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Video and Audio

Blog Platforms

Wiki

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Music

Blog Commu

WEB 2.0 & SOCIAL MEDIA

IN EDUCATION AND RESEARCH

Natalie Lafferty

University of Dundee

ents

crom

Brought to you by
Brian Solis and JESS3

Lifestream

ocuments

Specific to Twitter

Video Aggregation

SMS/Voice





STREETCARS
RESTRICTED
SPEED
ZONE

STREETCARS
RESTRICTED
SPEED
ZONE

CHANGE IN THE WORKPLACE



TECHNOLOGY HAS BEEN TRANSFORMATIVE

impact / impact
the benefit or cost
to society of res



CHANGED THE WORKPLACE

WEB 2.0 PROVIDE NEW OPPORTUNITIES

A large, stylized orange hot air balloon is the central focus. It has a banner wrapped around its middle with the text 'OPPORTUNITY city!' in a playful, bubbly font. Below the banner, the words 'THIS WAY' are written in a simple, sans-serif font. The balloon is set against a background of a green hill and a sky with soft, yellowish clouds. Several other hot air balloons of various colors (green, grey) are visible in the distance.

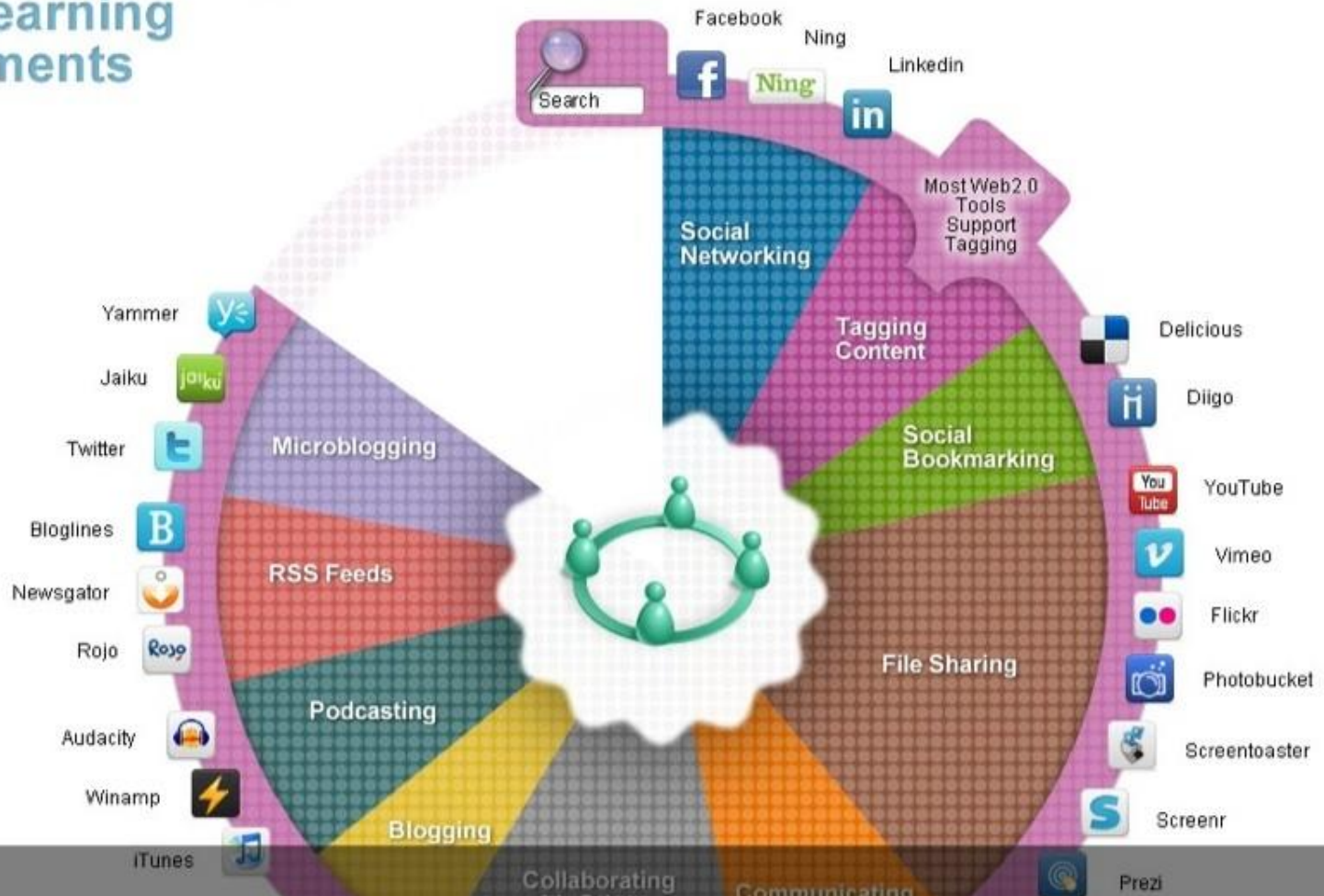
OPPORTUNITY
city!

