Examining Social Presence In A Professional Online Conference

Luisa F. Castro, Ph.D.

22nd Teaching Colleges and Community Online Conference

April 18, 2017

Who Am I?

I’m a recent doctoral graduate from the Learning Design and Technology Department at the University of Hawaii at Manoa and the new statewide Hawaii Agricultural Food Safety Program Manager.

Agenda

Introduction

EDUCAUSE

GOLD Midwifery Online Conference

SHOUT Explore. Connect. Act.

Online Conference Series
produced by Smithsonian Education

WINTER 2017
ART ED NOW
NATIONAL ONLINE CONFERENCE
for Art Teachers
Presented by theartofed.com
February 18, 2017

The Catholic Writers' Conference Online

GEC Global Education Conference
GLOBALEDCON: CONNECTING EDUCATORS AND ORGANIZATIONS WORLDWIDE

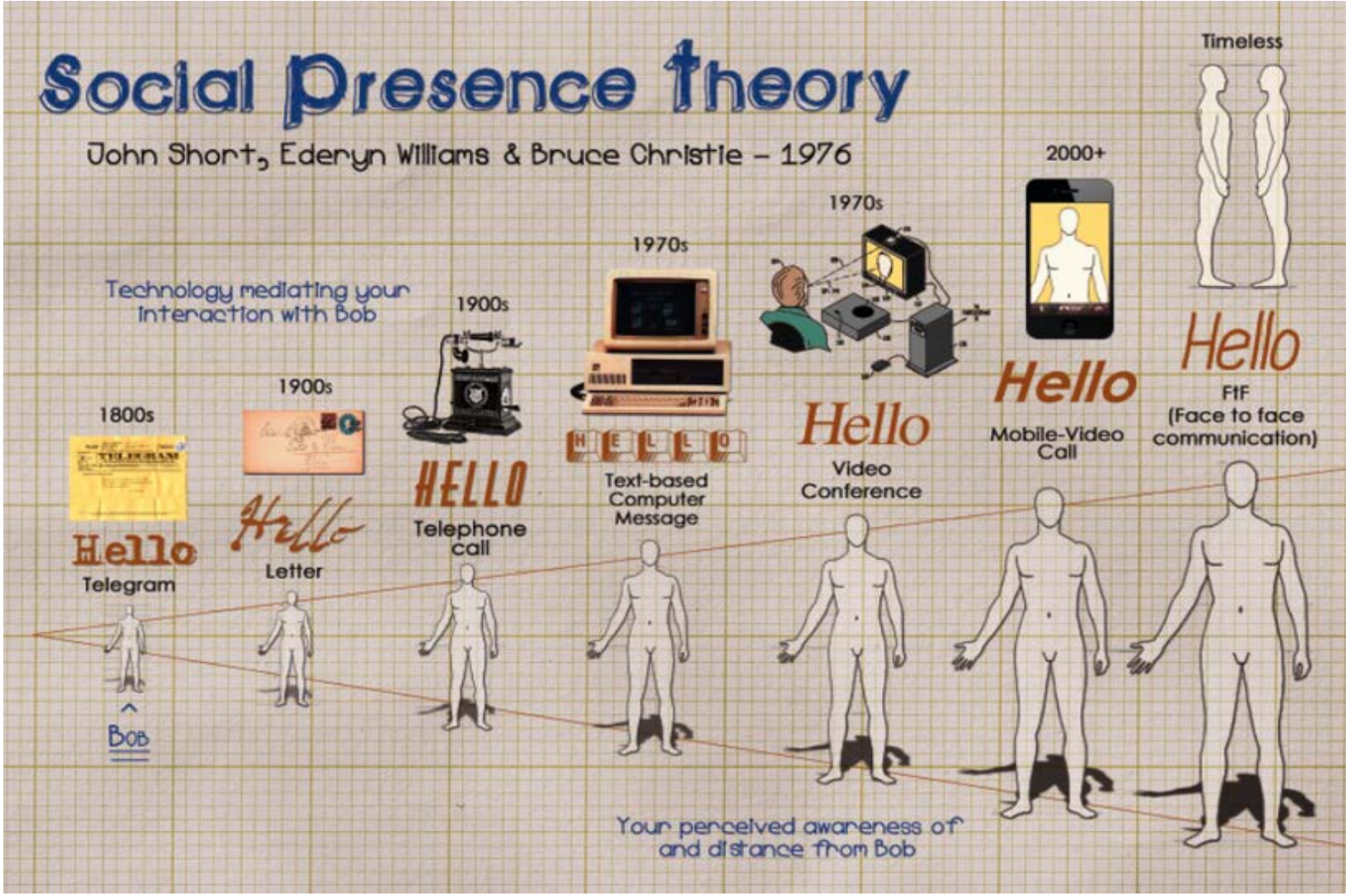
ER&L
Electronic Resources and Libraries

ONLINE CONFERENCE FOR MUSIC THERAPY

Introduction

Professional online conferences…

- interchange of ideas, talking and networking with colleagues, and sharing and learning
- run on a real time schedule over a defined period of time,
- interaction and a community of learning.



Source: www.azzaabbaro.com

Introduction

What is Social Presence?

Introduction

What is Social Presence?

•the degree to which a person is perceived as **a ‘real person’ in computer mediated communication.**

Without presenters and attendees being physically at the venue, or being able to stroll through the poster rooms and attend the sessions,

Without presenters and attendees being physically at the venue, or being able to stroll through the poster rooms and attend the sessions,

how do they construct and convey social presence in a professional online conference?

Introduction

The purpose of this mixed-method, multiple case study was to examine how participants manifest their social presence in a professional online conference.

Research Questions

Research Question 1: How is social presence manifested in the volume and patterns of interaction in a professional online conference?

Research Question 2: How do attendees and presenters perceive social presence in a professional online conference?

Research Question 3: How does social presence influence the conference experience of attendees and presenters in a professional online conference?

Research Questions

Research Question 1: How is social presence manifested in the volume and patterns of interaction in a professional online conference?

Research Question 2: How do attendees and presenters perceive social presence in a professional online conference?

Research Question 3: How does social presence influence the conference experience of attendees and presenters in a professional online conference?

Research Questions

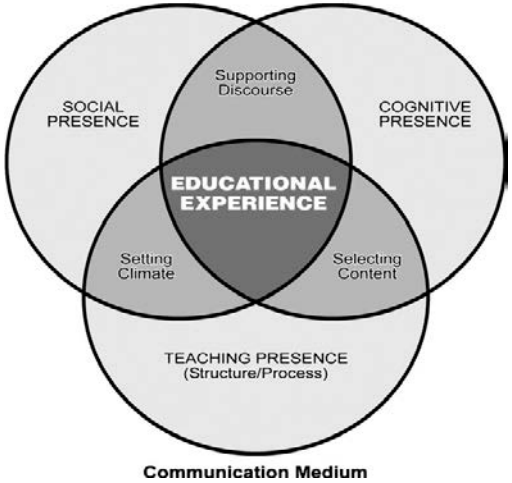
Research Question 1: How is social presence manifested in the volume and patterns of interaction in a professional online conference?

Research Question 2: How do attendees and presenters perceive social presence in a professional online conference?

Research Question 3: How does social presence influence the conference experience of attendees and presenters in a professional online conference?

