Cutting-Edge Technologies and Social Media Use in Higher Education

Part of the Advances in Higher Education and Professional Development Book Series

Vladlena Benson (Kingston University, UK) and Stephanie Morgan (Kingston University, UK)

The inclusion of social media in higher education has transformed the way instructors teach and students learn. In order to effectively reach their students in this networked world, teachers must learn to utilize the latest technologies in their classrooms.

Cutting-Edge Technologies and Social Media Use in Higher Education brings together research on the multi-faceted nature and overarching impact of social technologies on the main opportunities and challenges facing today's post-secondary classrooms. From issues of social capital formation to student support and recruitment, this book provides educators, administrators, employers, and leaders with the necessary insight and practical perspectives to thrive within an evolving education system.

Topics Covered:
- Knowledge Management
- Privacy
- Social Capital
- Student Engagement
- Emerging Technologies
- Social Marketing
- Business Applications
- Employability
- Online Networks
- Reputation Management

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.
Chapter 1
Facing Facebook in Higher Education:  
Karen Abney Korn (School of Advertising Art, USA)

Chapter 2
Students’ Privacy Concerns on the Use of Social Media in Higher Education  
Laura Aymerich-Franch (GRISS, Image, Sound, and Synthesis Research Group, Spain)  
Maddalena Fedele (GRISS, Image, Sound, and Synthesis Research Group, Spain)

Chapter 3
Overcoming Organizational Obstacles and Driving Change:  
Jenni Murphy (California State University – Sacramento, USA)  
Anna Keck (California State University – Sacramento, USA)

Chapter 4
The Use of Social Media in the Networking Strategy of Higher Education Institutions:  
Tomasz Domanski (University of Lodz, Poland)  
Michal Sędkowski (University of Lodz, Poland)

Chapter 5
Reaching Them Where They Live:  
Danielle Lawson (Ediboro University of Pennsylvania, USA)

Chapter 6
#OccupyWallStreet:  
Adam Gismondi (Boston College, USA)

Chapter 7
The Roadmap for Experimental Teaching of Science and Engineering Based Subjects:  
Gordana Collier (Kingston University London, UK)  
Andy Augousti (Kingston University London, UK)  
Andrzej Ordys (Kingston University London, UK)

Chapter 8
Leveraging Facebook as a Peer-Support Group for Students:  
Joni Salminen (Turku School of Economics, Finland)

Chapter 9
Social Media as Technologies for Asynchronous Formal Writing and Synchronous Paragraph Writing in the South African Higher Education Context:  
Chaka Chaka (Tshwane University of Technology, South Africa)

Chapter 10
Recognised Creativity:  
Monika Musial (Oulu Business School, Finland)  
Antti Kauppinnen (Oulu Business School, Finland)  
Vesa Puhakka (Oulu Business School, Finland)

Chapter 11
The Use of Social Media in College Recruiting and the Student Job Search:  
Amy Diepenbrock (St. Mary’s University, USA)  
Wanda Gibson (Pomona College, USA)

Chapter 12
Leveraging New Media as Social Capital for Diversity Officers:  
Kindra Cotton (SSS for Success: Simplified Social Media Solutions, USA)  
Denise O’Neil Green (Ryerson University, Canada)

Chapter 13
Teaching Students about Online Professionalism:  
Thomas Lancaster (Birmingham City University, UK)

Chapter 14
The Utilization of Online Boundaries:  
Lewis A. Luartz (University of California – Riverside, USA)

Chapter 15
Social Media for Knowledge Workers:  
Ikbal Maulana (Indonesian Institute of Sciences, Indonesia)

Chapter 16
Justifying the ROI of Social Media Investment in Education:  
Vladlena Benson (Kingston University, UK)  
Stephanie Morgan (Kingston University, UK)

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