



NMC Online Conference

Social Computing
November 16 – 19, 2004

Conference Program



Tuesday, November 16

Keynote

Collaboration, Communication, Community: The Three Cornerstones of Social Computing

Social computing is rapidly emerging as a hot topic in education, business and even political and social activism. Why the buzz? More and more people recognize the importance of complementing and moving beyond face-to-face meetings and "formal knowledge" by tapping into the personal experiences and learning of others. Such "tacit knowledge" emerges through social interactions and can be facilitated through a variety of collaboration, communication and community-oriented technologies. In this presentation, attendees will learn the latest in social computing trends, see real-life examples that illustrate proven practices for integrating technology and learning, and gain practical tools for applying social computing concepts to your own organization.

Soren Kaplan

Co-Founder; iCohere

Larry Johnson

Chief Executive Officer; The New Media Consortium

Live Conversation with the Speaker

Synchronous Event: Soren Kaplan and Larry Johnson will host a live telephone conference call at 10:30 am Pacific Time. All participants are invited to join in this live component of the keynote session.

Featured Sessions

Friendster Trumps WebCT: The Intersection of Social Software and Higher Ed

Friendster, Flickr and Furl are proving their worth in the real world through the synthesis of play, pictures and reputation. Bringing a mad combination of anarchy and 'borrowing', these applications expose a world where connections are paramount and power laws dictate the nature of interactions. This session will examine the threats and opportunities presented by the appearance of social software on our campuses and analyse the fit with existing learning applications.

Cyprien Lomas

NLII Fellow 2004/Director, Learning Centre; Educause / University of British Columbia

Ulrich Rauch

Director, Arts ISIT; University of British Columbia

Bryan Alexander

Co-Director of the Center for Educational Technology (CET; Middlebury College)

Wired for Wikiphonics: The Wild World of Wide-Open Web Collaboration

Tune in to Radio WIKI for a special broadcast (in glorious wikiphonic stereo) on the use of wikis in educational settings. Wiki pages transform the relationship between author and reader by allowing anyone to change the page. They promise to similarly shake up the roles and assumptions of teachers and students. Radio WIKI's hosts and call-in guests will talk about the common objections to using wikis, focusing on the technical, logistical and philosophical challenges to integrating open systems into institutional settings. Examples from The University of British Columbia and beyond will demonstrate what becomes possible when users are free to define web structures for themselves. Supplementary materials will be presented within a wiki, and NMC Conference participants are invited to contribute to or sabotage the results. Disruptive technologists are especially welcome.

Brian Lamb

Project Coordinator and Instructor; University of British Columbia

"Know-Who" Networks, Online Learning & Communities of Practice

Web-based social networks, or "know-who networks," are an emerging trend. A key element of effective online collaborative design-based and project-based learning, these networks are rooted in the concepts of *situated learning* and *communities of practice* which were developed in the late 1980s and 1990s at the former Institute for Research on Learning (IRL). This session will present the historical and theoretical background of these ideas and discuss the connection between the earlier concepts and the know-who networks of today, highlighting the important integration of social practice with the design of effective knowledge webs and collaborative learning communities.

Ted M. Kahn, Ph.D

NMC Fellow and Sr. Learning Scientist & National Director of Online Learning & Knowledge Management; The Galef Institute: Different Ways of Knowing

Live Chat Events

"Happy Hour"

Synchronous Event: Kaplan, Johnson, Lomas, Rauch, Alexander, Lamb and Kahn will co-host a live chat session in the Online Meetings area at 3:30 pm Pacific Time.

Asynchronous Events

Threaded Discussions

All sessions presented today may be viewed at any time. Contribute your perspectives on any topic or session by visiting the session and adding to the threaded discussion. You can contribute to a threaded discussion in any of the Conference Hall meeting rooms.

Exhibition Hall

The Exhibition Hall is your connection to NMC partners and conference sponsors. Each participant in the exhibition has an important interest in social computing and much to contribute. Learn about each company's vision, products and services, and participate in both live chat and threaded discussions.

Co-Sponsor Exhibits

NMC's Co-Sponsors are integrally involved in the exploration and development of learning object theory and practice in higher education. Visit their exhibits at any time to learn about what they are doing and interact with representatives who are at the conference.

