public relations accounts for a global PR agency based in London. She is also the global team mentor for Globcom, a network of universities around the world where each year students work in global virtual teams answering a live brief for an international client.

Andrew Withell

Senior Lecturer, Product Design
AUT University

Brief biography (include qualifications) (max 100 words): Andrew has an MFA in Industrial Design from the University of Illinois at Urbana/Champaign, USA. He is currently HOD, Product Design, and Discipline Chair of the Bachelor of Business, Design major in the School of Art and Design. Andrew is currently a PhD candidate, and his research focuses on the development of Design Thinking expertise in higher education. In conjunction with his PhD studies, Andrew is also researching the role of mobile social media technologies in augmenting and enhancing the physical Design Thinking studio. Andrew has published a number of papers on Design Thinking education.

David Rhodes

Academic Advisor, Te Puna Ako
Unitec

David Rhodes is a Senior Lecturer and Academic Advisor in eLearning at Te Puna Ako, Unitec's Academic Directorate. His research interests include technology and the Arts, workplace eLearning integration, rich media ePublishing, and mobile learning. David manages and supports a team of eLearning experts across a range of disciplines, but is most passionate about Interactive and New Media Arts. He has lectured extensively in the fields of Visual Communication, Animation, Design Engineering, and Publishing. He has participated in a number of student focused international collaborations.

Daniel Wagner

Senior Lecturer, Performing and Screen Arts
Unitec

Daniel Wagner, BA (Responsible Telecommunications, Antioch University, Los Angeles), GCertHE (Unitec, NZ) has been involved in creating television for social change; has been a radio News & Public Affairs Director; has directed music videos, beginning two years before MTV; and has 25 years of Camera Department experience in the LA motion picture industry. He's now a Senior Lecturer in Cinematography and Emerging Technologies at Unitec in Auckland, and is the e-Learning Community Coordinator for the Department of Performing and Screen Arts there. His research interests are the transformations of approach, methodology, function and sensibility between the world of Film and that of New Media.

Ilona Buchem

Professor Digital Media Studies
Beuth University

Prof. Dr. Ilona Buchem is visiting professor in Digital Media Studies at Beuth University of Applied Sciences Berlin. Her teaching and research focuses on the ways that new digital media, most notably social and mobile media, change socio-cultural practises including learning and education, organisational communication and citizen participation. Ilona Buchem will account for the iCollab12 experience from the viewpoint of German students at the university of applied sciences and the gender perspective.

Mar Camacho

Departament de Pedagogia
Universitat Rovira i Virgili

PhD in Educational Technology. Senior lecturer at the School of Education at Universitat Rovira i Virgili. Author of several publications regarding the use of ICT in teaching and learning processes, her latest research streamlines have been centered on the use and implementation of mobile learning and emerging technologies as tools which help us transform, enrich and extend the learning experience. Her latest research projects concern the transformation of educational methodologies with ICT, the integration of Mobile Learning into teaching and learning processes and the use of other emergent technologies such as simulations and gaming. In the last years she has actively participated in seminars, round tables and conferences around the world.

Helen Keegan

Senior Lecturer, Professional Sound and Video Technology
Salford University

Brief biography (include qualifications) (max 100 words): Helen Keegan, BA (Hons), PGCert, is Senior Lecturer at the University of Salford, MediaCityUK, where she plays a leading role in curriculum/pedagogic innovation, focusing on creativity and interdisciplinarity. Her research focuses on digital culture/identity/literacy, and the interplay between formal and informal learning. She has been recognised by JISC as one of 10 institutional innovators in UK Higher Education, by ALT-Epigeum for her effective use of video in education, and in July 2011 she was awarded the Vice Chancellor's Distinguished Teaching Award in recognition of distinguished achievement in teaching and support of student learning at the University of Salford.

