

Web 3.0 in Higher Education

Report Release

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Housekeeping - And What is Web 3.0?

A Brief Overview of the Web 3.0 Report

Admissions and Recruitment Videos: Lipdubs, Yale, Tufts, Oxford

Student Generated Content and Research: LLM Guide

Online Recruitment and Engagement: Lund's Facebook Page

Integrated Outreach Campaigns: OSU "Powered by Orange"

Discussion

HOUSEKEEPING

- Around 40 minutes for the presentation.
- The presentation is available for download on www.icg.ac.
- The *Web 3.0 in Higher Education* report is commercially available – it represents more than 1,150 hours of research and analysis.

- **Tim O'Reilly, founder of O'Reilly Media, provided the following definition of Web 2.0 around 2006 –**
“Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as platform, and an attempt to understand the rules for success on that new platform... Build applications that harness network effects to get better the more people use them.”
- **O'Reilly's definition of Web 3.0 – the leveraging of the things created in Web 2.0.**
...“it's when we apply all the principles we're learning about aggregating human-generated data and turning it into collective intelligence, and apply that to sensor-generated (machine-generated) data.”
- **Reid Hoffman, founder of LinkedIn, has said that the next big trend in the evolution of the Web, is data:**
...if Web 2.0 involves “real identities” and “real relationships”, then Web 3.0 will be “real identities generating massive amounts of data.”

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INTRODUCTION – COLLEGE ADMISSIONS

- **Traditional admissions procedure relied on paper-based communication and followed a codified set of rules**
- **Communication never involved two-way interaction**
- **With the popularization of Internet-based technologies the nature of admissions process has been shifting towards a more interactive model**
- **Institutions are now running student-centric campaigns**
- **Prospective students are offered the chance to market themselves as individuals via non-conventional channels (e.g. video)**

THAT'S WHY I CHOSE YALE – YALE UNIVERSITY

Key Metrics

- **Yale is globally known for the quality of its research, academic programs and the selectivity of its admissions process**
- **Recently Yale Admissions Office circulated institutional videos (“Yale and the World”)**
- **In 2009 a new approach resulted in the YouTube video “That’s Why I chose Yale”**
 - **Long musical (16 minutes) starring (volunteer) Yale students and faculty**
 - **Low budget video directed by a Yale student**
- **National media (NYT, Chronicle, Washington Post) covered the launch and viral spread of the video in winter 2010**

THAT'S WHY I CHOSE YALE – YALE UNIVERSITY

YouTube Caption

You Tube Search Browse Upload Create Account Sign In

That's Why I Chose Yale

YaleCampus 56 videos Subscribe



02:08 / 16:49 CC 360p

Like Add to Share

991,984

Uploaded by **YaleCampus** on Jan 14, 2010

Suggestions

- Yale University's Residential College System**
by YaleCampus
9,689 views
4:29
- 2009 Yale Commencement**
by YaleCampus
12,297 views
55:03
- Yale College 2011 Freshman Address: The Pursuit...**
by YaleCampus
9,378 views
17:16
- The Eli Whitney Students Program at Yale Univer...**
by YaleCampus
5,825 views
6:20
- Why Did I Choose Yale?**
by OnHarvardTime
88,497 views
5:24
- Harvard Admissions Video (On...**

The video depicts a genuine and friendly image of the Yale community

THAT'S WHY I CHOSE YALE – YALE UNIVERSITY

Perspectives

- **The video was widely praised as innovative but also faced severe criticism**
- **While there was mixed feedback, Yale achieved three objectives**
 - **National media coverage, thus benefiting from a large-scale, free advertisement campaign**
 - **Engaging key internal constituencies**
 - **Conveying an unconventional and friendly message**
- **Metrics confirm the video's success**
 - **“That's Why I Chose Yale” totaled 110+ times more views than the previous admissions video “Yale and the World” (as of September 2011)**
 - **The video represents 10+% of all YouTube Yale-affiliated videos' views counts across 31 channels and 1,956 uploaded videos**

