Internet-mediated research & digital scholarship
A reflection on methodology and on strategy

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Internet-mediated research (IMR), and some experiences
Research, university and publications
The case of/for MOOCs

AGENDA
WHAT IS A UNIVERSITY ALL ABOUT?

Research
Teaching
Service
Internet-mediated research (IMR)

- **Methods**
  - Surveys and questionnaires
    - (Cantoni, Rapetti, Tardini, & Arasa, 2012)
    - (Adukaite, Kalbaska, & Cantoni, 2014)
  - Interviews and focus groups
    - (Lin, Cantoni, in progress)
    - Photo elicitation
      - (Vannini, Rega, Sala, & Cantoni, 2015)
  - Experiments
    - (Marchiori, Cantoni, & Fesenmaier, 2013)

- **Observation and document analysis**
  - Content / argumentative analysis
    - (De Ascaniis, & Cantoni, 2013)
    - (Hu, Marchiori, Kalbaska, & Cantoni, 2015)
    - (Mele, De Ascaniis, & Cantoni, 2016)
    - (Arasa, Narbona, & Cantoni, forth.)
  - Social Network Analysis
  - «Big data»
    - (Marchiori, & Cantoni, 2015)

- **Issues**
  - Data quality
  - Sampling
  - Ethics

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References from previous slide

“Digital scholarship”
Global competition/collab.
Open access, open data

RESEARCH_1
IMPACT OF ICTs
Publications

“Publish or perish” (”Demo or die”)

Some problems

**RESEARCH_2**

**IMPACT OF ICTs**
An average academic journal article is read in its entirety by about 10 people. To shape policy, professors should start penning commentaries in popular media.

Asit K. Biswas and Julian Kirchherr For The Straits Times

Many of the world's most talented thinkers may be university professors, but sadly most of them are not shaping today's public debates or influencing policies.

Indeed, scholars often frown upon publishing in the popular media. "Running an opinion editorial to share my views with the public?"

However...


... disappointing data on readership and actual impact

RESEARCH_3

IMPACT OF ICTs

Citations are not enough: Academic promotion panels must take into account a scholar’s presence in popular media

Asit K. Biswas and Julian Kirchherr
ICTs & learning/teaching: eLearning
Life Long / Informal Learning
OER > MOOCs

TEACHING (AND SERVICE) IMPACT OF ICTs
IFITT mission is to share knowledge, experience, and a true passion for ICT in travel and tourism, being relevant for the industry and responsible for society at large, as well as ensuring scientific excellence.

Two publication streams
Prefer Open Publications as much as possible

OUR WAY...
Grazie!

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