Solène Troussé

Part-time Lecturer Visual Arts – Multimedia
Strasbourg University

Solène Troussé is a part-time Lecturer at the University of Strasbourg, where she teaches video, motion graphics and graphic design. She specialised also in e-learning and mobile video production as well as experimentation as an international participatory project. Solène works aside university as motion graphics freelancer for various clients and she is one of the key collaborator at Virtuo (<http://virtuo.co.nz/>). Last year she was strongly involved with "Shoot me now 2011" an international co-creation project led by Laurent Antonczak, Max Schleser and Anna Jackson.

Outline of focus area and summary of ideas to be explored

Mobile Internet connectivity has outgrown desktop and laptop Internet connectivity (MobileFuture, 2010). Mobile social media has become the successor to web 2.0 (Brown-Martin, 2010; Cheney, 2010; Jackson, 2012; Ryan, 2011). We will discuss examples of how higher education can harness the potential of mobile social media (McLoughlin & Lee, 2010), with reference to four projects that represent significant pedagogical change within eight different course contexts (including four courses in Spain, Germany, France, and UK):

- The use of mobile social media in Journalism (Cochrane, Sissons, & Mulrennan, 2012)
- The ELVSS12 project that established international student teams for co-production of mobile movies (<http://elvss2012.wordpress.com>)
- The use of mobile social media for enhancing a physical studio-based Product Design course (<http://autdesignjournal.posterous.com/>)
- The iCollab12 international project that featured student teams in four countries (NZ, UK, Spain, Germany) becoming social media reporters (Buchem, Cochrane, Gordon, Keegan, & Camacho, 2012; Cochrane, et al., 2011)

The symposium presenters will discuss issues relating to ethics, privacy, student engagement and the new pedagogical strategies they used to facilitate and design student-directed learning experiences or heutagogy (Blaschke, 2012; Hase & Kenyon, 2000; Luckin, et al., 2010) within their courses. A key strategy has been embedding these projects within the establishment of communities of practice (Lave & Wenger, 1991; Wenger, 1998; Wenger, McDermott, & Snyder, 2002; Wenger, White, Smith, & Rowe, 2005), both local and international. Student-generated projects have provided reified artifacts from these communities of practice. Key tools such as Google Plus Hangouts will be used during the Symposium to demonstrate how mobile social media was integrated into these projects. Examples of student projects created as a result of these projects will also be demonstrated and critiqued. Discussion with the audience will include an invitation for participation in future national and international mobile social media projects, with a particular focus upon enabling authentic collaborative experiences for students.

Range of views that panel members will represent

The panel members represent four mobile social media projects that have leveraged student-generated mobile media and student-negotiated teams. Two of these projects are locally based within the institution, while the other two are part of international collaborations with five countries including: NZ, UK, France, Germany, Spain. Thus views include facilitating collaboration across cultural, language, geographical and timezone differences.

Intended audience

The general audience for the symposium will be academics interested in exploring: new pedagogies, social and mobile media, and student-generated content and contexts for learning.

Outline of the symposium format, including strategies that will be used to engage the audience

A live Google Plus Hangout will connect the NZ panel with International members of the projects in the UK, Berlin, and Spain. The Hangout will be broadcast live with the URL publicized for anyone to view, and the Hangout will also be archived on YouTube for later asynchronous viewing and commenting. A Twitter hashtag

will be used for collating feedback and live interaction, and a Twitter stream will be displayed throughout the symposium. Participants will also have access to a Wikispaces wiki discussion for collating ideas and a page will be created providing links to all the examples presented. Examples of student-generated projects resulting from the investigation of new pedagogies for mobile social media use in higher education will be demoed and critiqued. Participants will be encouraged to use a range of mobile social media throughout the symposium (for example: Twitter, Instagram, Flickr, YouTube, Facebook), and these social media artifacts will then be collated/curated by the panel at the end of the symposium via Storify.com, reifying the activity of the symposium and providing an authentic mobile social media record of the symposium.

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