

## Findings On Facebook In Higher Education A Comparison Of

Thesis (M.A.) from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: Today Facebook is considered as one of the most popular platforms for online social networking among youth, - as many researches show – university students. The purpose of this study is to assess the impact of social networking sites i.e. Facebook on students' academic performance. The study was carried out in Wollega University with regular undergraduate students in focus. A questionnaire was designed to assess impact of Facebook usage on Student and was administered to 384 students' selected using stratified sampling technique. Variables identified are time spent on Facebook, addition to Facebook and academic performance. The Pearson product-moment correlation coefficient was used to examine the relationship between addition to Facebook and time spent on Facebook and students' academic performance. Furthermore, a multiple linear regression was carried out to determine the relative contribution of addition to Facebook and time spent on Facebook to students' academic performance. An analysis of the results was carried out using the SPSS software package. And the findings of this study shows that time spent on Facebook and addition to it negatively and significantly affects students' academic performance.

Much of the world has access to internet and social media. The internet has quickly become a new hub for not only communication, but also community development. In most communities, people develop new cultural norms and identity development through social media usage. However, while these new lines of communication are helpful to many, challenges such as social media addiction, cyberbullying, and misinformation lurk on the internet and threaten forces both within and beyond the internet. The Research Anthology on Usage, Identity, and Impact of Social Media on Society and Culture is a comprehensive resource on the impact social media has on an individuals' identity formation as well as its usage within society and cultures. It explores new research methodologies and findings into the behavior of users on social media as well as the effects of social media on society and culture as a whole. Covering topics such as cultural diversity, online deception, and youth impact, this major reference work is an essential resource for computer scientists, online community moderators, sociologists, business leaders and managers, marketers, advertising agencies, government officials, libraries, students and faculty of higher education, researchers, and academicians.

The study examined students' perceptions of Facebook, Twitter and blogs as tools for learning in a classroom environment. The population of the research was of 109 students from a 4-year college located in the southern region of the US. The results showed that most of the students were undecided in their perception of Facebook, Twitter and blogs as learning tools. The findings also showed that most of the participants were undecided in perception that Facebook, Twitter and blogs were viewed as sources of learning distraction. The findings equally indicated that significant number (about half of the population) of the participants disagreed that they felt intimidated using blogs to enhance learning while a third of the population was undecided. The results of the study did reveal that statistically significant number of students in their perception of Twitter based on ethnicity. Hispanic and African American students perceived that using Twitter in the learning environment helped them to engage in collaborative learning. In addition, the findings showed African American respondents perceived that tweeting was also perceived as a distraction unlike other ethnic groups. The findings equally indicated that African American students perceived that Twitter was used as a tool to share life experiences unlike other ethnic groups represented in this study. The results equally revealed that female students actively participated in discussion forums more than their male counterparts did. The findings showed that Hispanic and African American students believed that using tweeting in the learning environment helped them to learn from one another. Whites and Native Americans did not share similar opinions. The results also revealed that African Americans and Hispanic Americans perceived that using Facebook during instruction enhanced collaboration among learners. In addition, the findings revealed that African American respondents perceived that tweets were helpful to them in sharing ideas as they completed assignments. However, White, American, and Native Americans and Asian Americans did not have a similar view. The conclusion drawn from this study was that students enjoyed using social media tools for personal and entertainment purposes however; they did not enjoy using the tools for educational purposes. The general conclusion was that students were undecided in their perception of Facebook, Twitter and blogs as learning tools as well as perceived sources of distraction and intimidation.

There are plenty of unknown factors when dealing with the use of Facebook in education. Some think that social media is the lawless Wild West, where the students are free to share whatever might pop into their head. The idea worries some and pleases others when considering the possible outcomes. Social media is a new form of communication. Its evolution in communication/linking people together is in its infancy stages. Students are living in the virtual world today. In fall of 2011 our school district allowed the use of social media on campus and encouraged teachers to look at its potential benefits in education. I decided to complete this action research study of Facebook use in conjunction with an AP chemistry class. This study provides a model of Facebook use as an educational resource in secondary education. The study took place over a two week span shot one month into the semester in an AP chemistry class. The students were not graded on their participation or required to participate on any level. Quantitative data was taken regarding the quality and frequency of the student's comments and an evaluation was done on their privacy settings. The students were also surveyed to gain their perceptions of the Facebook resource. Over the two week period more than 1500 posts were made on the page and more than half of the comments occurred in less than 30 minutes. About 92% of the students viewed each main thread and 8% of threads did not receive any comments. Of these posts 98% of them were related to class discussion or course content. During the entire class there were no discipline issues as a result of inappropriate Facebook posting. The students showed excellent digital citizenship and survey results showed that 90% of the students found the page useful. The students engaged in open dialogue and discussed a wide variety of material. In the future I will look to further use Facebook as a resource for my students. I hope to help this active dialogue increase engagement and create new types of learners for the 21st century. The cooperative setting still has many questions to be further researched. Facebook and other forms of social media can have potential benefits in the classroom. As educators it is our duty to keep up with modern technology and find possible applications in the classroom.

