

Just in Time

→ Online
Professional
Development



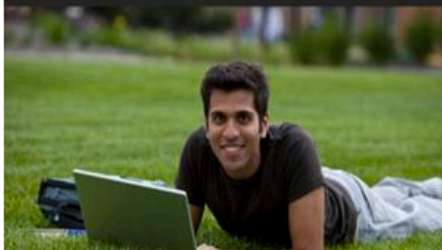
Dr Graeme Salter
University of Western Sydney



My Background

(update since last year)

How to succeed in this unit



How to Succeed in This Unit

This online tutorial is designed to help students study for assignments – and avoid misconduct! (5 min 27 sec)



Assignment Presentation

This online tutorial is designed to help students use good document design when preparing presentations (4 min 43)

Soil pH

A step by step guide for testing and correcting soil pH.



iPhone App

An example of an educational iPhone app – available in the iTunes store. It includes a video on the steps involved

Meet the Radcliffe Family

Let me introduce you to the virtual family – The Radcliffes –



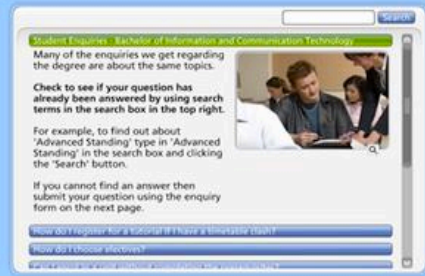
Daughter - Maren Son - Julian Mother - Lucie Father - Ivan
Before you interview a member of the family, you are required to structure the environment so that it meets principles of confidentiality and privacy.

Continue

Virtual Health Assessment

The virtual health assessment is an online simulation that allows 1st year nursing students to practice interviewing

FAQ - Bachelor of Information and Communication Technology



Searchable FAQ

As Head of Program for over 850 students across multiple campuses, I needed a way to deal with the large

Netiquette

How to communicate professionally online



Netiquette

This online tutorial gives a guide to communicating professionally when using technology (7 min 21 sec)

Media Interest



Toni talks gardening on
Miranda Kerr's blog



@MasterChef LIVE
Australia's festival of cooking

Supported by **coles**

Limited Tickets BOOK NOW!

SYDNEY 3 DAYS ONLY DEC 10-12
Hordern Pavilion & Royal Hall of Industries

SYDNEY 3 DAYS ONLY DEC 10-12

Contact Us

coles.com.au

The promotional banner features three men from the MasterChef show. One man in a blue shirt is in the foreground, looking at the camera. Two other men, one in a dark suit and one in a white suit, are behind him. The background is a solid blue color.

New Mac Labs





WWDC2011

Online Professional Development

Not just applicable to **digital natives** ...



Do you - as a
busy academic
want to work
through hours of
online training?



The public is willing to **pay** for online development ...



The public is willing to **pay** for online development ...



Largest demographic – female, aged 30-60

Case Study: Writing Up **Research**

Top **Tips**

1. First draft is a **draft**
2. First draft is for **your eyes only**
3. Organise your **reading**



The Problem

“I know I read something about that topic in one of these articles!”

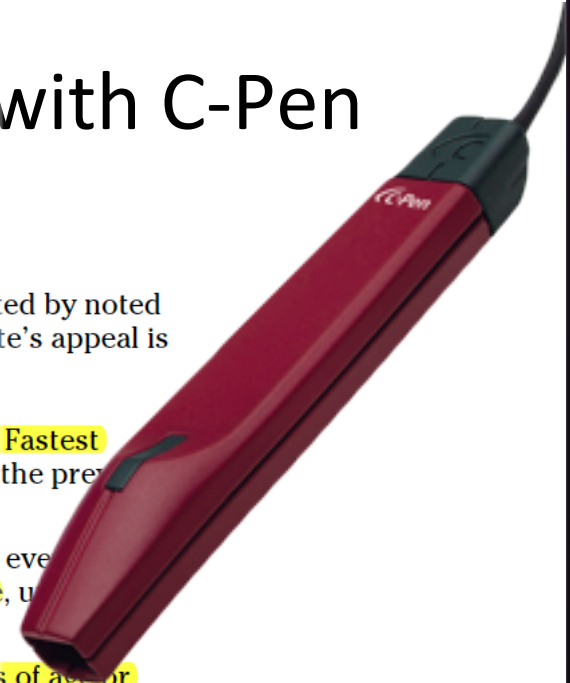


My Solution (2002)

Highlight text and scan with C-Pen

Take a closer look at Facebook's recent demographics, as reported by noted Facebook blog, *Inside Facebook*, in February 2009. Clearly, the site's appeal is both broad and growing, highlighted by the following:

- ✔ Facebook is growing in every age and gender demographic. Fastest growing segment: Women over age 55, up 175 percent over the previous 120 days.
- ✔ Facebook is growing faster with women than men in almost every age group. Women comprise 56 percent of Facebook's audience, up from 45 percent in 2008.
- ✔ In Facebook, 45 percent of the U.S. audience is now 26 years of age or older.