Wednesday, November 17

Keynote

**Engaging in a World Inquiry into Business as an Agent of World Benefit:
Social Computing in the Service of a Better World**

Is it possible for business to act for the greater good while building the bottom-line? It's not only possible - it's good business! The Center for Business as an Agent of World Benefit encompasses a number of activities, all devoted to the healthy advancement of business in society. The Center brings together work that fosters sustainable enterprise, social entrepreneurship, cooperation, and global action.

This presentation will describe the World Wide Inquiry housed on the Case Western's website. It will also describe Appreciative Inquiry or AI, how AI works and how AI was used to create Case Western's World Inquiry. This presentation will also explore and give examples of what Case has discovered thus far, as well as give information on how to join in on this World Inquiry as an Agent of World Benefit.

Judy Rodgers

Executive Director of the Center for Business as an Agent of World Benefit; Case Western Reserve University

Live Conversation with the Speaker

Synchronous Event: Judy Rodgers will host a live telephone conference call at 9:30 am Pacific Time. All participants are invited to join in this live component of the keynote session.

Featured Sessions

Achieving Fairness and Excellence in Social Software

While tools such as wikis can promote new and valuable collaboration structures, they can also accidentally stimulate behaviors that work against fair participation and educational excellence. This presentation will look at practices and tools that avoid these pitfalls, and help instructors get the best results out of social software by discussing the practical application of these tools in specific teaching scenarios. Source code for the tools presented will be available to all participants.

Ruben R. Puentedura

President; Hippasus

Group Activities in Live Online Classrooms and Learning Communities

This session will explore how to foster engaging group activities within online learning communities, specifically focusing on unique, real-time online group activities and collaborative techniques for the live online classroom. The session will include a live tour of a selection of learning communities in which innovative live group learning is taking place, and the presenter will facilitate several practical examples of activities that harness a group's collective energy to achieve a learning objective in a social, and meaningful way.

Jonathan Finkelstein

Executive Producer; LearningTimes

Live Chat Events

"Happy Hour"

Synchronous Event: Rodgers, Puentedura and Finkelstein will co-host a live chat session in the Online Meetings area at 3:30 pm Pacific Time.

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Thursday, November 18

Keynote

Educating the Net Generation

The “Net Generation” has grown up with information technology. It is an integral part of how they work and socialize. The behaviors, attitudes, and aptitudes of the Net Generation have changed, as well, as a result of their exposure to technology. This session explores the implications of the Net Generation for colleges and universities as well as how to address the generation gap that exists between faculty or administrators and the Net Gen.

Diana Oblinger

Vice President; Educause

Live Conversation with the Speaker

Synchronous Event: Diana Oblinger will host a live telephone conference call at 9:30 am Pacific Time. All participants are invited to join in this live component of the keynote session.

Featured Sessions

Computer-Mediated Communication: A Good Fit with Adult Learning

This session will explore the presenter's experiences teaching a course entitled Computer-Mediated Communication: Building an Online Learning Community. The course is offered entirely online to non-traditional students who are seeking a 4-year undergraduate degree in Organizational Communication. The level of mastery of the performance objectives and reactions and comments from the students indicate the experience is a successful one. The presenter will share students' reflections on the course as well as her own practices and design suggestions for fostering social interactions and collaborations.

Martha Meacham

Professor, Instructional Development Services; Austin Community College

Building Learning Communities within Hybrid Courses

Hybrid courses replace some traditional face-to-face class “seat time” with online learning activities that enhance engaged student learning. One concern voiced by faculty, who are new to hybrid instruction, is that online learning will isolate students from each other, and in turn distance instructors from the students. However, our experience has been that if properly addressed pedagogically, hybrid teaching and learning activities actually *improve* and *enhance* social interaction for everyone.

Case in point is the use of asynchronous discussion forums in hybrid courses, a key element of the hybrid instructor's repertoire. We address some "best practices" we have identified for the framing and management of online asynchronous conversations in hybrid courses and the use of forums as a tool to *integrate* the face-to-face and online components of a hybrid course, so that these two rather distinct forms of teaching and learning experiences complement and intensify one another. And, we summarize key pedagogical techniques that help ensure a successful hybrid course experience for both instructors and students.

