

# Social Networking: Exploiting Online Technologies to Promote Research Outputs

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## Introduction

The use of computer-based, or Web 2.0, social networking to communicate with like-minded people and groups for sharing information is well documented. One of its main advantages, from the author's perspective, is the quick and easy notification of the monthly publication of ICT education and job trends.

The NZCS (New Zealand Computer Society) website Newsline publication (opinion piece) provides the author with a further regular opportunity for an in-depth sharing of his views on some of the reasons/causes for the trends.

Website statistics, or analytics, are recorded for the CITRENZ job-trends web page in order to gauge the effectiveness of using Web 2.0 technologies.

The upward trending data recorded to date offers some insights into the value of using online technologies for sharing information.

## Content

Early in 2011 the author decided to exploit social networking to promote the ICT Education and Job Trends monthly publication to as wide an audience as possible. Popular social networking sites, LinkedIn and Twitter are used to direct contacts and groups to the CITRENZ website job-trends page and to Slideshare.

NZCS Newsline articles, representing the author's views on ICT trends, provide a further social networking opportunity. The posting of these articles, by invitation, is also signalled to the author's contacts and followers using LinkedIn and Twitter.

An example of the use of LinkedIn to promote the release of the current CITRENZ ICT trends report is illustrated in figure 1.

Data recorded on the CITRENZ website job-trends page, illustrated in figure 2, shows the number of visits and page impressions on a daily, monthly and yearly basis.

## Conclusion

The use of web sites and other online technologies to notify and share ICT trends publications with the author's contacts and followers is an evolutionary process.

Comments and feedback from this diverse community has influenced, over time, the way in which these monthly outputs have been communicated. Moreover, it has also influenced the content of the ICT trends research outputs. It helps confirm the use of Web 2.0 technologies as a valuable tool for communicating common interests.

## References

[CITRENZ Job-Trends](#) (Accessed June 2012)

[NZCS Newsline](#) (Accessed June 2012)

[Slideshare](#) (Accessed June 2012)

