

November 16, 2010

# **Technology in Student Affairs**

1992

# Historical Change

Life Magazine  
#1 Event of the Millennium



1455 – Gutenberg Prints the Bible

# Historical Change

- Emergence of the Digital Age
  - The Computer Age
  - Internet Revolution
  - Star Trek is no longer science fiction

# What are you?

- **Digital Natives** (grew up with today's technology)
- **Digital Immigrants** (all the rest of us)

Prensky, M. (2001) Digital natives, digital immigrants. *On the Horizon*, (9) 5.

- **Digital Strangers** (in the workforce before computers; view technology with some suspicion, discomfort and perhaps as a threat)

Gotta, M. (2006) Social Computing: Lifestyle Becomes A Workstyle

# What are you?

- Digital Natives
  - Multi-task
  - Graphics before text
  - Instant gratification
- Digital Immigrants
  - Can adapt, but with varying success
  - Value the “old ways”
  - May be biased against the “Native” ways
- Implications for Student Affairs/Higher Education
  - Infrastructure and pedagogy built by/for the Immigrants
  - Adaptation/assimilation is critical
  - Natives unlikely to “revert” to Immigrant standards



# Technology: Impact on Students

- **Interpersonal Skills**
  - **Anonymity increases comfort level**
  - **Casual writing used in IM, text messaging and email**
  - **Fewer verbal interactions**
  - **Anonymity, or “distance” of non-verbal communication may impact sense of boundaries**
- **Decision Making**
  - **Anonymity may remove moral/ethical inhibitions**
  - **Evaluating online content for authenticity**
  - **Sense of security/privacy**

# Key Issues in Student Affairs

- Impact on Student Development and Behavior
  - Interpersonal Skills
  - Decision Making
- Technology Administration
  - Technology Planning (and Assessment)
  - Technology Principles
  - Technology Staffing
- Technology Fluency (a.k.a. “computer literacy”)
  - For students
  - For Student Affairs staff

# Key Issues in Student Affairs

- Student Expectations
  - Digital versions of all services
  - Availability - 24/7 – “Right Here, Right Now”
- Legal & Ethical Issues
  - Accessibility
  - Copyright/Plagiarism (Illegal File Sharing)
  - Harassment
  - Security/Privacy
- Challenges
  - Know-How
  - Resources
  - Keeping Up

# Technology: Research & Assessment

- **Benefits**
  - Reduces impact of time and distance
    - Example: Clickers can provide formative feedback in the moment
  - Enhance richness of data
    - Example: Online forums/blogs provide in-depth feedback
  - Improves speed and ease of processing data
    - Example: SPSS and SAS easier to use, results easier to share
- **Beware**
  - Easy does not equal right! Choice of tech tool should be driven by your research project methodology, not what is fun and easy.
  - Easy does not equal free! There is ALWAYS overhead of some sort.
  - Easy does not equal safe and secure. Be wary of “off campus” resources and check with your in-house tech resources.

**SOME  
GEEKY STUFF**

# Geeky Thing #1: Web 2.0

- Web 1.0: Web as information  
(static, one-way)
- Web 2.0: Interactive Web  
(dynamic, two-or-more-way)
  - Blogs
  - Wikis
  - Social Media
  - Location Based Services
  - Podcasts
  - RSS Feeds
  - Social Bookmarking
  - Web-based services and programs

# Geeky Thing #1: Web 2.0

## What's The Next Big Thing? Everything Going Mobile.

Everybody's enamored of the iPhone, the Google phone. But the applications are going to change. You know, we're going to start using our phones for shopping. It's going to change the nature of advertising. But once people start being accustomed to pay for digital goods with their phone, I believe they're going to feel much, much more comfortable paying for physical goods.

And we're going to start seeing more mechanisms, whether it's near-field communications built into the phone, where you can just wave your phone over some kind of pickup device to pay or whether it's barcode scanning with the camera on the phone, or even other more sophisticated means of recognizing who you are and where you are, and just debiting your account.

