

Proiect de cercetare in desfasurare

## Internetul Social in Educatia Universitara de Relatii Publice


Un model teoretic preliminar

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## Context



Computere in clasa

Mediul de relatii publice in SUA

## Obiectivele prezentarii

- **Studiu de caz:**
  - Integrarea tehnologiei in cursurile de relatii publice
- **Analiza:**
  - Efectele folosirii Internetului social
  - Model teoretic preliminar
- **Argument:**
  - Integrarea **strategica** a tehnologiei in educatie
- **Metode de cercetare;**  
**Procesul de construire a unui model teoretic**

## Autori

**Prof. Dr. Mihaela Vorvoreanu**



- Efecte socio-culturale ale comunicarii prin Internet
- Ph.D. Communication, Purdue University

**Prof. Dr. David Sears**

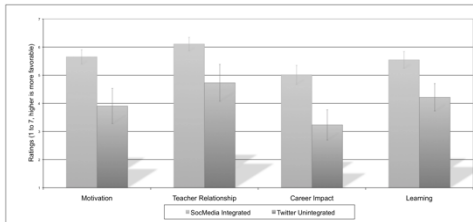


- Achizitionarea de cunostinte prin colaborare (collaborative learning)
- Ph.D. Psychological Studies in Education, Stanford University

## Modele de integrare a tehnologiei

<p><b>GROP 1: PR</b></p> <ul style="list-style-type: none"> <li>▪ Cursuri de relatii publice</li> <li>▪ Selectie de instrumente Web 2.0</li> </ul>	<p><b>GROP 2: TC</b></p> <ul style="list-style-type: none"> <li>▪ Curs de teoria comunicarii</li> <li>▪ Twitter ca noutate</li> </ul>
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## Impact: Twitter



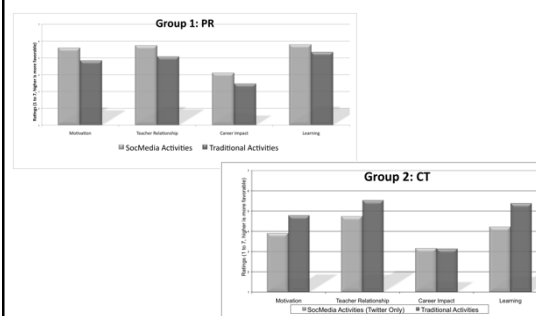
Category	SocMedia Integrated	Twitter Unintegrated
Motivation	~1.5	~2.5
Teacher Relationship	~1.5	~2.5
Career Impact	~1.5	~2.5
Learning	~1.5	~2.5

“Am invatat sa creez un blog si mi-am creat obiceiul sa il actualizez in mod regulat. Am invatat sa creez planuri de relatii publice pentru companii si sa scriu comunicate de presa eficiente. Felul in care am folosit social media in acest curs m-a ajutat foarte mult sa obtin locuri de practica. Toti colegii mi-au admirat capacitatea de a folosi instrumentele Web 2.0. Pe langa ce am invatat la curs, invitatii de pe Skype m-au ajutat sa invat multe intr-o perioada scurta de timp.”

- “Inaintea cursului de TC nici n-aurisem de Twitter, si sa fiu sincera, am fost impotriva folosirii lui in acest curs. Dupa parerea mea a fost inca un lucru de retinut si de facut, adaugat la un program deja foarte ocupat. De atunci, mi-am schimbat parerea despre Twitter, dar ca parte a acestui curs, am fost impotriva.”
- “Twitter. Sincer sa fiu, nu-mi place Twitter. Cea mai buna si mai sanatoasa modalitate de a invata este prin comunicarea fata-in-fata. Twitter este prea impersonal si total inutil.”

Cum ramane cu manualul?!