110+ times more views than the previous Yale admissions video

- **Tufts University**
 - **Medium-sized and selective liberal arts college**
 - **Based in Medford, MA, USA**
 - **Around 10,000 undergraduate and graduate students (2009)**
- **In 2003, Tufts’ president outlined five strategic goals, among which one was to work across traditional boundaries**
- **In 2009, Tufts crossed one such “traditional boundary” by offering applicants the option to submit a supplementary video with their application**
- **Around 1,000 (of the 15,400) applicants chose to submit a video, mostly via YouTube**


VIDEO APPLICATION SUPPLEMENT – TUFTS UNIVERSITY

Sam Zuckert Presents: Tufts Optional Essay 6a

YouTube Search Browse Upload Create Account Sign In

Sam Zuckert Presents: Tufts Optional Essay 6a

[zooksofhazzard](#) 5 videos





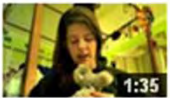


0:18 / 1:41 360p

Like Add to Share

23,476

Suggestions

-  **Tufts University Supplement - Ripley Swan**
by rswan12
22,930 views
-  **Tree song - Tufts optional essay**
by azafata177
6,534 views
-  **Hayley Grunebaum - Original Rap for Tufts appli...**
by Hayleyg46
11,870 views
-  **RAVE. [Tufts Supplement]**
by sparbz
11,492 views
-  **Tufts Admissions Optional Essay Parody**
by laurakroart
7,730 views

All admissions videos total 200,000+ views

- **Concerns about “fairness” of the video submission procedure have remained unfounded**
 - **Two-thirds of the videos came from financial aid applicants**
- **Tufts’ video supplement provided prospective students the opportunity to express their talents beyond the limits of a paper application**
- **Tufts showed openness to innovative admissions procedures that received positive feedback from students**

WALL OF 100 FACES – OXFORD UNIVERSITY

Key Metrics

- **Oxford University**
 - **Top research university in the UK and recognized global brand**
 - **Around 20,000 undergraduate and graduate students (2009)**
- **In fall 2008 the university appointed a team chaired by a professional film producer to convey the “real” image of the average Oxford student**
- **The project ran over eight months and collected short video interviews with students describing their activity and experience at Oxford**

WALL OF 100 FACES – OXFORD UNIVERSITY

Caption from Oxford's Website

The screenshot shows the 'Wall of 100 Faces' website for the University of Oxford. At the top is the University of Oxford logo and navigation links: Staff, Students, Alumni, and Media. A search bar and 'Quick links' section are also present. Below the navigation bar, a horizontal menu lists various university departments: ADMISSIONS, DIVISIONS, COLLEGES, VISITORS & FRIENDS, INTERNATIONAL, RESEARCH, ENTERPRISE, and ABOUT THE UNIVERSITY. The main content area is titled 'Home > Videowall >'. It displays a grid of 100 small portrait photos of students. In the center, a larger video player shows a student named Avi Tillu from Magdalen College, with details about his studies in Mathematics, 2nd year, and Undergraduate status. To the right of the video player is a sidebar titled 'Only show me' with checkboxes for filtering the results: Undergraduate, Graduate, Study, Outside of study, International, and New faces. Below these filters is a 'Play all videos' button. The grid of portraits includes names such as Glenn Wilkins, Sophie Duker, Kingwa Kam..., Emily Barritt, David Egan, Helen Bentley, Katie Sage, David Rogers, Rohini Bajekal, Sha Hua, Chris Turner, Sanjoy Bhatt..., Drew Foxall, Kimberly Sug..., Claire Hogben, Paul Sweeten, Nhlanhla Dla..., Olga Friedm..., Louisa Coulson, Jamie Cooke, Timmy Playd..., Thomas Hodg..., Alex Latham, Stephen Back..., Lucy Hamilton, Kylie Murray, Ben Calverley, and Charlotte Go....

