

DMSW Conference by the Numbers

10	Sponsoring Ohio State departments and corporations
30	Preliminary meeting to get buy-in for conference
44	Presentations
68	Presenters
148	Attendees registered
3,708	Dollar value of donated funds and prizes

Welcome to the Digital Media in a Social World Conference!

This collection of innovative work being done by Ohio State students, faculty, and staff will not only showcase their efforts but also foster collaboration and inspire members of the OSU community. To this end, you can access a digital, searchable version of this booklet, which will allow you to connect and collaborate easily with other attendees, at www.cstw.osu.edu/digitalmedia. The intent is that social media will make possible new endeavors at OSU and keep attendees informed of new ways to work together. You'll find links for the Digital Media in a Social World Facebook site, which you can join to stay in touch with the conference theme.

Thanks go to John Roberts, Dean of the College of Humanities, for his support of the Center for the Study and Teaching of Writing and this conference.

Thanks also go to our other Welcome Session speakers for their presence and goodwill: Joanne Dehoney, Senior Director for Learning Technologies, Office of the CIO at Ohio State; David Barber, Director of Information Technology Programs at the Ohio Board of Regents; and Richard Selfe, Director of the Center for the Study and Teaching of Writing.

Please fill out the insert in this program so that your voice can be heard as plans are made for next year's conference.

Enjoy,

Doug Dangler, Ph.D.
Associate Director, Center for the Study and Teaching of Writing
College of Humanities, The Ohio State University

Session A: 9:30-10:18

SEL 060: Collaborating through Microsoft Live Services

Aaron Ward, Digital Union

Windows Live Services is a set of free applications from the cloud, offering services that can be leveraged within the academic classroom. Learn about Office Live Workspaces for collaborating with other instructors and students and Shared View for real-time collaboration. Windows Live Messenger provides a single client for communicating VOIP and Instant Messaging. Finally, see what is coming out next with Office Live Online, a lightweight version of Office 2007 to edit documents in the web.

AV 107: Student Digital Media Projects in The Foreign Language Center

Rebecca Bias, Foreign Language Center, College of Humanities; Amy Horowitz, International Studies, Comparative Studies, and The Middle East Studies Center; Andrea Sims, Slavic and East European Languages and Literatures; Jill K. Welch, Department of Spanish and Portuguese

Moderator Rebecca Bias and faculty members will showcase selected students' digital media projects in OSU language and culture courses.

AV 110: It Takes A Village: Engaging Technology and Building Community in a Black Cultural Center

Vincent L. Briley, Phillip G. Mayo, and Ronald L. Parker, College of Education and Human Ecology

This workshop will highlight the variety of technology initiatives that have sprung from the students and staff at the HBCC, and its impact on the OSU community in academic, social, and cultural programs. We'll also discuss how technology is being used to create and sustain community at other black cultural centers in the Midwest/Big Ten.

AV 115: Digital Ethnography

Ray Cashman, Department of English and Center for Folklore Studies

Please note: This session is 20 minutes.

Basic technology facilitates significant social interaction. In Engl 367.05 (Memory and Place in the University District), students develop their sense of place by interviewing area residents and creating a publicly accessible oral history archive.

AV 200: Digital Storytelling

Kevin Cordi, Multicultural Center, Office of Student Life

This avant-garde podcast will include a live demonstration of nationally/internationally known professional storyteller Kevin Cordi's coaching method, "Permission to Play." Kevin will work with writers/story developers to show how LIVE coaching via podcast can help them develop, question, reflect, and even rewrite their work. Kevin has used this coaching all over the country, most recently in Singapore for the International Storytelling Conference.

AV 206: Documentary Design: A Techné of Civic Participation

Susan Delagrangé, Department of English, Mansfield campus

Using examples of student documentaries of their urban environment, this presentation explores the pros and cons of embodied, on-the-ground documentary production, the goal of which is a clear sense of communal advocacy on the part of the students.