## Web 2.0 – Activitati traditionale

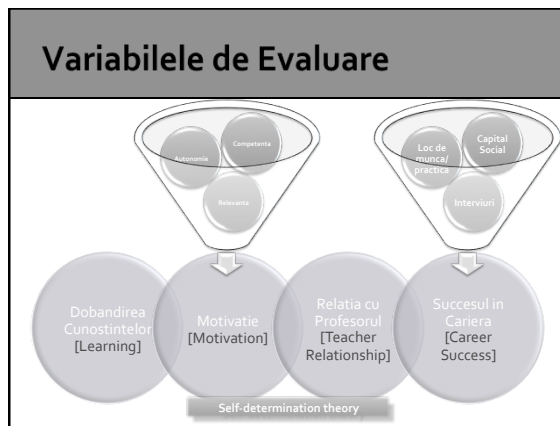


Impactul tehnologiei asupra Gupului 1

## Selectia de instrumente Web 2.0

Instrument	Scop
Twitter	Stabilirea relatiilor cu practicieni PR, socializarea in profesie; Mentinerea relatiei cu profesorul
Scris blog individual	Crearea imaginii profesionale pe Internet
Citire bloguri de PR	Studiu independent; Crearea de relatii
Skype	Invitati virtuali; Relevanta cunostintelor in lumea profesionala; Cresterea motivatiei

# Evaluare

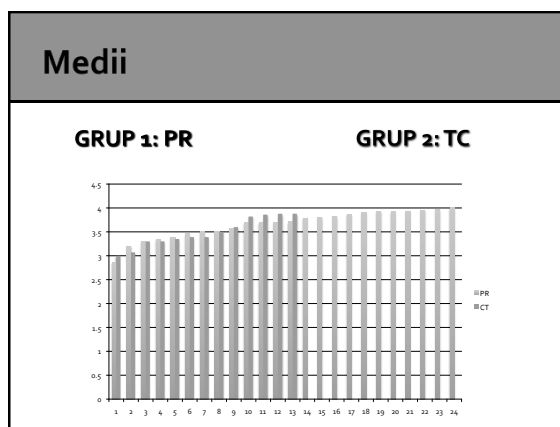
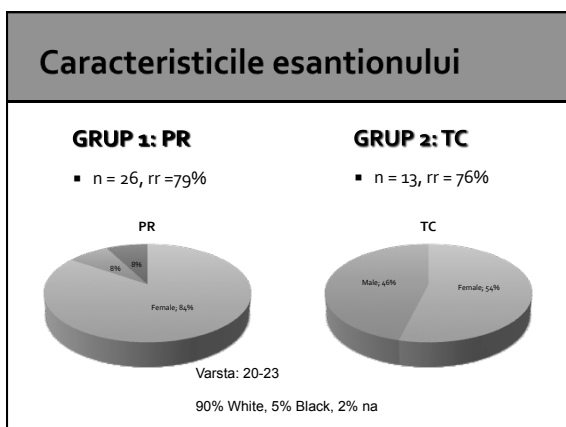


