

ECSM 2023

10th European Conference on Social Media

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Mini Track on Higher Education for a Generation of Digital Natives

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In the last decade, the widespread use of mobile social networking services has fundamentally changed how people interact with one another online. The pedagogy as it is known and understood by many academics in remote education institutions has been significantly impacted by the usage of mobile devices in education. A number of abilities that are different from what most instructors are used to are needed in order to teach utilizing new technology. To utilize these new tools effectively and to incorporate them into their own practices, instructors must thus get training. Furthermore, the majority of students are members of the generation known as the Net Generation. IM, texting, and Google are seen as verbs rather than software by this age. They anticipate being engaged by their surroundings, which should provide possibilities for input along with interactive, sensory-rich, experience activities (which may be both real and virtual). Compared to past generations, they are more receptive to visual media, and they choose experiential learning over didactic instruction. Instead of being told, they choose to learn.

Suggested topics include but are not limited to:

- Skills for remote education facilitators of mobile learning
- Use of mobile social networks for education among students
- New roles for new technologies at University 4.0
- The role of mobile social media marketing in students' satisfaction
- Creating SMART pedagogy by using social media marketing



Justyna Żywiółek is a doctor of engineering at the Faculty of Management of the Częstochowa University of Technology. She deals with the management of information and knowledge, and their security. Justyna is also a personal data protection inspector and an auditor of the ISO 27000 standard. She is interested in the use of Big Data, Internet of Things for security management systems. She is guest editor of many international magazines. Justyna is the co-author of over 150 publications, including articles published in peer-reviewed journals, book chapters, conference materials, and research reports.



Dr Joanna Rosak-Szyrocka, is a Lecturer at Częstochowa University of Technology in Poland, the Vice President of the Qualitas Foundation and a member of the Polish ISO 9000 Forum Club. Joanna has authored/co-authored 221 scientific publications in prestigious journals, chapters in monographs and conference materials as well as co-authoring 20 scientific monographs. She has been a participant of the Erasmus + international exchange, during which she conducted a series of international lectures in England, Slovenia, Slovakia and Italy.

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Submission details

In the first instance a 300 word abstract is required as soon as possible. Submissions must be made using the online submission form at: <https://www.academic-conferences.org/conferences/ecsm/ecsm-abstract-submission/>

If you have any questions about this track please email the mini track co-chairs: justyna.zywiolok@wz.pcz.pl
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