My Solution

Snippets put in custom database and “tagged”

Take a closer look at Facebook’s recent demographics, as reported by noted Facebook blog, *Inside Facebook*, in February 2009. Clearly, the site’s appeal is both broad and growing, highlighted by the following:

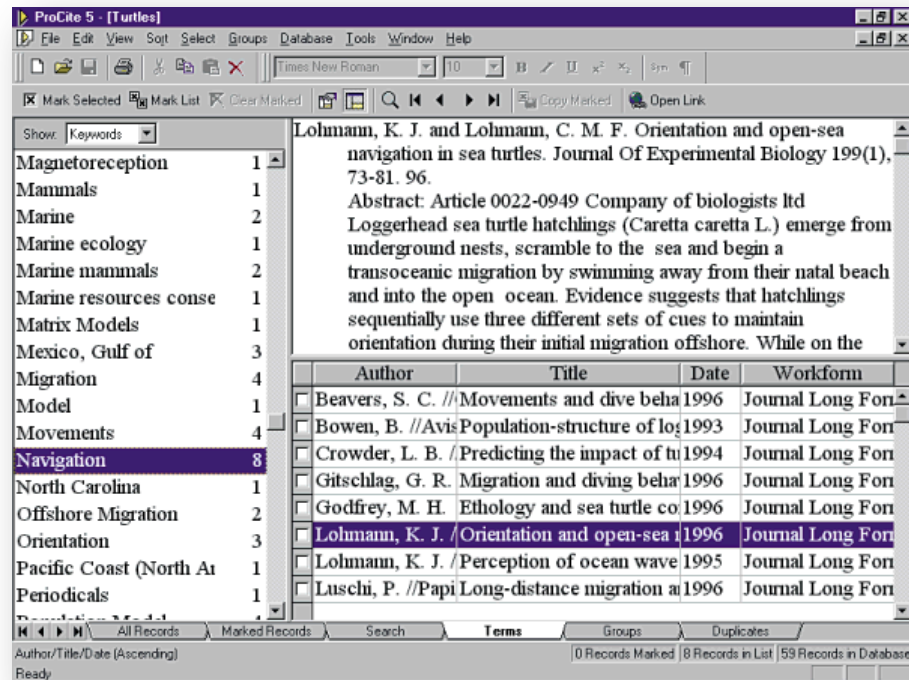
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Facebook
demographics
users

My Solution

Link to article citation in ProCite



My Solution

Search and find all the references
from multiple sources

- ✔ Facebook is growing in every age and gender demographic. Fastest growing segment: Women over age 55, up 175 percent over the previous 120 days.
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My Solution (2011)

Highlight text with touch screen or mouse

Take a closer look at Facebook's recent demographics, as reported by noted Facebook blog, *Inside Facebook*, in February 2009. Clearly, the site's appeal is both broad and growing, highlighted by the following:

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- ✔ In Facebook, 45 percent of the U.S. audience is now 26 years of age or older.



My Solution

Snippets sent to Evernote and “tagged”

Take a closer look at Facebook’s recent demographics, as reported by noted Facebook blog, *Inside Facebook*, in February 2009. Clearly, the site’s appeal is both broad and growing, highlighted by the following:

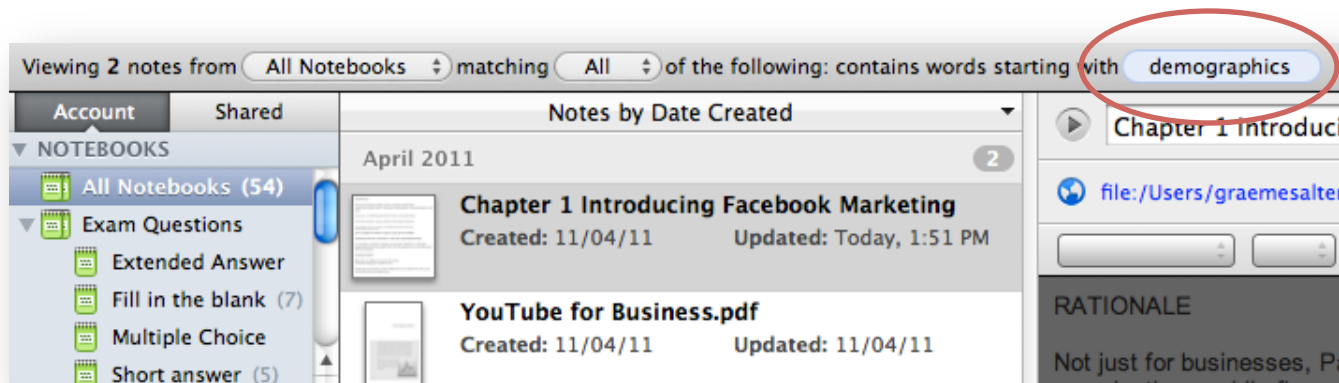
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Facebook
demographics
users