The Wall features an accessible and interactive design

WALL OF 100 FACES – OXFORD UNIVERSITY

Perspectives – Authenticity Issues

As of August 2010, the Wall received 100,000 visits with around 250-300 views per day

Despite the relative success, the page lacks the authenticity observed in other cases where content was user-generated (Tufts and Yale)

Although the project attempts to dispel stereotypes around Oxford, the Wall has perpetuated a contrived image, thus failing to reach its main objective

CONCLUSION

Universities are progressively embracing video communication in admissions and marketing

The risk for institution-sponsored video campaigns lies in the potential lack of authenticity

Genuine videos will likely be received favorably by the target audience – mostly students – that has become sophisticated over time

Top-down campaigns that do not engage with key stakeholders (e.g. students, alumni, students' parents) are likely to be unsuccessful

With the consolidation of social media, tight content control is not possible anymore, and not desirable

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STUDENT GENERATED CONTENT AND RESEARCH

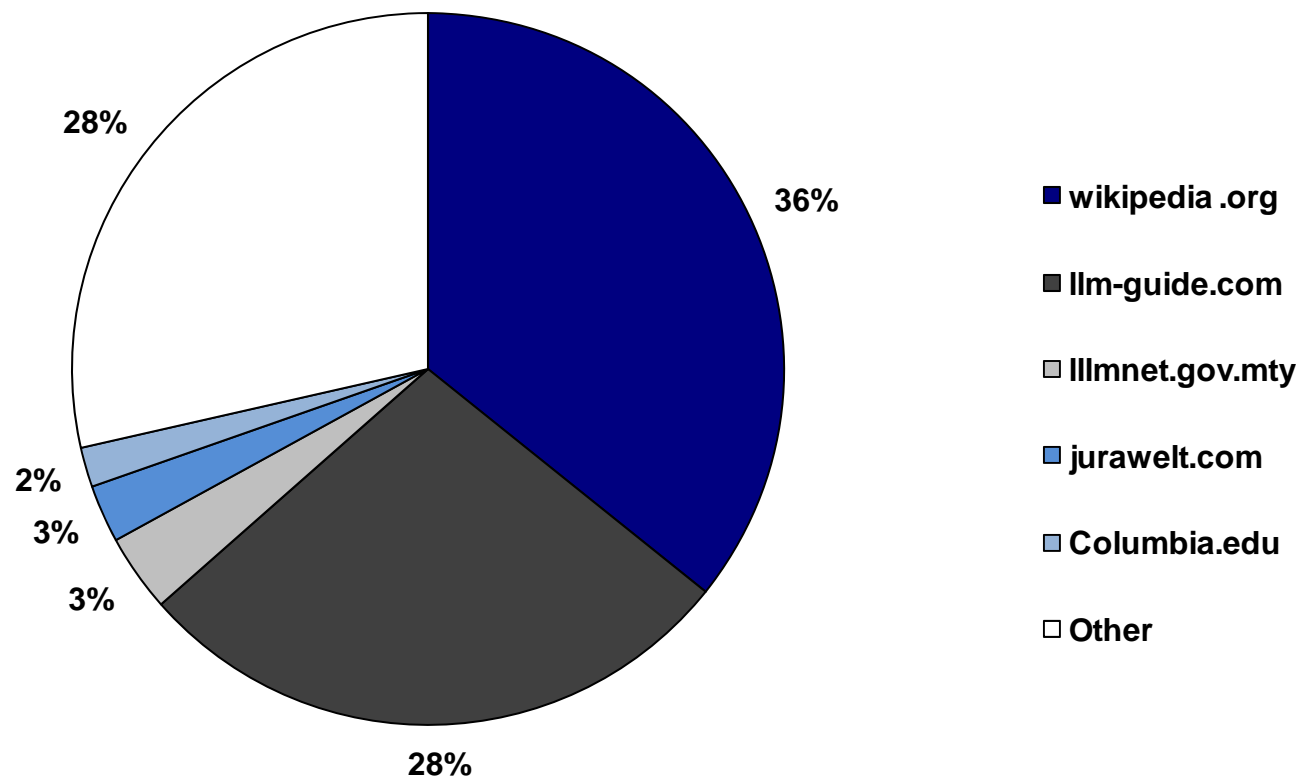
The LLM Guide

- **LLM Guide is a website devoted to providing an up-to-date resource of the latest news and information about Master of Laws (LLM) programs around the world.**
- **The site receives 27.74% traffic from the “LLM search queries”, second only to wikipedia.org (Alexa, 15 September 2011).**
- **In each program description or regional overview, the LLM Guide provides forums for users to discuss different universities, aspects of the application process, and search for advice in its Discussion Board.**
- **As of 14 September, the site has a total of 106,030 messages and 33,708 registered users.**