Conceptual Framework

Community of Inquiry



Rourke, Anderson, Garrison, & Archer (2001); Swan & Shih (2005)

Social Presence Indicators

Affective
- Expression of emotions
- Use of humor
- Self-disclosure

+

Cohesive
- Vocatives
- Use of inclusive pronouns
- Phatics / Salutations

+

Interactive
- Continuing a thread
- Quoting from other messages
- Referring explicitly to other messages
- Asking questions
- Complimenting / Expressing appreciation

+

Knowledge & Experience
- Academic
- Level
- Personal
- Professional
- Additional Resources

+

Instructor Involvement
- Response to student
- Class Contribution
- Instructions
- Redirect
- Digression
- Reference to Instructor

Arbaugh et al., (2008); Gunawardena & Zittle (1997), Swan and Shih (2005)

Whiteside (2015)

The Study

21st TCC ONLINE CONFERENCE
E-Learning : The More We Get Together
April 19-21, 2016
Home
About
Badges
Registration
Program
Technical Checks
Archive
Contact Us
Aloha!
The 21st Annual TCC Worldwide Online Conference: April 19-21, 2016
TCC, Technology, Colleges and Community, is a worldwide online conference attended by university and college personnel including faculty, academic support staff, counselors, student services personnel, students, and administrators.
Join our 21st edition of this annual event to share your expertise, experiences, and knowledge relevant to the use of information technology in learning, teaching, innovation, and academic services. This event is very helpful and "friendly" to novices. It provides you with a strong foundation about teaching and learning with modern technology.
We have unlimited site licenses for group, campus and related institutional participants.
TCC PreConference Session #1 - Recorded on February 25, 2016
Make the Future! (Create a virtual Makerspace)
If you are a tech novice, have never participated in an online conference before, or just want to learn how exactly to participate in an online event, this free pre-conference event will give you the knowledge and skills needed.
Pre-Conference Interactive Webinar #1 – View the Recording
Search...
Official TCC Time
Sep 17, 2016
7:24 AM
TWITTER ACTIVITY
TCCHawaii @tcchawaii
TCCfx 2016 will be held on Saturday, November 5! Join us at 1:30pm (HAST)! More details coming soon! #tccfx16
(about 2 days ago)
TCCHawaii @tcchawaii
TCCfx 2016 is Coming on November 5 (1:30pm HAST) Keynote by Hana Omar from the UN Development Programme...
https://t.co/0VE0bN1Md1
(about 2 days ago)

Research Question 1

- Word Count & Linguistic Inquiry
- Transcript Content Analysis
- Constant Comparison Analysis

6 Sessions over 3 days

Research Question 2

Online Questionnaire

23 Questions
51 participants

Research Question 3

Online Interviews

10 Presenters
9 Attendees

Research Question 1: How is social presence manifested in the volume and patterns of interaction in a professional online conference?

2012TCC-LEARNINGTIMES-V11-WEDREG1

AUDIO & VIDEO

simonwalker

PARTICIPANTS

MAIN ROOM (18)

simonwalker
Moderator

AlanSelic

CHAT - Supervised

I agree...there's a nice paper – a good pratice guide by the ALTC that talks about the place of literacies – either at the core or perhiphery. Gale and Parker. 3:58 AM

[redacted] 3:58 AM
@sialker

[redacted] 3:58 AM
Thanks so much for that. Very itneresting.

[redacted] 3:58 AM
Thank you! Appreciate the visuals and references.

- CarlaOster left the Main Room. (3:14 PM) -

[redacted] 3:58 AM
Thank you

[redacted] 3:58 AM
Thank you...have a wonderful day

Fit Page

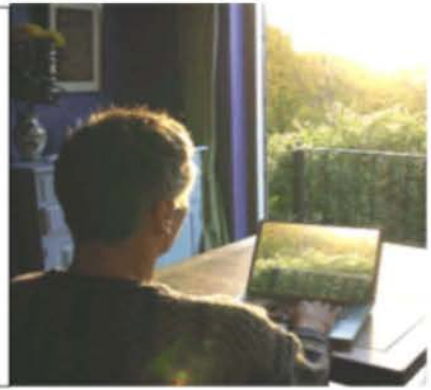
Slide #36

s.walker@gre.ac.uk

Sialker

Simon Walker
Simonwalker

hugh snook



Hvala,谢谢, Asanti, Dík, Tack, Danke, Merci, Tak, Kiitoksia, köszönet, Grazie, Dank, Takk, Dzięki, Obrigado, ...

