

# Social Media in Formal Settings: Performing and Managing Online Identities

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THE UNIVERSITY OF  
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# My research...

## **Social media in higher education:**

- Educating the Net Generation project (2007 – 2009).

[www.netgen.unimelb.edu.au/](http://www.netgen.unimelb.edu.au/)

- Web 2.0 Assessment (2009 – 2011).

[web2assessmentresources.wikispaces.com/](http://web2assessmentresources.wikispaces.com/)

# My research (now)...

## **Social technologies in aged care:**

- iPad application for photo/message-sharing with older adults who are socially isolated.

Waycott et al (2014) Captioned photographs in psychosocial aged care (*Proc. CHI 2014*).

[www.cis.unimelb.edu.au/research/groups/interaction-design/project-ageing.html](http://www.cis.unimelb.edu.au/research/groups/interaction-design/project-ageing.html)

How do we manage our  
personal/professional/public  
identities in the age of social  
media?

# Students using social media in HE

“I don’t want my name to come up in a google search too much... We explored [social networking sites] but because I did want to keep my private life a little bit separate it was hard... I have quite a different life to a lot of my fellow students. Like I was on tour for part of the assessment... Because I had to divulge a little bit of myself it kind of separated myself a bit from the other people and I didn’t want that - but it had to happen.”

# Students using social media in HE

“I have a Twitter account and I discussed Twitter in depth [in the assignment], but I didn’t want to put mine [personal account] up there. I mean, you know, I sometimes talk about personal issues on that, and just I think issues like for example sexuality or something like that is extremely private and you don’t want that just flying around everywhere.”

# Students using social media in HE

“Everything about blogging is about personal experience. Not only were you required to blog, but you also had to create a sort of mini-profile that people could view – things about what you liked, where you’ve been, what you’ve done, what you enjoy doing, your dreams, and future aspirations, so there was a lot of identity in the profile.”

# Some questions:



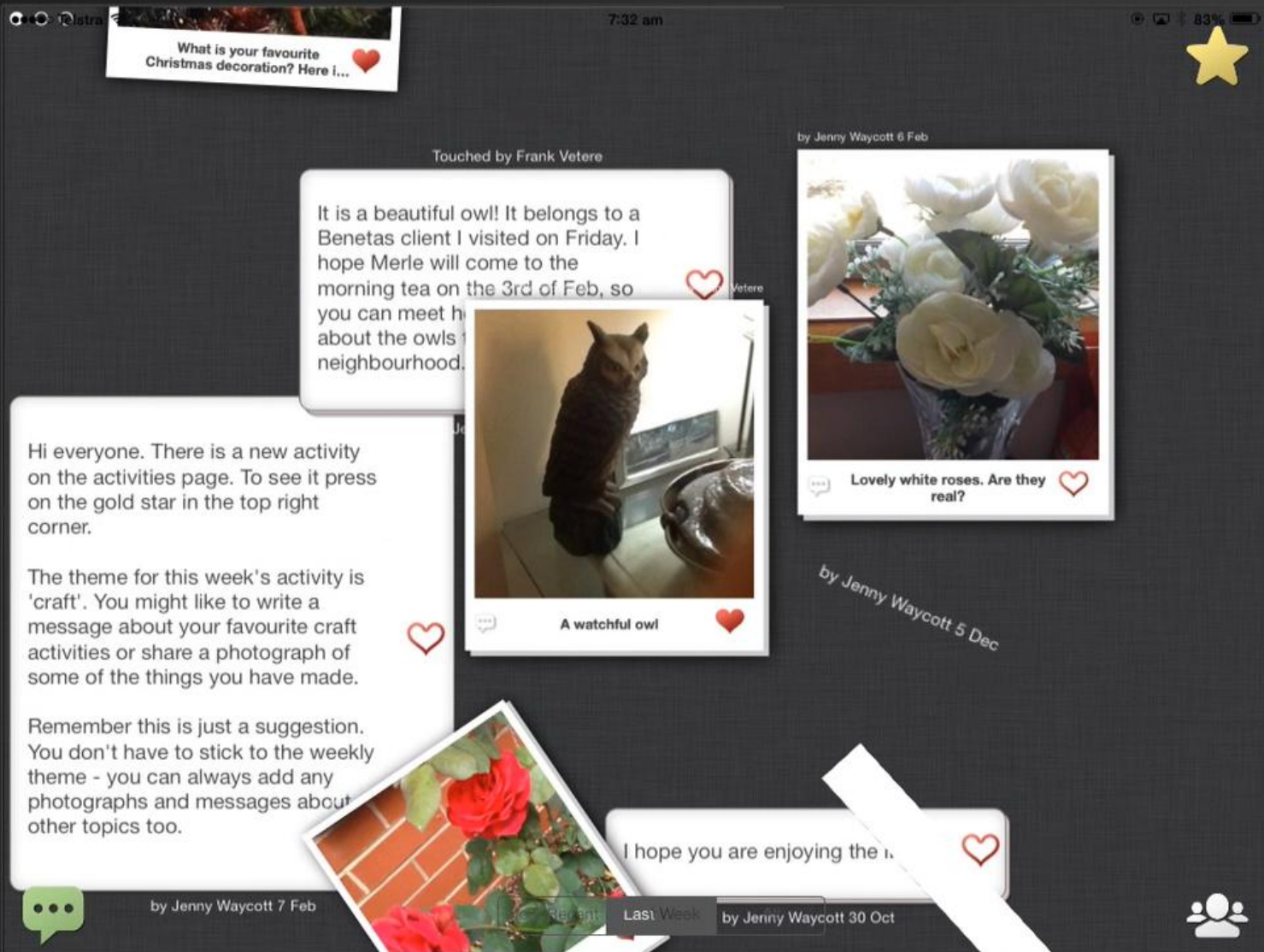
What about students' digital footprints?

