

Digital Narcissism:

Reaching out to the "Other Side"

of the Student Experience

Teresa McCarthy,
Office of Admissions SUNY Fredonia

Virtual Self: The person connected to the world and to others through electronic means such as the internet or cell phones
(Agger, 2004)

Digital Identities: The broadcasting of oneself to an online audience that "just isn't listening"

Digital Narcissism: Defined

Narcissism: Undue dwelling on one's own self or attainments.
www.merriam-webster.com

Barriers to Social Media Success on Campus:

1. Campuses are Split Between "Digital Natives" and "Digital Immigrants"

Digital Narcissism: Defined

Narcissism: Undue dwelling on one's own self or attainments.

www.merriam-webster.com

Digital Narcissism: The idea that many of us have a different online identity than that in which we have during our real, person-to-person interactions.

Virtual Self: The person connected to the world and to others through electronic means such as the internet or cell phones

(Agger, 2004)

Digital Identities: The broadcasting of oneself to an online audience that "just isn't listening"



Digital Darwinism: Survival of the loudest and most opinionated

(Keen, 2007)

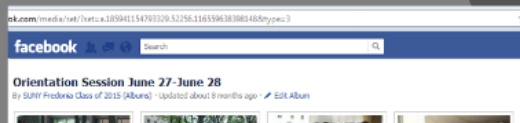
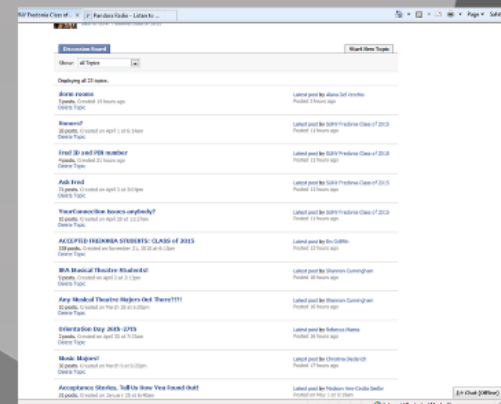
A 2001 Pew Study Found:

More than 1/3 of teens use IM (or chat) to have communications they don't' way to say face-to-face with their peers, like asking someone out (17%) or breaking up with someone (13%)

(Lenhart, Rainie, & Lewis, 2001)

Case Study: SUNY Fredonia

Congratulations on your Acceptance, Join the Class of 2015 on Facebook!





Wall

Hidden Posts

- Info
- Photos
- Next Steps!
- Discussions
- Campus Host
- Apply Now!
- FAQ: Music Opportunities for Non Majors

308

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Write something...



SUNY Fredonia Class of 2015

Congratulations again on your Acceptance to SUNY Fredonia! Please navigate through this page to find out more information on:

Next Steps: What to do after the packet arrives!
Discussions board: Connect with future classmates and share your story!
Campus Host: Check out our overnight shadowing experiences for accepted students!

...

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SUNY Fredonia Class of 2015

Campus is getting ready to welcome Annie Leonard, founder of the 'The Story of Stuff' film series. Leonard is the keynote speaker for the campus' 2011 Sustainability Series which works to continually expand SUNY Fredonia's Green Initiatives.

[http://ww2.fredonia.edu/news/BrowseAllNews/tabid/1101/ctl/ArticleView/mid/1878/ArticleId/2923/...](http://ww2.fredonia.edu/news/BrowseAllNews/tabid/1101/ctl/ArticleView/mid/1878/ArticleId/2923/)

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Tough Stuff: Annie Leonard to deliver keynote address March 8

ww2.fredonia.edu

Annie Leonard founded the Story of Stuff Project, a series of 20-minute videos that explain some of the world's most significant environmental dilemma...

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Wall

Info

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FAQ: Music Opportunities for Non Majors

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Pay Your Deposit



Congratulations again on your acceptance to SUNY Fredonia! Now it's time to make the next step to secure your spot in the Class of 2015. Paying your deposit lets us know that you have made the decision to attend Fredonia, a top university in our region and abroad.

