

Collaborative Meeting Spaces and Social Media

Presented by:
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- In the content of message insert #mchbbog

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Collaborative Workspaces

Jack Neuner

CADE Associate Director of Operations



Three types of Collaborative Software for today's discussion

- **Web Conferencing Spaces**
 - Solutions that offer online meeting solutions.
- **Collaborative Workspaces (Groupware)**
 - Solutions that offer groups of people at a distance spaces to collaboratively produce, house, edit and comment on project artifacts.
- **Project Management Spaces (Projectware)**
 - Solutions that allow project teams and organizations to manage a task/collection of tasks across time.



Why Collaborative Software?

- Today's work environment is increasingly decentralize
 - Telecommuters
 - Multiple offices
 - Staff constantly on the move
- Budgets are tight everywhere
 - Travel is limited
 - Face to face meetings are sometimes impractical (time/money)
 - With staffing cuts, we must all do more with less and maximize our productivity
- True collaboration is well beyond a phone call and a email with an attachment
- Collaborative Software, in it's many forms, looks to bridge these issues



Web Conferencing—the whys...

- **Save time and money** Personalized meetings with people all over the world. You'll not only save thousands a year in travel, but you'll also save precious time.
- **Increase productivity.** Spend your time wisely by avoiding trips to and from your meetings. You can meet more frequently with stakeholders, with no downtime.
- **Engage your audience.** Deliver more immersive presentations that bring together multiple communication types including live and recorded video, chat, slide and application sharing,
- **Collaborate in real-time.** Share, collaborate, and discuss your projects in real-time so you can make critical decisions quickly with all your stakeholders, regardless of geography.



Web Conferencing—The main players

- WebEx (Cisco)
- GoToMeeting (Citrix)
- Connect (adobe)
- Office Live Meeting (Microsoft)
- Offerings are similar in
 - features,
 - pricing: usually starting at ~\$50 per month for entry
 - and scalability: depending on your needs from basic-level up to enterprise-level
 - Free trial period



Web Conferencing—The Main Players, Common Features

- Meeting Management
- Attendee Management
- Desktop Sharing
- Application Sharing
- Annotation/mark-up tools
- Whiteboard
- Text chat
- Conference call lines
- Voice over IP (VoIP)
- Webcam support
- Survey/polling
- Record meeting for archive posting



Web Conferencing—The Main Players, downsides

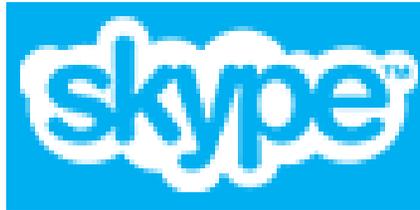
- Can get very expensive, very fast.
- Require a significant internal resource investment to fully support, manage and utilize.
- With greater feature set, comes greater complexity. Some users could be ‘overwhelmed’ by the production tasks.
- Support/response time is highly variable depending on product and pricing level.

Web Conferencing—The alternatives

- There are alternatives to big, robust web conferencing services that enable engaging connection opportunities to you.



Web Conferencing—The alternatives, Skype



Why make a phone call, when you could make a video call?

- Huge market penetration over 700 million users worldwide—your colleagues and stakeholders likely have accounts.
- Video Call is far more personal and engaging than phone calls.
- Did you also know that you can:
 - Screen share—so the person your calling and see your computer screen.
 - Transmit files.
 - Group video calls (premium/business accounts.)
 - Free skype to skype calls (even international)—reduce your telecomm costs.



Web Conferencing—The alternatives, AnyMeeting



- Completely free and very comparable alternative to WebEx, GoToMeeting, etc.
- Up to 200 attendees.
- Screen And Application sharing.
- Unlimited Meetings.
- Video, conference call and VoIP support.
- Polling/Surveys.
- Record Meeting for archive distribution.
- Web-Based—no Installation for you or your attendees.
- Connection to your social media channels.



