



## Facebook and the International Office: Should we or shouldn't we?

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## Gen Y International Students

To understand GEN Y, you have to also understand the internet and technology.

- > GEN Y International students are more likely to:
  - > *Keep communication lines with home open (with friends, not necessarily with family)*
  - > *Participate in online discussion*
  - > *Start communicating with you online prior to coming to Australia, if you make the effort*
  - > *Chat into the wee hours of the morning (time differences?)*

THE EVOLUTION STARTS HERE



### The potential for:



- Increased Intercultural Interaction and Engagement
- Increased awareness of Global Issues (if pointed in the right direction)
- Instant help when and where needed (if you know where to look)
- Enhanced research capabilities (if you know how to harness it)
- Education of the masses (if you know how to market your message)

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- **What would the purpose be?**
  - Type of Information - content
  - Activity or Task
  - Urgency of Information and/or Contact
  - Is this just for information dissemination?



- **Who is the audience?**
  - Have you talked to your students about this?
  - Competency of Users; Super User, Average User, Beginners?
  - Urgency of Information and/or Contact
  - Types of Users;  
**Lurkers, Likers, Linkers, Leaders**

THE EVOLUTION STARTS HERE



- **When would you use it?**
  - Timing of information release and engagement
  - Frequency of engagement
  - Short term – medium term – long term
  - Students don't come in at the "start" of your narrative
  
- **Who is moderating?**
  - Who is moderating and are they trained?
  - Are students moderating and involved?
  - What level of engagement can you expect?

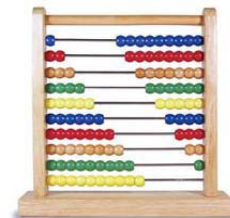


THE EVOLUTION STARTS HERE



- Diverse Students
  
- Diverse Technologies and Affordances
  
- Multi-purpose

**DISCUSS**



THE EVOLUTION STARTS HERE