Thanks for listening and participating

Attendee social presence

Presenter social presence

Slide #36 @ 45:54.229

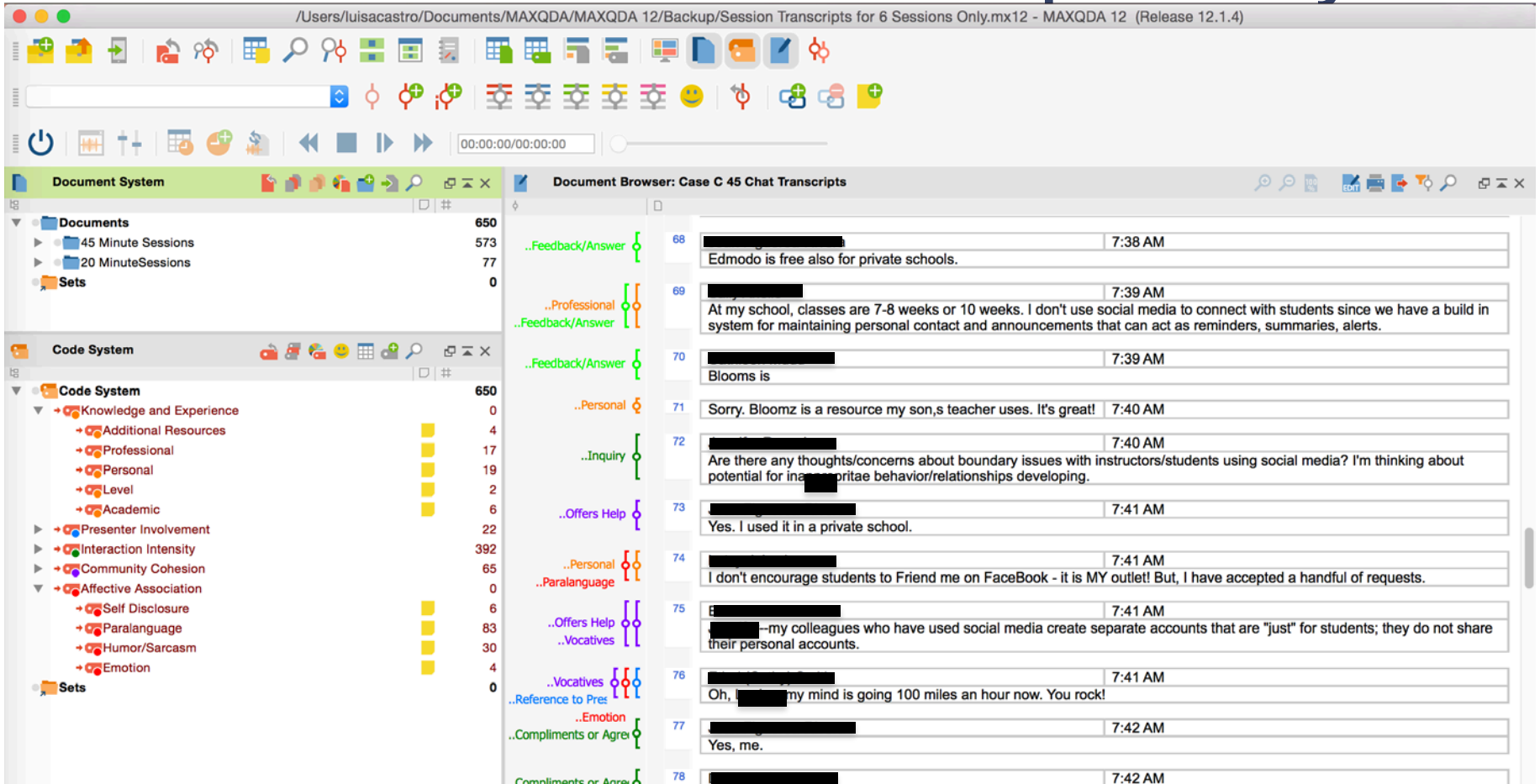
58:39

59:58

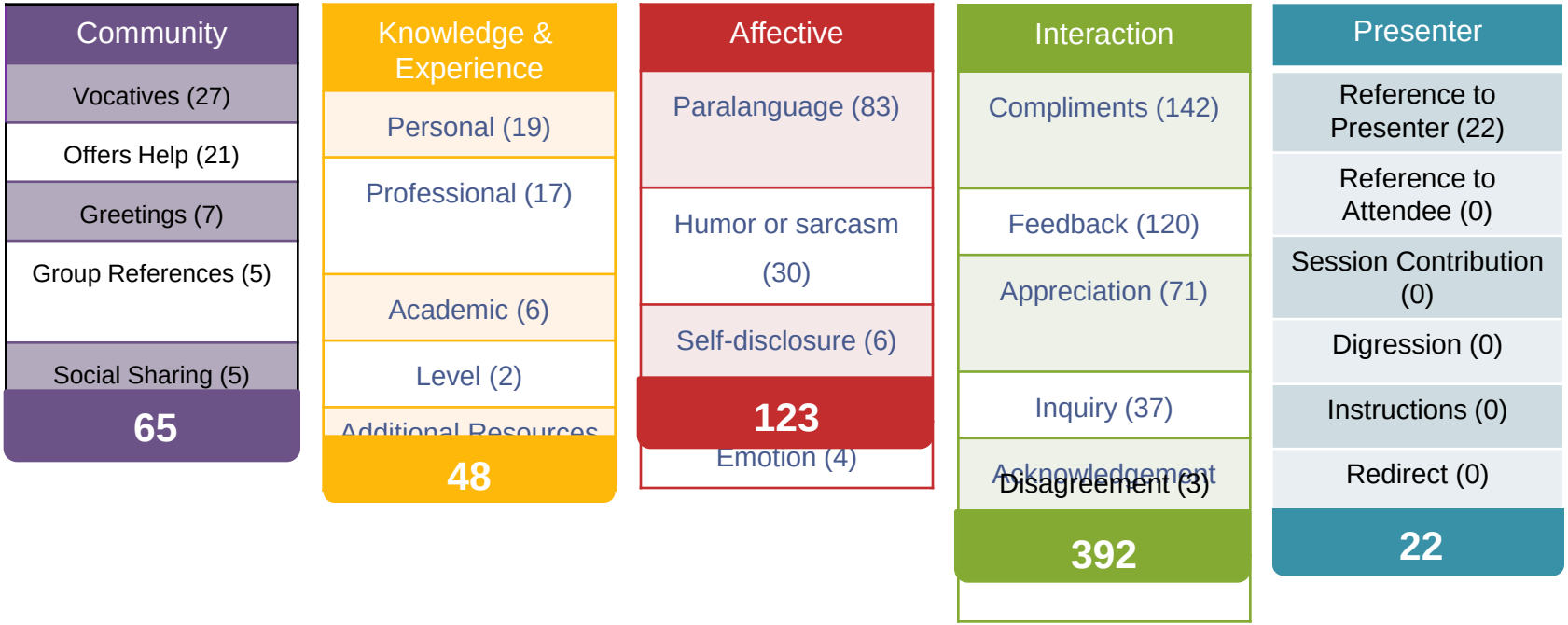
Wordle

thank you
I
yes
is
great
students
presentation
left
with
are
we
joined
my
can
http
they
use
com
me
you
have
do
like
class
book
information
about
helpful
very
think
make
agree
create
games
see
your
how
idea
sharing
animoto
love
need
well
problem
grins
hear
our
course
LinkedIn
work
some
there
will
scaffolding
tool
hehe
learning
be
duke
play
only
Oh
everyone
but
used
all
too
no
point
here
was
when
google
tcc2016
interesting
more
am
wow
Club
don
That
now
If
both
any
job
session
give
fail
www
instructor
has
what
using
just
feedback
would
discussion
fun
Twitter
by
free
talk
school
link
true
lol
up
also
smiles
much
time
who
nice
connect
good
each
could
The
or
video
one
ok
week
Facebook
questionpro
Pinterest
really
Wow
other
way
sorry
document
stress
wonderful
videos
teach
their
been
online
from
always
Pare
Club
Hi
m

Content Transcript Analysis



Social Presence of Attendees In 6 Sessions



Social Presence Indicators

Compliments or Agreement (142)
Compliments others or agrees with the contents of others' messages.

01

Feedback/Answer (120)
Response or reaction to another chat post.

02

Paralanguage (83)
Features text to convey emotion (e.g., emoticons, excessive exclamation, and ALL CAPS).

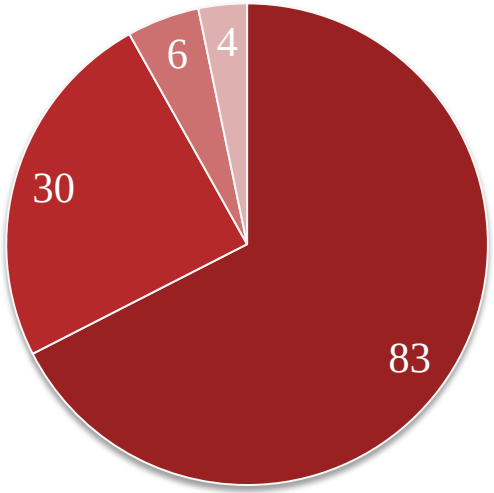
03

Appreciation (71)
Expresses "Thank you" to acknowledge the presenters and other attendees.