- Anymeeting demo, External Link:

<http://www.anymeeting.com/cade1>

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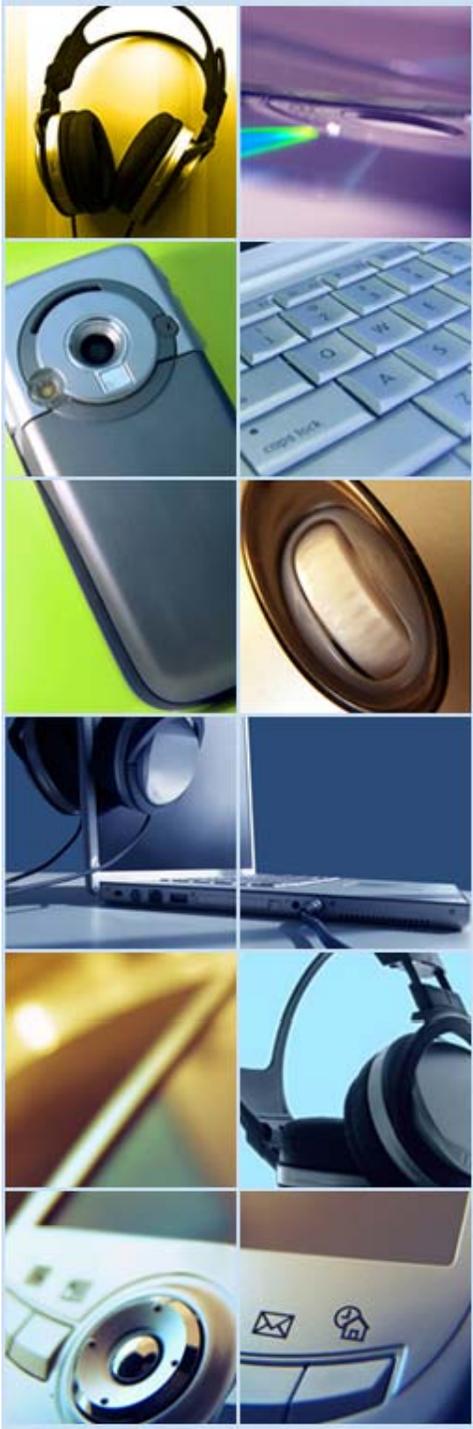
The above link was active only for the live presentation. Please visit:

<http://www.anymeeting.com> and set up a trial account.

Web Conferencing—The alternatives, GoLiveRoom

The logo for GoLiveRoom, with 'Go' in red, 'Live' in yellow, and 'Room' in green.

- Incredibly quick set up (2 clicks.)
- Streamlined interface, just the basics:
 - Video window.
 - Chat window.
 - Share presenter's screen.
- Free for light use (with ads), subscription model for more robust needs.



Collaborative Workspaces (Groupware)--Overview

- Software designed to help people involved in a common task achieve their goals.
- Associated with groups or teams operating at a distance.
- Remote file storage access and editing of share files/work products.
- Can include:
 - Synchronous and Asynchronous access.
 - Editing and mark-up.
 - Publishing and distribution.
 - Communication (text, voice, video.)
- Come in a wide array of shapes and sizes.



Collaborative Workspaces (Groupware)—Google Docs

Google docs

- Webhosted MS office style document generation, editing, sharing
- Allows teams to create and maintain files in a universally accessible location.
- Better file management than emailing multiple MS files back and forth.
- Can set different sharing permissions to different resources on the team.
- Connection to calendar and photo sharing (picasa)



Collaborative Workspaces (Groupware)— Microsoft SharePoint + SharePoint workspace (formerly groove)



- **SharePoint**
 - Server based web collaboration document management tool
 - Highly customizable workspace/configuration
 - In house server or cloud
 - Can function as intranet, extranet or public web site publishing tool
- **SharePoint workspace (formerly Groove)**
 - Desktop application for sharing and collaboration
 - SharePoint (server-based) and SharePoint Workspace (desktop-based) work together in much the same way MS outlook/entourage works with MS Exchange
 - Co-authoring (simultaneously work on documents)
 - Check in and check out files to control workflow

