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search services; 5 Tracking references with social media tools: organizing what you've read or want to read; Introduction; Why use online social bibliographic tools?; A look at top social bibliographic tools: Zotero, Mendeley, CiteULike and Connotea
How these tools can improve your research, writing and collaboration
How to choose the right tool for your needs; Conclusions; References; 6 Pragmatics of Twitter use for academics: tweeting in and out of the classroom; What is Twitter? An introduction; How can Twitter be used by academics?; How to get started; Research; Teaching; Professional branding; 'In the field': academics using Twitter; Using Twitter to encourage professional engagement, connection and collaboration; Is tweeting for you?; References; 7 The academy goes mobile: an overview of mobile applications in higher education
Introduction Leveraging the back channel and immediate collaboration; QR codes: creating linkages to online content in physical space; Treading lightly in uncharted territory; References; Part 2 Putting social media into practice; 8 Incorporating web-based engagement and participatory interaction into your courses; Online engagement and interaction: what does it mean?; Choose the right tools for the job; Social networking services in the classroom: a case study; Wikis in the classroom; Tools for virtual conferences: a case study; Conclusions; Notes; References

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Sommario/riassunto

This book provides an overview of social media technologies in the context of practical implementation for academics, guided by applied research findings, current best practices, and the author's successful experiences with using social media in academic settings. It also provides academics with sensible and easy strategies for implementing a wide spectrum of social media and related technologies - such as blogs, wikis, Facebook, and various Google tools for professional, teaching, and research endeavours. No other book exists that assists academics in learning how to use social