THIS WAY

OPENS UP DIGITAL ENGAGEMENT



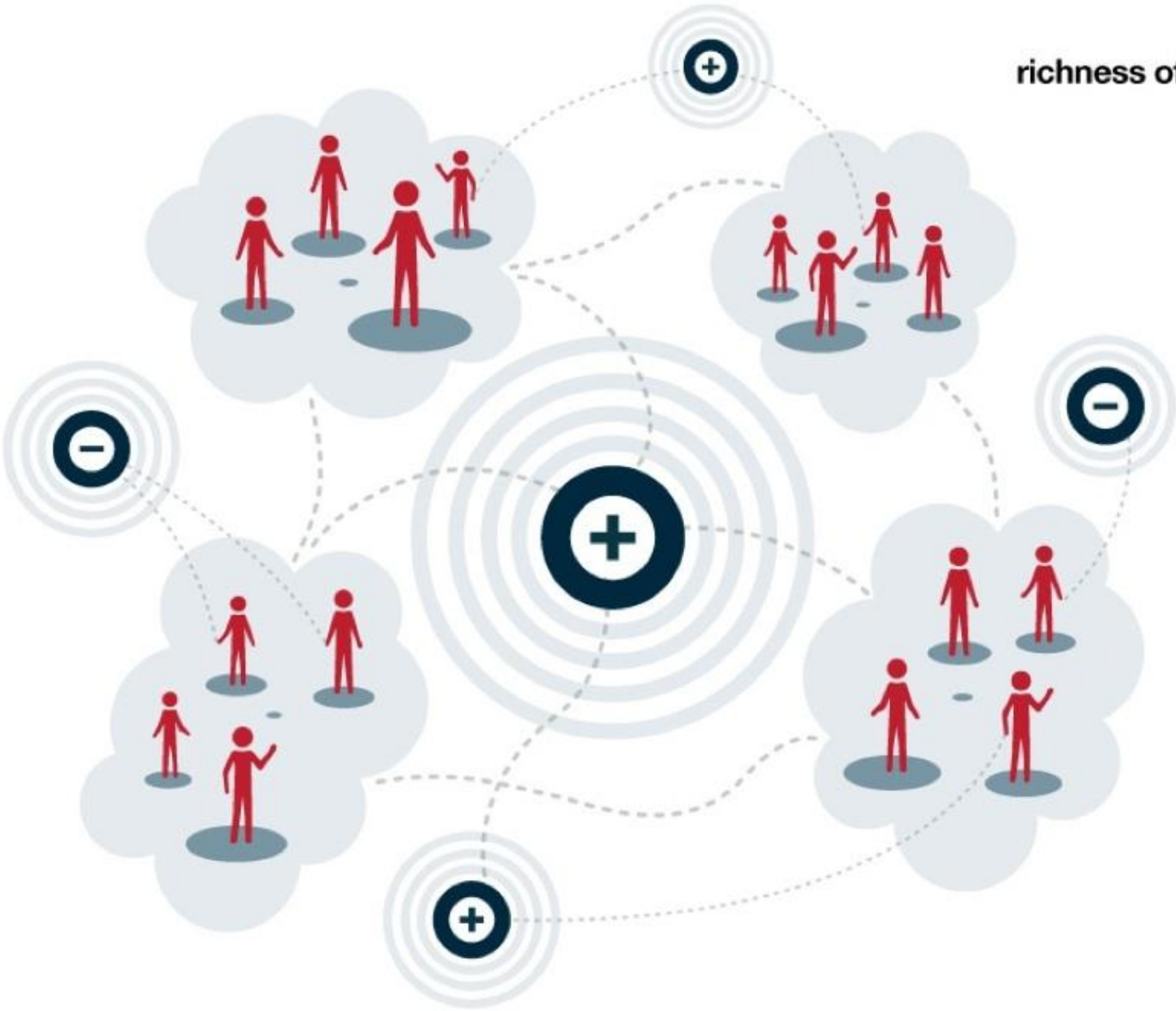
Elements for Constructing Social Learning Environments



SOCIAL LEARNING



richness of connectivity



Improve Collaboration

@gavinkeech



Digital Health

Digital guidance and best practice for the health and care system



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- Blogs
- Digital strategy

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Digital strategy

This strategy sets out how the Department of Health will give its staff the knowledge, skills, tools and confidence to embrace digital opportunities to deliver better health, better care and better value for all.