Social Media in South India

Educating Educators with Social Media

Handbook of Research on Transnational Higher Education

ICEL 2015

ICEL2015-10th International Conference on e-Learning

Research Anthology on Usage, Identity, and Impact of Social Media on Society and Culture

**This volume offers an insight into contemporary communication studies, as seen through the lens of qualitative research. It presents existing studies on qualitative research, current research programs, and trends for future expansion of this methodological approach. It also offers a series of practical examples of applying methods and techniques of qualitative research, to teach readers about the social world and to answer pressing problems related to applied communication. In terms of research, the studies within the book use focus-group interviews, in-depth interviews, qualitative content analyses, critical discourse analyses, and discipalif analyses. The volume covers areas such as education, public relations, advertising, strategic communication, heritage and museum management and intercultural dialogue. It will be a useful aid for students of qualitative research in the social sciences and humanities, but also for professionals in the field of communication.**

**Higher Education Institutions are recognizing the potential of social media in enhancing their institutions' reach and effectiveness. They are utilizing social media in online education, in research and recruitment, in marketing higher education, and in public relations. This study contributes to the literature by applying Cronin and Hunt's models of public relations to study the higher education popular social media, Facebook. By using public relations as a framework, this study discovered the post characteristics of the engaged higher education institutions' Facebook pages through a mixed-method content analysis. A mixed-method concurrent study was conducted by carrying out a quantitative and qualitative content analysis of the top 50 engaged higher education Facebook pages through an examination of the individual posts. The findings indicated that universities are utilizing mostly one-way communication and minimally talking to their fans. In addition, the most utilized multimedia were links and pictures, with pictures used significantly more in the high-ranking pages compared to the middle-ranking pages. The qualitative analysis resulted in six themes with the main two themes supporting the quantitative results. The themes are (1) the top engaged pages were utilizing one-way messages focused on the university; (2) universities used a minimal amount of two-way communication and missed dialogue opportunities to connect with fans; (3) the top engaged pages included mostly positive fan feedback; (4) fan responses differed according to post topics; (5) the most frequently commented posts used controversial topics with a large number of positive and negative comments; and (6) universities using two-way communication also had more positive than negative comments in the top four posts. - Abstract.**

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**Education is expanding to include a stronger focus on the practical application of classroom lessons in an effort to prepare the next generation of scholars for a changing world economy centered on collaborative and problem-solving skills for the digital age. The Handbook of Research on Technology Tools for Real-World Skill Development presents comprehensive research and discussions on the importance of practical education focused on digital literacy and the problem-solving skills necessary in everyday life. Featuring timely, research-based chapters exploring the broad scope of digital and computer-based learning strategies including, but not limited to, enhanced classroom experiences, assessment programs, and problem-solving training, this publication is an essential reference source for academicians, researchers, professionals, and policymakers interested in the practical application of technology-based learning for next-generation education.**

A Model of Facebook Use in a High School Classroom

Research Anthology on Strategies for Using Social Media as a Service and Tool in Business

The Perceptions and Usage of Social Media in Higher Education

Substance Abuse and Addiction: Breakthroughs in Research and Practice

Facebook Groups

The Internet and Higher Education

"This book 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"-- An Education in Facebook? examines and critiques the role of Facebook in the evolving landscape of higher education. At times a mandated part of classroom use, at others an informal network for students, Facebook has become an inevitable component of college life, acting alternately as an advertising, recruitment and learning tool. But what happens when educators use a corporate product, which exists outside of the control of universities, to educate students? An Education in Facebook? provides a broad discussion of the issues educators are already encountering as part of society's social networking, particularly in areas such as privacy, copyright and social media etiquette. By examining current uses of Facebook in university settings, this book offers both a thorough analytical critique as well as practical advice for educators and administrators looking to find ways to thoughtfully integrate Facebook and other digital communication tools into their classrooms and campuses.