AV 214: Creating a Virtual Tour of Columbus Using Google Earth

Ola Ahlqvist, Department of Geography

This presentation will showcase the work to re-create a “classic” field trip of urban-industrial Columbus, extending a written narrative with interactive, multimedia in a virtual globe interface.

AV 215: Turning Point Technology to Add SPARK to Learning

Kay Beattie, Niccole Chandler, and Debbie Kennedy, Medical Center, Educational Development and Resources

This will introduce the SPARK model, a home-grown strategy that uses Turning Point (clicker) technology to increase engagement, knowledge level, and assessment in the medical center learning environment. Clinical and non-clinical examples will be provided.

<p>Session B: 10:30-11:18</p>

SEL 060: Alternative Final Projects: Students’ Perspectives on Digital Work

Krista Hernon, undergraduate, Department of Biology; Hazel Caldwell, Office of Student Life; Victoria Getis, Digital Union; Richard Selfe, Center for the Study and Teaching of Writing

In fall of 2008, Dr. Judy Wu collaborated with the Digital Union to add a digital media project to her 5-credit Women’s Studies course. She collaborated with the Digital Union to organize a separate one-credit course that taught technology and provided support for the design of each student’s final project. This session offers the unique perspective of two class members as they describe their projects, reflect on the production process, and discuss the value of their multimodal learning experiences. A Digital Union representative will also describe the logistics of setting up such a course and the value of the project for OSU teachers.

AV 101: Ghosts of The Garden: Re-presenting Six-Day Bicycle Racing through New Media

Ari de Wilde, School of Physical Activity & Educational Services

“Ghosts of the Garden” is a multimedia project that will be available on the eHistory website. It is about a six-day bicycle race in Madison Square Garden in 1908. The project is mainly a combination of a Quicktime QTVR and an interactive Flash image.

AV 107: National and International Seminars via Internet 2: Can We Cure the Manpower Shortage and Deliver Quality Education?

Henry Fields, Division of Orthodontics, OSU College of Dentistry

This presentation will cover the background of the funded project, provide demonstrations of the online seminars, and discussions and outcomes data.

AV 110: Powerhouse Productions: Recent Highlights from the OSU Digital Storytelling Program

Anne Fields and Karen Diaz, OSU Libraries; Heather Mitchell, Faculty and TA Development

This showcase of the OSU Digital Storytelling Program offers an overview and viewing of several videos created by faculty attendees at recent workshops.

AV 115: Technology Trendspotting in Student Populations

Steve Fischer, Student Life Information Technology

The technology gap between students and university administration is often vast, and understanding how students view and use technology is vital. Based on research done by ourselves and others, I'll talk about how to spot current and future trends.

AV 200: Suitcase Cinema

Jared Gardner, Department of English

I will challenge the frequent claim in new media studies, following Lev Manovich, that cinema in the new media is now to be liberated from the "tyrannies" of narrative for the freedoms and new pleasures of the "database." Instead of imagining that we are moving into a post-narrative age and that a database cinema will shortly supplant the classical narrative structures that have governed cinema for a century, we need to begin mapping out what difference the digital makes to narrative, and what impact the afterlife of narrative will have on the digital. We will look at examples from the digital cinema of Peter Greenaway, Mike Figgis, and others.

AV 206: Using Videos to Highlight Landmark Accomplishments of a Profession

Robert Gustafson, College of Engineering

The American Society of Agricultural and Biological Engineers has designated more than 50 landmark accomplishments of the profession. This presentation will describe how short (3-4 minute) videos have been developed and are used to communicate to the public about the accomplishments.

AV 214: Wikis and Writing in the Disciplines

Christopher Manion, Writing Across the Curriculum, Center for the Study and Teaching of Writing; Mark Moritz, Department of Anthropology

Anthropology Professor Mark Moritz created a wiki for his course on hunter-gather societies that asked students to present scientific research in a public setting. We'll talk about our collaboration and share the implications for teaching.