Collaborative Workspaces (Groupware)—Vyew



- Real time collaborative interface.
- Very good graphical mark-up functionality (not great word processing.)
- Chat, VoIP, Webcam.
- Supports many file types.
- Nice commenting tools.
- Publish static version of your collaboration.
- Free version will work for most users/projects,



Collaborative Workspaces (Groupware)—Vyew Demo

External Link:

[http://vyew.com/room#/63851500/Get_Started
with_Vyew](http://vyew.com/room#/63851500/Get_Started_with_Vyew)

PLEASE NOTE FOR ARCHIVE:

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<http://vyew.com/s/>

Click the “Take a test drive” button at the right.
→ have a colleague enter the same room (send them the URL after you click into the demo) so that you can see the collaboration in action.



Collaborative Workspaces (Groupware)—Go-Write

Go-Write.com 

- Easy to use collaborative text tool.
- Rich text editor for generating/editing content.
- Create discussion threads around a file.
- Assign tasks.
- Manage users who have access to a given file
- Output to Word, PDF, HTML.



Project Management Spaces

Project management software can include many types of software, including:

- estimation and planning,
- scheduling,
- cost control and budget management,
- resource allocation,
- collaboration software,
- communication,
- quality management and documentation or administration systems.



Project Management Spaces, web-based

- Within the last 5-7 years a proliferation of web based applications and tools.
- Benefits of web-base applications:
 - Can be accessed from any type of computer without installing software on user's computer.
 - Ease of access-control.
 - Naturally multi-user.
 - Only one software version and installation to maintain.
 - Centralized data repository.
- Drawbacks:
 - Typically slower to respond than desktop applications.
 - Project information not available when the user (or server) is offline-Some solutions allow the user to go offline with a copy of the data.

Project Management Spaces (Projectware)--Basecamp



- One of the leaders in the field—first released in 2004.
- Robust scheduling, workflow and communication.
- Mobile.
- File versioning.
- Extensive workflow control and user.
- Cost from \$49-\$149 per month.



Project Management Spaces (Projectware)— Feature highlight, Basecamp's "writeboard"

External Link:

<http://basecamphq.com/demos/writeboards>

Project Management Spaces (Projectware)--Central Desktop



- Web-base central workspace.
 - File management.
 - Check in, check out.
 - Threaded conversation around a document.
 - Audit trail.
- File management (plugins for MS products.)
- Task, calendar and workflow management.
- User Access.
- Also web meeting functionality.
- Free, or small projects/teams/orgs, subscription free for more robust needs.
- Can customize URL and look and feel of interface to match your org.
- Run reports on your project, workspaces and group member's usage.



Project Management Spaces (Projectware)— Feature highlight, Central Desktop's file management and discussion threads.

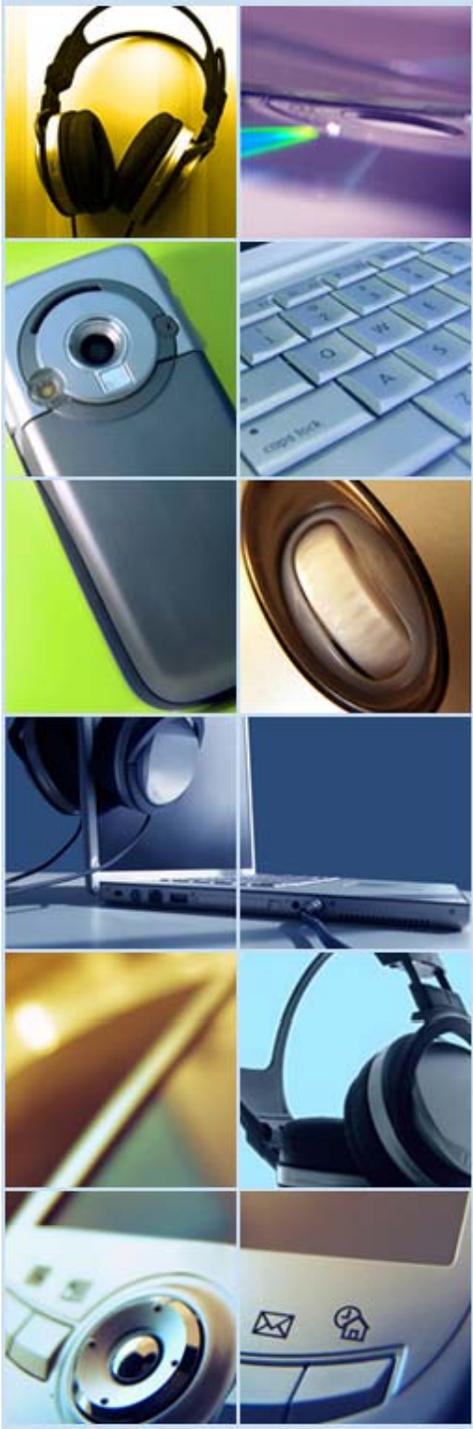
- File management and discussion threads
 - <http://vimeo.com/9611337>



