

33RD ACADEMIC CHAIRPERSONS CONFERENCE

FEBRUARY 3-5, 2016
CHARLESTON, SC - CHARLESTON MARRIOTT

Your path to true 'appy-ness' is a click away!

Be an 'Appy' Department Chair

ACADEMIC CHAIRPERSONS

National Award Winning Technologist, Author, and Social Media Expert Professor Roger McHaney discusses social media and mobile apps

DIGITAL SHORELINE

Be an 'Appy' Department Chair



Professor Roger McHaney
University Distinguished Teaching Scholar
Daniel D. Burke Chair for Exceptional Faculty
Kansas State University

An 'Appy'
Department Chair
Leveraging the New Reality

Be an 'Appy'
Department Chair

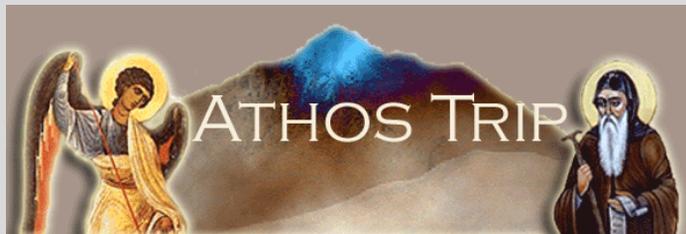
Session 1: 'App'etizer

When Did Everything Change?