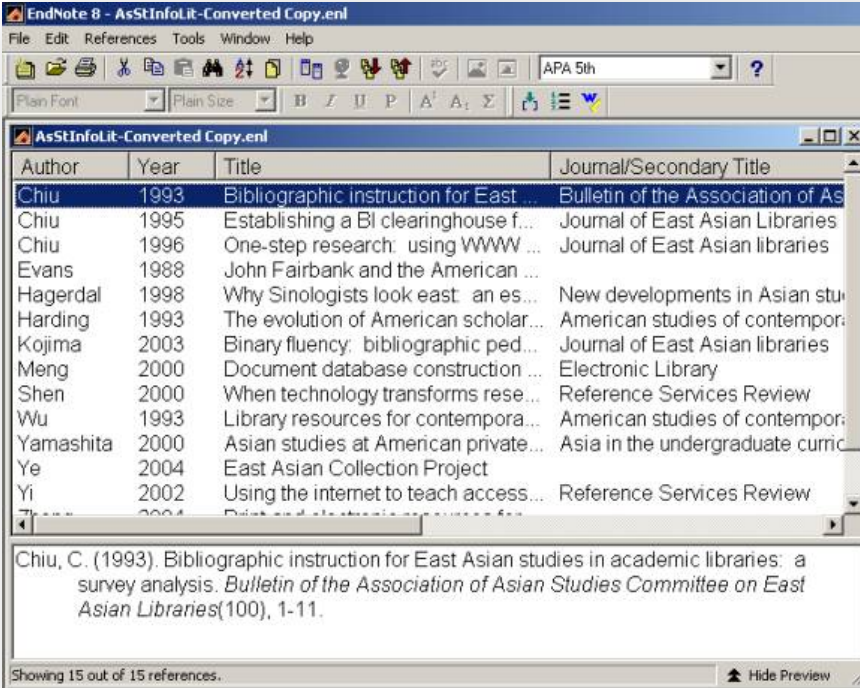
My Solution

Search and find all the references
from multiple sources



My Solution

Link to article citation in EndNote



The screenshot shows the EndNote 8 interface. The main window displays a list of references with columns for Author, Year, Title, and Journal/Secondary Title. The first reference is selected, and its full citation is shown in the preview pane below.

Author	Year	Title	Journal/Secondary Title
Chiu	1993	Bibliographic instruction for East ...	Bulletin of the Association of As
Chiu	1995	Establishing a BI clearinghouse f...	Journal of East Asian Libraries
Chiu	1996	One-step research: using WWW ...	Journal of East Asian libraries
Evans	1988	John Fairbank and the American ...	
Hagerdal	1998	Why Sinologists look east: an es...	New developments in Asian stu
Harding	1993	The evolution of American scholar...	American studies of contempor
Kojima	2003	Binary fluency: bibliographic ped...	Journal of East Asian libraries
Meng	2000	Document database construction ...	Electronic Library
Shen	2000	When technology transforms rese...	Reference Services Review
Wu	1993	Library resources for contempora...	American studies of contempor
Yamashita	2000	Asian studies at American private...	Asia in the undergraduate curric
Ye	2004	East Asian Collection Project	
Yi	2002	Using the internet to teach access...	Reference Services Review
Zi	2004	Distance education in Asia	

Chiu, C. (1993). Bibliographic instruction for East Asian studies in academic libraries: a survey analysis. *Bulletin of the Association of Asian Studies Committee on East Asian Libraries*(100), 1-11.