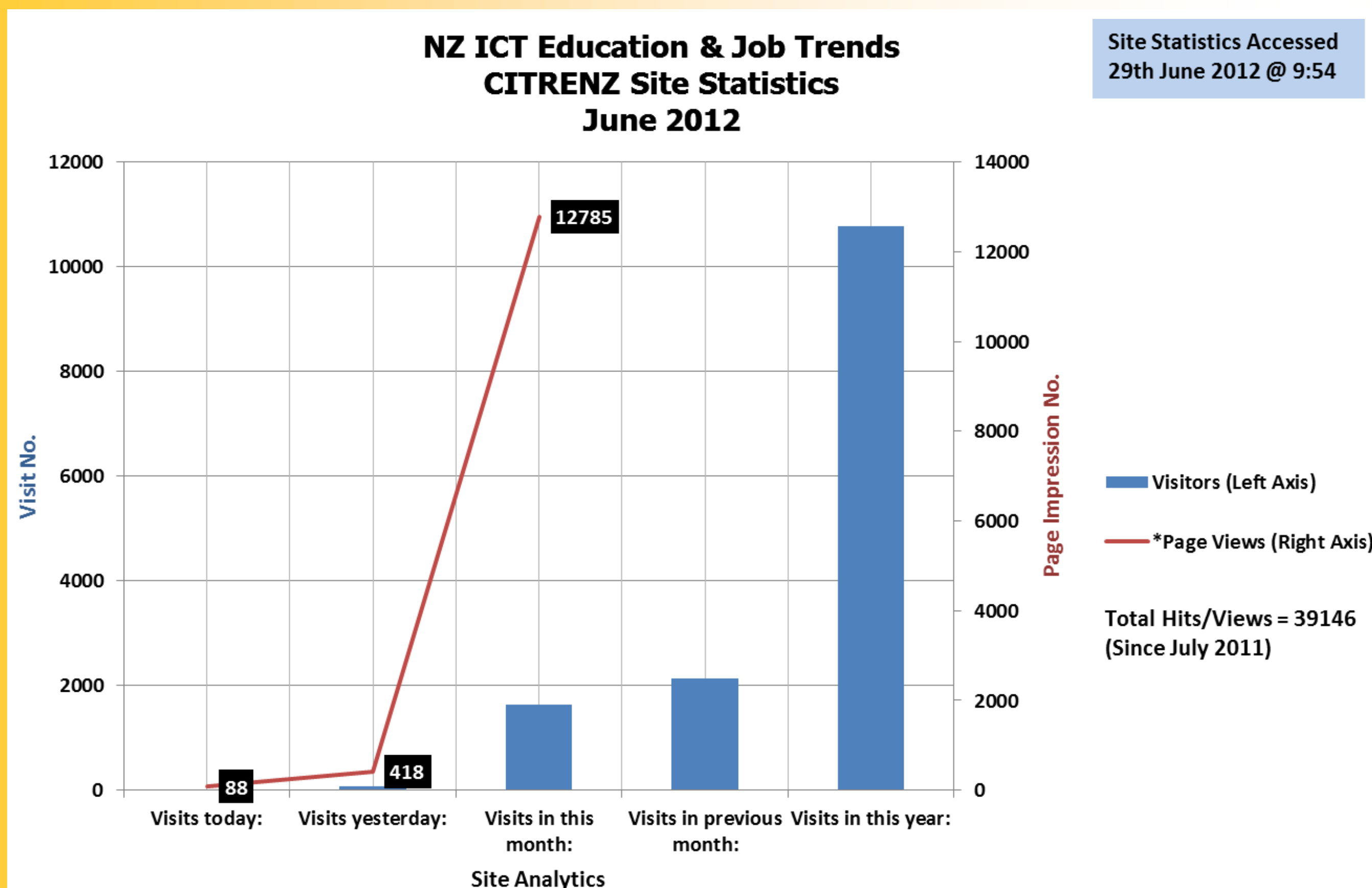


Figure 2 CITRENZ Website Education & Job-Trends Analytics/Statistics

Note: Page views - the closest measure to how much usage the site is getting. Page views = no. of page impressions (Pages typically defined as anything with the extension htm, html, cgi, phtml, php3, and asp).

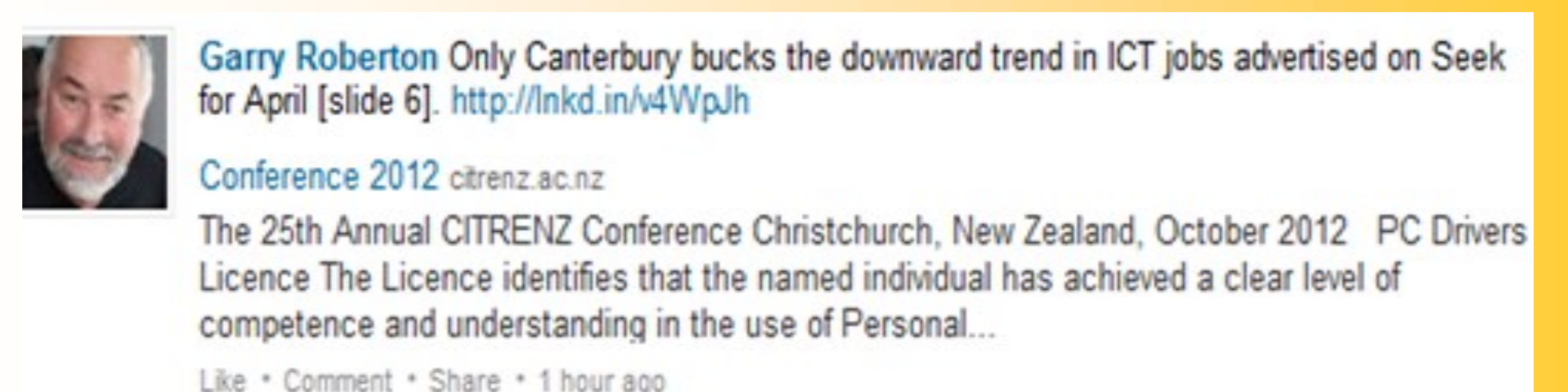


Figure 1 LinkedIn Update Promoting CITRENZ Trends Report



Slideshare Account: An example of the monthly ICT Trends Series uploads to this website. Each monthly series is uploaded after a two week delay from the time of uploading to the CITRENZ website.

## Using Web 2.0 Social Networking Technologies to share information with like-minded people & groups

Below: A random selection of Twitter interactions (Tweets), resulting from the release of ICT Trends data and the most recent (28th June 2012) of the NZCS Newsline Articles/Opinion pieces



What Has Changed in the Last Year? Twelve months ago I began a Newsline article with; "The ratio between availability of ICT graduates versus industry demand significantly impacts the ICT sector and New Zealand as a whole. The trend of both has caused considerable concern in recent years."

Recently the headline of an article by Brain Fallow, economics editor for the NZ Herald, caught my attention. It reads "Job ads reveal 'fairly tepid' labour market" and refers to a fall of 2 per cent in the in the A/NZ job ads indicator for April.

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Above: Newsline article published on the NZCS website on 27th June 2012.

Below: LinkedIn updates promoting the article featured above.

