

Social Media Research:

Methods, Practices, & Implications

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Laura Pasquini, Ph.D.
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“We need to be critical of what constitutes as social media ‘research’ for teaching, learning, and student support services in higher education.”

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Ronald Hannaford, PhD

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“Institutions need to support and resource faculty in using social media. However, what educational outcomes would support this use?”

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Laura Gogia, MD, PhD
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“By focusing on social media at the level of the tool, we may be creating a limited & limiting body of literature. We need to rethink our questions, methods, & desired outcomes.”

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**Where do you find
social media
research?**

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What research
questions are being
asked & not being
asked in the
literature?

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What are the
research methods
commonly used?
How are we
analyzing this data?

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**Who is doing the
research? Where?
What disciplines?**

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How can higher ed
improve in social
media empirical
research?

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Open Q & A :

**What are YOUR questions or thoughts about
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Thank you.

Laura Gogia
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