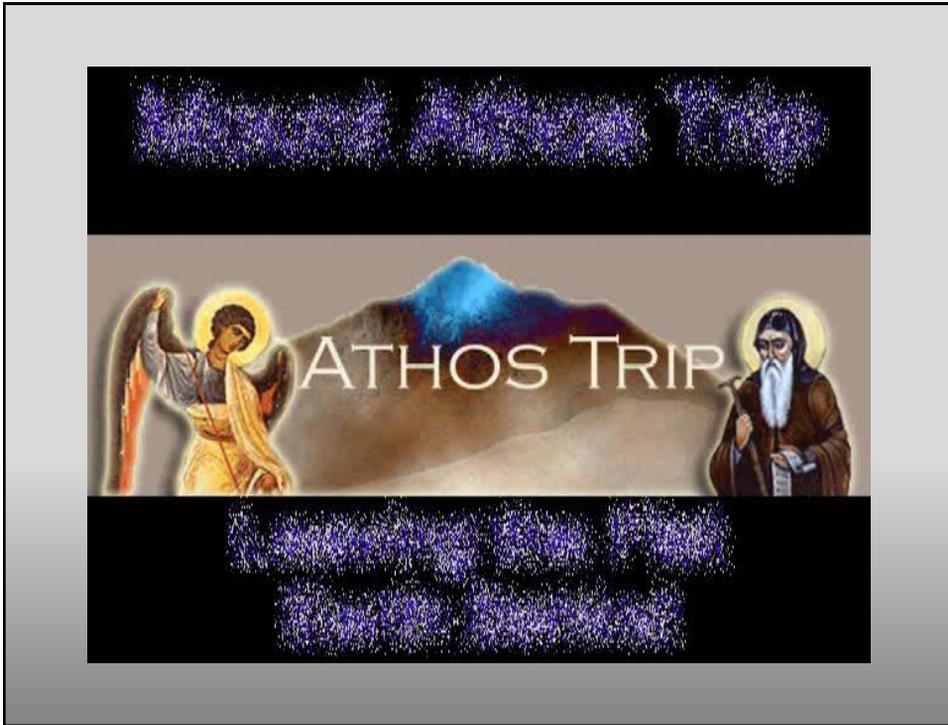
For me, it took a post-tenure



Epiphany



All this happened, more or less. —Kurt Vonnegut, *Slaughterhouse-Five*



So there I was



The flat earth was gone both literally and metaphorically

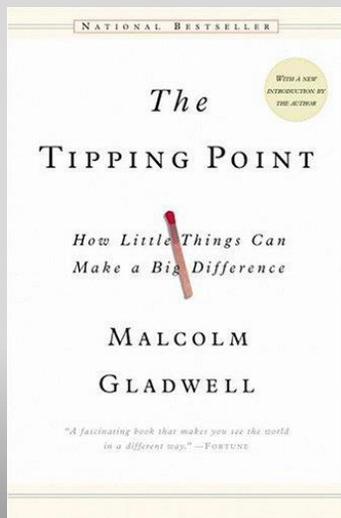
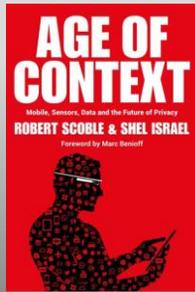
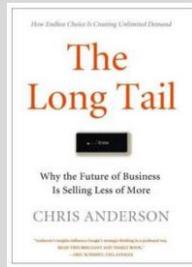
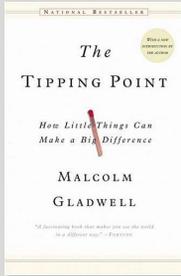
Cliff Hanger



Evolution of IT

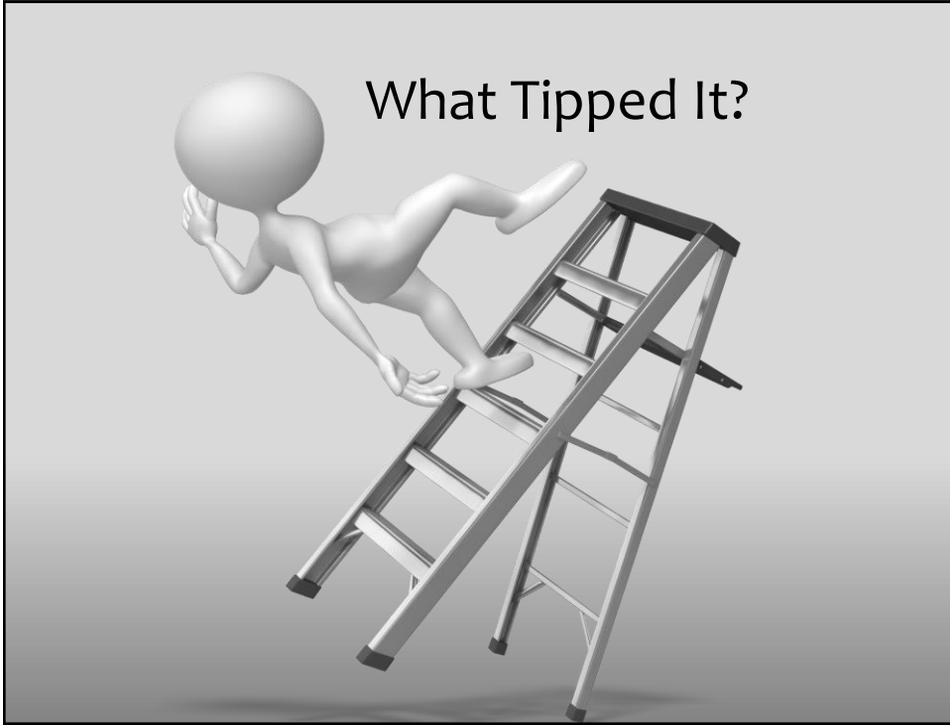
ERA/ Layer	Defining Characteristic	Primary Users	Icon
Public	Mainframes (1950's to 1970's)	Corporate IT Scientists Engineers	
Personal	Personal Computer (1970's to 1990's)	Business Users Knowledge Workers (Hobbyists)	
Private	Mobile Devices Laptops, Apps Social Networks (1990's to 2010's)	Individual Users	
Intimate	Internet of Everything Total Integration (2010's to ?)	Networked Devices physically connect people	