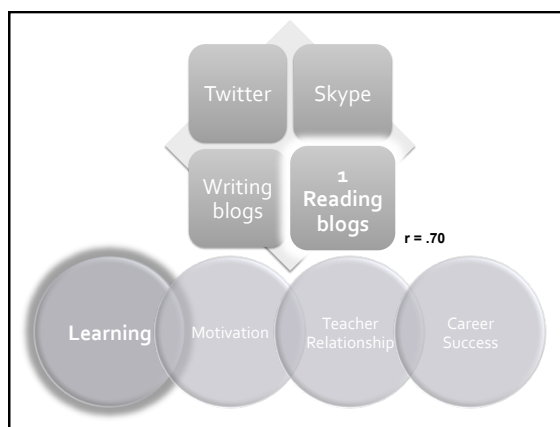
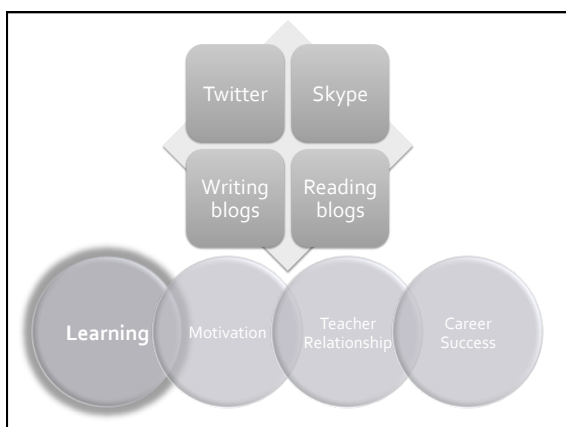
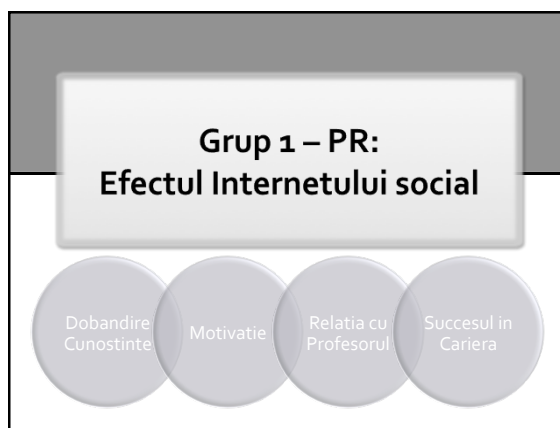
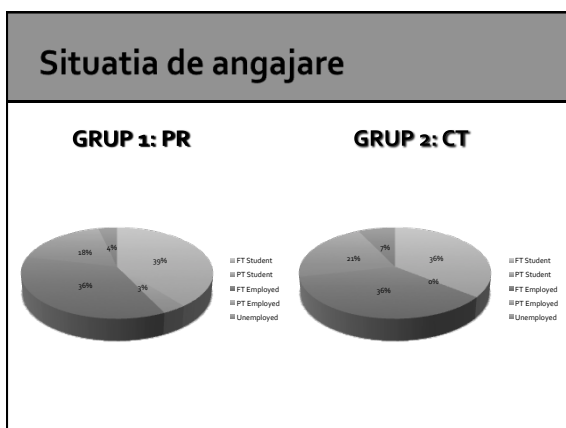
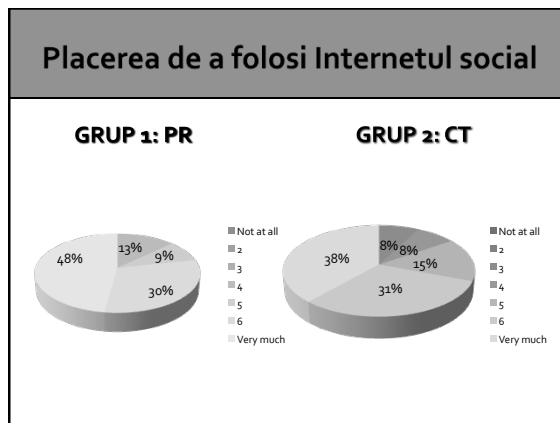
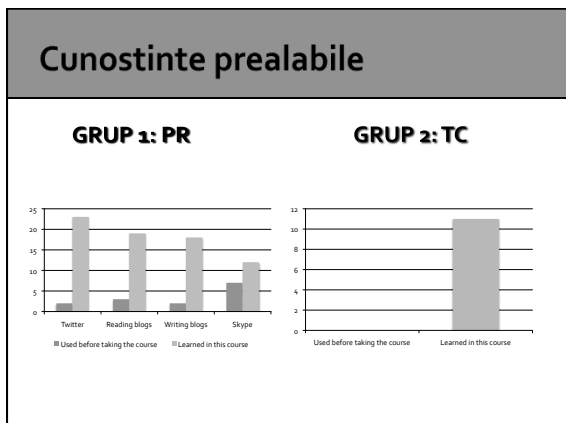
## Metoda de evaluare

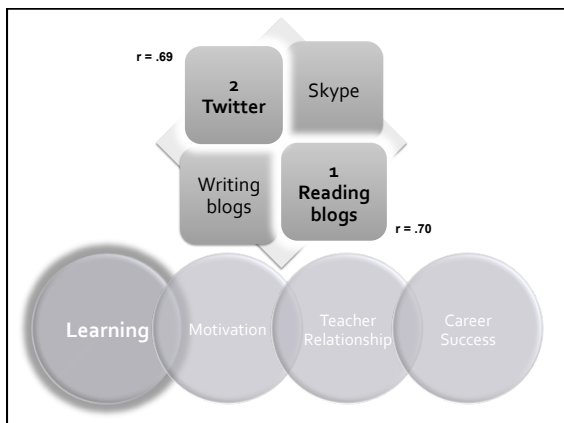
## Exemplu de intrebare

It was important to my learning.

