



Center for  
**Human-Computer** Interaction  
University of Salzburg

# Teaching in an Age of Ubiquitous Social Media: An Informal Ethnographic Survey

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# Cross-Cultural Business Conference 2016

*Session B: Intercultural Perspectives in Higher Education Research*



## Teaching in an Age of Ubiquitous Social Media: An Informal Ethnographic Survey

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### **Abstract**

Social media is widely used and accepted by students and professors/lecturers of higher education and has become a central part of their lives in and out of the university classroom. Social media has altered the practice of “e-learning” and “mobile learning” and has influenced the development of new hybrid cultures of learning which are enhanced by ubiquitous and pervasive technologies of mass communication and collaboration. This paper provides first hand accounts and experiences with applying the use of social media and related technology enhanced learning methods within higher-education settings that serve a diverse International demographic. Furthermore, this paper goes beyond state of the art in research on teaching and learning with technology by providing insights into emerging and future technology enhanced learning scenarios between students of varied cultural backgrounds and techno-cultures.

### **1. Introduction**

Education is an experience which is almost entirely conducted through communication. Traditionally, university classrooms (within a Western context and setting) places emphasis on face-to-face lectures and seminars in which knowledge is imparted (or broadcasted) towards the students. At present, the ways and means of communication within educational settings are still heavily influenced by face-to-face communication with consideration to the university classroom. However, observations have been made by many researchers (Kramer & Mirlacher, 2007; Ling, 2004; Rheingold) that the the one of the most popular means of communication amongst university students is made through mobile technologies and related services. Mobile communications technologies are providing the infrastructure for more pervasive and ubiquitous forms communication amongst students, hence making a string impact and influence on the education experience. This “ubiquitous” and inherently more “pervasive” form of education through mobile communication can best



This paper is a work in progress  
and provides the observations  
and preliminary results of a  
qualitative, unstructured  
research



# How is social media changing the way university lecturers teach in the classroom?





*Photo: Mark A.M. Kramer*

## Research

This paper highlights and shares observations related to the emerging culture of social media usage inside and outside the university classroom



# Technology is Ubiquitous

Mobile, networked devices are omnipresent and ubiquitous within the modern university classroom



# Social Media is Ubiquitous

The most common social media tools used within university classrooms observed are:

WhatsApp

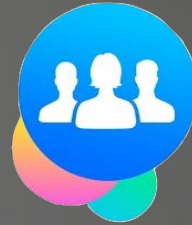
Skype

Google Docs

Facebook Groups



Google docs



WhatsApp





# Learning Management System

The screenshot displays the ILIAS LMS interface. At the top, a navigation bar includes the FH Steyr logo and links for Personal Desktop, Repository, Campus Links, and Project Archive. The breadcrumb trail shows the path: Repository > All Study Degrees > GSM-M > GSM-M 3 > M-BNM3VO - WS1516. The course title 'M-BNM3VO - WS1516' is prominently displayed, with a subtitle 'GSM-M 3, GSM-M 3bb, B2B New Media Marketing'. Below this, a menu bar offers options like Content, Info, Settings, Members, Metadata, Export, Permissions, and Show Member View. The main content area is titled 'CONTENT' and lists several items: 'B2B New Media Marketing Playlist' with a description, 'BMNM LIBRARY' with extra reading material, 'FINAL ASSIGNMENT - Business Marketing & New Media - Digital Strategy' with a group size of 2-4 people, and 'SEMINAR RESOURCES' including books and journal articles. On the right side, there are two panels: 'Kursinformationen' (Course Information) with links for 'Syllabus laden' and 'Datei entfernen', and 'News' showing a list of recent file uploads with their titles and status.

Fakultät für Management Steyr

FH Steyr

Personal Desktop Repository Campus Links Project Archive

Repository > All Study Degrees > GSM-M > GSM-M 3 > M-BNM3VO - WS1516

**M-BNM3VO - WS1516**  
GSM-M 3, GSM-M 3bb, B2B New Media Marketing

Content Info Settings Members Metadata Export Permissions Show Member View

View Manage Sorting Customize Page

Add New Item

**CONTENT**

- B2B New Media Marketing Playlist**  
These are the tools and resources I would recommend you to use or examine for a successful B2B marketing campaign using new medi...
- BMNM LIBRARY**  
Extra reading material and resources to get the most out of this seminar.
- FINAL ASSIGNMENT - Business Marketing & New Media - Digital Strategy**  
GROUP SIZE: 2 - 4 people ASSIGNMENT: Pretend you are the Marketing Department with the task to launch a new B2B marketing ca...
- SEMINAR RESOURCES**  
Books, journal articles (PDFs, eBooks)

**Kursinformationen**

- Syllabus laden  
(Syllabus - BMNM\_2015)
- Datei entfernen  
Weitere Informationen...

**News**  
(1-5 of 6) Next

- File: the-digital-evolution-in-b2b-m...  
File has been added.
- File: How good is your digital strategy?.pdf  
File has been added.
- File: Engage - Build Cultivate and Measure Success on the Web.pdf  
File has been added.
- File: 42 Rules for B2B Social Media Marketing - excerpt.pdf  
File has been added.
- File: Social Media Marketing Industry Report 2014.pdf  
File has been added.





# Seminar Group



**SURVIVAL GUIDE TO SOCIAL MEDIA AND WEB 2.0 OPTIMIZATION** Hay

**cial Media Marketing**  
ALL-IN-ONE

**BANG!**

Joined ▾ Share ✓ Notifications ...

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**GROUP\_ASSIGNMENT\_BMNM.pdf**  
23 November 2015 at 17:58 · Latest version by Eva Migi

**RM prezi presentation.pdf**  
23 November 2015 at 16:57 · Latest version by Laura Retrouvée

**Social Media Artweger.docx**  
29 November 2013 at 20:55 · Latest version by Alla Prokhorova

**New Media Marketing\_Social media strategy Engel.docx**  
29 November 2013 at 18:35 · Latest version by Lisa Ha

**search-engine-optimization-starter-guide.pdf**  
29 November 2013 at 15:00 · Latest version by Mark A M Kramer

**What is B2B Marketingfinal.pptx**  
23 November 2013 at 08:25 · Latest version by Martin Králík Lochi

Day 3 - BMNM Seminar - Final Presentations

Public · Hosted by Mark A M Kramer

Saturday, 5 December 2015 at 13:00  
about 1 month ago

PH Steyr HS VOEST (4121 Neubau 1. OG)

Created for BMNM

B2B New Media Marketing - Masters Students

Interested 2, Went 20, Invited 82

Irma, Eva and 15 other friends went



# Social Media in the Classroom





# Observations







# How is the culture of learning changing because of social media?

Photo: Mark A.M. Kramer



# CONCLUSION

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