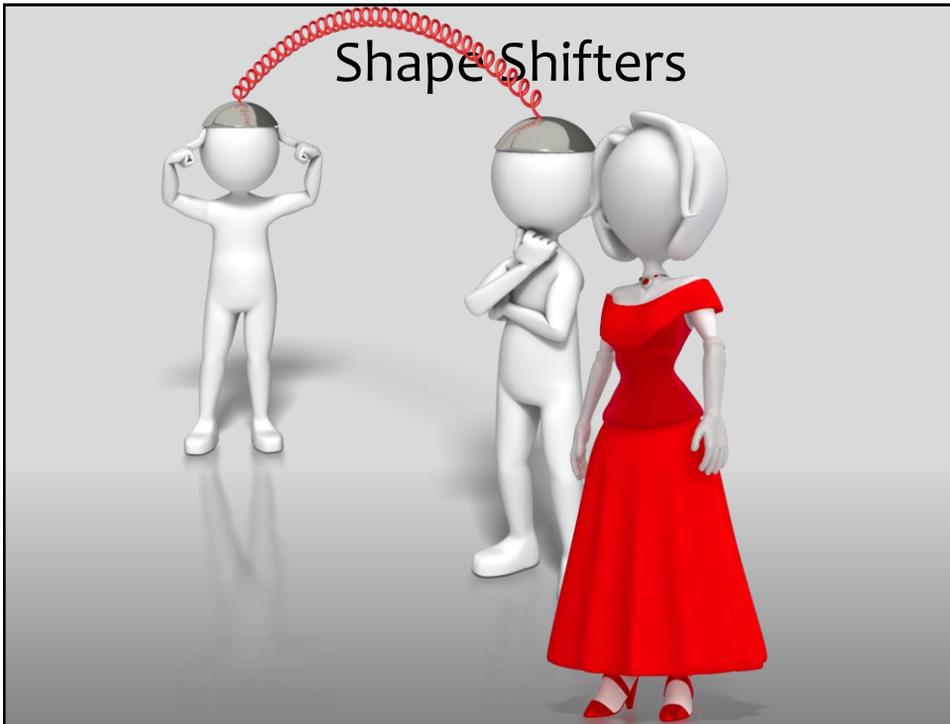
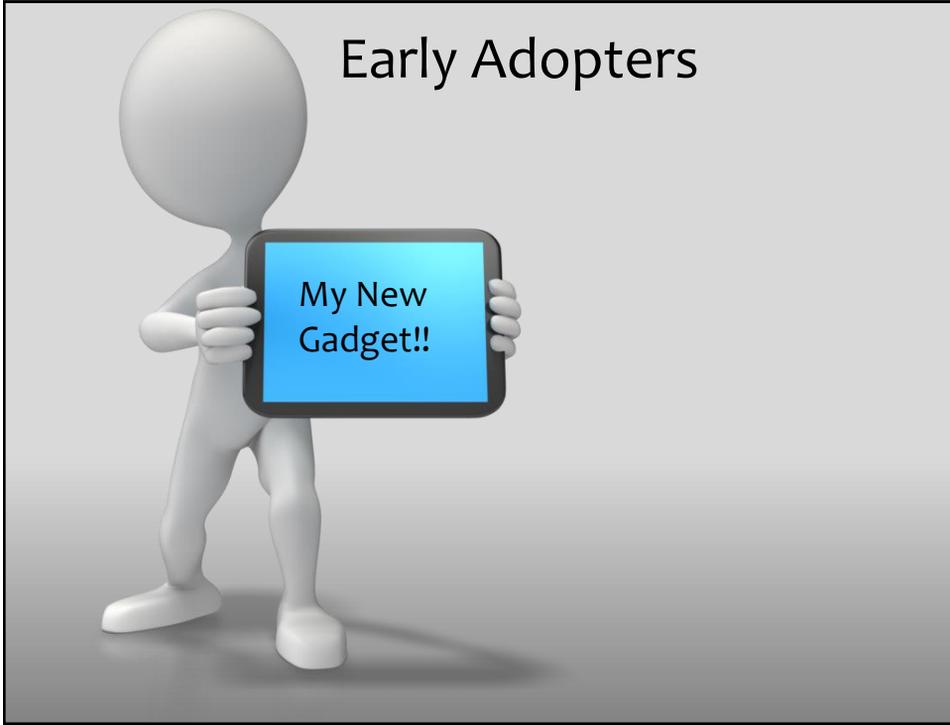
Our Current Environment