Project Management Spaces (Projectware)—Cyn.in

cyn.in

- Very robust feature set including:
 - Full workflow, document and user management.
 - File repository, versioning.
 - Communication tools: Wikis, blogs, discussion boards, notifications.
 - Event Calendar.
 - Task and resource management.
 - Desktop application with direct connection to server application.
 - Plugin available to extend feature set + integrates with Plone (open source content management system.)
- A different kind of solution...
 - Web-based, but must be installed on a local server.
 - Free and open source (more robust installation for a fee.)
 - A great solution...if you have the infrastructure.



Web conference, collaborative workspace and project management summary

- There are many options/solutions that will enable you to better communicate and collaborate with you colleagues and stakeholders.
- There are many FREE resources available to you—look past the front line offerings.
- Because of today's technology, collaborating at a distance is, in many ways, as easy as face-to-face.



Web Conferencing Recourses

- Highlighted applications
 - Skype <http://www.skype.com/>
 - Anymeeting <http://www.anymeeting.com/>
 - GoLiveRoom <http://goliveroom.com/>
- Also, the more traditional/well know offerings
 - WebEx (Cisco) <http://www.webex.com/>
 - GoToMeeting (Citrix) <http://www.gotomeeting.com/fec/>
 - Connect (adobe) <http://www.adobe.com/products/adobeconnect.html>
 - Office Live Meeting (Microsoft) <http://www.adobe.com/products/adobeconnect.html>
- Comparison chart: http://en.wikipedia.org/wiki/Comparison_of_web_conferencing_software



Collaborative workspace Resources

- Highlighted applications
 - Google Docs <https://docs.google.com>
 - MS Sharepoint <http://sharepoint.microsoft.com/en-us/Pages/default.aspx>
 - Vyew <http://vyew.com/s/>
- Others
 - Alfresco: <http://www.alfresco.com/> → content management and collaboration
 - Drupal: <http://drupal.org/> → content management
 - Social text: <http://www.socialtext.com/products/> → social broadcasting/communication tool for intranet



Project Management Resources

- Highlighted applications

- Basecamp <http://basecamphq.com/>
- Central Desktop <http://www.centraldesktop.com/>
- Cyn.in <http://www.cynapse.com/cynin>

- Others

- Mindjet <http://www.mindjet.com/> → create visual mind maps
- Project Open: <http://www.project-open.com/>
→ open source project management application
- Genius Inside: <http://www.geniusinside.com/>



CHECK Questions at:

<http://search.twitter.com/search?q=%23mchbbog>



Social Networking 2011 and Beyond

Colleen Monahan,
Director CADE



Social Networking Defined

The use of a website to connect with people who share personal or professional interests.

Any website designed to allow multiple users to publish content themselves.



Social Networking – How Popular

There are now more social-networking accounts than there are people in the world, according to figures from In-Stat.