What's in this strategy?

[A summary of the contents and specific commitments](#)

Digital and policy

[How the department will use digital to improve policymaking](#)

Browse the strategy

- ▶ Digital strategy
- ▶ Foreword
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Knowledge, skills, tools & confidence
to embrace digital opportunities

BUT ... IN THE NHS ...

**NO
ACCESS**

The NHS recognises the benefits of social media to patient communication and engagement and for feedback and dialogue with the public.

NHS social media policies highlight the potential risks of social media including:

- breach of patient confidentiality
- breach of copyright
- cyberbullying
- lapses in professionalism

These risks are very real

healthcarenetwork

Insight, reports and data for NHS innovators

Trusts reveal staff abuse of social media

Snapshot survey of some of England's biggest trusts suggests growing problem for the NHS



Sade Laja

Guardian Professional, Wednesday 9 November 2011 09.00 GMT



Comments (0)

Improper use of social media, especially Facebook, is leading to disciplinary action against staff at a number of English trusts.

Figures released to Guardian Healthcare show that 72 separate actions were carried out by 16 trusts against staff who inappropriately used social media between 2008-09 and October 2011.

Guidelines from professional bodies



BMA 

NMC Nursing &
Midwifery
Council

General
Medical
Council

NMC - “We do not advocate blanket bans on nurses, midwives or students joining or using social networking sites, and employers and educators should not suggest that this is our position. Even if such bans could be imposed on workplace or university computer networks, personal computers and mobile devices offer easy access. Blanket bans are likely therefore to be both unenforceable and counter-productive. We support the responsible use of social networking sites by nurses, midwives and students.”



The missing piece ...

No mention of the benefits that
Web 2.0 & social media
bring to education, training and research

IT Connectivity Best Practice Working Group

Paper on Web 2.0 & Social Media
in Education and Research

emergency concept photography radiology
 examination notes clinical question X-ray medicine answer cases media
 learning information education iteration content
 ECG technology learn ideas

Outlining role of Web 2.0
 in learning & research

READ

EXPLORE

INTERPRET

SHARE

social media
 Twitter
 Facebook
 LinkedIn
 share like place day network
 business video use
 tweets time new
 outlets pages
 Google+ understand
 think people
 much Tube really
 Google want
 able
 many information



What Happens in an Internet Minute?



And Future Growth is Staggering





Free Open Access Meducation
#FOAMed



Learning & research networks



2012 maureen flynn-burhoe

<http://www.flickr.com/photos/oceanflynn/6638184545/>

“A policy of ‘no social media use at work’ could affect an individual’s level of engagement with the organisation if it separates them from professional contacts.

Similarly, a policy of open access to social media could increase their feeling of membership of an organisation by allowing them a space in which to ask questions and discuss issues.”

NHS Employers Briefing 87 – HR and social media in the NHS:
An essential guide for HR directors and managers January 2013

REVIEW



EARLY ADOPTERS

potential mentors & trainers

#wenurses

Connecting, driving and supporting the nursing community

How to get the best from twitter chats for CPD

Founder of twitter nurse chats explains why just attending isn't enough for CPD.