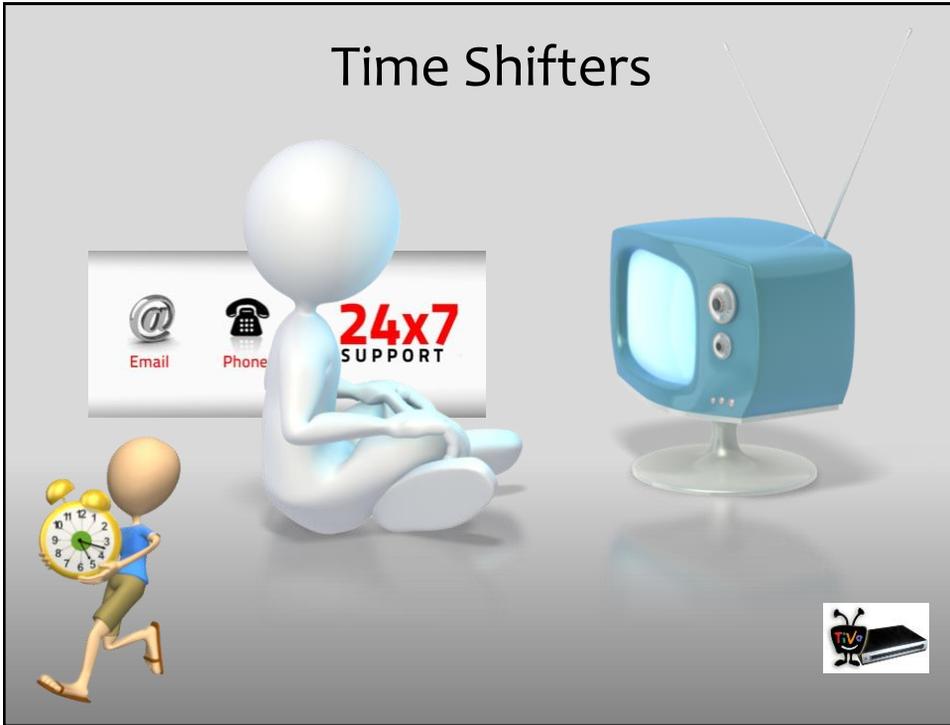
Tipping Point Malcolm Gladwell

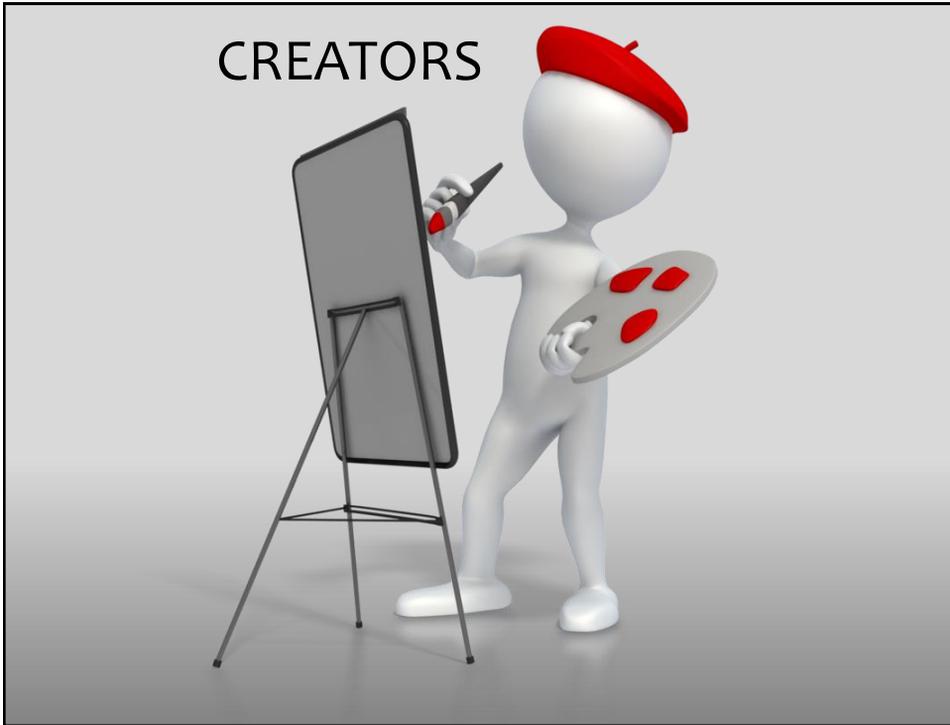










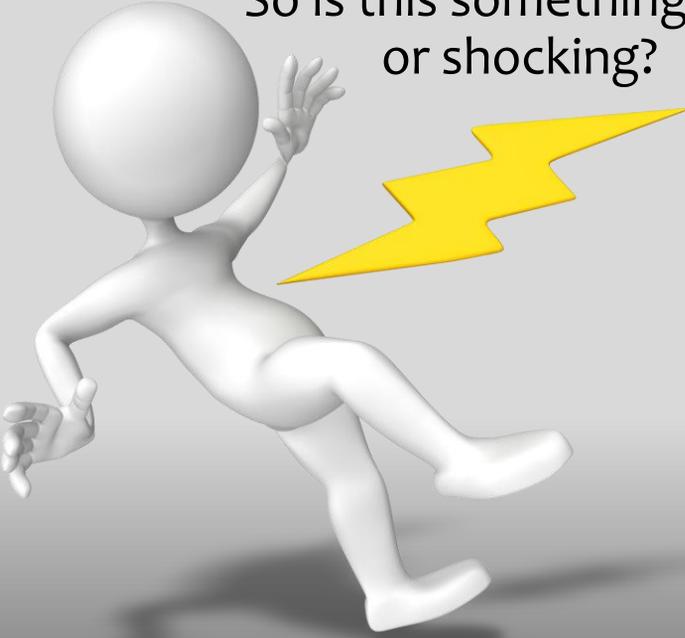




Sound Familiar?

What are your perspectives
on **Faculty/Students** you
interact with?

Let's take a moment to unload our worries regarding technology

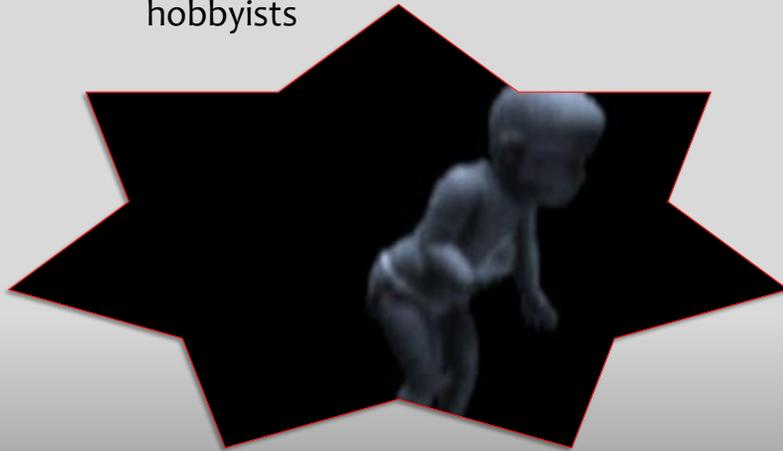


So is this something new
or shocking?

Way Back, People Fused Learning with
Technology:



It started changing even more when
information technology (IT) left the
labs and became the domain of
hobbyists



Who Knew IT would be used in almost
everything?

Now **IT** is Ubiquitous



Tech-Savvy Millennials and Social Networking:
IT was no longer just for **IT** People

Reality of New Media



Questions? Comments?

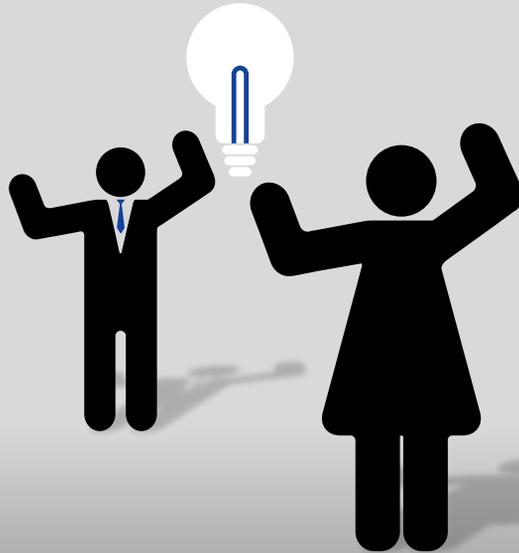


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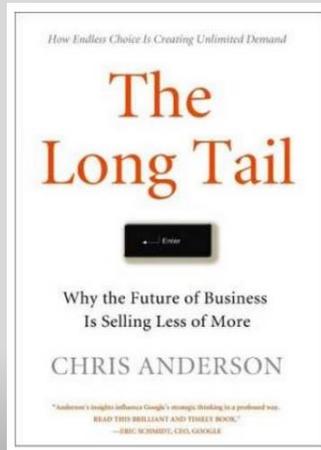
Blog: <http://mchaney.com>