[Click here](#) to submit your

deposit and begin your journey to campus! For more information, questions or to speak to a counselor, contact the Office of Admissions at (716)673-3251 or toll free at (800)252-1212.

Admissions



SUNY Fredonia is a comprehensive, selective, public, residential, liberal arts university located in beautiful Western New York, just minutes from Lake Erie. Founded in 1826, the university is among the oldest in the SUNY system. Fredonia is home to a world-renowned School of Music and over 100 degree programs in the liberal arts, natural and social sciences, mathematics, education, and business. SUNY Fredonia also features cutting-edge programs in the emerging fields of technology, service, and communication. SUNY Fredonia earned the 10th spot among Top Public

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Discussion Board

[Start New Topic](#)

Show: All Topics



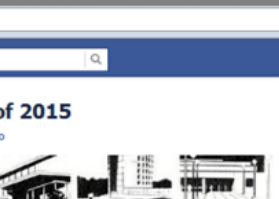
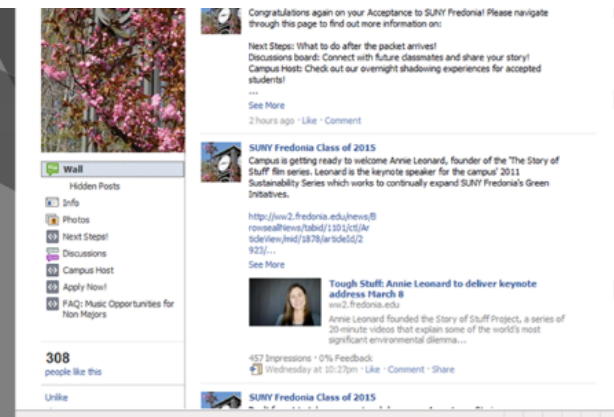
Displaying all 23 topics.

dorm rooms5 posts. Created 14 hours ago
[Delete Topic](#)Latest post by Alana Del Vecchio
Posted 3 hours ago**Honors?**28 posts. Created on April 1 at 6:14am
[Delete Topic](#)Latest post by SUNY Fredonia Class of 2015
Posted 11 hours ago**Fred ID and PIN number**4 posts. Created 21 hours ago
[Delete Topic](#)Latest post by SUNY Fredonia Class of 2015
Posted 11 hours ago**Ask Fred**71 posts. Created on April 3 at 3:04pm
[Delete Topic](#)Latest post by SUNY Fredonia Class of 2015
Posted 11 hours ago**YourConnection issues anybody?**10 posts. Created on April 28 at 11:27am
[Delete Topic](#)Latest post by SUNY Fredonia Class of 2015
Posted 11 hours ago**ACCEPTED FREDONIA STUDENTS: CLASS of 2015**338 posts. Created on November 21, 2010 at 6:13pm
[Delete Topic](#)Latest post by Em Griffith
Posted 13 hours ago**BFA Musical Theatre Students!**9 posts. Created on April 2 at 2:13pm
[Delete Topic](#)Latest post by Shannon Cunningham
Posted 16 hours ago**Any Musical Theatre Majors Out There?!?!** 10 posts. Created on March 28 at 6:05pm
[Delete Topic](#)Latest post by Shannon Cunningham
Posted 16 hours ago**Orientation Day 26th-27th**2 posts. Created on April 30 at 7:33am
[Delete Topic](#)Latest post by Rebecca Maess
Posted 16 hours ago**Music Majors!**30 posts. Created on March 9 at 6:25pm
[Delete Topic](#)Latest post by Christina Diederich
Posted 17 hours ago**Acceptance Stories, Tell Us How You Found Out!**

31 posts. Created on January 25 at 6:40am

Latest post by Madison Ann-Cecilia Sedor
Posted on May 1 at 6:19am[Chat \(Offline\)](#)

Welcome to Orientation





facebook.com/pages/SUNY-Fredonia-Class-of-2015/116559638398148

facebook

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Education · Fredonia, New York · [Edit Info](#)

Wall

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Write something...