The integration of new technology and global collaboration has undoubtedly transformed learning in higher education from the traditional classroom setting into a domain of support services, academic programs, and educational products which are made available to learners. The Handbook of Research on Transnational Higher Education is a unique compilation of the most recent research done by higher education professionals in the areas of policy, governance, technology, marketing, and leadership development. This publication succeeds in highlighting the most important strategies and policies for professionals, administrators, and researchers interested in higher education management.

Social media has become a key tool that businesses must utilize in all areas of their practices to build relationships with their customer base and promote their products. This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices. In order for businesses to flourish, further study on the advantages social media provides in the areas of marketing and developing consumer relationships is required. The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products, build relationships, and maintain relevancy. This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world. Covering topics such as marketing, human aspects of business, and branding, this major reference work is crucial for managers, business owners, entrepreneurs, researchers, scholars, academicians, practitioners, instructors, and students.

Engagement Behaviors on Social Media in Higher Education

Exploring Communication through Qualitative Research

A Guide for Student Affairs and Higher Education Professionals

Handbook of Research on Advancing Critical Thinking in Higher Education

Achieving Global Reach

Post Characteristics of Engaged Higher Education Facebook Pages

Social media are increasingly popular platforms for collaboration and quick information sharing. This title collects reports on how these technologies are being used to educate educators with social media in creative and effective ways. It examines the processes, design, delivery and evaluation of instruction using social media.

Addiction is a powerful and destructive condition impacting large portions of the population around the world. Addiction takes many forms and has the potential to impact individuals of all ages, socio-economic statuses, and ethnic backgrounds. Substance Abuse and Addiction: Breakthroughs in Research and Practice is an authoritative resource that comprehensively examines the prevalence, assessment, causes, and impacts of substance abuse and addiction from cultural, legal, psychosocial, theoretical, and medical viewpoints. Highlighting a range of pertinent topics such as technological additions, drug treatment, and addictive behaviors, this publication is an ideal reference source for psychologists, researchers, mental health professionals, clinicians, academicians, and graduate-level students seeking current research on the prevention, assessment, and rehabilitation of substance abuse and addiction.

Business has become an integral part of society's social networking, particularly in areas such as privacy, copyright and social media etiquette. To stay relevant, businesses have adopted social media tactics to interact with consumers, conduct business, and remain competitive. Social technologies have reached a vital point in the business world, being essential in strategic decision-making processes, building relationships with consumers, marketing and branding efforts, and other important areas. While social media continues to gain importance in modern society, it is essential to determine how it functions in contemporary business. The Research Anthology on Strategies for Using Social Media as a Service and Tool in Business provides updated information on how businesses are strategically using social media and explores the role of social media in keeping businesses competitive in the global economy. The chapters will discuss how social tools work, what services businesses are utilizing, both the benefits and challenges to how social media is changing the modern business atmosphere, and more. This book is essential for researchers, instructors, social media managers, business managers, social media, executives, practitioners, industry professionals, social media analysts, and all audiences interested in how social media is being used in modern businesses as both a service and integral tool.

Misbehavior Online in Higher Education is rich in contemporary case studies, analytical reports, and up-to-date research providing detailed overviews of various misbehavior, including cyberbullying, cyberstalking, cyberslacking, and privacy invasion, hacking, cheating, teasing, and enhanced prejudicial attitudes.

Research Anthology on Social Media's Influence on Government, Politics, and Social Movements

Perception and Usage Among Undergraduates of The University of Auckland in the Context of Learning

Integrating Research and Practice

A Third Decade of Research

A Mixed-method Content Analysis

Handbook of Research on Technology Tools for Real-World Skill Development

One of the first ethnographic studies to explore use of social media in the everyday lives of people in Tamil Nadu, Social Media in South India provides an understanding of this subject in a region experiencing rapid transformation. The influx of IT companies over the past decade into what was once a space dominated by agriculture has resulted in a complex juxtaposition between an evolving knowledge economy and the traditions of rural life. While certain class tensions have emerged in response to this juxtaposition, a study of social media in the region suggests that similarities have also transpired, observed most clearly in the blurring of boundaries between work and life for both the old residents and the new. Venkatraman explores the impact of social media at home, work and school, and analyses the influence of class, caste, age and gender on how, and which, social media platforms are used in different contexts. These factors, he argues, have a significant effect on social media use, suggesting that social media in South India, while seeming to induce societal change, actually remains bound by local traditions and practices.