What are the ethical issues to consider when students are asked to create and share information online as part of a university assignment?



# Social technologies in aged care





What is your favourite Christmas decoration? Here i...

Touched by Frank Vetere

It is a beautiful owl! It belongs to a Benetas client I visited on Friday. I hope Merle will come to the morning tea on the 3rd of Feb, so you can meet him about the owls in the neighbourhood.



Vetere



A watchful owl



by Jenny Waycott 6 Feb



Lovely white roses. Are they real?



by Jenny Waycott 5 Dec

Hi everyone. There is a new activity on the activities page. To see it press on the gold star in the top right corner.

The theme for this week's activity is 'craft'. You might like to write a message about your favourite craft activities or share a photograph of some of the things you have made.



Remember this is just a suggestion. You don't have to stick to the weekly theme - you can always add any photographs and messages about other topics too.



by Jenny Waycott 7 Feb

I hope you are enjoying the i...



Recent

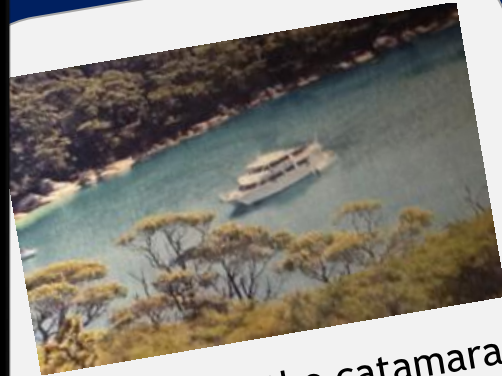
Last Week

by Jenny Waycott 30 Oct

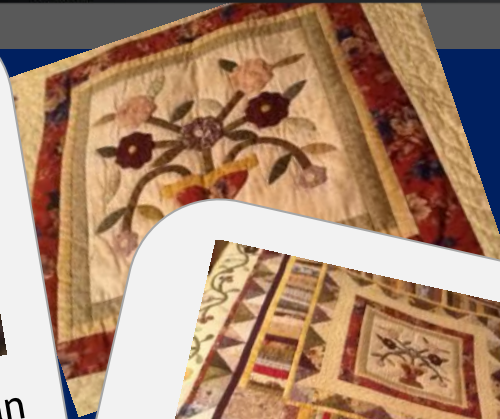




# Care Managers shared personal details



A picture of the catamaran cruise I went on last Sunday. We travelled to the southern most tip of the mainland. It was amazing!