AV 215: Delivering Online Nursing Education Across the International Dateline

Victoria Elfrink, College of Nursing

The presentation will describe the challenges involved in delivering global online learning. It will also outline strategies for developing an international e-learning culture that addresses the associated support, cultural, and pedagogical issues in the planning phase of the course.

Session C: 11:30-12:18

SEL 060: Using Video with Advanced Students for Client Communication

Cliff Monahan, Veterinary Medicine

Senior veterinary students made short teaching videos on a topic of their choice within veterinary medicine. They could target first- or second-year veterinary students with a professional topic, or target potential clients with topics about basic health care, companion animal disease problems, or a public health concern. My motivation was a belief that students would learn more about a topic if they teach that concept to one another, and the ability to organize information in a cohesive manner would benefit their future client communication skills. Students used a hand-held Canon VR70 camera and Mac iMovie. The results highlight how the creativity of students can be fostered by both opportunity and necessity.

AV 107: The Second Life Classroom: Practicalities of Teaching in a Virtual World

Sharon Collingwood, Women's Studies Department

More than 400 universities have established campuses in Second Life, and virtual worlds teaching is a growing field, spurred by collaboration within an international community of engaged and creative educators. This presentation will give an overview of the educational use of Second Life, as well as demonstrate some of the basics of virtual worlds teaching.

AV 110: Build Your Own 21st Century Classroom

Chris Hill, American Language Program, School of Teaching and Learning, College of Education and Human Ecology; Matt Bernhardt, Knowlton School of Architecture

Cutting-edge teaching technologies can be built with a minimal budget and a little ingenuity. This approach can offer the builder a better understanding of the technology. DIY versions of clickers and interactive whiteboards will be demonstrated.

AV 115: Researching the use of Educational Technology

Larry Hurtubise, Center for Education and Scholarship; Jennifer Simmons, Veterinary Medicine; Anand Khurma, Pharmacy; Teresa Johnson, Faculty and TA Development

"I put it up on the server and have folks play with it." That is how some educational technology assessments are run. We received a grant to support a Faculty Learning Community (FLC) to study the Scholarship of Teaching and Learning (SoTL) as it applies to educational technology innovations in the health sciences.

AV 200: Campaign '08: How Obama Won with Social Media

Debra Jasper and Betsy Hubbard, Kiplinger Program in Public Affairs Journalism

Barack Obama had 5 million "friends" on social networking sites, 3 million online donors, and nearly 2,000 official YouTube videos — all of which helped him earn 365 electoral votes. Find out more about how President Obama used social media tools to transform campaigning and get elected.

AV 206: Introduction to SCORM

Brad Henry, College of Education and Human Ecology; Laura Fathauer, PAES, College of Education and Human Ecology

A brief introduction to the concepts of SCORM and a demonstration of a SCORM development tool(s).

AV 214: Sharepoint Podcasting Kit

Aaron Ward, Digital Union

This session features an overview of Microsoft's Office SharePoint Podcasting Kit. This CodePlex free-addon enables Microsoft Office SharePoint to become a distribution portal for campuses to share, rate, and track podcast usage.

AV 215: Podcasting Basics

Paul Kotheimer, Humanities Information Systems, College of Humanities

Here are practical tips and best practices for easily editing and publishing a podcast. The session also offers advice on avoiding common pitfalls that separate the amateur from the professional. Come with questions, no matter your experience level with podcasting.

<p>Session D: 12:30-1:18</p>

AV 110: Building a Carmen Text of Guest Speakers

Alexis Stern and Doug Dangler, Center for the Study and Teaching of Writing

The speakers will discuss using social media as an aid in producing a wiki-like e-textbook for a professional writing course. Advantages of e-textbooks include low cost, ease of revision (to remain current), opportunities for real-world experience for students, and inclusion of multimedia.