Robert Kaleta

University of Wisconsin, Milwaukee

Alan Aycock

University of Wisconsin, Milwaukee

Live Chat Events

"Happy Hour"

Synchronous Event: Oblinger, Meacham, Kaleta and Aycock will co-host a live chat session in the Online Meetings area at 3:30 pm Pacific Time.

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Friday, November 19

Case Studies in Social Computing

Two Examples of Credibility in Collaborative Decision Making: Constructing a Media Event and Annotating A Formally Approved Document

One aspect of social computing is the impact of individual credibility on the group. This presentation will explore this in two projects. (1) rMUSIC, is used to study group dynamics in collaborative queue management. It allows participants to share music through a single set of speakers and vote on the order in the queue. In natural settings such decision-making is influenced by individual credibility. Experimental results of incorporating credibility metrics in consensus modeling will be presented. (2) The Hopewell project addresses how to update and comment upon a fixed artifact such as a school district curriculum document. Presented will be a web-based solution that allows credible users to annotate but not alter the artifact, while allowing aggregation of annotations to facilitate change.

Ursula Wolz

Associate Professor, Computer Science and Interactive Multimedia; The College of New Jersey

Michael Massimi

Student, Department of Computer Science; The College of New Jersey

Eric Tarn

Student, Department of Computer Science; The College of New Jersey

Susan Weinman

Principal, Thomas Paine Elementary School

Peter Babinski

Student, Department of Computer Science; The College of New Jersey

World Music Exchange Forum: World-ME (WMEF)

This presentation discusses the successes and problems during the first year of the on-line International Music Exchange. Asian students were invited to share their music perceptions in an informal setting, both off and on-line. A website of the same name was created to keep the dialogue going between meetings and during semester breaks. The WMEF Web site, now more than one year old, is a place to discuss music among Asian students, but it is open to discussions of music and cultures. It is available at <http://worldmusic.siu.edu>.

Phylis Johnson

Chair, Department of Radio-Television; Southern Illinois University

Hwa-Young Youn

Masters Graduate Student, College of Mass Communication and Media Arts; Southern Illinois University

Limin Zheng

Master Graduate Student, College of Mass Communication and Media Arts; Southern Illinois University

SMART: Science & Mathematics Academy for Rural Teachers

The SMART program uses a variety of distance-learning modalities to provide standards-based professional development courses to mathematics and science teachers located in remote areas of the north coast of California. Course content is delivered through WebCT, allowing instructors to manage activities, assignments, and grades. Videoconferencing is used for all kinds of meetings, from discussions to virtual labs. Unique activities offered within WebCT include 50 Flash-based Technology Infusions tutorials and content-oriented resources developed using Impatica. This session will present the overall curriculum model and examples of resources and activities used in SMART courses.

Brett Christie

Associate Professor, School of Education; Sonoma State University

Virtual Worlds at Case

For more than a decade Case Western Reserve University has hosted a variety of multi-user virtual worlds. From text-based to 3D-rendered, from social to educational, these worlds have fostered interpersonal relationships within the community. This presentation will outline the history, usage, and "ups 'n downs" (both technically and pedagogically) of these virtual words at Case Western Reserve University.

Jared Bendis

Creative Director, The New Media Studio; Case Western Reserve University

Live Chat Events

"Brown Bag Discussion"

Synchronous Event: Wolz, Massimi, Tarn, Weinman, Babinski, Johnson, Youn, Zheng, Christie and Bendis will co-host a live chat session in the Online Meetings area at 10:30 am Pacific Time.

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About the NMC

NMC: The New Media Consortium is a not-for-profit organization that connects leaders in colleges, universities, museums and advanced technology companies that are working to define and explore new ways of teaching, learning, and creative expression.

Founded in 1993, NMC counts almost 200 learning organizations and a dozen visionary companies among its members, each selected for their creativity and expertise in the exploration of new ways of teaching, learning, and creative expression. Member institutions work with NMC Corporate members to develop new tools and techniques in an ongoing series of demonstration projects and related efforts. NMC conferences work to address pedagogical, legal, and technological issues that are emerging along with the new technologies, media forms, and tools while offering attendees cutting-edge staff development. For more information on the NMC, see its web site at www.nmc.org

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