Another hand sewn quilt I made. It is my favourite. I love quilts made from scraps of fabric

# Boundary work

“Boundary work” (Christina Nippert-Eng 1996)

- *Work that we do to maintain boundaries between personal and professional lives*

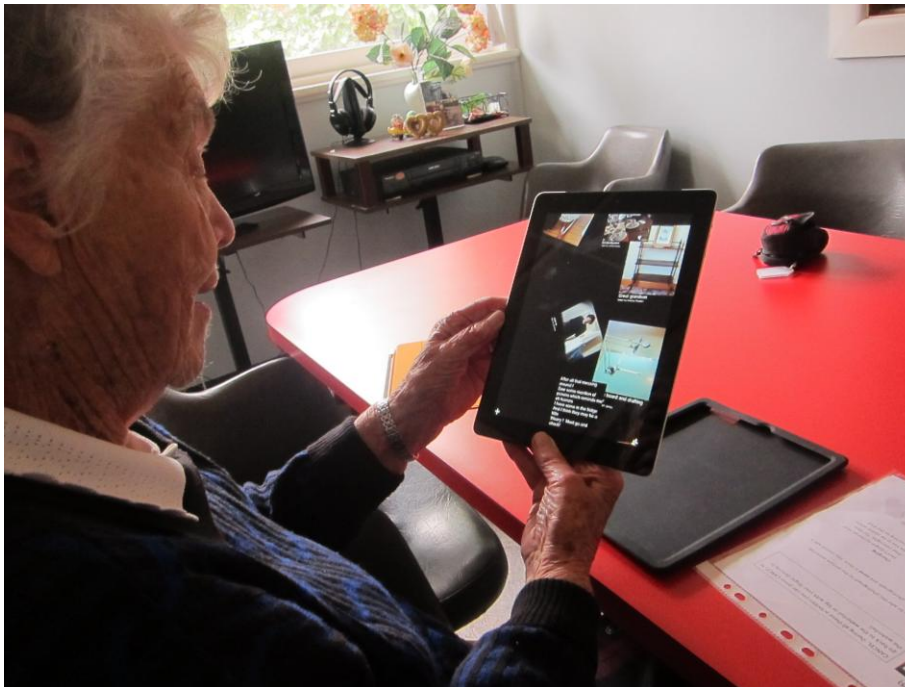
*“I struggled to come up with things to share so I didn’t cross the boundary of ‘case management professionalism’ [...] I kept it to gardening, or general things. I kept family photos out.”*

# Boundary work

*“I had it [the iPad] at home a few times but then I thought maybe that wouldn’t be appropriate at home. Just the boundaries ... well I was probably over-cautious at times. And I think from [client’s] perspective maybe it would have been more interesting to engage on a more personal level with me, but then I’m a paid worker and supposed to maintain professional boundaries, so that’s what I tried to do.”*

# Some questions:

- What happens when social technologies are introduced into the workplace?
- Aged care work involves building personal rapport yet maintaining boundaries - how do social technologies support or disrupt this?



# Activity Theory

How can activity theory help us understand the disruption caused by social technologies in formal settings?

- *Contradictions*
- *Tension between new tools and existing rules / established practices*

Is activity theory a useful framework for exploring the ethical issues that emerge when social media and social technologies are used in higher education and the workplace?

# Thank You



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# Students using social media in HE

“The stuff I was writing about was what everyone else was doing anyway, so it wasn’t, you know, anything personal or private but ... I was aware that I wasn’t really using people’s names and things like that, just little things. But I wouldn’t say it bothered me greatly.”