The long awaited sequel to the landmark work first published in 1991, this volume continues the longitudinal study of how the college experience impacts on the lives of students in the US.

Cyberpsychology is the study of human interactions with the internet, mobile computing and telephony, games consoles, virtual reality, artificial intelligence, and other contemporary electronic technologies. The field has grown substantially over the past few years and this book surveys how researchers are tackling the impact of new technology on human behaviour and how people interact with this technology. Examining topics as diverse as online dating, social networking, online communications, artificial intelligence, health-information seeking behaviour, education online, online therapies and cybercrime, Cyberpsychology and New Media book provides an in-depth overview of this burgeoning field, and allows those with little previous knowledge to gain an appreciation of the diversity of the research being undertaken in the area. Arranged thematically and structured for accessibility, Cyberpsychology and New Media will be essential reading for researchers and students in Social Psychology and Cyberpsychology, and in Communication and Media Studies.

The purpose of this book is to increase understanding of the major theories, issues, challenges, and solutions related to online distance education. It balances practical advice with a description of the theoretical and research-based underpinnings for the culturally-responsive strategies presented. An important integrating theme is the impact of globalization and internationalization on all aspects of distance education. Consequently, the book examines the implications of global reach and cross-border education and promotes the integration of global learning in academic programs. Addresses the global reach of distance education and associated cultural, linguistic, and accreditation issues Describes the latest online learning technologies, e.g., blogs, wikis, podcasting, mobile learning, virtual worlds, etc.

Addresses the culture of higher education and forces that are moving higher education in new directions, e.g., academic capitalism, consumerism, and competition among non-profit, for-profit, and corporate universities

Research Handbook on the Law and Economics of Competition Enforcement

Social Media in Education: Breakthroughs in Research and Practice

Social Media in Higher Education: Case Studies, Reflections and Analysis

Impact of Facebook Usage on Students Academic Performance

An Education in Facebook?

This study presents and evaluates the educational potentials and benefits that Social Network Services (SNSs) offer to students in the higher education context. Current literature focusing on Facebook's functionalities and usage by students demonstrated conflicting findings, with some resulted in unfavourable conclusions regarding utilising SNSs as alternative channels for peer learning activities. Furthermore, there has been a lack of empirical findings in the New Zealand context. A theoretical framework was proposed, based on Social Learning Theory, aiming to explore students' perception towards Facebook Learning Groups, the learning and affective benefits that SNSs offer to students, and the moderators that may play influential roles in affecting individuals' perception and behaviour on SNSs. The nature of Facebook Groups use was also explored, to discover the depth of learning taking place in a typical informal learning group. This research carried out 2 data collection methods: an anonymous online survey, accompanied by a sample of posts and comments extracted from an open Facebook Group. Survey participants that were invited to participate had to meet the following criteria: (1) current undergraduates of The University of Auckland, (2) have had some experience in participating and/or being part of a Facebook Group that was set up for learning. Out of 258 survey participants, 227 participants met the criteria. In addition, sample data was also collected to help support the survey findings and to also discover the depth of learning taking place in a typical informal Facebook learning Group. This thesis contributes to the academic literature by presenting a proposed theoretical framework that was utilised to help discover the benefits of Facebook Learning Groups and the influences of the identified moderators in moderating students' perception and decision in participating in Facebook Learning Groups. The findings from the proposed framework illustrate that students do perceive these learning groups to be useful for their studies, and benefit from Facebook Learning Groups educationally and affectively. Findings also indicate that trust and presence of teaching members do play influential roles in affecting students' perception and usage of Facebook Learning Groups. Gender differences were also evidently moderated by the presence of teaching members. Lastly, the exploration of the depth of learning that took place in the sample Facebook Group demonstrates that academic learning does take place more frequently compared to social conversations. On the whole, this study has provided a better understanding of the undergraduates' perception and usage of SNSs for learning in the New Zealand context.

