



**3<sup>rd</sup> Annual Social Media Technology Conference & Workshop**  
**Sponsored by Bowie State University and Howard University**  
[www.socialmediatechnologyconference.com](http://www.socialmediatechnologyconference.com)

**September 26 and 27, 2013**  
**Bowie State University**  
**1400 Jericho Park Road**  
**Bowie, Maryland 20715**

Thursday, September 26, 2013

**8:30 a.m.**  
**Registration and Continental Breakfast**

**8:45 a.m.**  
**Welcome and Greetings**

**9 a.m.**  
**Opening Sessions**  
**Social Media and Government**

Social Media, Newark & Hurricane Sandy: Examining State Official, Municipal and Local Use of Social Media During a Natural Disaster  
-Kaia N. Shivers, Rutgers University; Ayanna D. Shivers, Howard University

The role of social media in military health and performance promotion  
-Ayanna Shivers, Howard University and Patricia Deuster, PhD, MPH

New Media in Indonesia: A Study on The Case of Prita Mulyasari  
-Maria Maer, University of Kansas

**10:30 a.m.**  
**Break**

**10:45 a.m.**  
**Social Media and Higher Education**

Social media: changing the way we teach and changing the way we learn  
-Arleen Cuevas, Fritz Kohle - NHTV Breda University of Applied Sciences, (Netherlands)

Designing transmedia storytelling for learning and new media literacy (14)  
-Unknown

Social Media in Higher Education: The Effects of Social Media Use on Studying and Teaching



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-Yuan Wang, The University of Alabama

Balancing production and theory in Social Media Degree Design

-Saman Talib, Humber College

Fostering Faculty Practice Change-Establishing Deeper Department Collaboration and Outreach through Social Media

-Randy P. Howe, EdD, Fitchburg State University

**12 p.m.**

***Lunch and Keynote Speaker***

**2 p.m.**

***African Americans and Social Media***

Uses and [Instant] Gratification: Branding of African-American and Hispanic College Students' Professional Images via Social Media to Seek Employment

-Jamila A. Cupid, Ph.D. - Lincoln University

The Use of Social Media by African American Students in Higher Education

-Willie Terry Marsh

Seeking Information: What Educated, Affluent African-Americans are “looking to find” on Social Media

-Tia C. M. Tyree, Howard University

**2 p.m.**

***WORKSHOP***

Triple or Nothing: Taking Your Department's Twitter Account to the Next Level

- Yvonne Mulhern, Tarleton State University

**3:30 p.m.**

***Break***

**3:45 p.m.**

***PANEL-Google for Collaborative Reporting: A Case Study of Collaborative Reporting Projects in Undergraduate Journalism Courses***

-Dr. Sarah Maben, Texas Social Media Research Institute and editor for The Journal of Social Media in Society; Mr. Dan Malone, Tarleton State and Rachel Peoples, Tarleton State University

**3:45 p.m.**

***WORKSHOP***

Experiences Teaching Collaboration for Game Innovation to Computer Science Students

-Howard University Faculty

**5 p.m.**

**Adjourn**



## 3<sup>rd</sup> Annual Social Media Technology Conference & Workshop

Friday, September 27, 2013

**8:30 a.m.**

**Registration and Continental Breakfast**

**9 a.m.**

***Social Media: Theory and Research***

Glance Medium: The Nature, Culture, and Structure of Twitter and the Spread of Misinformation Online (13)

-Unknown

Social Media Research in Communication and Mass Media Journals: A Bibliometric Analysis (1998-2013)

-William Hart, Ph.D., Norfolk State University

The social media 'information explosion' spectacle: perspectives for documentary producers

-Fritz Kohle - Edinburgh University

**10:30 a.m.**

**Break**

**10:45 a.m.**

***Social Media and HBCUs***

“There’s an App for That”: The Use of a Customized Smartphone Application in Classroom Instruction at an HBCU

- Shawn Bulloch, Ed.D, Clark Atlanta University and Kandace L. Harris, Clark Atlanta University

Social Media and HBCU Admissions: An Analysis of Two-Way Communication

-Erica C. Taylor, Ph.D., Norfolk State University and Jacqueline R. Lewis, MA, Old Dominion University

**10:45 a.m.**

***PANEL - Assessing Digital Works for Promotion and Tenure***

-Ingrid Sturgis, Howard University; Meredith Clark, University of North Carolina and Carol L. Adams-Means, Huston-Tillotson University

**12 p.m.**

**Lunch**

**1 p.m.**

***PANEL - Teaching Students to Use Social Media to Build Online Reputation and Attract Employers***



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-Jamila A. Cupid, Ph.D., Lincoln University; W. Russell Robinson, Ph.D., North Carolina Central University; Tia C. M. Tyree, Howard University; and S. Lenise Wallace, Ph.D., CUNY LaGuardia Community College.

**1 p.m.**

### **Social Media and the Future of Journalism**

The Do's and Don'ts of Live-Blogging with Undergraduate Reporters: Tips and Perspectives from the Professors and Reporters

- Dr. Sarah Maben Texas Social Media Research Institute and editor for The Journal of Social Media in Society; Ms. Madison Campbell Tarleton State University; and Mr. Dan Malone, Tarleton State

Social Media and Mass Communication impact on the Future of Journalism  
Jamal Evan Mazyck, MA, Morgan State University

**2:30 p.m.**

**Break**

**2:45 p.m.**

### **WORKSHOP**

Social Media and the GRAMMYs

- The Recording Academy staff

**4 p.m.**

**Closing Remarks**