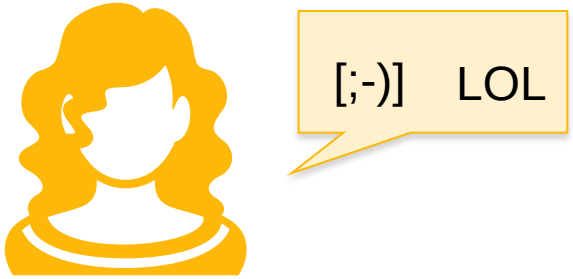
04

Social Presence of Attendees

Total Affective Association Responses

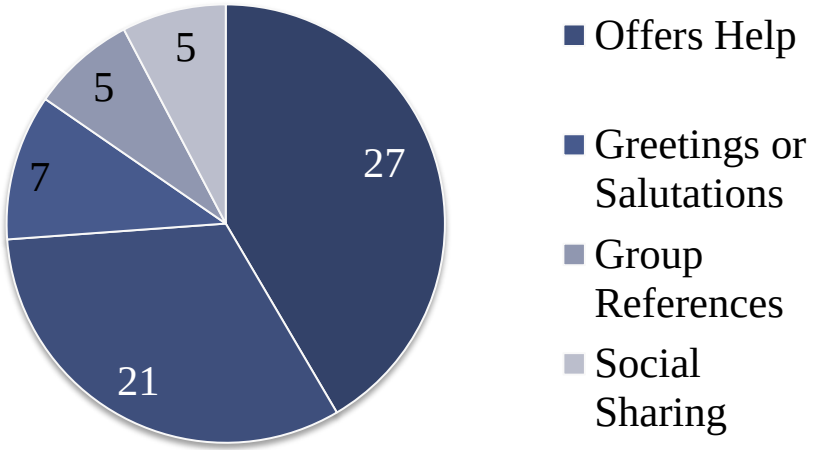


- Paralanguage
- Humor or sarcasm
- Self-Disclosure
- Emotion



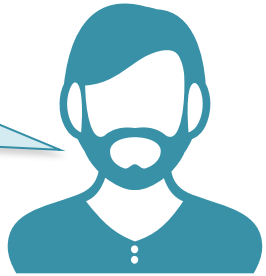
Social Presence of Attendees

Total Community Cohesion Responses

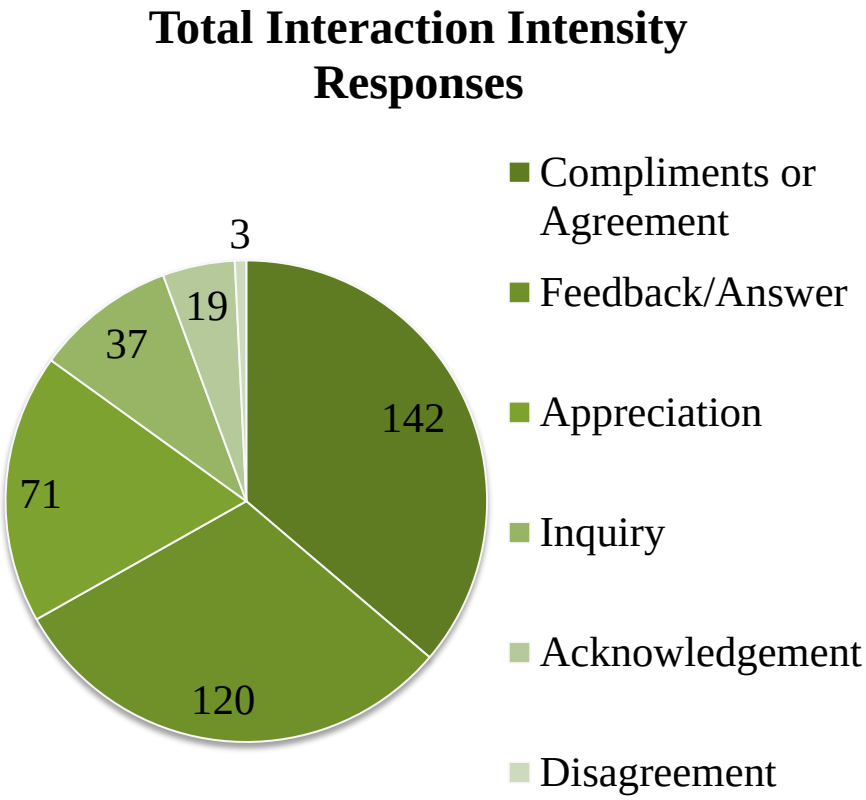


I just sent you that link in the chat box.

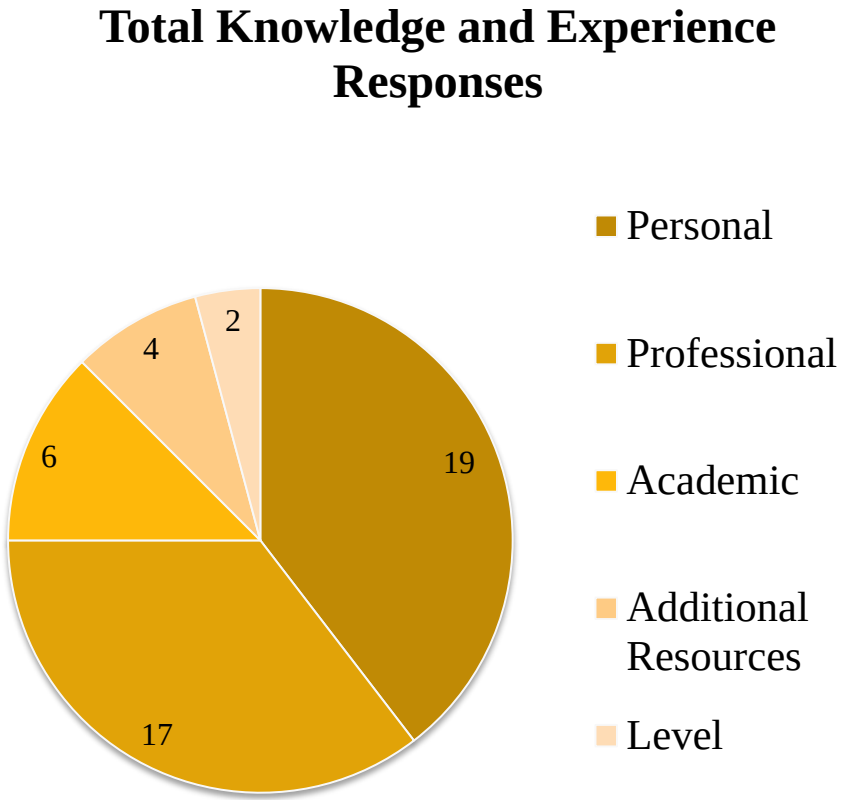
Thanks Lisa!