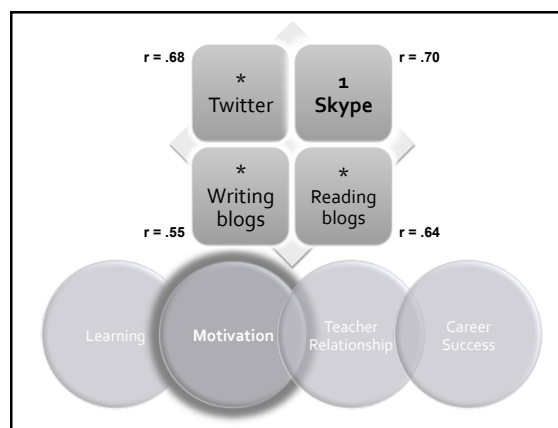
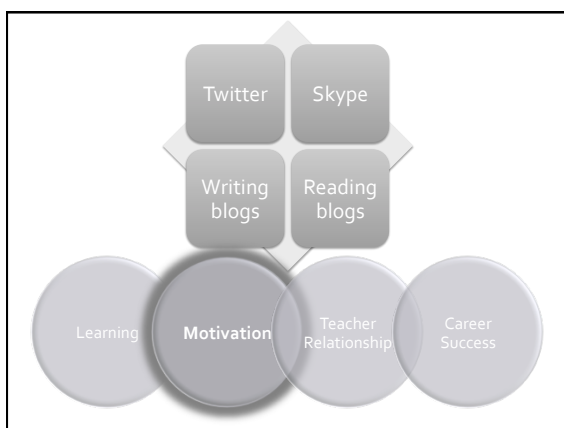
	Not at all	1	2	3	4	5	6	7	Very much
Using Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading professional blogs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Writing my own blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading the course textbook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Class lecture & discussion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working on non-social media assignments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having virtual guest speakers via Skype	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The course, overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



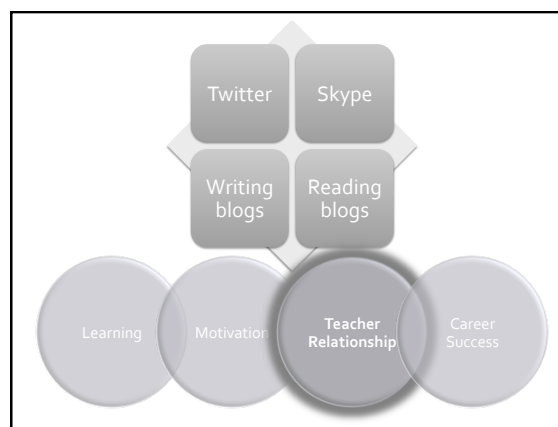


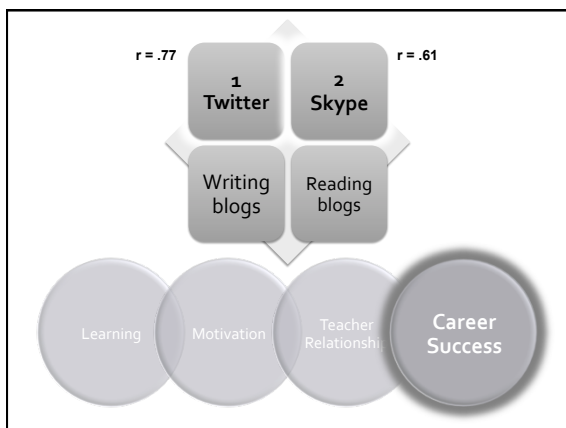
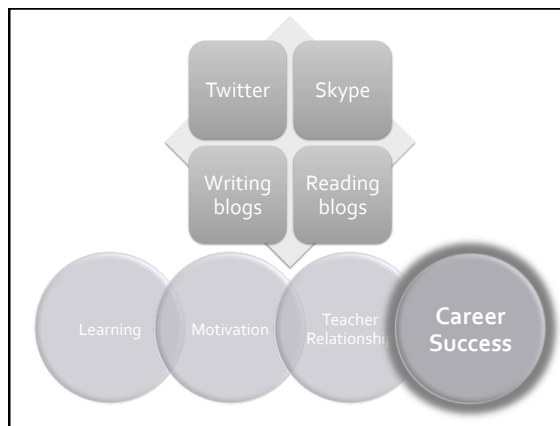
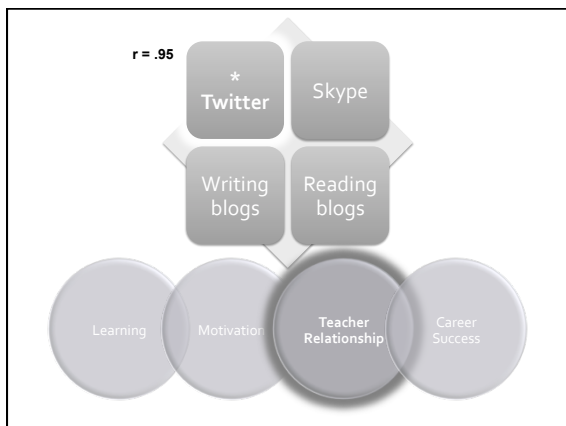