Showing 15 out of 15 references. Hide Preview

So **nothing much** has changed?



but what
about ...
the *cloud*

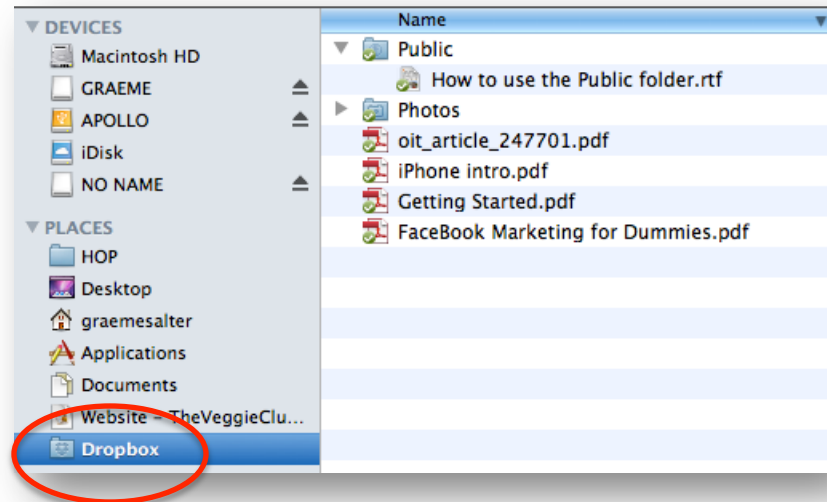






Dropbox

- Store, sync, and, share files online
- The free Dropbox account comes with 2GB of space





- Free account – unlimited storage, upload limit 60MB/month
- Premium (\$45/year) – upload limit 1GB/month

Remember everything.



Capture anything.

Save your ideas, things you like, things you hear, and things you see.



Access anywhere.

Evernote works with nearly every computer, phone and mobile device out there.



Find things fast.

Search by keyword, tag or even printed and handwritten text inside images.

Phase 1 - Highlighting

Good Reader App

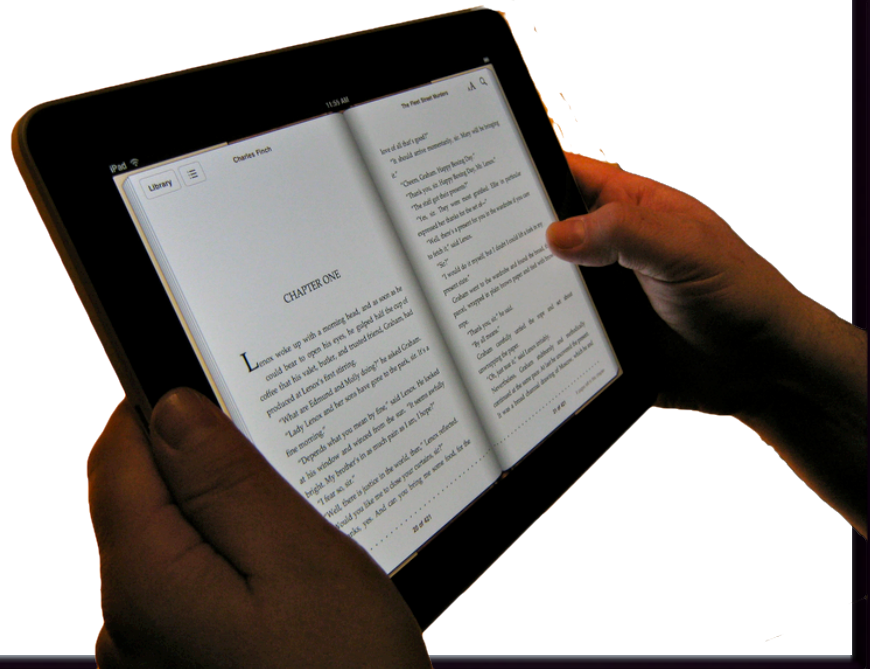


Adobe Reader



Why highlight?

- Ideal use for iPad
- Doesn't break the flow of reading





- Able to mark-up PDFs on iPhone/iPad
- Sync your files with remote servers eg. Dropbox
- Alternatives available eg. iAnnotate?



- ✓ Facebook allows companies to interact with their customers to gain valuable consumer insights.
- ✓ A Facebook Page improves a company's search engine rankings.



marketers

Consumer marketers aren't the only ones to benefit by having a presence on Facebook. Many B2B (business to business) marketers are also tapping into the social network's business appeal by reaching out to their customer base where they live and play. From accounting firms like Ernst & Young, who launched a targeted recruitment advertising campaign to attract recent CPA