Social Presence of Attendees

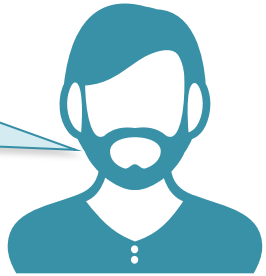


Social Presence of Attendees

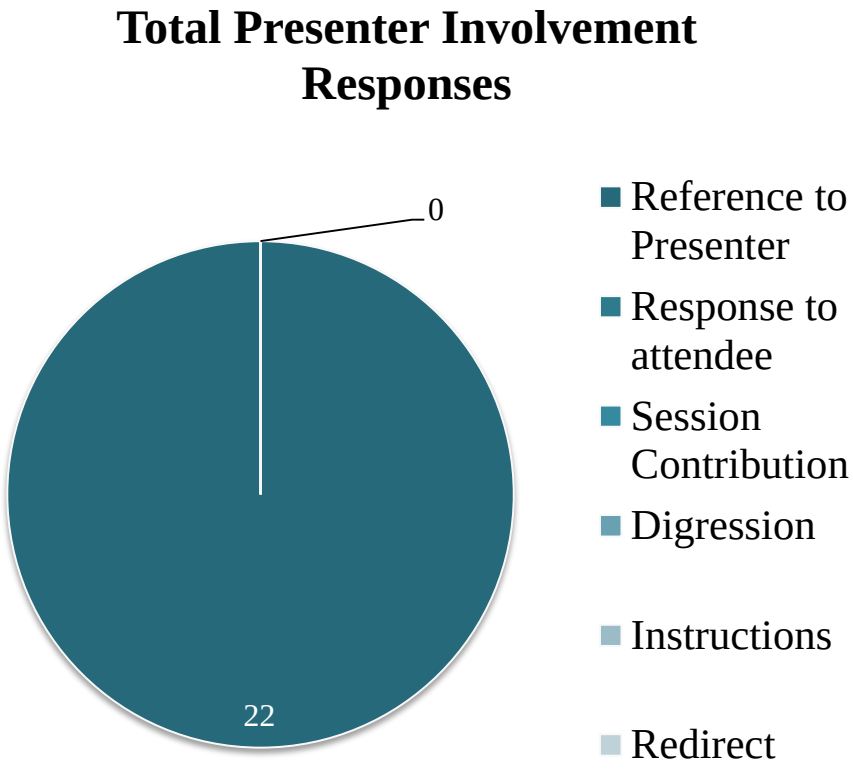


My K-12 training has helped me to help undergraduates

I personally don't like Facebook

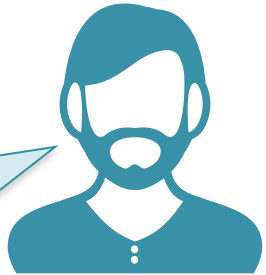


Social Presence of Attendees



Trisha, your feedback is so natural and personal.

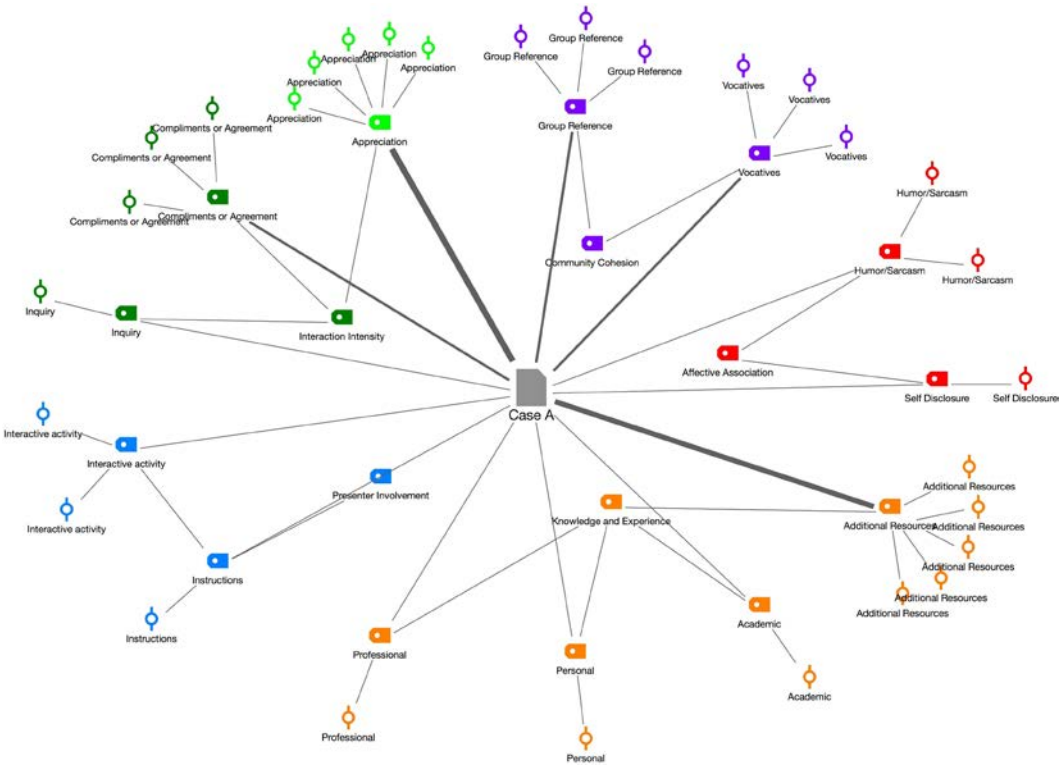
Great slides and I appreciate the book you recommended



Social Presence of Attendees

Case	Total Chat Posts	SP Indicators	SP Density
A	26	25	96
B	194	**206**	106
C	70	174	**249**
D	69	80	116
E	81	90	111
F*	68	77	**113**

Social Presence of Presenters



CASE A (SPD 96)

DELIVERY
Moderate paced

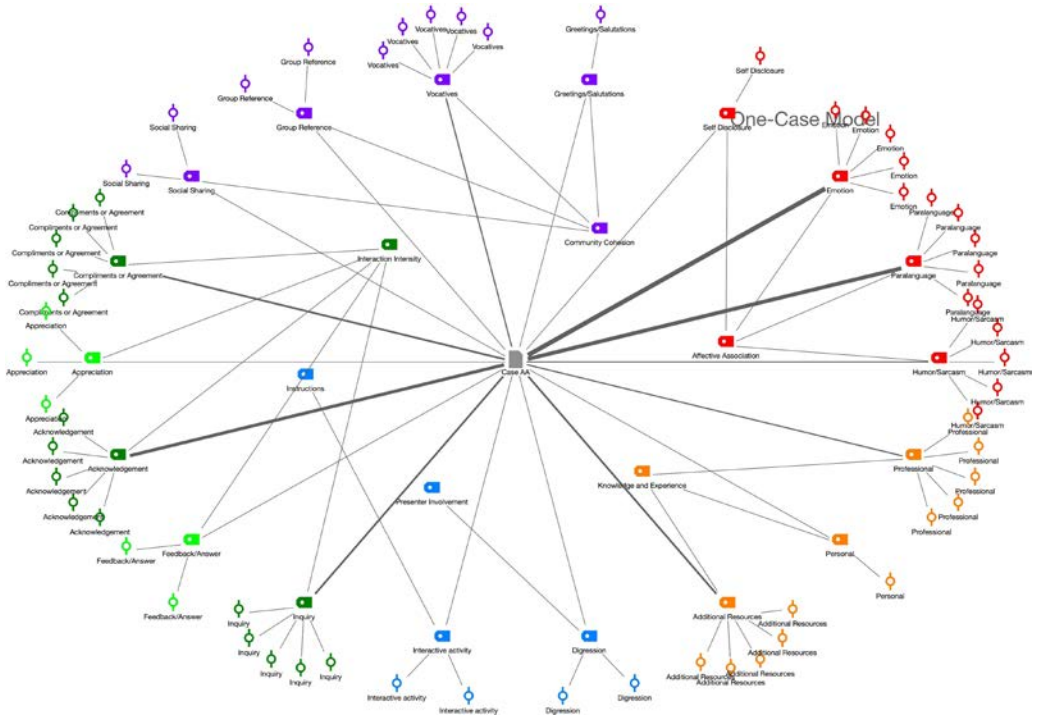
AFFECTIVE
Very little personal disclosure and instances of emotion