Wall

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[Friend Activity \(1+\)](#)
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The Official Group for the SUNY Fredonia Class of 2015

1,182
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talking about this

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SUNY Fredonia Class of 2015
Come join SUNY Fredonia for the Annual Slush Rush.
Annual Slush Rush 5k Run to be held Mar. 4 on campus
[www2.fredonia.edu](#)
The SUNY Fredonia International Education Center will host the fourth annual Slush Rush 5K Run on Sunday, March 4.
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SUNY Fredonia Class of 2015 shared a link.
SUNY Fredonia - [fredonia.collegiatelink.net](#)
What you can donate: Cereal, Pancake mix, Oatmeal, Baby Formula, Cream of Wheat, Breakfast Bars, Canned Fruit, Coffee and shelf-stable breakfast food items.
[Like](#) · [Comment](#) · [Share](#) · Wednesday at 1:28pm

SUNY Fredonia Class of 2015
This Saturday in Jewett 101!
SUNY Fredonia - [fredonia.collegiatelink.net](#)
[Like](#) · [Comment](#) · [Share](#) · Wednesday at 10:41am

SUNY Fredonia Class of 2015
Great way to volunteer/get your group noticed with new students!
SUNY Fredonia - [fredonia.collegiatelink.net](#)

First Year Experience

MapWorks Freshmen Class Survey Results

To what extent did the Class of 2015 Facebook Page assist you in becoming more connected to campus?

52% said not at all
34.8% said moderately
13.1% said extremely

Do you Follow the Class of 2015 on Facebook?

383 said yes (75.4% of survey participants)
125 said no (24.6%)

To what extent has the information provided on the Class of 2015 Facebook Page been helpful regarding Admissions, Orientation and On-Campus Events?

42.4% said not at all
39.4% said half the time
18.2% said always

On average, how many hours a day do you spend on social networking sites?

Average: 3.17 hours

On average, how many hours a day do you spend on studying or out of class activities (practice time, lab time, homework)?

Average: 11.82

Barriers to Social Media Success on Campus:

1. Campuses are Split Between "Digital Natives" and "Digital Immigrants"

2. We are suffering from a Digital Divide

Digital Native: "Today's students who are native speakers of technology, fluent in the digital language of computers, video games and the internet"

(Prensky, 2001)

Digital Immigrants: Those of us who were not born into the digital world, who have adopted many aspects of technology, but just like those who learned another language later in life, they retain an "accent"

(Prensky, 2001)

"It's very serious, because the single biggest problem facing education today is that our Digital Immigrant instructors, who speak an outdated language, are struggling to teach a population that speaks an entirely new language"

(Prensky, 2001, p. 2)

"Faculty members have a track record of prohibiting classroom uses of technologies that are frequently used by students"