“Faptul ca am invatat lucruri practice, ca d. ex. cum sa folosim Twitter pentru networking. Dupa ce am invatat ideile de baza despre cum folosesc practicienii de PR social media, am invatat de una singura mai mult citind bloguri si contactand practicienii de PR. Mi-a mai placut si ca am invatat cum sa scriem comunicate de presa si despre bazele de date de media. Acestea n-au fost la fel de distractive ca social media, dar la fel de necesare. M-am simtit mult mai pregatita in prima zi la practica, pentru ca stiam deja lucrurile astea. De asemenea, proiectul de monitorizare online a fost dificil la vremea respectiva, dar s-a dovedit a fi una dintre cele mai utile cunostinte. Sefii mei nu stiu cum sa caute pe Web si sa analizeze sentimentele fata de o marca, dar au invatat asta la curs. A fost coplesitor proiectul in timpul cursului, dar nu la fel de coplesitor ca proiectele care mi s-au cerut in lumea profesionala.”

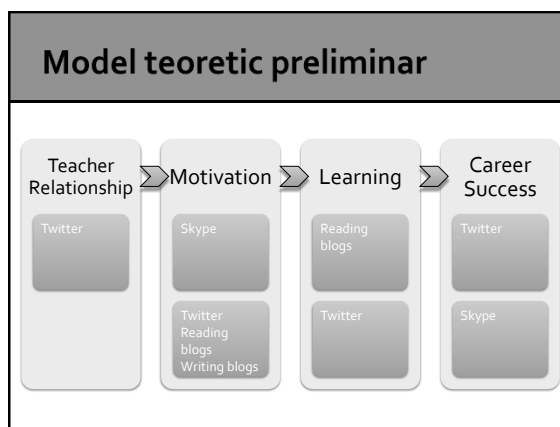
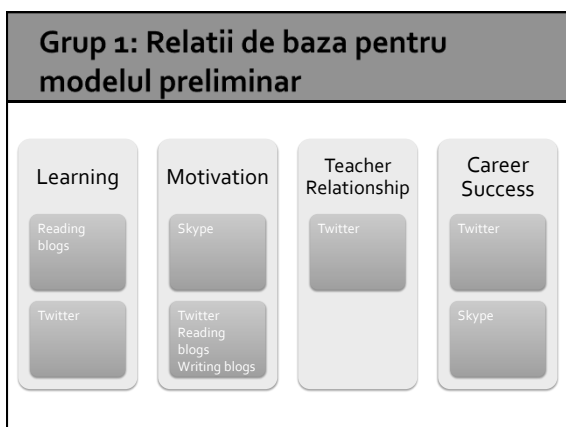


“Faptul ca am invatat diferite instrumente de social media. De asemenea, invitatii virtuale pe Skype au fost de foarte mare ajutor studentilor. Faptul ca am auzit profesionisti adevarati de PR vorbind despre carierele lor a **motiv**at studentii – ne-a aratat ca si noi putem avea succes.”





- “Am invatat cat sunt de importante blogurile si microblogurile pentru a ma promova personal, dar si ca mod de comunicare de importanta vitala in practica de relatii publice. Am continuat sa folosesc Twitter dupa terminarea cursului, si asa am cunoscut persoana care m-a angajat in pozitia mea curenta.”
- “Faptul ca am stiut avantajele folosirii social media m-a ajutat sa gasesc primul meu post. Cunosc mai bine decat seful meu multe tipuri de social media, ceea ce mi-a dat mai mult control asupra postului.”



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