STUDENT GENERATED CONTENT AND RESEARCH

The LLM Guide

Top Sites Receiving the Most Traffic from "LLM" Inquiries



STUDENT GENERATED CONTENT AND RESEARCH

The LLM Guide – Discussion Boards

- **LLM Guide Discussion Boards are broken into categories, or forums, for registered users to conduct online conversations.**
- **Most of the forums are for discussions pertaining to geographic regions, but there is also a “General” forum, as well as one for distance learning.**
- **Each user creates a profile with basic information such as username and home country. Profiles also display the number of posts and the date of that user’s most recent post.**
- **Users may opt to remain anonymous by leaving most of their profile blank, and by choosing a pseudonym.**

STUDENT GENERATED CONTENT AND RESEARCH

The LLM Guide – Example Thread

- **Being admitted to both NYU and Oxford, user “Masha” asked for peer advice on which LLM programs to attend.**
- **Twenty-three responses to her inquiry followed, describing the pros and cons of the two universities. Nine posts recommend that Masha attend Oxford; two recommend NYU.**
- **After five pro-Oxford posts, Masha says, “I understand that it is OXFORD, but still NYU has amazing professors and as a city with its spirit is much closer to me”.**
- **Though it is not explicitly stated in the thread, subsequent posts from Masha on the LLM Guide website indicate that she ultimately chose to attend Oxford –which was most highly recommended by the participants in the discussion.**

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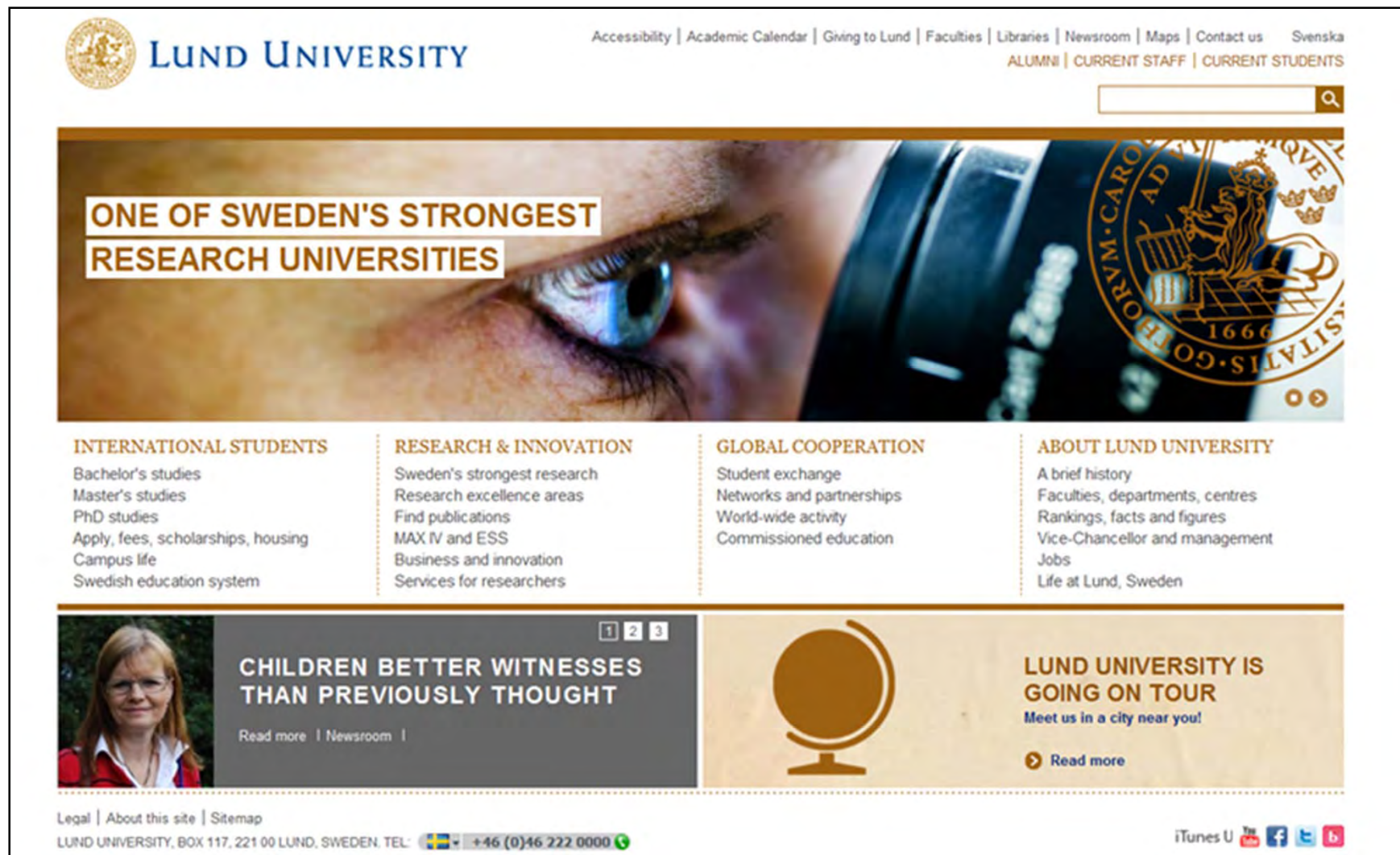
ONLINE RECRUITMENT AND ENGAGEMENT