Top 5 Social Networks (as of April 2011)

facebook

1
550,000,000 - Estimated Unique Monthly Visitors

twitter

2
95,800,000 - Estimated Unique Monthly Visitors

myspace.com

3
80,500,000 - Estimated Unique Monthly Visitors

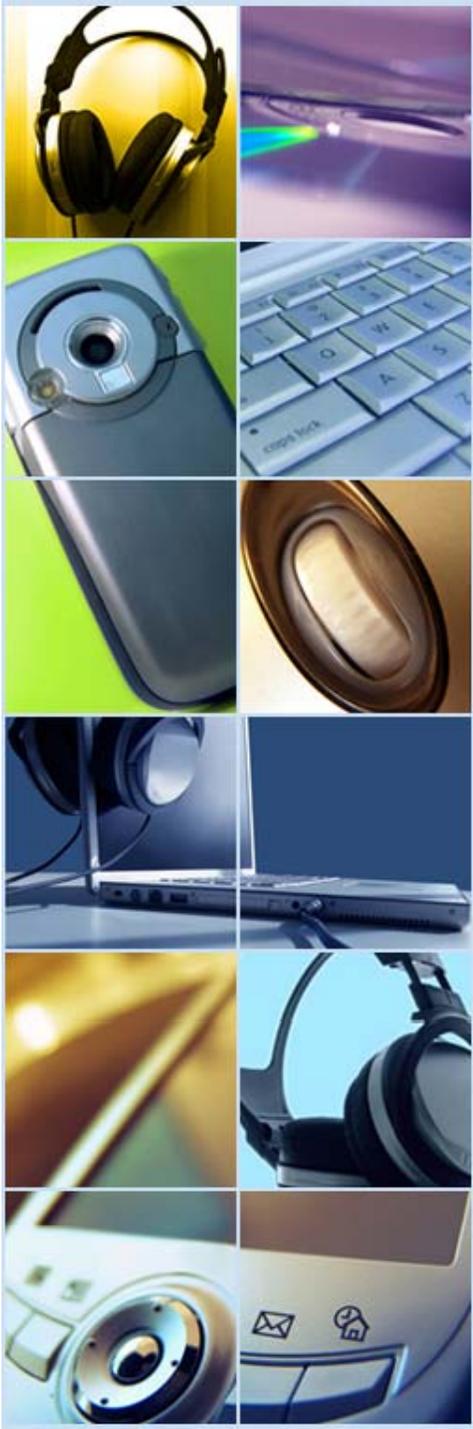
LinkedIn

4
50,000,000 - Estimated Unique Monthly Visitors

Ning

5
42,000,000 - Estimated Unique Monthly Visitors

<http://www.ebizmba.com/articles/social-networking-websites>



Six Leading Trends in Social Networking

LOCAL FOCUS

- We are shifting from an online world with endless information to a world where content, deals and advertising are targeted in a hyper local way.



Mobile At The Heart Of Everything

- We now walk around with computers in our pockets. In 2011, mobile device users will interact with content, companies, and the web more on their phones and iPads than on their computers



Six Leading Trends in Social Networking

Personal Networks Are Crucial

- Put energy into building personal networks. That might be through Facebook, Twitter or LinkedIn.

Facebook Becoming Ubiquitous

- Facebook is not just a website anymore, it's a platform.
- You will be able to access your social graph in all sorts of ways, including built into your phone natively.
- In 2010, Facebook was the number one web site visited. Greater than google.com.



Six Leading Trends in Social Networking

Online Video Continues To Explode

- On average we all spend 15 minutes of our day watching Youtube videos and there are over 2 billion Youtube videos watched every 24 hours.
- Create your own YouTube Channel
<http://www.youtube.com/user/plannedparenthood>
<http://www.youtube.com/user/MarchofDimes>
<http://www.youtube.com/user/Beatbullying>
- Do-it-yourself live webcasting or video creator
<http://www.ustream.tv>
- Have great slides and want to make a movie with them?
<http://animoto.com/>



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Six Leading Trends in Social Networking

The next big Online Social Network will not be a network at all

- In the coming year we will see the rise of dynamic, engaging, easy-to-use community platforms and applications like [Diaspora](#), [Path](#), and [Loopppa](#) that will better mimic and facilitate the innate way people seek to manage relationships. People and companies will be better situated to once again manage their own personal networks.



