Digital Journeys: A New Perspective on Communicating with Students

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How many websites are you accessing regularly?

How many social media websites do you use?

How many Apps do you use regularly?

Online – do you mix business and social?

**Regular:** Consistent and repeated use over and over again over a week
Digital Natives

- Popular ideas that digital natives are synonymous with Gen Y who;
  - have achieved high rates of digital literacy,
  - are globally aware and connected
  - love technology
  - can be self-serving and self-focused

- What does the research actually say?
  - Digital literacy is patchy and information seeking skills may be limited to google
  - Engagement with social media is heterogeneous
  - Social networks are mainly based on real world networks
  - They do love technology
  - Participate in all sorts of social online campaigns
But not everyone is ‘equal’ on social media

<table>
<thead>
<tr>
<th>Online Participant Role</th>
<th>Example SNS Features</th>
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<tbody>
<tr>
<td><strong>Reader / Member</strong></td>
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<tr>
<td>Lurkers</td>
<td>Entry and exit, View,</td>
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<td></td>
<td>Browse, Search</td>
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<td><strong>Contributor</strong></td>
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<tr>
<td>Likers</td>
<td>Rate, Tag, Review,</td>
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<td></td>
<td>Post, Upload</td>
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<td><strong>Collaborator</strong></td>
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<td>Linkers</td>
<td>Establishing</td>
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<td>relationships,</td>
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<td>Cooperating,</td>
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<td>Communicating</td>
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<td><strong>Leader</strong></td>
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<td>Leaders</td>
<td>Promoting, Mentoring,</td>
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<td></td>
<td>Governing</td>
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Table 1: Site features according to role (adapted from Preece and Shneiderman, 2009)
If there is so much information out there, why aren’t we more educated or informed as a society?

<table>
<thead>
<tr>
<th>Recognised and Demanded Information Needs</th>
<th>Recognised and Undemanded Information Needs</th>
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<tbody>
<tr>
<td>Unrecognised and Demanded Information Needs</td>
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Alzougool, Chang and Gray (2013)
How is the World Changing?

- **Alipay**: 15,397,092 Chinese Yuan is paid
- **WeChat**: 486 published articles
- **Miaopai**: 486,111 videos are played
- **Ele.me**: 3,472 users place orders
- **Zhihu**: 115,740 views of Q&A’s
- **Qunar.com**: 166 hotel rooms are booked
- **Baidu**: 4,166,667 search queries
- **QQ**: 11,111,111 messages
- **Weibo**: 1,650,463 netizens browse
- **DIDI**: 55,936 drivers pick up passengers
- **Dianping**: 110 reviews
- **Taobao**: 13,888 reviews

**Every 60 Seconds in China**

*Source: Kantar Media CIC*
Differences in Digital Environments between Home and Host Country
Check this out

The University of Tokyo


Now – go to the top right “Language” and click the first option (which is Japanese) – What do you get?
Digital Journeys

- Digital Journey ‘refers to the transition that an individual makes online from relying on one digital bundle of sources to the other new bundle, perhaps based on the new host country or internationally’ Chang and Gomes (2016, 2017).
Digital Journeys

- Journey suggests the act of travelling from one place to another

- Digital Journeys therefore represent the act of moving between digital spaces, finding new spaces and new digital "homes"

- Key Concepts related to Digital Journeys:
  - Self-identity (Role, Tribe and Belonging)
  - Making the Journey (Convenience, Comfort Zone, Safety, Trust, Emotional Attachment, Devices and Platforms, Digital Skills)
Self-Identity

- Role: Who am I?

- Online Tribes: Who are my people? Is there anyone in the new digital environment I can trust?
Making the Journey

- Convenience and Comfort Zone: Online, people choose what is easiest to do.

- Safety and Trust: Do sojourners trust new sources of information when previous home sources have served them so well?

- Emotional Attachment: Emotional attachment and loyalty to digital sources of information are very real. This is further enhanced by the community that they might have built online in home countries.

- Devices and Platforms: Does the digital journey include a shift in the use of different devices? What does it mean to be using a different platform in a host country? What are the technological impacts of trying to access new sites via new devices and platforms?

- Digital Skills: Do the sojourners have the digital skills to be able to transcend new sites and new information systems and language online?
References


- U of Minn Welcoming Video: z.umn.edu/connectionvideo2021