Many graphics created by: PresenterMedia.com



Session Extras

More information about the reality of the digital world



The world has been driven by hits and hit-makers. Changes to IT have enabled a new marketplace based on niches:

- 1) **Available variety is far greater than realized**
- 2) **Within reach economically**
- 3) **All niches, when aggregated, can make up significant markets**
- 4) **Niches are now accessible and not controllable**

Session Extras

“The biggest money is in the smallest sales” – venture capitalist Kevin Laws

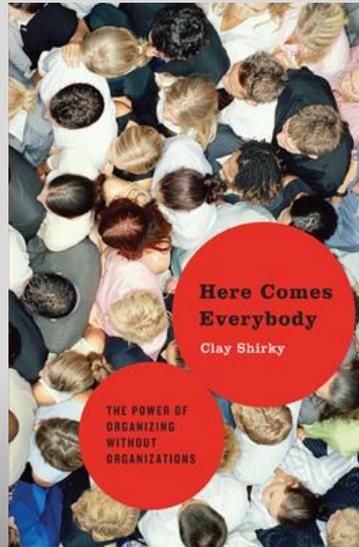
The New Marketplace

source: The Long Tail



What is The Long Tail?

Session Extras



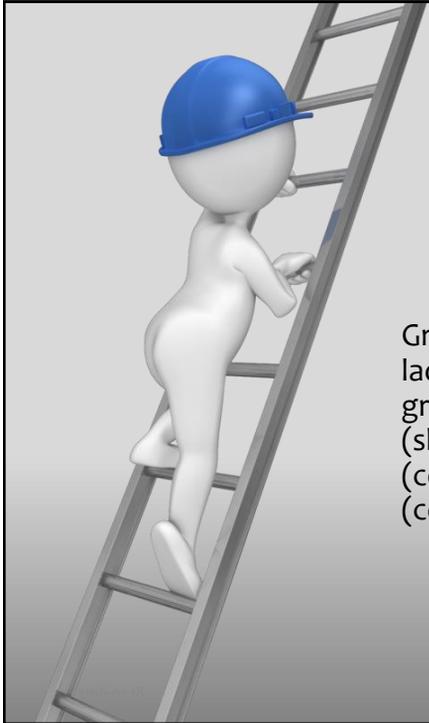
Session Extras

Group Complexity

- Groups are complex, often experiencing difficulties in the ways they form and are sustained.
- Traditional institutions have been shaped as a response to those difficulties.
- New social tools relieve many burdens, allowing new types of group-forming and organization to emerge.



Session Extras



Sharing, Cooperation, and Collective Action

Group undertakings resemble a ladder of activities. Shirky suggests groups are improved by social tools (sharing), conversation (cooperation) and governance (collective action).

Session Extras

Promise, Tool, Bargain



Session Extras

Promise, Tool, Bargain

Promise. The promise is the reason why we join or contribute to a group.

Do we believe in this social network?

Is there a desire to participate?

Does the promise offer higher value than other things we could be engaged in?

What is the actual lived promise of the group rather than the stated or explicit promise?

Will group members believe other people will also join and engage in this group?



From: [David Zinger](#)

Session Extras

Promise, Tool, Bargain

Tool. The tool determines how the social media will work.

Which tool or tools will help people make and keep their promise?

What are the best tools for the intention of the site or media?

Will the tool help people do what they want to do?

How do I choose the appropriate tool given the geometric growth of social media tools?

Does the tool help deliver on the promise?



Session Extras

From: [David Zinger](#)

Promise, Tool, *Bargain*

Bargain. The bargain sets standards of behavior and norms for and by the group.

What bargain are we entering into if we join and participate?

What is expected of us and what is the code of conduct?

How do the users co-create the bargain of the group?