November 15, 2010

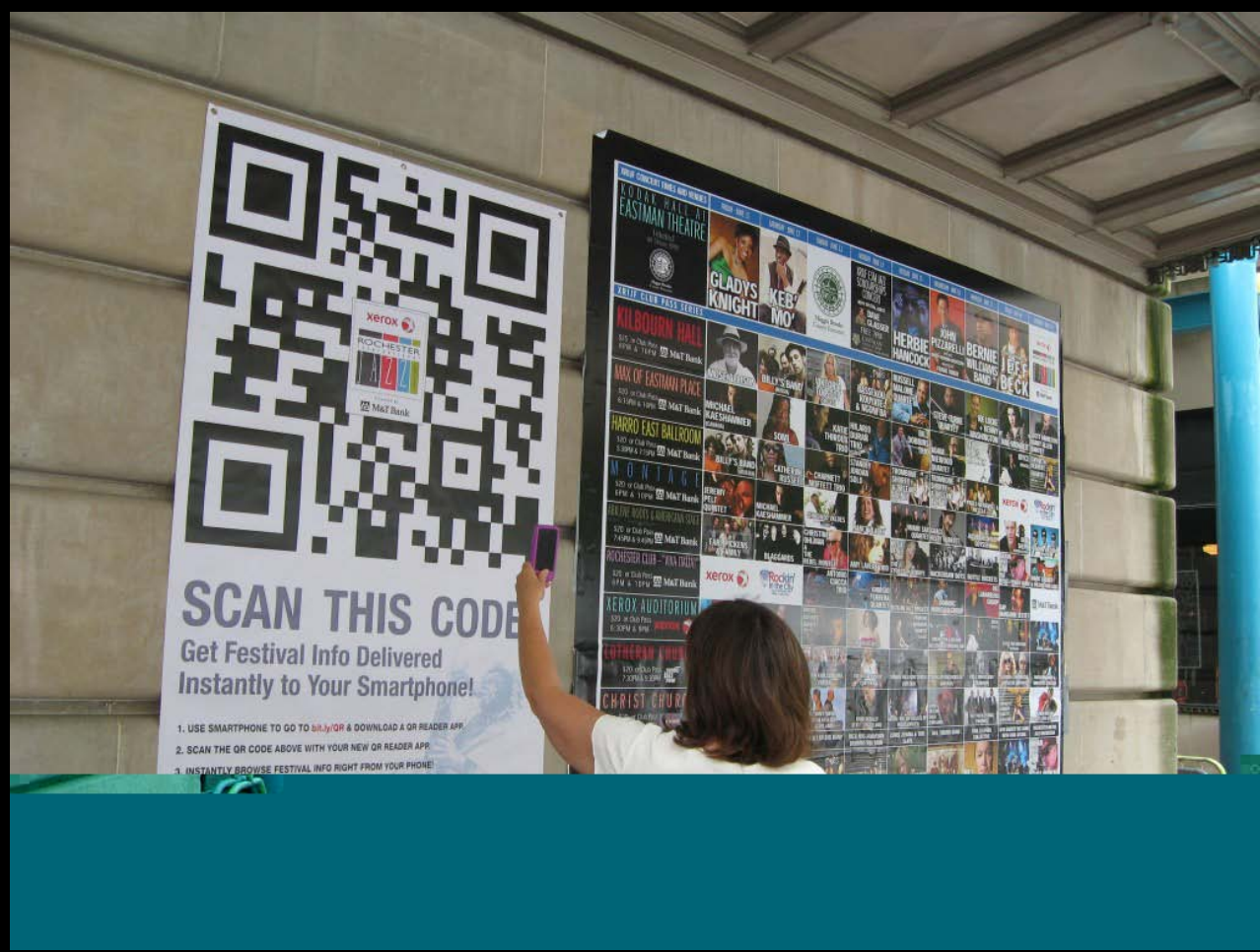
Web 2.0 Summit

Tim O'Reilly, founder and CEO of O'Reilly Media

# Geeky Thing #2: QR Codes



# Geeky Thing #2: QR Codes



# Geeky Thing #2: QR Codes



# Geeky Thing #2: QR Codes

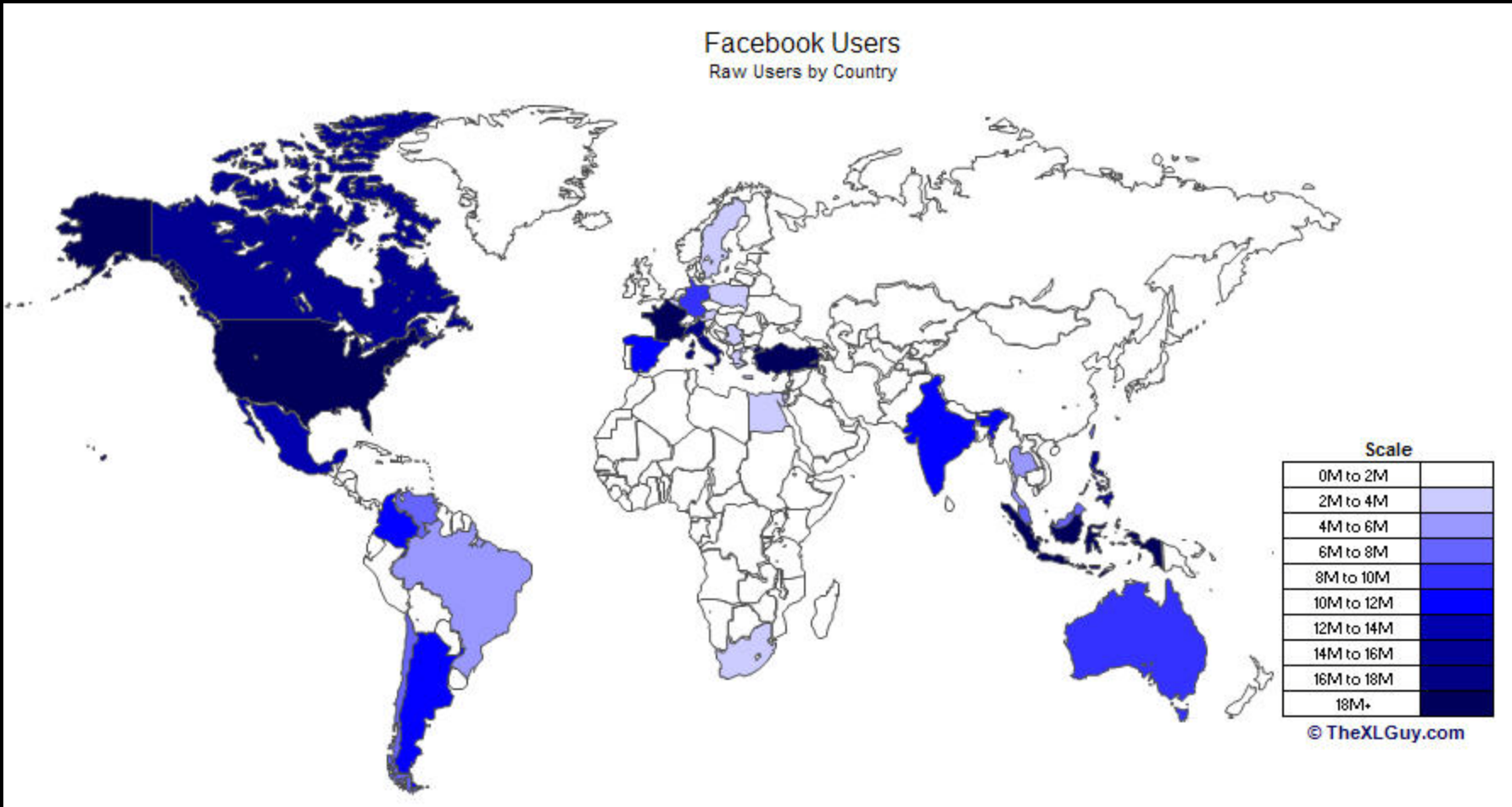
- “Quick Response”
- Mobile devices can scan these codes with special apps
- Connects ideas to the internet
- Connects “real things” to the internet
- Can be used instead of a URL

## Geeky Thing #3: Location-Based Services

- Also called “geosocial media”
- Examples
  - foursquare, gowalla, brightkite, loopt
- Users “check in” at locations and that gets posted on other social media sites
- Smart phones + QR codes
- Finding friends, freebies, alerts, etc
- NC State rolling out it’s own soon

# Geeky Thing #4: Facebook

- Ubiquitous in the US
- New messaging system
  - “The Social Inbox”
  - Users will receive a @facebook.com address
  - Messages, regardless of type, will be grouped together
  - Aggregates messages from texts, IM, email and FB messages all into one stream
  - <http://on.fb.me/bWdO2x>



July 2010 – 500 Million Users on Facebook  
If Facebook were a country, it would be the 3<sup>rd</sup> largest in the world.

# Geeky Thing #4: Facebook



S  
S

# Geek IQ

- What's your comfort level with technology?
- How to keep up:
  - <http://studentaffairs.com>
  - <http://chronicle.com>
    - Check out the “Technology” topics section
    - Subscribe to the “Wired Campus” newsletter
  - NASPA
    - Sessions at conferences
    - Join the Technology Knowledge Community

# Thank You!

Leslie Dare, Ed.D.  
Director  
Student Affairs Technology Services  
NC State University  
[ladare@ncsu.edu](mailto:ladare@ncsu.edu)  
[twitter.com/lesliedareNCSU](https://twitter.com/lesliedareNCSU)  
[www4.ncsu.edu/~ladare](http://www4.ncsu.edu/~ladare)