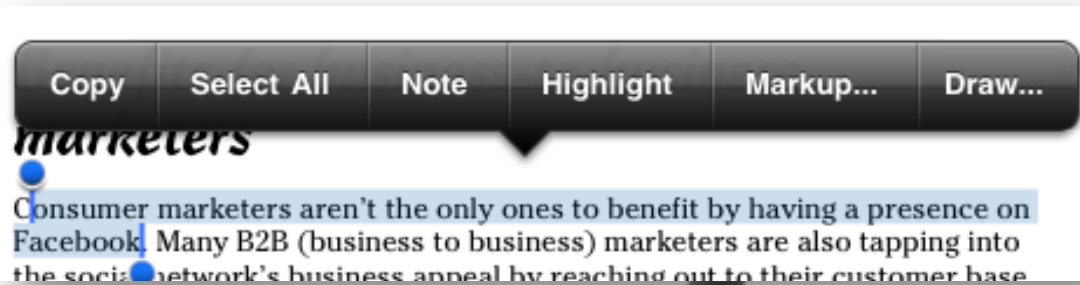
- ✓ Facebook allows companies to interact with their customers to gain valuable consumer insights.
- ✓ A Facebook Page improves a company's search engine rankings.

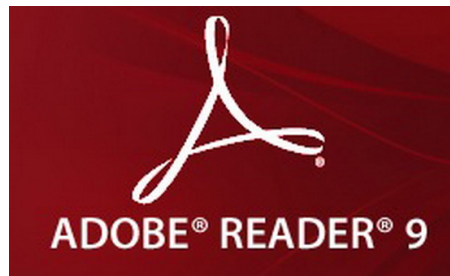


marketers

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Easier with stylus?





Apple Adobe Reader File Edit View Window Help

Facebook Marketing

29 / 315 168%

More than two-thirds of Facebook users are outside of college

The fastest growing demographic are people 35 years old and older

A screenshot of the Adobe Reader application window. The window title is 'Adobe Reader' and the menu bar includes 'File', 'Edit', 'View', 'Window', and 'Help'. The document is titled 'Facebook Marketing'. The toolbar shows various icons, including a comment icon (speech bubble with a plus sign) which is circled in red. The document content consists of two paragraphs: 'More than two-thirds of Facebook users are outside of college' and 'The fastest growing demographic are people 35 years old and older', with the second paragraph highlighted in yellow. The page number '29 / 315' and zoom level '168%' are visible in the toolbar.

Phase 2 - Storing



Safari Plug-in?

Chrome Plug-in

Phase 2 - Storing

Chrome Plug-in

ook%20Marketing%20for%20Dummies.pdf

both trepidation and a feeling of being so out you'd be rejected, denounced, or publicly dragged (a cute name for the digital elite).

ting Started on Facebook

But now, after all your belly-aching, procrastinating teeth, you've decided to join Facebook and see about and how it may help to expand your business go by when you don't read something about it or worse, receive an invitation to join from a friend although you might be familiar with professional LinkedIn or Xing, you've so far resisted the lure

After all, you're resourceful, a true professional. Relax, you can figure this out. If 250 million people have already discovered and joined Facebook, how hard can it be?

EVERNOTE® Sign out (gsalter)

Quicknote (to clip the content of this page, check the *Clip full page* checkbox)

Title
FaceBook Marketing for Dummies.pdf

Tags
Notebook
Facebook Marketing for Dummies

Add text
If 250 million people have already discovered and joined Facebook, how hard can it be?

Email this clip

Save page URL Clip full page

Save Cancel File clips (4) Notes (55)

Phase 2 - Storing

Chrome Plug-in

book%20Marketing%20for%20Dummies.pdf

both trepidation and a feeling of being so out you'd be rejected, denounced, or publicly draeria (a cute name for the digital elite).

EVERNOTE® Sign out (gasker)

Quicknote (to clip the content of this page, check the *Clip full page* checkbox)

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Facebook Marketing for Dummies

Add text
If 250 million people have already discovered and joined Facebook, how hard can it be?



Email this clip

Save page URL Clip full page

Save Cancel File clips (4) Notes (55)

Phase 3 - Searching

Viewing 2 notes from All Notebooks matching All of the following: contains words starting with demographics

Account	Shared	Notes by Date Created	
NOTEBOOKS		April 2011	2
All Notebooks (54)			Chapter 1 Introducing Facebook Marketing Created: 11/04/11 Updated: Today, 1:51 PM
Exam Questions			YouTube for Business.pdf Created: 11/04/11 Updated: 11/04/11
Extended Answer			
Fill in the blank (7)			
Multiple Choice			
Short answer (5)			

Chapter 1 Introducing Facebook Marketing

file:/Users/graemesalter

RATIONALE

Not just for businesses, P

Advantages of Online Professional Development

Advantages

- Takes less time
- Just enough
- Can be replayed
- Re-usable



Top tips

- Keep it short
- Make it easy to find
- Emphasise benefits
NOT features





Blatant Sales Pitch:
Version 2