AV 115: Collecting and Using Student Data

Mitsu Narui, Seth Matthew Fishman, and Rebecca Nelson, Multicultural Center, Office of Student Life

This session will provide an overview of the Ohio State Multicultural Center's utilization of software to collect data, surveys, and feedback from a variety of constituents regarding MCC programs and activities. In addition, we'll discuss the ways in which the information was used in our program review and strategic planning process.

AV 200: Captioning Web Video and Video for iPod and iPhone

Ken Petri and Vinnie Young, Web Accessibility Center

We will cover the basics of captioning flash video for the web and MPEG4 video for iPod, iTunes, and iPhone, in order to improve usability for everyone. The demonstration will use free and low cost technologies for conversion of video and incorporation of caption text.

AV 206: The MerkMal Project: Automated Part of Speech Tagging System for Interactive Online Learning

Kathryn Corl, Department of Germanic Languages and Literatures; DJ Hovermale, Ph.D. candidate in Computational Linguistics; Christopher Shulby, undergraduate major in German and Linguistics

MerkMal is an interactive website for intermediate students of German. It employs excerpts from authentic texts and provides integrated reading/listening practice as well as grammar awareness activities involving identification and classification of verbs in the context of the text passages. The system prototype is flexibly programmed to allow the instructor to replace the text excerpts with new ones, thus fitting the selections and the grammar exercises to the topic being covered in the classroom. A linguistic tagging system automates the process of preparing the texts for use in the MerkMal shell, thus saving time and effort compared with laborious hand annotation and classification of textual elements. The prototype could be modified and extended to support other languages and grammar topics.

AV 214: Ohio State's Student Technology Consultants: Support Systems for Faculty

*Dickie Selfe, Center for the Study and Teaching of Writing (CSTW)
Joshua Botts, Ausustine Contrera, Matt Irwin, and Chad Weiss, Student Technology Consultants, CSTW*

We would like to encourage colleges to create (or support our) Student Technology Consultant programs across the disciplines. The program director will outline the program. Students working with him will describe their experiences and what they get out of the work.

AV 215: The Citizen Participation Challenge in a Media-Driven Country: Two Case Studies of Organizations Adapting to the Age of Online Interactivity

Lynn Slawsky, Kiplinger Program in Public Affairs Journalism and the John Glenn School of Public Affairs

The presenter will defining interactivity and introduce two case studies in her ongoing research: journalism and the rulemaking arena within federal government agencies. She will compare the two models of interactivity in terms of how and why participation is solicited; to what extent the subsequent citizen participation is digested, absorbed, and used in the two models; and the results of these efforts. Implications of the different models will be explored, and then audience input will be sought for continuing the conversation in a meaningful way beyond this presentation.

<p>Session E: 1:30-2:18</p>

AV 107: Technology from a Student's Perspective

Laura Christobek, Undergraduate Student Government

This presentation is a forum for educators to ask questions and understand the complexities of technology in the modern student's learning experience. Several students from a variety of disciplines will be available to answer questions.

AV 110: 3D Animation, Imaging, Robotics and Video as Expressive Media

Ken Rinaldo, Art and Technology, Department of Art

This workshop will feature selected art works authored by undergraduate and graduate students in the Art and Technology area that are created through the research and practice of using contemporary digital technologies as a means of interdisciplinary artistic expression.

AV 115: Faculty Panel on using Technology in the Classroom

Alan Kalish, Faculty and TA Development; D'Arcy Oaks and Fawn Winterwood, College of Education and Human Ecology

A group of Ohio State instructors will share their experiences in using digital technology to enhance their students' learning. Participants will have the opportunity to ask questions and share their own ideas.

AV 200: The Digital Archive of Literacy Narratives: Every Reader/Writer Has a Story to Tell

Cindy Selfe and Lewis Ulman, Department of English

The developers of the The Digital Archive of Literacy Narratives (DALN) will describe the archive and present excerpts from some of the literacy narratives it contains. Participants will then have an opportunity to record a brief audio literacy narrative and submit it to the DALN.

