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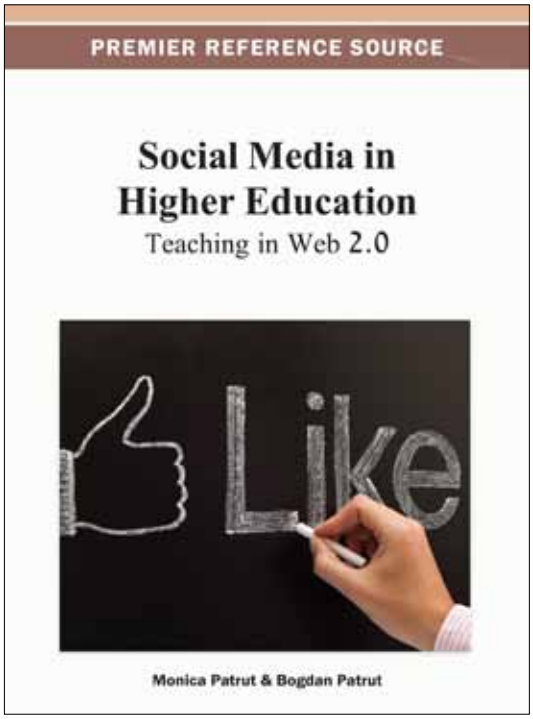
Social Media in Higher Education: Teaching in Web 2.0



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In today's businesses and society, social media continues to play a vital role in the transformation of communication into an interactive dialogue. The success of social media has encouraged the integration of these aspects in higher education teaching practices.

Social Media in Higher Education: Teaching in Web 2.0 provides research on the pedagogical challenges faced in recent years in order to improve the understanding of social media in the educational systems. It will highlight the levels of education ranging from learning centered on the student to the collaboration between academic networks and organizations. This reference source is essential for practitioners, researchers, and students interested in gaining insight into educational institutions as well as academic communities and environments.

Topics Covered:

- Academic Events through Social Media
- Blogs
- Mobile Social Media
- Podcasting
- Social Media Education and Training
- Social Media Tools
- Social Networking

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Monica Patrut is senior lecturer in political science at "Vasile Alecsandri" University of Bacau, Romania. Her domains of research are political communication and computer science applied in social and political sciences. She is member of the editorial advisory board of BRAND: Broad Research in Accounting, Negotiation, and Distribution. She published several academic books on applying computer science in educational, social and political topics, and papers in international journals like *Public Relations Review, Journal of Media Research.*

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Section 1: Teaching 2.0

Chapter 1
The Implementation of a University 2.0 Model
Consoli Domenico (University of Urbino, Italy)

Chapter 2
Using Social Media as a Concept and Tool for Teaching Marketing Information Systems
Tsiakis Theodosios (Alexander Technological Educational Institute of Thessaloniki, Greece)

Chapter 3
The Use of New Web-Based Technologies in Strategies of Teaching Gender Studies
Manolache Mădălina ("Transilvania" University of Braşov, Romania)
Pătruţ Monica ("Vasile Alecsandri" University of Bacău, Romania)

Chapter 4
Integrating Social Media and Traditional Media within the Academic Environment
Bute Swati Jaywant Rao (National Institute of Health and Family Welfare, India)

Chapter 5
Using Facebook in Teaching
Boghian Ioana ("Vasile Alecsandri" University of Bacău, Romania)

Section 2: Student 2.0

Chapter 6
Personalization of Learning Environments in a Post-Industrial Class
Levin Ilya (Tel Aviv University, Israel)
Kojukhov Andrei (Tel Aviv University, Israel)

Chapter 7
Personal Knowledge Management and Social Media:
Groß Marie-Luise (University of Vienna, Austria)

Chapter 8
Usage of Social Media by Children and Teenagers:
Velicu Anca (Institute of Sociology, Romanian Academy, Romania)
Marinescu Valentina (University of Bucharest, Romania)

Chapter 9
Students' Publishing Projects and their Impact on Teaching and Learning
Hofhues Sandra (Hamburg University of Applied Sciences, Germany)
Heudorfer Anna (University of Augsburg, Germany)

Section 3: Tools and Technological Issues in Web 2.0

Chapter 10
The Potential of Document Sharing for Scaffolding Writing Instruction
Wright Katherine Landau (Texas A&M University, USA)

Chapter 11
The Role of the Web Technologies in Connection to the Communication's Streamlining and Diversification between the Actors of a Learning System
Bocu Dorin (Transilvania University of Braşov, România)
Bocu Răzvan (Transilvania University of Braşov, România)
Pătruţ Bogdan ("Vasile Alecsandri" University of Bacău, România)

Chapter 12
@Twitter is Always Wondering what's Happening:
Lemon Narelle (RMIT University, Australia)

Chapter 13
The Universal Appeal of Facebook©:
Gruppetta Maree (University of Newcastle, Australia)
Mason Terry (University of Western Sydney, Australia)

Section 4: Educational and Ethical Issues in Web 2.0 Age

Chapter 14
Risky Media:
Kruger-Ross Matthew J. (Simon Fraser University, Canada)
Farwell Tricia M. (Middle Tennessee State University, USA)

Chapter 15
Online Anxiety:
Mathew David (Centre for Learning Excellence, University of Bedfordshire, UK)

Chapter 16
Cyberbullying:
Arıcak Osman Tolga (Fatih University, Turkey)
Tanrıkulu Taşkın (Fatih University, Turkey)
Siyahhan Sinem (Arizona State University, USA)
Kınay Hüseyin (Fatih University, Turkey)

Chapter 17
Barriers to Emerging Technology and Social Media Integration in Higher Education:
Adi Ana (Bournemouth University, UK)
Scotte Christina Gasser (Lancaster University, UK)

Chapter 18
Making the Most of Informal and Situated Learning Opportunities through Mobile Learning
Camacho Mar (Universitat Rovira i Virgili, Spain)

Chapter 19
Media and Communication Research Facing Social Media
Drulă Georgeta (University of Bucharest, Romania)

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