

6TH EUROPEAN CONFERENCE IN E-GUIDANCE: *WIDENING ACCESS TO LIFELONG GUIDANCE*

ABSTRACT

TITLE OF THE SPEECH

Social media affordances

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Tarmo Toikkanen is an educational psychologist, specializing in collaborative learning and technology. He works as a researcher in the Learning Environments research group in the Media Lab of the University of Art and Design, Helsinki. Tarmo has worked as a translator, an author, a computer engineer, a software architect, an instructor, a teacher, and has founded three companies. Recently he coauthored and published a Finnish book on social media in education, which has been well received in Finland.

ABSTRACT

According to a recent study by the European Commission, 43% of EU citizens are online daily and 56% use the net regularly. 35% of citizens create new content online, in the form of blog posts, videos, and other media. Social media is a process that enables individuals and groups to construct shared meanings with the help of content, communities and networked technologies. The key to social media therefore are not the various blog or wiki platforms, but the continuous conversations that generate new knowledge and understanding. As such it would seem quite a suitable auxiliary environment for e-Guidance work as well.

This 20 minute presentation is a quick introduction to the current state of social media services and tools. It will highlight the affordances (new ways of working, communicating, and collaborating) as well as current practices and cultural conventions of online communities and networks. The presentation will describe social media in general, and briefly touch on activities that it enables, such as publication, collaboration, multimedia publication, messaging, networking, community building, and virtual worlds. These themes will not be explicitly tied to the topic of e-Guidance, but rather are meant as conversation starters for professionals of that field. The presentation slides and speech will be available online for later viewing.



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FOR ADDITIONAL INFO

Author's web page: <http://tarmo.fi/>

Slides used in the presentation: <http://slideshare.net/tarmot/>