INTERACTION
Used polling but did not post results. Showed appreciation

MONITORING CHAT BOX
No manifestations of acknowledgement or feedback

ADDITIONAL RESOURCES
Provided some links to URLs and publications

Social Presence of Presenters



CASE B (SPD of 106)

DELIVERY
Fast paced, dynamic, visual presentation

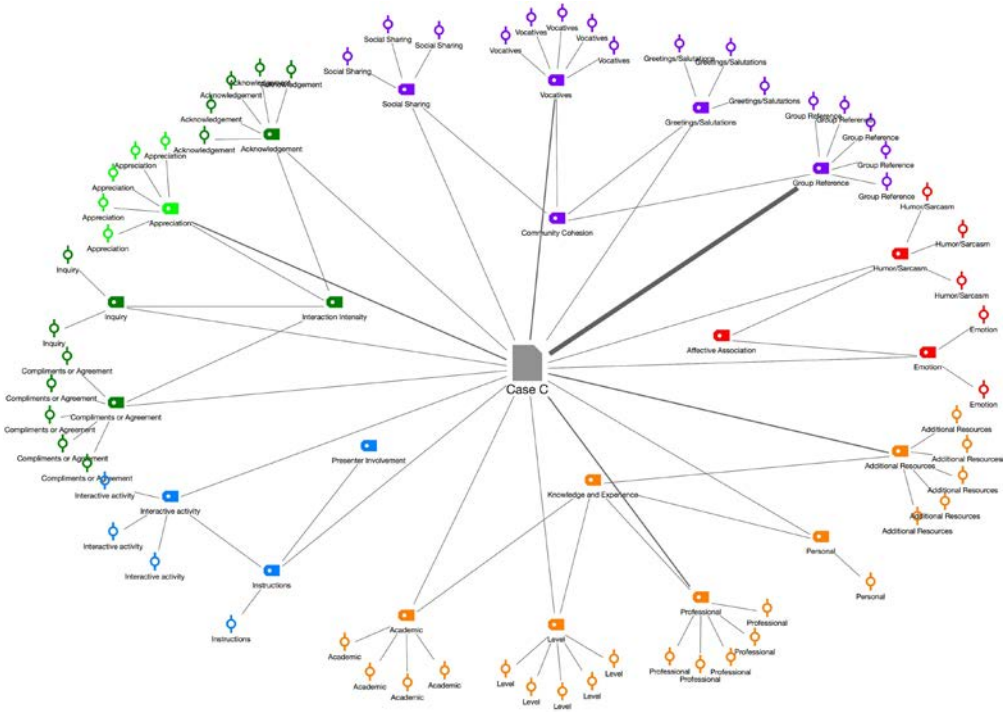
AFFECTIVE
Personal and enthusiastic

INTERACTION
High participation with attendees, using guessing games

MONITORING CHAT BOX
Immediate response to attendee posts in chat box

ADDITIONAL RESOURCES
Provided multiple links to URLs and publications

Social Presence of Presenters



CASE C (SPD of 249)

COMMUNITY
Highest levels of creating a sense of community

AFFECTIVE
More formal and academic

INTERACTION
High acknowledgement of attendees.

MONITORING CHAT BOX
Absence of co-presenter assistance

ADDITIONAL RESOURCES
Shared professional, academic, personal backgrounds

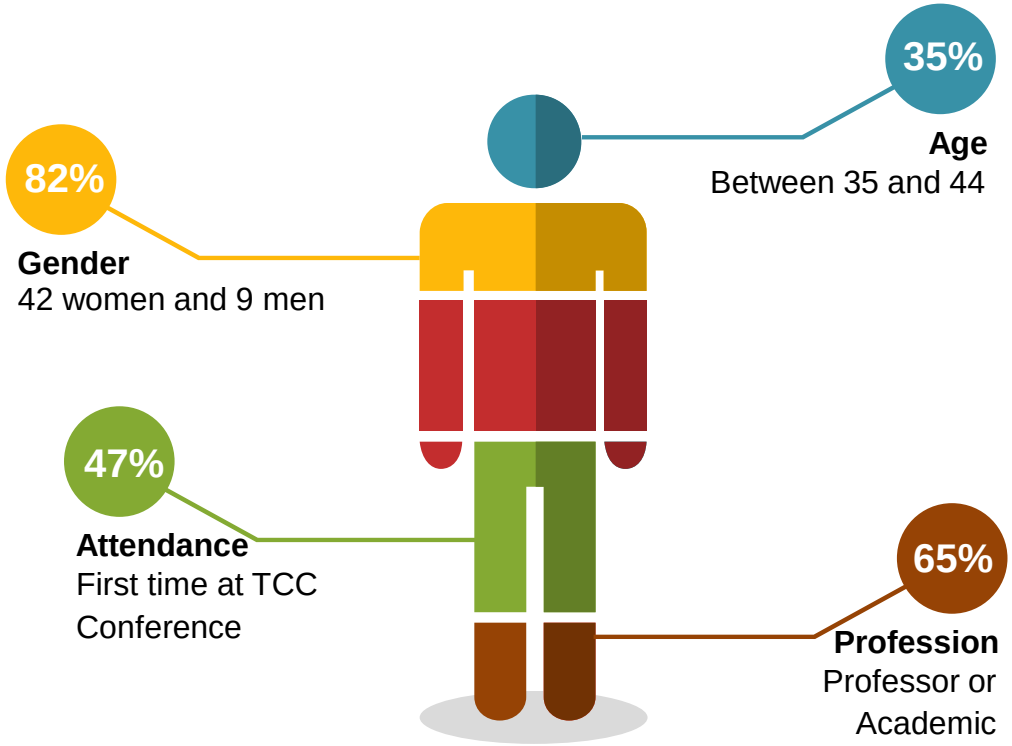
Research Question 2: How do attendees and presenters perceive social presence in a professional online conference?