How does social media affect working life in Higher Education? How are universities harnessing its power to aid student learning? This innovative collection brings together academics and those working in professional services to examine these questions and more. The diverse and expert contributors analyse the many ways social media can be used to enhance teaching and learning, research, professional practice, leadership, networking and career development. The impact of social media is evaluated critically, with an eye both to the benefits and the problems of using these new forms of digital communication. This is the first volume to give such detailed attention to this area of high interest. Its innovative approach extends to its creation, with contributors found via their presence on Twitter. The short and impactful chapters are accessible while retaining an academic focus through their application of relevant learning theories and educational context. Social Media and Higher Education is essential reading for any professional working in higher education, including lecturers teaching education courses. It is also significant for researchers looking at more recent developments in the field and what it means to work in a modern higher education environment.

'This book examines the need for a paradigm shift in the area of post-secondary education and innovation in the emerging, yet relatively understudied, MENA region'--Provided by publisher.

The study looks closely at how North American colleges are using both paid advertising and general Facebook marketing in attracting new students and fortifying relationships with alumni. The study helps its readers to answer questions such as: how much are colleges spending on their paid Facebook advertising? How have colleges felt about their paid advertising experience on Facebook? How much staff time do they spend on Facebook in their college marketing efforts? How do they view the efficacy of Facebook compared to alternatives such as YouTube, Instagram, Twitter and other marketing venues. What kinds of content are colleges distributing through their Facebook pages? How do they evaluate content for inclusion? How do colleges harmonize their main Facebook page with other campus Facebook pages? Data in the report is broken out separately for public and private colleges, by Carnegie class or college type, enrollment and tuition levels.

A thematic reader

Handbook of Research on Higher Education in the MENA Region: Policy and Practice

Academic research of SSh 2016

12th International Conference, SCSM 2020, Held as Part of the 22nd HCI International Conference, HCI 2020, Copenhagen, Denmark, July 19-24, 2020, Proceedings, Part I

Research Anthology on Social Media Advertising and Building Consumer Relationships

Cyberpsychology and New Media

Student engagement relies on the students and their willingness to participate in the learning process and can be enhanced through the application of various technologies within learning environments. However, strategies for implementing these technologies need research and development to be implemented effectively. The Handbook of Research on Fostering Student Engagement With Instructional Technology in Higher Education is a comprehensive academic publication that focuses on the engagement of learners with academics in higher education and especially how this engagement can be fostered with the integration of new technologies. Featuring an array of topics such as gamification, digital literacy, and social networking, this book is ideal for instructors, educators, administrators, curriculum developers, instructional designers, IT consultants, educational software developers, researchers, academicians, and students.

The integration of technology in education has provided tremendous opportunity for learners of all ages. In today's technology-focused society, the traditional classroom setting is being transformed through online learning platforms and experimental methods, and digital educational resources that go hand-in-hand with non-digital learning devices. The Handbook of Research on Applied E-Learning in Engineering and Architecture Education reviews the latest research available on the implementation of digital tools and platforms within the framework of technical education, specifically in the subjects of architecture and engineering. Taking a global approach to the topic of online learning environments for technical education at all grade levels, this comprehensive reference work is ideally designed for use by educators, instructional designers, and researchers from around the world. This handbook contains pertinent research on a variety of educational topics including online learning platforms, mobile and blended learning, collaborative learning environments, gaming in education, informal learning, and educational assessment.

A practical, highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications, this book guides the reader through all aspects of the research process.

The importance of critical thinking has surged as academics in higher education realize that many students, upon entering college, lack the critical thinking skills necessary to succeed. While much has been written regarding the 'lack' of critical thinking, less has been written on the success of methods implemented to develop this fundamental skill. The Handbook of Research on Advancing Critical Thinking in Higher Education explores the effective methods and tools being used to integrate the development of critical thinking skills in both undergraduate and graduate studies. Due to the difficulties associated with teaching critical thinking skills to learners of any age, this publication is a crucial addition to the scholarly reference works available to pre-service and early career teachers, seasoned educational professionals, professors across disciplines, curriculum specialists, and educational administrators.

