

HE academics use of twitter



George Vassiliou, University of Exeter
Higher education scholar
pedagogy and pedagogical leader
Journal of Computer Assisted Learning
@vassiliougeo



Global Study
- HE academics
- HE research
- HE practice
- HE pedagogy
- HE leadership
- HE innovation
- HE excellence
- HE impact
- HE engagement
- HE collaboration
- HE partnership
- HE networks
- HE communities
- HE cultures
- HE values
- HE ethics
- HE integrity
- HE transparency
- HE accountability
- HE responsibility
- HE sustainability
- HE resilience
- HE adaptability
- HE flexibility
- HE inclusivity
- HE diversity
- HE equity
- HE justice
- HE fairness
- HE honesty
- HE openness
- HE communication
- HE leadership
- HE management
- HE governance
- HE strategy
- HE vision
- HE mission
- HE purpose
- HE values
- HE ethics
- HE integrity
- HE transparency
- HE accountability
- HE responsibility
- HE sustainability
- HE resilience
- HE adaptability
- HE flexibility
- HE inclusivity
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- HE fairness
- HE honesty
- HE openness
- HE communication
- HE leadership
- HE management
- HE governance
- HE strategy
- HE vision
- HE mission
- HE purpose

Analysis of Tweets

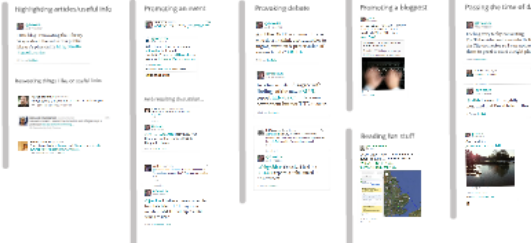
1. Identify the main point of the tweet
2. Consider the context of the tweet
3. Analyse the language used in the tweet
4. Consider the impact of the tweet
5. Evaluate the tweet against the criteria

Findings and conclusions

- identified patterns across time
- identified patterns across location
- identified patterns across language
- identified patterns across impact
- identified patterns across evaluation
- identified patterns across criteria

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Some example tweets



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My experience of Twitter



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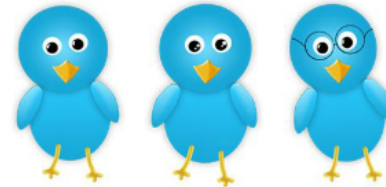
Twitter and your Online Identity



Are you 'paralysed' by a generalised sense of risk?

Is it really that different to sharing at a conference?

Is it just a case of being careful about what you say/share?



Twitter
TheCaseSolutions.com

Caseism.com

But I'm not interested in all these tweeting idiots



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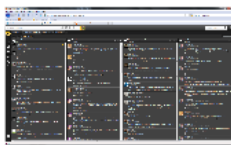
Building followers

- Make sure you have an avatar (photo) and a descriptive bio
- Make your account public (you're missing the point if it's private)
- Start following others, so they follow you back
- Promote your Twitter profile everywhere
- Tweet during peak times
- Remember twitter is a conversation



TheCaseSolutions.com

Demo of Hootsuite



For articles, blogposts and guides referred to and used to prepare this session, visit:
<http://twitterforacademicresearch.com>



We can help you get started...

- Creating an account -
- Tweeting styles -
- Hashtags and searching -
- Platforms -



How do you feel about twitter?

- Why are you not using it?
- Are you considering using it?
- Why you use it?

(Write your answers on the post-its provided)

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Three Common Reactions



"It's like you're always being judged and they can't be trusted!"



"I don't think I have the time!"



"It's not an idea for me, sorry, but I can't be bothered!"

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A few words from Simon...