Questionnaire

VIEWED	STARTED	COMPLETED	COMPLETION RATE	DROP OUTS	TIME TO COMPLETE
126	51	51	100%	0	7 mins

Countries	Responses
US	94.12%
AS	3.92%
AU	1.96%
Total	**100.00%**

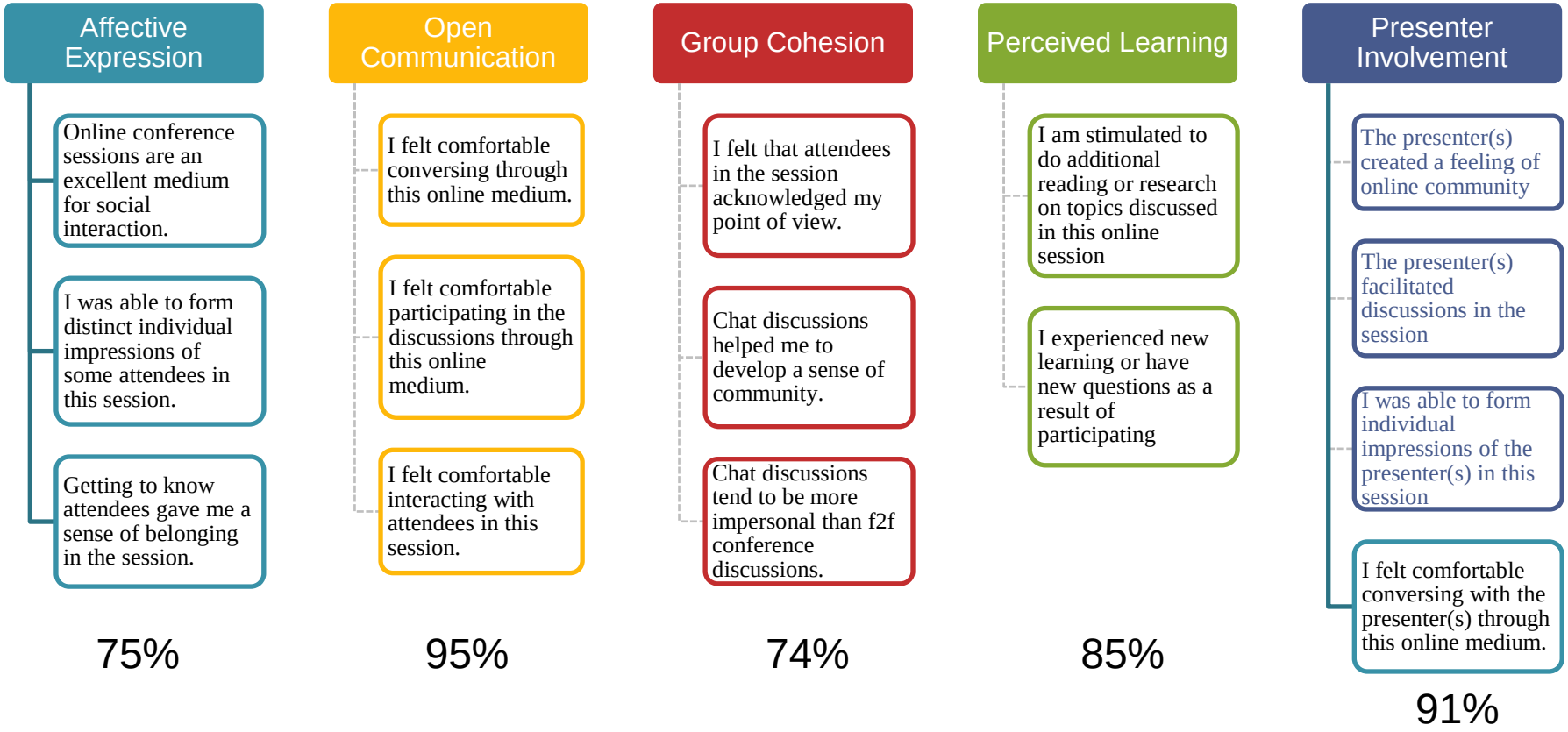
Questionnaire



Demographics

The majority of participants who participated in the survey represented first time TCC Conference attendees.

Questionnaire



Questionnaire

Satisfaction with the interaction with other attendees in this session

Satisfaction with your learning in this session.

Satisfaction with participating in the chat discussions in this session

Satisfaction with the presenter(s) in this session.

Questionnaire

Satisfaction with the interaction with other attendees in this session

Satisfaction with your learning in this session.

Satisfaction with participating in the chat discussions in this session

Satisfaction with the presenter(s) in this session.

Questionnaire

Satisfaction with the interaction with other attendees in this session

Satisfaction with your learning in this session.

Satisfaction with participating in the chat discussions in this session

Satisfaction with the presenter(s) in this session.

Questionnaire

Satisfaction with the interaction with other attendees in this session

Satisfaction with your learning in this session.

Satisfaction with participating in the chat discussions in this session

Satisfaction with the presenter(s) in this session.

Questionnaire

Attendees reporting higher perceived social presence in the session **also perceived they learned more from the session than attendees with low perceived social presence**.

Questionnaire

Attendees reporting higher perceived social presence in the session **also perceived a high level of presenter involvement in the session**.

Questionnaire

Attendees reporting higher perceived social presence in the session **also perceived a higher level of satisfaction**.

Research Question 3: How does social presence influence the conference experience of attendees and presenters in a professional online conference?

Interviews

Presenter Interviews

Presenter presence

Interaction

Monitoring the chat box

Online community

Moderators

Presenter Interviews

Presenters described the need to create a sense of themselves as a ‘real’ person to the attendees.

Presenter Interviews

I think about how do we make someone, who's not in the same physical area of us, feel like we are near them, listening to them, talking to them, interacting with them, and maybe not as if we were specifically there, but maybe as if we were present in terms of sharing some collaborative space.

Presenter Interviews

Presenters described the need to ensure a high degree of interactivity and participation.

Presenter Interviews

And we also spread our presentation with opportunities for questions. And we tried to engage specifically with what some of the participants said…So we kind of circled back to some of the comments that were made. And even in this short presentation, it was only 20 minutes, we tried to have a bit of participation and connect to people by name, and personalizing a little bit that way.

Presenter Interviews

Presenters viewed their feedback to attendees as an important communication strategy.

Presenter Interviews

And now I see that we should have [monitored the chat box]. It's really hard to present and keep tabs on the chat at the same time…At one of the very worst conference presentations that I had ever attended, nobody paid any attention to the chat window. Nobody answered questions that we were posting, and they just dropped the ball across the board. Presenters need to be paying attention to the chat.

Attendee Interviews

Attendee Interviews

Attendees were conscious about how the content of their chat posts would reflect on their own presence

Attendee Interviews

I didn’t want to appear elitist. I didn’t want to appear to be a know it all. I like to have challenging discussions in the chat. I certainly wouldn’t want to be perceived as squashing somebody else’s ideas.

Attendee Interviews

Attendees spent time trying to interpret other attendees through their messages.

Attendee Interviews

When I see people type, or when I read their name, my mind kind of tends to drift to a certain imagination of what they may look like and be like.

Attendee Interviews

Attendees did not perceive the absence of vocal and verbal cues in the chat box to be an issue in creating their presence or perceiving others' presence.

Attendee Interviews

I am very comfortable to be in the chat and make my ideas clear and to understand what other people actually might mean when maybe their tone is a little bit off.

Implications

Within the confines of time typically faced by presenters in online conference sessions, both the presenter and attendees were able to manifest social presence in a short time frame.

Implications

Appreciation

Feedback

Implications

Practices for Online Presenters to Consider

- Integrate quick social activities to establish connection and relationships before jumping into the content of the presentation.

Implications

Practices for Online Presenters to Consider

- Integrate quick social activities to establish connection and relationships before jumping into the content of the presentation.
- Provide interactivity within the presentation through questions or polls that invite learner participation.

Implications

Practices for Online Presenters to Consider

- Integrate quick social activities to establish connection and relationships before jumping into the content of the presentation.
- Provide interactivity within the presentation through questions or polls that invite learner participation.
- Integrate one or two technology tools to enrich the session content.

Implications

Practices for Online Presenters to Consider

- Integrate quick social activities to establish connection and relationships before jumping into the content of the presentation.
- Provide interactivity within the presentation through questions or polls that invite learner participation.
- Integrate one or two technology tools to enrich the session content.
- Model social presence cues, such as humor, encouragement and addressing a person by name.

Implications

Practices for Online Presenters to Consider

- Integrate quick social activities to establish connection and relationships before jumping into the content of the presentation.
- Provide interactivity within the presentation through questions or polls that invite learner participation.
- Integrate one or two technology tools to enrich the session content.
- Model social presence cues, such as humor, encouragement and addressing a person by name.
- Include a moderator or facilitator to ensure the active participation of attendees in the chat discussions.