Lund University's International Facebook Page

- **Founded in 1666, Lund University is one of Scandinavia's oldest and largest research universities.**
- **Lund offers 2,254 courses, of which 546 are conducted in English and 281 programs, of which 85 are conducted in English. Lund had a total student population of 47,266 during the 2010-11 academic year, 4,268 of which were international students.**
- **Until the fall of 2011, universities in Sweden were tuition fee free for all students. In the fall of 2011, Lund, like all universities in Sweden, began charging tuition fees for non-EEA students.**
- **Lund responded to the introduction of tuition fees with a series of new efforts in marketing and recruiting, including the roll-out of a new international website connected with various social media platforms including Facebook.**

ONLINE RECRUITMENT AND ENGAGEMENT

Lund University's International Web Page



The screenshot shows the Lund University International Web Page. At the top left is the Lund University logo. To its right is a navigation bar with links: Accessibility | Academic Calendar | Giving to Lund | Faculties | Libraries | Newsroom | Maps | Contact us | Svenska. Below this is a search bar and links for ALUMNI | CURRENT STAFF | CURRENT STUDENTS. The main banner features a close-up of a person's eye and a circular seal with the text 'GOTHORM-CAROLUS AD VIVENDUM 1666' and 'STATIS-GOTHORM-CAROLUS AD VIVENDUM 1666'. Below the banner are four columns of links: INTERNATIONAL STUDENTS (Bachelor's studies, Master's studies, PhD studies, Apply, fees, scholarships, housing, Campus life, Swedish education system), RESEARCH & INNOVATION (Sweden's strongest research, Research excellence areas, Find publications, MAX IV and ESS, Business and innovation, Services for researchers), GLOBAL COOPERATION (Student exchange, Networks and partnerships, World-wide activity, Commissioned education), and ABOUT LUND UNIVERSITY (A brief history, Faculties, departments, centres, Rankings, facts and figures, Vice-Chancellor and management, Jobs, Life at Lund, Sweden). Below these columns are two featured articles: 'CHILDREN BETTER WITNESSES THAN PREVIOUSLY THOUGHT' with a photo of a woman and a 'Read more | Newsroom |' link, and 'LUND UNIVERSITY IS GOING ON TOUR' with a globe icon and a 'Read more' link. At the bottom is a footer with links: Legal | About this site | Sitemap, contact information: LUND UNIVERSITY, BOX 117, 221 00 LUND, SWEDEN. TEL: +46 (0)46 222 0000, and social media icons for iTunes U, YouTube, Facebook, Twitter, and LinkedIn.