Higher Education and the World's Largest Social Network

ICEL2104-Proceedings of the 9th International Conference on e-Learning

Design of Technology-Enhanced Learning

Breakthroughs in Research and Practice

The Quarterly Review;

Race After the Internet

**International Academic Conference on Social Sciences and Humanities in Prague 2016 (NY'AC-SSaH 2016) in Prague, December 30 - 31, 2016**

**In the digital ages, numerous technological tools are available to enhance educational practices. When used effectively, student engagement and mobile learning are significantly increased. Social Media in Education: Breakthroughs in Research and Practice contains a compendium of the latest academic material on the usage, strategies, and applications of social media in education today. Including innovative studies on online networks, social constructivism, and collaborative learning, this publication is an ideal source for educators, professionals, school administrators, researchers, and practitioners in the field of education.**

**Post Characteristics of Engaged Higher Education Facebook Pages: A Mixed-method Content Analysis**

**This book explains how educational research can inform the design of technology-enhanced learning environments. After laying pedagogical, technological and content foundations, it analyses learning in Web 2.0, Social Networking, Mobile Learning and Virtual Worlds to derive nuanced principles for technology-enhanced learning design.**

**Qualitative Research Methods in Public Relations and Marketing Communications**

**How College Affects Students**

**Survey of Use of Facebook in Higher Education Marketing**

**Handbook of Research on Applied E-Learning in Engineering and Architecture Education**

**Cutting-Edge Technologies and Social Media Use in Higher Education**

**Handbook of Research on Fostering Student Engagement With Instructional Technology in Higher Education**

Wellness Issues for Higher Education is an essential resource that addresses a range of student wellness issues confronting professionals in college and university settings. Organized around five dimensions of Wellness--Emotional, Social, Intellectual, Physical, and Spiritual--this book comprehensively covers key topics that contribute to students' success in college. Each topical chapter includes proactive wellness advice, and is designed to prepare the reader to better understand the facts, issues, and strategies appropriate for addressing the issue. Each Chapter Features: Background information, theory, and research Historical and emerging issues Common questions, controversies, challenging situations, and misconceptions Practical applications for the campus This practical guide prepares practitioners to understand and deal with the wellness and health promotion issues contributing to their students' overall success and well-being. Armed with this valuable resource, higher education and student affairs professionals can work to improve academic performance, retention, satisfaction, and quality of life. This thorough resource will guide those working at any level in residence life, student activities, orientation, health education, student leadership, advising, instruction, and other areas of student development.

In Race After the Internet, Lisa Nakamura and Peter Chow-White bring together a collection of interdisciplinary, forward-looking essays exploring the complex role that digital media technologies play in shaping our ideas about race. Contributors interrogate changing ideas of race within the context of an increasingly digitally mediated cultural and informational landscape. Using social scientific, rhetorical, textual, and ethnographic approaches, these insights show how new and old styles of race as code, interaction, and image are played out within digital networks of power and privilege. Race After the Internet includes essays on the shifting terrain of racial identity and its connections to social media technologies like Facebook and MySpace, popular online games like World of Warcraft, YouTube and viral video, WiFi infrastructure, the One Laptop Per Child (OLPC) program, genetic ancestry testing, and DNA databases in health and law enforcement. Contributors also investigate the ways in which racial profiling and a culture of racialized surveillance arise from the confluence of digital data and rapid developments in biotechnology. This collection aims to broaden the definition of the "digital divide" in order to convey a more nuanced understanding of access, usage, meaning, participation, and production of digital media technology in light of racial inequality. Contributors: danah boyd, Peter Chow-White, Wendy Chun, Sasha Costanza-Chock, Troy Duster, Anna Everett, Rayvon Fouché, Alexander Galloway, Oscar Gandy, Eszter Hargittai, Jeong Won Hwang, Curtis Marez, Tara McPherson, Alondra Nelson, Christian Sandvig, Ernest Wilson

The study looks closely at how North American colleges are using both paid advertising and general Facebook marketing in attracting new students and fortifying relationships with alumni. The study helps its readers to answer questions such as: how much are colleges spending on their paid Facebook advertising? How have colleges felt about their paid advertising experience on Facebook? How much staff time do they spend on Facebook in their college marketing efforts? How do they view the efficacy of Facebook compared to alternatives such as YouTube, Instagram, Twitter and other marketing venues. What kinds of content are colleges distributing through their Facebook pages? How do they evaluate content for inclusion? How do colleges harmonize their main Facebook page with other campus Facebook pages? Just a few of the report's many findings are that: "The colleges in the sample estimated that a mean of about 48% of their Facebook page's unique visitors came from individuals that were not currently enrolled or working at the college." The mean amount spent by the colleges sampled for salaries, equipment and other production costs in developing marketing oriented videos in the past year for Facebook and other venues was \$61,273 with a minimum of \$2,500 and a maximum of \$225,000.\* Approximately 43% of colleges sampled were currently doing paid advertising on Facebook. Data in the report is broken out separately for public and private colleges, by Carnegie class or college type, enrollment and tuition levels.