Implications

Practices for Online Presenters to Consider

- Include a biography that combines professional, academic and personal information about yourself at the beginning of the presentation.

Implications

Practices for Online Presenters to Consider

- Include a biography that combines professional, academic and personal information about yourself at the beginning of the presentation.
- Include a photo of themselves in the introductory slide.

Implications

Practices for Online Presenters to Consider

- Include a biography that combines professional, academic and personal information about yourself at the beginning of the presentation.
- Include a photo of themselves in the introductory slide.
- Provide ways for participants to connect with you after the conference ends via email or social media (e.g., twitter, Instagram, LinkedIn).

Implications

Practices for Online Presenters to Consider

- Include a biography that combines professional, academic and personal information about yourself at the beginning of the presentation.
- Include a photo of themselves in the introductory slide.
- Provide ways for participants to connect with you after the conference ends via email or social media (e.g., twitter, Instagram, LinkedIn).
- Provide prompt and continuous feedback either verbally or in the chat box.

Implications

Practices for Online Presenters to Consider

- Include a biography that combines professional, academic and personal information about yourself at the beginning of the presentation.
- Include a photo of themselves in the introductory slide.
- Provide ways for participants to connect with you after the conference ends via email or social media (e.g., twitter, Instagram, LinkedIn).
- Provide prompt and continuous feedback either verbally or in the chat box.
- Use a tone of voice that is engaging, friendly, and positive to portray a positive sense of self.

Recommendations for Future Studies

- How important are various indicators of presenter presence for attendees in a session?
- What indicators of presence do participants consider to be most important in a session?
- Does the type of presentation influence the type of presence manifested by presenters and attendees?
- What influence does gender have on the conference dynamics?

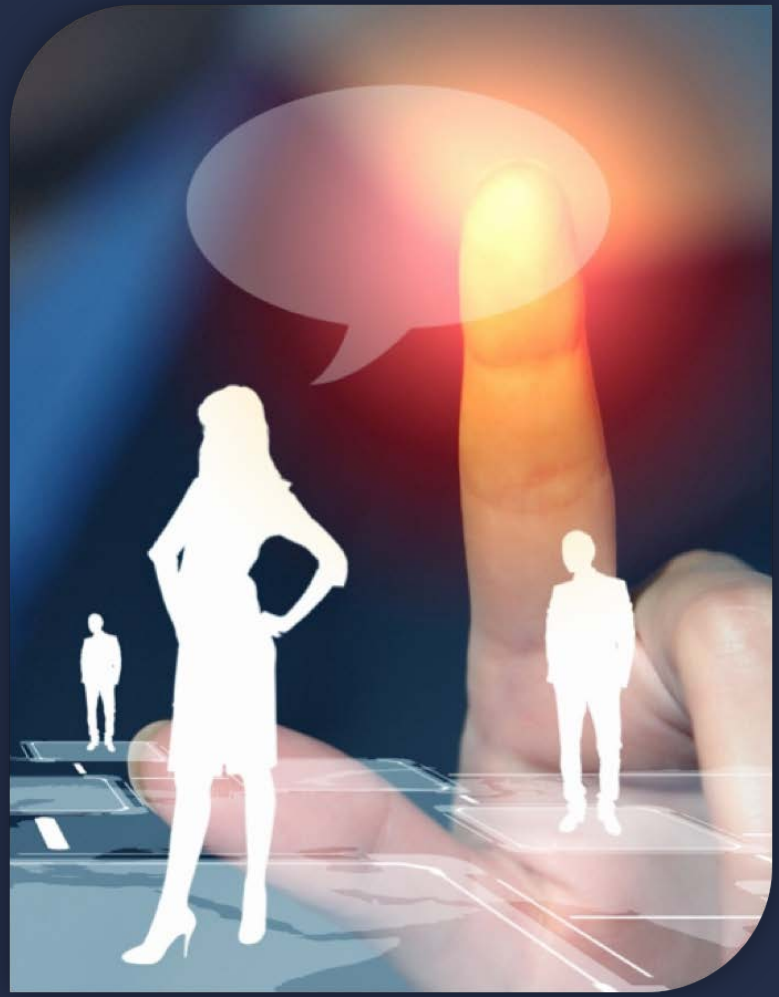
Source: http://beatcreativemarketing.com

Conclusion

We want to reaffirm that we are real people taking up space in the real world. Just as a selfie is how we want to be seen…

…social presence is how we want to be perceived online.

Questions?

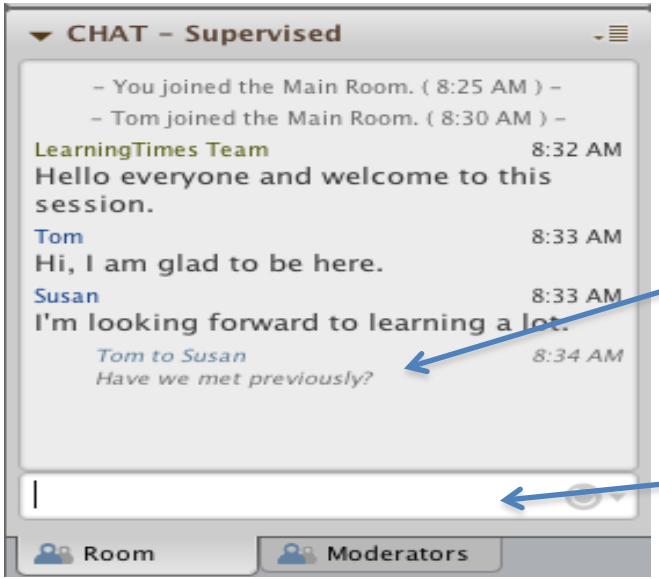


luisac@hawaii.edu
Linkedin: luisafcastro

#tcc22nd

LearningTimes

Chat with us!

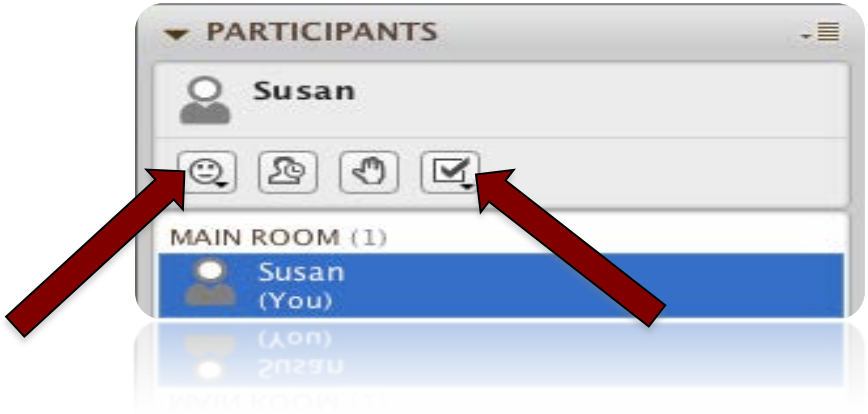


Private messages can be viewed by Moderators, just so you know.

Type your message here and press Enter to send.

LearningTimes

Polls, smiles and handraising



LearningTimes

You have a voice!

Audio Setup Wizard

Click on the Talk button.
We won't be using
Video.

LearningTimes