LUND UNIVERSITY

Accessibility | Academic Calendar | Giving to Lund | Faculties | Libraries | Newsroom | Maps | Contact us | Svenska
ALUMNI | CURRENT STAFF | CURRENT STUDENTS

ONE OF SWEDEN'S STRONGEST RESEARCH UNIVERSITIES

INTERNATIONAL STUDENTS
Bachelor's studies
Master's studies
PhD studies
Apply, fees, scholarships, housing
Campus life
Swedish education system

RESEARCH & INNOVATION
Sweden's strongest research
Research excellence areas
Find publications
MAX IV and ESS
Business and innovation
Services for researchers

GLOBAL COOPERATION
Student exchange
Networks and partnerships
World-wide activity
Commissioned education

ABOUT LUND UNIVERSITY
A brief history
Faculties, departments, centres
Rankings, facts and figures
Vice-Chancellor and management
Jobs
Life at Lund, Sweden

CHILDREN BETTER WITNESSES THAN PREVIOUSLY THOUGHT
Read more | Newsroom |

LUND UNIVERSITY IS GOING ON TOUR
Meet us in a city near you!
Read more

Legal | About this site | Sitemap
LUND UNIVERSITY, BOX 117, 221 00 LUND, SWEDEN. TEL: +46 (0)46 222 0000
iTunes U YouTube Facebook Twitter LinkedIn

Source: Lund University.

ONLINE RECRUITMENT AND ENGAGEMENT

Lund University's International Facebook Page

- **Lund acquired their international Facebook page through the creation of an official page and a merger of an unofficial page.**
- **The merger of the two pages 29 March 2011 put the number of fans at 5,760 – which has grown to more than 8,600 fans in 5 months.**
- **The page is intended as a recruitment and outreach tool, particularly looking to address the needs of non-Swedish speakers and those unfamiliar with the Swedish context.**
- **Page's managers, Megan Grindlay and Maria Lindblad, have approached the page not as content directors, but rather as response providers.**
- **The result has become an actively utilized channel for prospective and admitted students.**

ONLINE RECRUITMENT AND ENGAGEMENT

Lund University's International Facebook Page

The screenshot displays the Facebook interface for the Lund University page. On the left, the profile section includes the university's seal and logo, navigation links for Wall, Info, Photos, and Discussions, an 'About' section with a welcome message, and a 'like this' count of 8,608. The main content area shows the page name 'Lund University' with a 'Like' button and location 'University · Lund, Sweden'. Below this is a horizontal strip of five photos. The 'Wall' section is set to 'Everyone (Most Recent)' and features three posts. The first post is by Jóhannes Baldvin Jónsson, asking about TOEFL score submission. The second is by Calle Auer, seeking temporary accommodation. The third is by Hina Javed Gill, advertising computer science scholarships. A search bar is visible at the top of the page.

facebook

Search

Lund University Like

University · Lund, Sweden

Wall Lund University · Everyone (Most Recent)

Jóhannes Baldvin Jónsson
Hi. I have a question concerning my application, or more precisely my TOEFL scores. I had them sent directly to Lund University instead of The National Admissions Office to Higher Education (studera.nu). Will this be a problem or can you submit them to the Admissions office when they arrive, if that is required?
5 hours ago

Calle Auer
Hello everyone!
I am looking for a temporary accommodation from the 16th until the 30th of September. Can move into my new place on the 1st of October!
Someone has an idea, knows someone or...?!
Just drop me a message on FB if you know something!
9 hours ago

Hina Javed Gill
Computer Science Scholarships & Academic Jobs

LUND UNIVERSITY

Wall
Info
Photos
Discussions

About
Welcome to the official Lund University Facebook page (international versio...
More

8,608
like this

Source: Facebook.

ONLINE RECRUITMENT AND ENGAGEMENT

Lund University's International Facebook Page



Catalin Contiu

What about student accommodation? Is there a campus, do we pay an annual fee ? Or there are apartments to live ? I am interested studying at your university next year

16 hours ago



Lund University Hi there Catalin,

Student accommodation is located around campus in Lund, near the campus in Helsingborg and in Malmö. These are typically apartment buildings with student corridors – this typically involves a private studio room with a s...