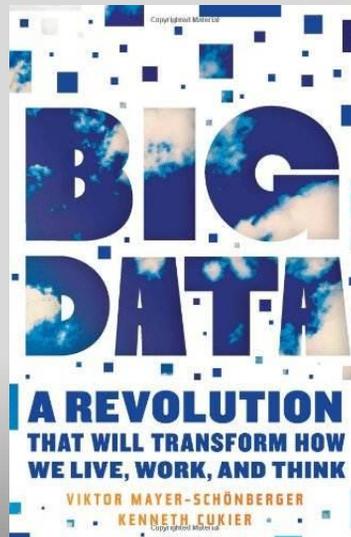
What can you expect of others and what can they expect of you in this group?

Do the users agree to the bargain and is it a lived interactive experience in the group?



Session Extras

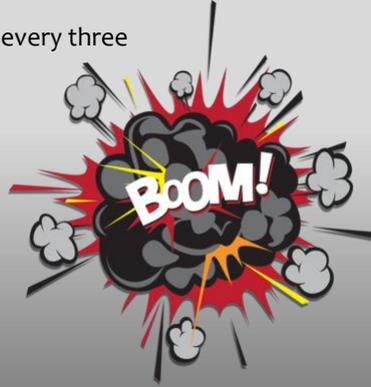
From: David Zinger



Session Extras

The Explosion of Data

- Dramatic increase in the amount of data.
- When the Gutenberg press was invented there was a doubling of information every 50 years.
- Information now doubles every three years.



Session Extras

Improved Decision Making

- Big data will be used as the primary default mechanism for many decisions as it increases accuracy and reduces irrelevant influences.
- Previously, one had to take small samples of data because it was impossible to process it all. Random samples start falling apart when we want to look in depth at sub categories.
- ‘n=all’ shows correlations that would not appear under normal circumstances.

In small data samples an analyst develops a hypothesis in advance and then tests against it. We are flawed decision makers often with an unconscious bias towards the interpretation of data. Big data is unbiased and will find facts.

Session Extras

Datafication

- Datafication is the unearthing of data from seemingly undatafiable sources. Almost anything can be datafied – from pressure points across a retail floor, through to measuring sleep patterns via our mobile phones.



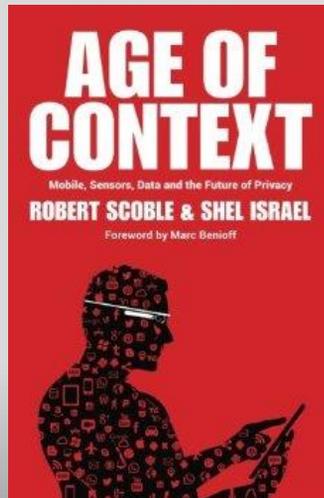
Session Extras

Datafication of People

- We are seeing the datafication of people, and their relationships. Facebook's 'likes' have datafied sentiment but the rich data of all the personal interconnections provides a great source of analysis – Facebook's user base of 1 billion represents 10% of the entire world population



Session Extras



Session Extras

Wearable Computing

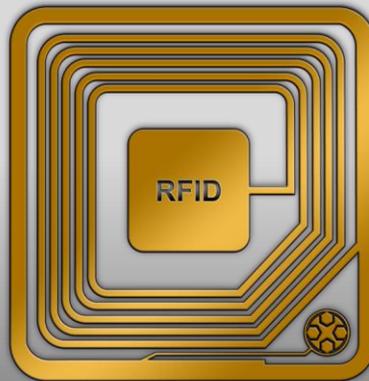
The first trend is wearable computing. Google Glass is the most visible example of wearable computing, but there are also already hundreds of Bluetooth-enabled devices that connect people directly to computing power.



Session Extras

Sensor Data

Sensor data is exploding. We have wearable sensors for heart rates, but you can also buy sensors for your house plants or for the air quality in your office.



Session Extras

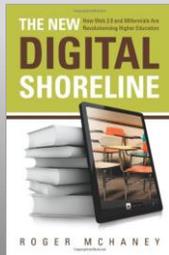
Location Data

Location data is also exploding, doubling every 18 months. This is being driven by the ever-growing use of mobile phones, supported by the use of apps like Foursquare and Vibe-It.



Session Extras

Questions? Comments?



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