



香港教育傳意與科技協會

Hong Kong Association for Educational Communications and Technology
<http://www.hkaect.org>

2012-2014

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HKAECT 2013 Annual Meeting

“Social Media in Education and Communication”

2012 was a huge year for Social Media. The recent Social Media Statistics for 2013 by DigitalBuzzBlog.com stated that: 1 million websites have integrated with Facebook, 23% of users check Facebook 5 times or more daily, Google +1 button is used 5 million times a day, over 5 million are uploaded to Instagram every hour and 80% of Pinterest users are female. Social Media has surely been a part of life around the globe. However, how do these tremendous interactions re-define our way of communication? How do these new ways of communication impact on teaching and learning? The 2013 Annual Meeting of the Hong Kong Association of Educational Communications and Technology (HKAECT) sets the stage for a discussion forum on the issues of Social Media, Education and Communication in the digital age. The forum will begin with two presentations on “Connecting the Dots” and “A case report on the fusion strategies of traditional media, digital media and social media” then be followed by a panel discussion on “Experience sharing on the use of social media in education and communication.”

DATE: 23.2.2013 (Saturday)

TIME: 9:30 a.m. – 12:00 noon

VENUE: Room 104, Runme Shaw Building, The University of Hong Kong

Program*

9:30 - 10:15 a.m.

Calvin YU

Title: **Connecting the Dots**

People used to talk about web. People have talked a lot about social media. People now talk frequently about mobile app. Is the ever-changing technology trend bringing challenges or opportunities? It really depends on the synergies.

10:15 - 11:00 a.m.

Will MA

Title: **"Scholarism" - A case report on the fusion strategies of traditional media, digital media and social media**

This study aimed to explore the possible effects and the relationships between the traditional media, digital media and social media on this youth movement. This study collected and analyzed the data with respect to each of the media channels. The result provided evidence to the spiral effects of traditional media, digital media and social media.

11:00 - 11:15 a.m.

Break

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JCE – Official Journal of

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11:15 a.m. - 12:00 noon

Panel Discussion: Calvin YU, Will MA, Allan YUEN, Amy WU

Title: **Experience sharing on the use of social media in education and communication**

SPEAKERS:

Calvin YU is the advocate of NetFish Christian New Media Movement (漁翁撒網·基督教新媒體運動). He strives to walk together with Christian non-profit organizations to face the challenges and embrace the opportunities brought by new media and digital publishing. He currently serves 9 non-profit Christian organizations as volunteer consultant for developing new media and digital publishing strategy with emphasis on sustainability, synergy cultivation, information reuse and knowledge management. As part of his advocacy strategy, he makes all his articles and talks available online for free under Creative Commons license.

Amy WU is a new media wonk and aspires to be a professional blogger. She focused on all aspects of the online world while at Columbia University's graduate school of journalism. She wants to jump into podcasting next. She has written for the New York Times, SmartMoney magazine, Forbes.com and SFGate.com. Amy is currently full-time teaching Mobile Journalism at Hong Kong Shue Yan University.

Will MA is currently CEO, Online Communication Research Centre and Assistant Professor in Department of Journalism & Communication at Hong Kong Shue Yan University.

Allan YUEN is currently Associate Professor in Information & Technology Studies, and Deputy Director of the Centre for Information Technology in Education, The University of Hong Kong. He is also President of HKAECT.

**in English*

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