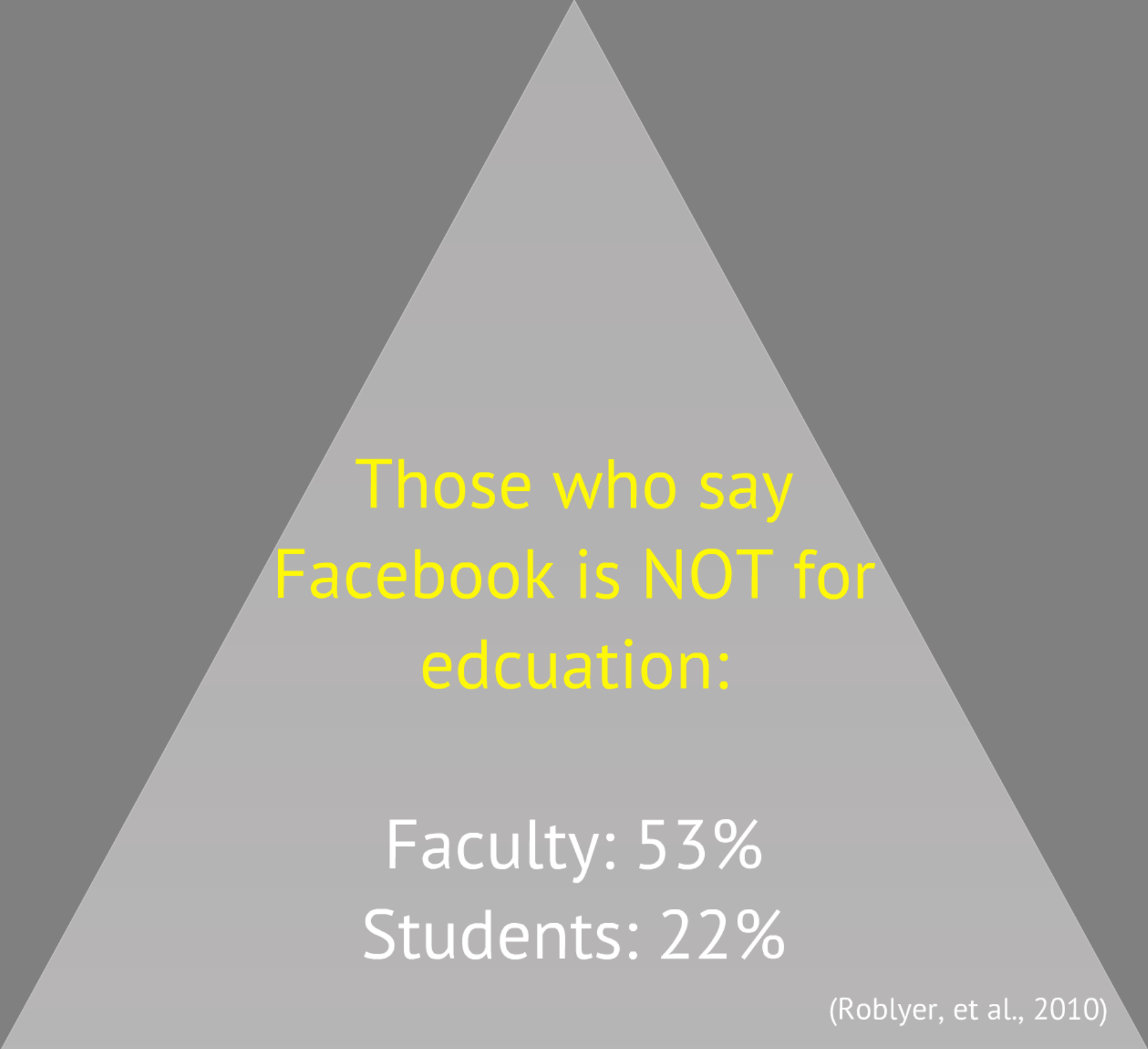
(Roblyer, et al., 2010, p. 1)

"Students come to school "powered-up" with the newest technologies available-but often must leave them at the door. "

(Roblyer, et al., 2010, p. 1)

"One of the most prevalent student demands regarding technology is to keep their school's computer labs open until midnight (or later) and for us to stay out of their way while their there"

(Prensky, 2005, p. 5)



Those who say
Facebook is NOT for
education:

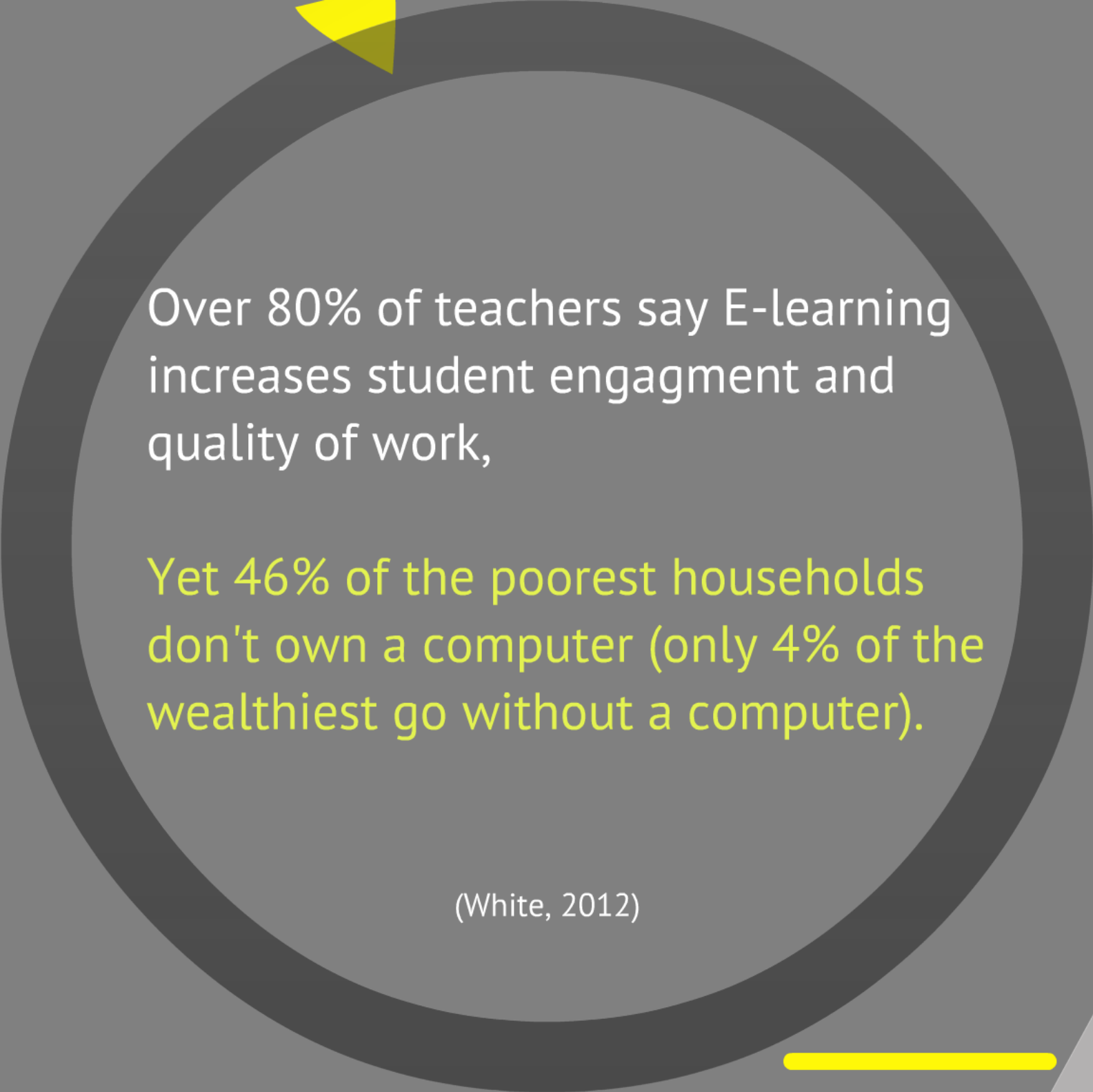
Faculty: 53%
Students: 22%

(Roblyer, et al., 2010)