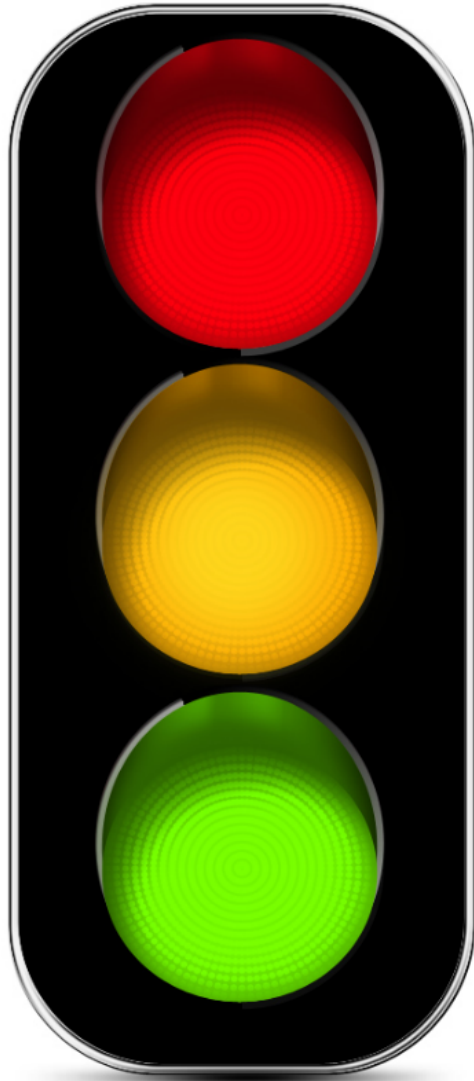
A HE academic's story...





Twitter

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How do you feel about twitter?

Why are you not using it?

Are you considering using it?

Why you use it?

(Write your answers on the post-its provided)

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Three Common Reactions



"Isn't it just celebrities tweeting about what they had for breakfast?"



"I don't know how you have the time?"



"Aren't you a bit old to be tweeting. Isn't it just for teenagers?"

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"This is unfortunate, because Twitter is a valuable resource for academics. If you're allowing inaccurate stereotypes to deter you, you're missing out"



Dorothy Bishop
Professor of Developmental Neuropsychology
Wellcome Principal Research Fellow
Department of Experimental Psychology
University of Oxford

Extract from: 'A gentle introduction to Twitter for the apprehensive academic' (Bishop's Blog)

My experience of Twitter



Andy Priestner

@PriestLib Cambridge

Head Librarian at Cambridge University's business school. Writer. Publisher. Currently writing books on personalising libraries and BBC drama Tenko.
<http://libreaction.wordpress.com/>

+ Follow

Text follow PriestLib to your carrier's shortcode

Joined twitter: 25 February 2009

Total no. of tweets: 3,950

No of tweets a day: 3.6

Followers: 682

Following: 370

Why did I join: Other engaged information and library professionals that I respected were raving about it and I wanted to see what all the fuss was about.

First thoughts: Now what?

Current thoughts: Invaluable tool

Things that would not have happened to me professionally were it not for twitter...

- Speaking at conferences
- Panellist on Guardian website live-chat
- Directing a Cam-wide social media programme
- Crowdsourcing ideas for my academic book
- Recognition as an expert
- Better network
- MUCH more engaged and current

What I use it for now:

- Find out what other professionals are saying about my industry: developments & issues
- Keep up-to-date with research: blogposts, articles, books and latest tools and products
- Drive traffic to my blog and my ideas
- Maintain an online professional identity/engage in self-promotion, finger on pulse
- Live-tweeting at conferences as a record
- Connect and stay in touch with professionals I wouldn't have met otherwise (previously in a vacuum)

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Some example tweets

Highlighting articles/useful info



@PriestLib
Andy Priestner

HBR blog: Innovating the Library Way - about the value of a public library's physicality ht.ly/8lmBw #savelibraries

27 Jan via HootSuite

Retweeting things I like or useful links



Aaron Hockley @ahockley

Never attend a meeting that can start without you. Retweeted by Andy Priestner



Edmund Chamberlain @edchamberlain

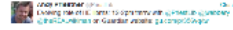
Internet is broken - needs to be turned on and off again says a professor [bbc.co.uk/news/technolog...](http://bbc.co.uk/news/technology...) Retweeted by Andy Priestner



Sarah Stamford @Dymisc

Some thoughts atL rebooks, print libraries and costs. dymisc.blogspot.com/2012/02/assess... Retweeted by Andy Priestner

Promoting an event



@JohannaGardner
Johanna Gardner

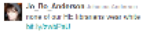
What is the role of the academic librarian in the modern institution? Join the #HELvechat in 30mins! bit.ly/zwbPaU #education

2 Feb via HootSuite

Retweeted by PriestLib and 6 others



And resulting discussion...



Jo Bo Anderson @JoBoAnderson

role of the librarian was how good bit.ly/zwbPaU

2 Feb

@PriestLib just what I was thinking - will be commenting on the photo choice

2 Feb via Twitter for iPhone



@jsecker Jane Secker

How is it recorded or accessible later as you're having a session then? And can you mention it?

2 Feb

In reply to 1



@PriestLib Andy Priestner

@jsecker I believe there's an edited best bits later. IL? I may even mention ANCL and input a link - which to use?