This incisive Research Handbook identifies and assesses the emerging trends in competition enforcement, investigating how such changes impact the enforcement approach of competition authorities and the behaviour of companies in an ever-evolving and regulatory environment.

Social Computing and Social Media, Design, Ethics, User Behavior, and Social Network Analysis

Policy and Practice

Content Analysis Study on Facebook Pages of 12 Universities

Misbehavior Online in Higher Education

ICEL 2014

Wellness Issues for Higher Education

**These proceedings represent the work of researchers participating in the 10th International Conference on e-Learning (ICEL 2015) which is being hosted this year by the College of the Bahamas, Nassau on the 25-26 June 2015. ICEL is a recognised event on the International research conferences calendar and provides a valuable platform for individuals to present their research findings, display their work in progress and discuss conceptual advances in the area of e-Learning. It provides an important opportunity for researchers and managers to come together with peers to share their experiences of using the varied and expanding e-Learning available to them. With an initial submission of 91 abstracts, after the double blind, peer review process there are 41 academic Research papers and 2 PhD papers Research papers published in these Conference Proceedings. These papers come from some many different countries including: Australia, Belgium, Brazil, Canada, China, Germany, Greece, Hong Kong, Malaysia, Portugal, Republic of Macedonia, Romania, Slovakia, South Africa, Sweden, United Arab Emirates, UK and the USA. A selection of the best papers – those agreed by a panel of reviewers and the editor will be published in a conference edition of EJEL (the Electronic Journal of e-Learning www.ejel.com). These will be chosen for their quality of writing and relevance to the Journal's objective of publishing papers that offer new insights or practical help into the application e-Learning.**

**This two-volume set LNCS 12194 and 12195 constitutes the refereed proceedings of the 12th International Conference on Social Computing and Social Media, SCSM 2020, held as part of the 22nd International Conference, HCI International 2020, which was planned to be held in Copenhagen, Denmark, in July 2020. The conference was held virtually due to the COVID-19 pandemic. The total of 1439 papers and 238 posters have been accepted for publication in the HCI 2020 proceedings from a total of 6326 submissions. SCSM 2020 includes a total of 93 papers which are organized in topical sections named: Design Issues in Social Computing, Ethics and Misinformation in Social Media, User Behavior and Social Network Analysis, Participation and Collaboration in Online Communities, Social Computing and User Experience, Social Media Marketing and Consumer Experience, Social Computing for Well-Being, Learning, and Entertainment. The advent of social media has had varying effects across fields, industries, and governments. As more individuals rely on this technology, its uses continue to develop and expand. Social media has forever changed the way in which politics are discussed, social movements are formed, and how governments interact with the public. To fully understand the future of social media, further study is required. The Research Anthology on Social Media's Influence on Government, Politics, and Social Movements investigates how social media is used within governments as well as the history behind the technology. The book also examines best practices, tactics, and challenges associated with utilizing social media platforms for social movements. Covering key topics such as communication, interactive technology, and social change, this major reference work is ideal for government officials, industry professionals, policymakers, administrators, business owners, managers, researchers, academicians, scholars, practitioners, instructors, and students.**

**This study provides insight into factors that influence audience engagement behaviors on the official Facebook pages of higher education institutions. Many current and prospective students at universities, as well as recent alumni, are looking at Facebook as a way to gather information and build trust with colleges. Strategic use of social media is essential to reach their public and build relationships with them. However, the little we know about universities and their Facebook pages is limited. This study provides insight into how these institutions are using Facebook for marketing and how they evaluate content for inclusion? How do colleges harmonize their main Facebook page with other campus Facebook pages? Data in the report is broken out separately for public and private colleges, by Carnegie class or college type, enrollment and tuition levels. This study provides suggestions for ways to universities to strategically improve their online presence in order to reach the maximum number of target audience members.**