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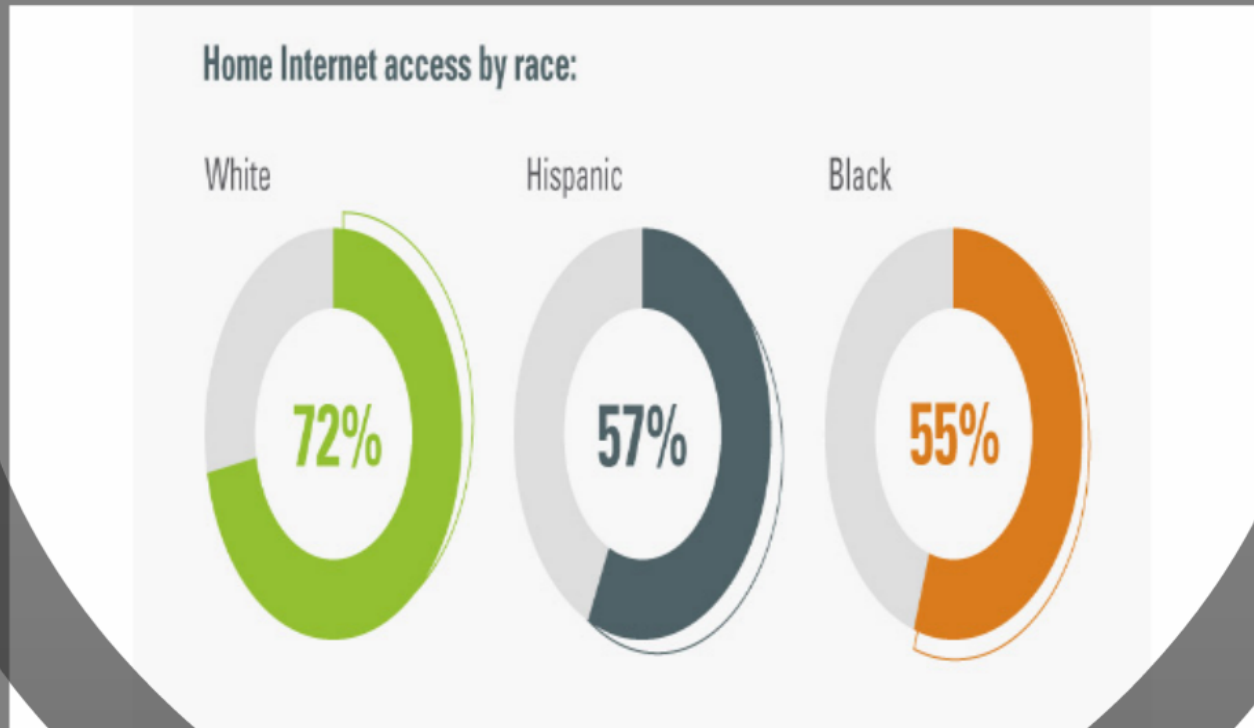


Over 80% of teachers say E-learning
increases student engagement and
quality of work,

Yet 46% of the poorest households
don't own a computer (only 4% of the
wealthiest go without a computer).

(White, 2012)

Minorities have lower rates of internet access than whites



(White, 2012)

New Research
Study Found:

70%

The
soc
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by
and
oth

computer).



A Pew Research
Study Found:

39%

of American adults
who do not have
broadband internet
access are living
with a disability.

(Fox, et al., 2011)

There is recent evidence that shows participation in social media (particularly Facebook) increases access to **Social Capital** for high school and college-aged students by granting them information, connections with others and higher self-esteem levels that they may not have otherwise.

This is particularly important for students who come to campus as high risk.

(Ellison, Steinfield, & Lampe, 2007; Steinfield, Ellison, & Lampe, 2008; Valenzuela, Park & Kee, 2009)

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Are Social Media Initiatives a Good Use of Time and Resources?

- There should be a return on your investment
- Make your goals, know how to assess them, and then actually assess them.
- Don't make assumptions about who should manage initiatives

Concluding Thoughts:

Digital Immigrants need to learn to communicate in the language style of their students

(Prensky, 2001)

Its not whether to, it's how to. Different departments are challenged differently. Knowing what your goals are will make "doing" social media so much easier.

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