External link Vimeo video here

http://www.cade.uic.edu/mchb/facebook_vimeo.html

Twitter - Social Networking

Status Updaters (in 140 characters)

- Share ongoing updates about themselves with others
- Search to see what twitter users are recommending on a topics posted to YouTube

<http://search.twitter.com/search?q=youtube+bullying>

<http://search.twitter.com/search?q=youtube+childhood+obesity>

Twitter - Social Networking Status Updaters

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Create a Backchannel

Create a Hashtag (#mchbbog)

- developed as a means to create "groupings" on Twitter
- This webcast uses #mchbbog
- Submit a message to twitter: @mchwebcast
- In the content of message insert #mchbbog anywhere

Places to check the backchannel:

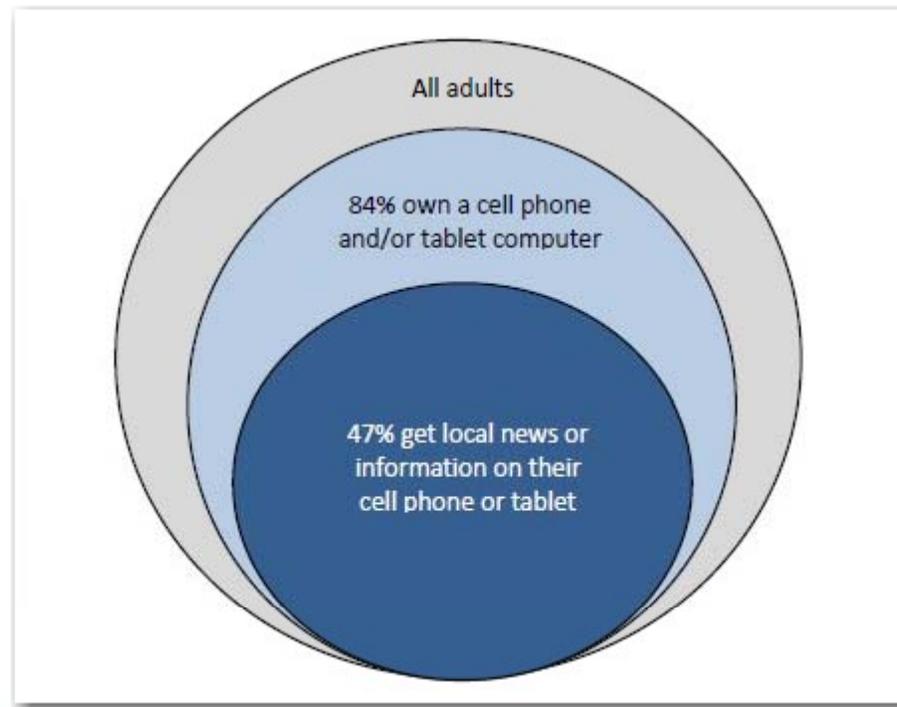
- <http://search.twitter.com/search?q=%23mchbbog>
- <http://backchannel.us/#/%23mchbbog>

CHECK Questions at:

<http://search.twitter.com/search?q=%23mchbbog>

Mobile Applications

Half of all adults get news on a cell phone or tablet



Source: Pew Research Center January 2011

Internet and Cell Phone Use Greatest in Families with Children

Technology is enabling new forms of family connectedness.

Technology Ownership by Household Type

	All adults (n=2,252)	Married with child/children (n=482)	Other household types (n=1770)	Other multi-member households (n=1189)
Cell phone(s) in household	84%	95%	80%	88%
Computer(s) in household	77	93	71	81
At least one household member goes online	77	94	71	83
Have a home broadband connection	52	66	47	55

Source: Pew Internet & American Life Project Networked Family Survey, Dec. 13, 2007-Jan. 13, 2008. N=2,252. Margin of error is $\pm 2\%$ on the overall sample.