2 Feb via Twitter for iPhone

Provoking debate



@PriestLib
Andy Priestner

Am I the ONLY academic librarian who doesn't think our future lies in mgmt, curation & preservation of research data? #RLUK

9 Feb via HootSuite



@PriestLib
Andy Priestner

In other words I disagree with findings of the new #RLUK report: ht.ly/8Y5Om Its a new component but not THE answer.

9 Feb via HootSuite



LIBGoddess Emma Cooper

@PriestLib No way. Curation is "one" way forward, but there will also be user-facing services incl. info lit teaching/researcher support.

9 Feb

In reply to 1



@PriestLib
Andy Priestner

@libgoddess Exactly. I feel the #RLUK report is unbalanced in this respect.

9 Feb via HootSuite

Promoting a blogpost



@PriestLib
Andy Priestner

My new blog post: "The book what I want": our personalized library services in Higher Education? bit.ly/8faut

The historical battle had to settle, and it ended in a tie (well, not really).

What are the implications for the future of the library? What are the implications for the future of the library? What are the implications for the future of the library?



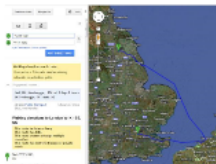
2 Feb via HootSuite

Reading fun stuff



@theREALwinn
The REAL Winn

Dear Google Maps - your directions to the hotel I'm going to tomorrow are sh!t. A V!D!O!T!O!N!D!E! #Really? pic.twitter.com/nJF6gJf



9 Feb via HootSuite

Passing the time of day



@PriestLib
Andy Priestner

Feeling very techy converting YouTube video sections into flv files via Clip convertor so I can upload them to prez! to start at right place

2 Feb via HootSuite



KTLIB Wendy Taylor
@PriestLib Geek!

2 Feb

In reply to 1



@PriestLib
Andy Priestner

@ktlib I know, I'm slightly horrified that I'm able to do this.

2 Feb via HootSuite



@PriestLib
Andy Priestner

Can't in winter pic.twitter.com/zarqjldI

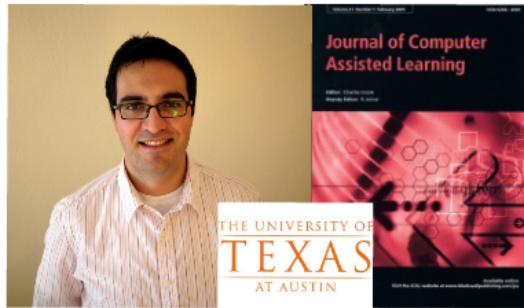


9 Feb via HootSuite

In reply to 1

Retweeted by Tim Swift

HE academics use of twitter



 @veletsianos

George Veletsianos, University of Texas

'Higher education scholars'
participation and practices on Twitter'
Journal of Computer Assisted Learning
(in press)

Global Study



- 45 scholars/academics
- 38 men, 7 women
- 22: business (Others: social sciences)
- USA, Canada, UK, Spain and Portugal
- Employed by an HE institution (teaching and/or research)
- Public Twitter profile
- Active - post at least once a week
- 100 tweets examined

Analysis of Tweets

1. Information, media, resources
e.g. [giving an article URL/did you see this \(and using hashtags\)](#)
2. Going beyond the classroom
e.g. [my students co-authored this article/slides from session](#)
3. Requesting assistance, offering assistance to others
e.g. [here is an example \(URL\)/anyone know of a..?](#)
4. Social commentary
e.g. [I'm heading in to \(name of city\)/here's my latest artwork](#)
5. Digital identity/impression management
e.g. [here is my article/presentation...](#)
6. Seeking to network and make connections
e.g. [follow this person/go visit their blog/looking for...](#)
7. Highlighted other networks
e.g. [check out my new blogpost/this YouTube video](#)

Findings and conclusions

- personal and professional identities blend
- [these scholars are networking to enhance their teaching/research](#)
- connected their students with his/her professional community
- [desire for more social scholarly pursuits and activities](#)
- non-scholarly social interaction valuable / lead to collaboration
- [self-promotion, sharing \(element of Impression Management\)](#)
- scholarly value in participation, but such online practices are not understood/accepted 'constitutes inappropriate faculty behavior'
- [an emerging practice and requires further study](#)

Building followers

- Make sure you have an avatar (photo) and a descriptive bio
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- [Remember twitter is a conversation](#)



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