Social Networking:
Exploiting Online Technologies to Promote Research Outputs

Garry Roberton
School of Information Technology
Waikato Institute of Technology (Wintec)
Garry.roberton@wintec.ac.nz

ABSTRACT

Dictionary.com defines social networking as the development of social and professional contacts; the sharing of information and services among people with a common interest. Further, in relation to computers, social networking is the use of Web sites or other online technologies to communicate with people and share information, resources, etc. The author has been utilising a variety of online technologies, especially over the last 18 months, to communicate with the diverse ICT community. The main purpose is to share information, derived from research, about monthly trends in ICT education and jobs, both here in NZ and globally. This poster features the use of social networking sites, combined with other online technologies, to communicate research outputs.

Keywords
Online technologies, trends, social networking, Web 2.0

1. INTRODUCTION

The use of computer-based, or Web 2.0, social networking to communicate with like-minded people and groups for sharing information is well documented. One of its main advantages, from the author's perspective, is the quick and easy notification of the monthly publication of ICT education and job trends.

The NZCS (New Zealand Computer Society) website Newsline publication (opinion piece) provides the author with a further regular opportunity for an in-depth sharing of his views on some of the reasons/causes for the trends.

Website statistics, or analytics, are recorded for the CITRENZ job-trends web page in order to gauge the effectiveness of using Web 2.0 technologies.

The upward trending data recorded to date offers some insights into the value of using online technologies for sharing information.

2. CONTENT

Early in 2011 the author decided to exploit social networking to promote the ICT Education and Job Trends monthly publication to as wide an audience as possible. Popular social networking sites, LinkedIn and Twitter are used to direct contacts and groups to the CITRENZ website job-trends page and to Slideshare.

NZCS Newsline articles, representing the author's views on ICT trends, provide a further social networking opportunity. The posting of these articles, by invitation, is also signalled to the author's contacts and followers using LinkedIn and Twitter.

An example of the use of LinkedIn to promote the release of the current CITRENZ ICT trends report is illustrated in figure 1.

Fig.1 LinkedIn Update Promoting CITRENZ Trends Report

Data recorded on the CITRENZ website job-trends page, illustrated in figure 2, shows the number of visits and page impressions on a daily, monthly and yearly basis.
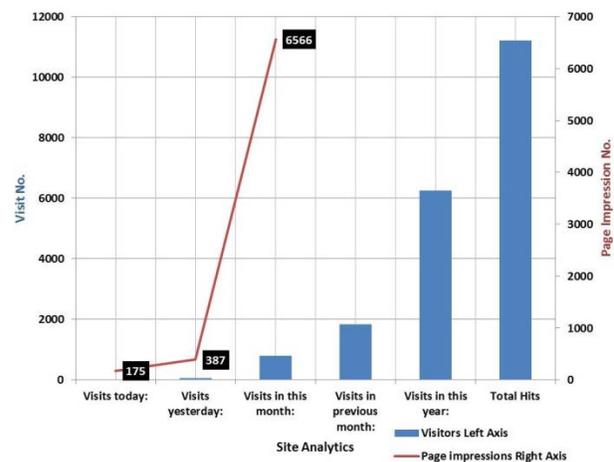

Fig.2 CITRENZ Website Education & Job-Trends Statistics

Conclusion

The use of web sites and other online technologies to notify and share ICT trends publications with the author's contacts and followers is an evolutionary process.

Comments and feedback from this diverse community has influenced, over time, the way in which these monthly outputs have been communicated. Moreover, it has also influenced the content of the ICT trends research outputs. It helps confirm the use of Web 2.0 technologies as a valuable tool for communicating common interests.

3. REFERENCES

CITRENZ Job-Trends (Accessed April 2012)

NZCS Newsline (Accessed April 2012)

Slideshare (Accessed April 2012)