Mobile Applications

- Text Messaging-
 - Texting Campaigns (e.g. haiti crisis)
- Email
- Conferencing
- Training
- Move to 3G speed makes all media possible on the cell phone
- Connects family members
- Text Messaging

Games

More than half - 53% - of all American adults play video games of some kind

- Gaming consoles are the most popular for young adults
- Computer games are the most popular for older adults

From Pew Internet and American Life project

Social Networks Intersect with Games

Top 25 Facebook Games for April 2011				
Rank	Game	Developer	DAU	DAU Change
1	CityVille	Zynga	20,514,660	-578,401
2	FarmVille	Zynga	13,366,870	-746,465
3	Texas HoldEm Poker	Zynga	7,158,785	-374,678
4	FrontierVille	Zynga	4,983,604	-195,257
5	Bejeweled Blitz	PopCap Games	3,776,193	205,306
6	Café World	Zynga	3,156,631	8,044
7	Mafia Wars	Zynga	2,305,111	85,752
8	Treasure Isle	Zynga	2,020,699	-381,180
9	Millionaire City	Digital Chocolate	1,987,351	-342,096
10	Games	GSN	1,673,674	159,131



Source: <http://facebook.com.ua/2011/04/top-25-facebook-games-for-april-2011/>

Games are Changing The Way We Learn

- Watch a kid with a new videogame.....the last thing they do is read the manual. Instead, they pick up the controller and start mashing buttons to see what happens.
- Through trial and error, players build a model of the underlying game based on empirical evidence collected through play.....different than the read-the-manual-first approach of traditional education.

Social Networks Intersect with Games

Farmville (by Zynga)

The game allows members of [Facebook](#) to manage a virtual farm by plowing land, planting, growing and harvesting virtual crops, harvesting trees and bushes, and by raising livestock.

Players may invite their friends to be their neighbors, allowing them to perform five actions on each other's farms per day by "visiting" it. Neighbors may also send gifts and supplies to each other, complete specialized tasks together for rewards, and join "co-ops" - joint efforts to grow a certain amount of certain crops.

Web 3.0 or 3D Web or Virtual Worlds

Socialize and interact with other people via customizable, realistic, 3-D, fully textured, and animated avatars; attend and participate in live events like lectures and conferences



Virtual World Participation

It is estimated that 53% of all children aged 6-17 have a login in the **virtual world**.

-Jim Bower, Founder of Whyville

Massive Multiplayer Online Role Playing Games (MMORPG)

- the average age of MMORPG players is around 26.
- only **25%** of MMORPG players **are teenagers.**
- About **50%** of MMORPG players **work full-time.**
- About **36% of players are married,** and
- **22% have children**
- On average, players **spend 22 hours a week** in these environments and usage is **not correlated with age of players.**
- **80%** of MMORPG players **play with someone they know** so they are social (not hermits)

Virtual World Social Simulations

Present complex real world problems and situations.

Provide the ability to visualize and interact with the environment.

Ex: CDC in Whyville



Popular Virtual Worlds

Second Life *for adults and teens*

<http://www.secondlife.com>

Disney ToonTown *for young children*

<http://toontown.go.com>

Lego Universe *for tweens*

<http://universe.lego.com>

Whyville

www.whyville.net/

Augmented Reality...coming soon!

Display information contributed by others in your environment anywhere in the world.



Components of a Successful SN Campaign

Research & Strategy - Assess your market and get a baseline of current stats.

Match the **areas you're targeting** and the **mediums you use** to the target audience. Use those Internet user stats!

Create and **upload videos daily**.

Components of a Successful SN Campaign

Make use of the **micro blogging platforms** (ex: Twitter) to connect with people and have conversations about your message.

Hold contests – People go bananas for contests! They give up their email address. They tweet and re-tweet. They create videos and take pictures.

How to Measure ROI of Campaign

Measure your overall subscriber base - the collective total of your Facebook Fans, Twitter followers, LinkedIn group members, Email Newsletter subscribers, podcast downloaders, You Tube channel subscribers and more...

User Engagement & Conversations- Blog comments, @ replies and inbound emails generated by your social media activity are a metric you can measure.

Site Traffic & Referrals - Google Analytics. Watch your traffic spike and grow as you apply your social media strategy. Do page rankings analysis.



Questions and Answers

- via the broadcast interface
 - Chat function at the bottom right
 - Select “question for speaker” from pulldown
 - Include your name
- Via twitter:
 - @mchwebcast
 - In the content of message insert #mchbbog