AV 206: LimeSurvey an Open Source Application for Online Surveys

Kythrie Silva, Statistics Administration, College of Math & Physical Sciences

We will discuss the pros and cons of using an open source application for online surveys, compare the features of several commercial survey tools versus LimeSurvey, and conclude with a quick tour of LimeSurvey.

AV 214: Analysis + Application of Presenting Visual Wayfinding Information on Handheld Devices

Matthew Stanford, Department of Industrial, Interior, and Visual Communication Design (WI09 MFA Candidate, Design Development)

The presenter will discuss his research that explores presenting visual wayfinding information on a handheld device and his plans to ultimately design an improved advanced system that is more aesthetically pleasing. He will discuss the benefits of aesthetics in visual communications.

AV 215: Using Media Manager in Design Foundations

Allen S. Coleman, Digital Media and Instructional Technology Coordinator, College of the Arts and Sciences, and Tony Reynaldo, Department of Design

Media Manager has proven to be a highly versatile support system for our courses. It provides educational objective consistency and a common pointer for faculty and GTAs across the multiple courses offered in design foundations.

Session F: 2:30-3:18

AV 110: Using Hobsons' CRM Solution to Better Identify, Attract and Retain Prospective Students

Paul Proffitt, Assistant Director, Data Manager, Fisher College of Business Graduate Programs Office

The speaker will present an overview of how the Graduate Programs Office selected its CRM solution, how it was implemented, and how it is applied to meet recruiting and student services needs.

AV 115: Teaching Literature with Digital Media

Leslie Tannenbaum and Elizabeth Renker, Department of English; Laurel Gilbert, Miami University Middletown

This session features a “report from the field” of some of the strategies, methods, and specific student activities that we employ in using digital media to teach literature.

AV 200: Reimagining Student Orgs: Social Networking and the PSA Website

Joe Ponce, Department of English; Felix Flores, Computer Science and Engineering; Alex Abejuela, Department of Education; Chloe Mercado, Medical Technology and Public Health

This presentation describes how the Pilipino Student Organization has utilized user-generated content to become more innovative and versatile, re-energizing connections between leaders and members, faculty and students, and organizations across institutions.

AV 206: Beyond Thucydides: An Interactive Exploration of the Peloponnesian War

Amanda Morton, Department of History, The Harvey Goldberg Program for Excellence in Teaching

This project provides students with a different way to learn and explore the Peloponnesian War. The timeline of the war is presented in geographic form, allowing students to select a location on the map and uncover that area's position and participation in the war, as well as outside links to images, text, and diagrams.

AV 214: GPS Technology + Social Networking

Matthew Stanford, Department of Industrial, Interior, and Visual Communication Design

This research focuses on social networking via mobile mapping technology — both traditional and non-traditional uses in the context of Global Positioning Systems (GPS).

AV 215: Freedom High: Freedom Schools during the 1964 Mississippi Freedom Summer

William Sturkey, Department of History

My project is a video about the Freedom Schools conducted during the famous 1964 Freedom Summer civil rights campaign. The project consists of a slide show of primary sources and images with narration in the background.

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CALL FOR PAPERS

Electronic Journal of Communication (EJC)

Special Issue: Communication Pedagogy in the Age of Social Media

Over the last few years, social media technologies such as blogs, microblogs, digital videos, podcasts, wikis, and social networks, have seen a dramatic increase in adoption rates. Because they connect people and facilitate the exchange of information and web content, social media technologies not only provide a powerful new way to interact with one another, they also present exciting new pedagogical opportunities. This special issue seeks to examine the pedagogical applications of social media technologies, especially with regard to the communication classroom.

Examples of best practices in social media adoption in all areas of communication education are welcome, as are case studies or empirical research analyzing the effectiveness and/or effects of incorporating social media technologies into the communication classroom. Research examining the role these technologies play in the social construction of a collective knowledge pool would also fit within the scope of this special issue.

Deadline for completed manuscripts is April 1, 2009. See the full call for papers at: <http://www.cios.org/www/ejc/calls/socmedia.htm>

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