"Strokes, care and technology" 16/05/13



The @WeNurses pin badge has arrived

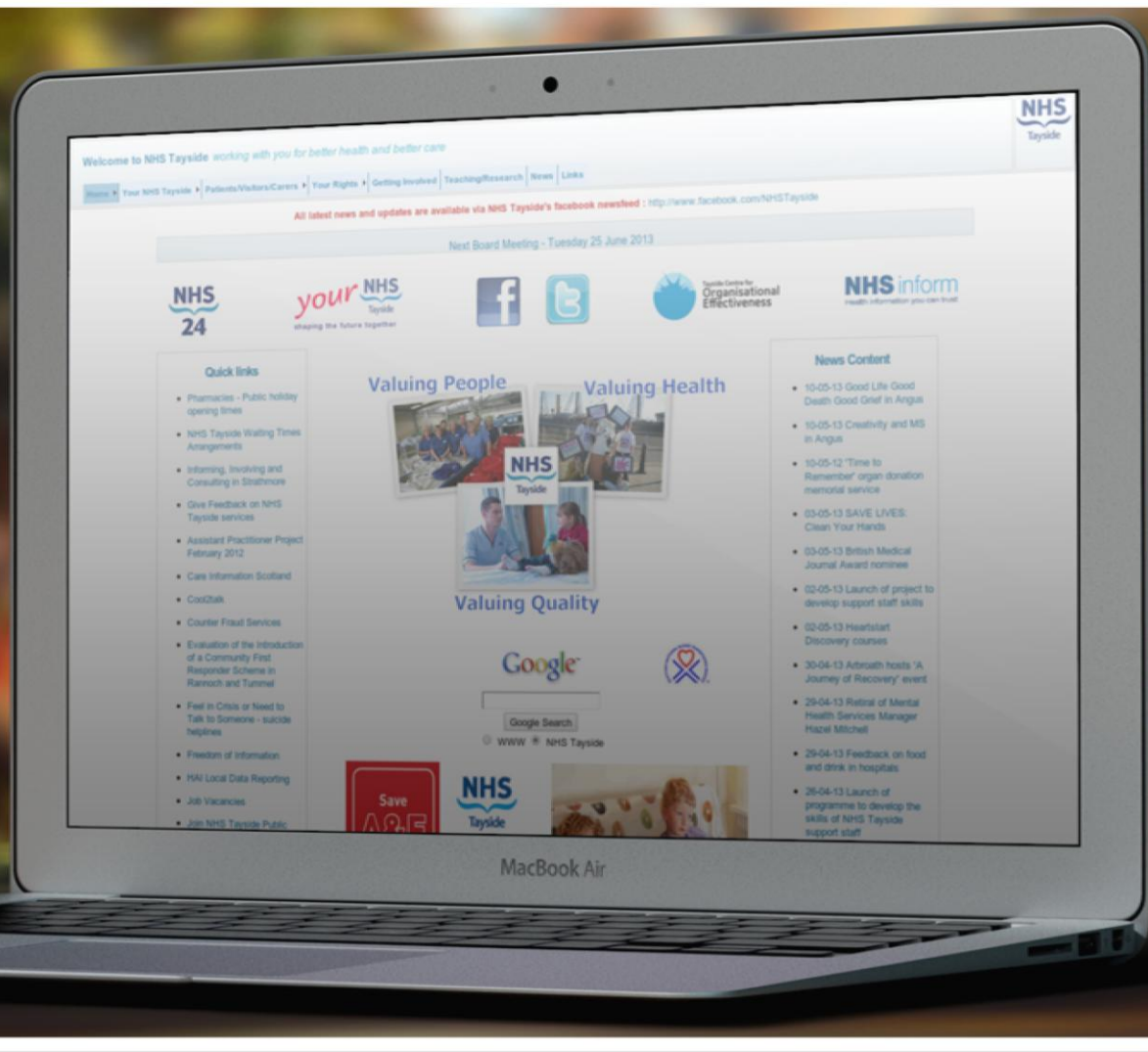


Blog Using Social Media to Speak Out Safely



Pin Me UP!!!

You asked for something that you



Minimum SOE desktop for
education & research

Review of Web 2.0 Tools


- Potential users
- Benefits
- Risks
- Recommendations

BENEFITS



RISKS



A photograph of a laptop screen. The screen displays a dark blue background with the text 'STOP MESSING AROUND AND DO SOME WORK.' in large, white, bold, sans-serif font. To the right of the text is a desktop sidebar with several widgets: a quote, a circular icon, a weather widget showing '33° Greenwich, NJ', and a clock. The taskbar at the bottom shows icons for Start, Facebook, and Home. The laptop is an Acer model, and the background is a blurred indoor setting with a brown bag and a towel.

**STOP MESSING
AROUND
AND DO SOME
WORK.**

DISTRACTION

CONNECTED



ANYTIME, ANY PLACE, ANY WHERE

LEVELS OF ACCESS

ACCESS

THRU TO

NEW NORTH

RD

TOOLKITS

A red toolbox is shown open, revealing a collection of tools. In the foreground, a hammer with a black handle and a metal head is prominent. Next to it are a pair of blue-handled scissors and a pair of silver-handled pliers. A red-handled screwdriver is also visible. In the background, a green tape measure is partially visible, along with other tools like a saw and a utility knife. The toolbox is resting on a wooden surface.

SUPPORTING EDUCATION, RESEARCH & COLLABORATION



Next steps

<http://www.flickr.com/photos/harryharris/1525946537/>

Publish, share, facilitate discussion
Share case studies ...

PERMISSION TO USE