[See More](#)

15 hours ago



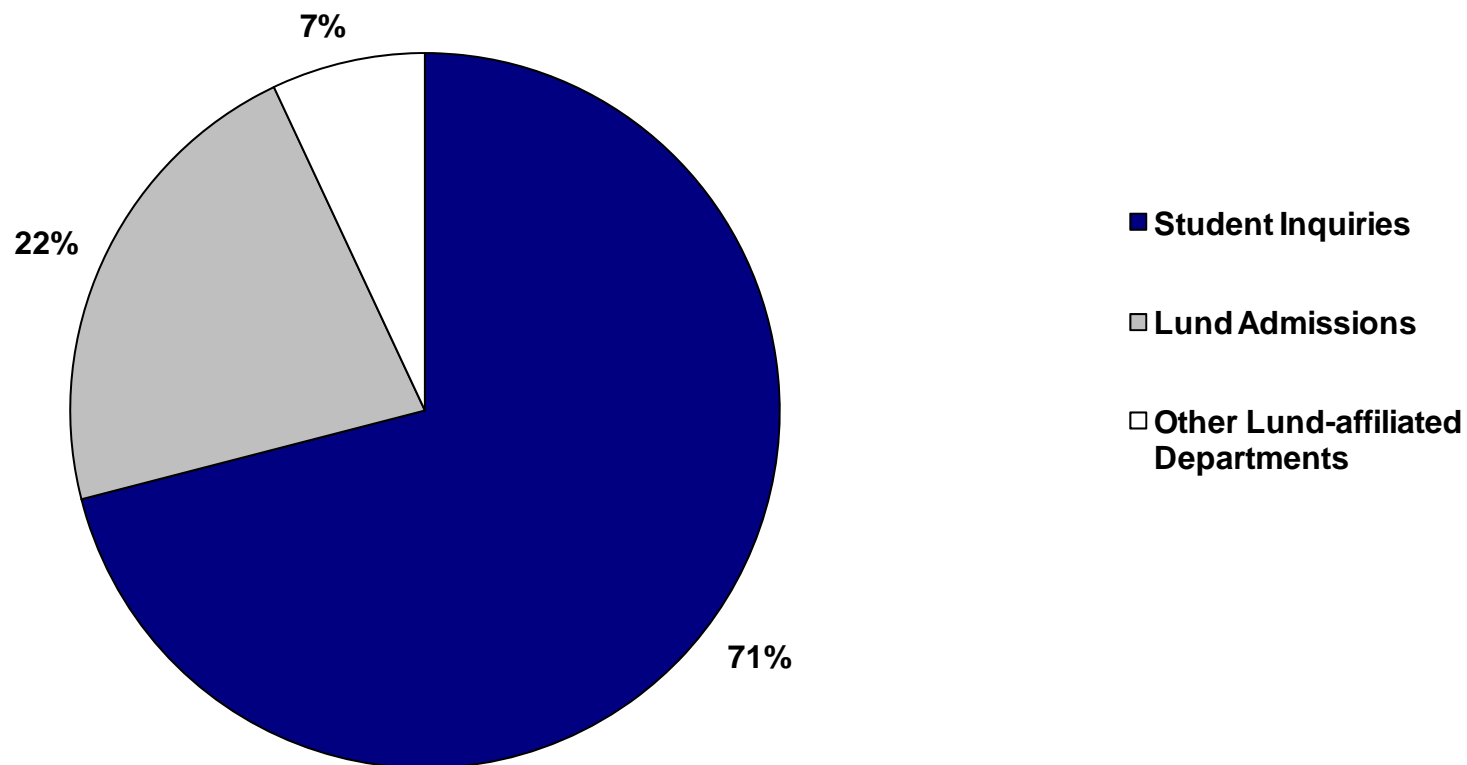
Catalin Contiu Many thanks, I will take a look on the links you have sent me.

15 hours ago

ONLINE RECRUITMENT AND ENGAGEMENT

Lund University's International Facebook Page

Summary of Lund Facebook Wall Posts - Contributors

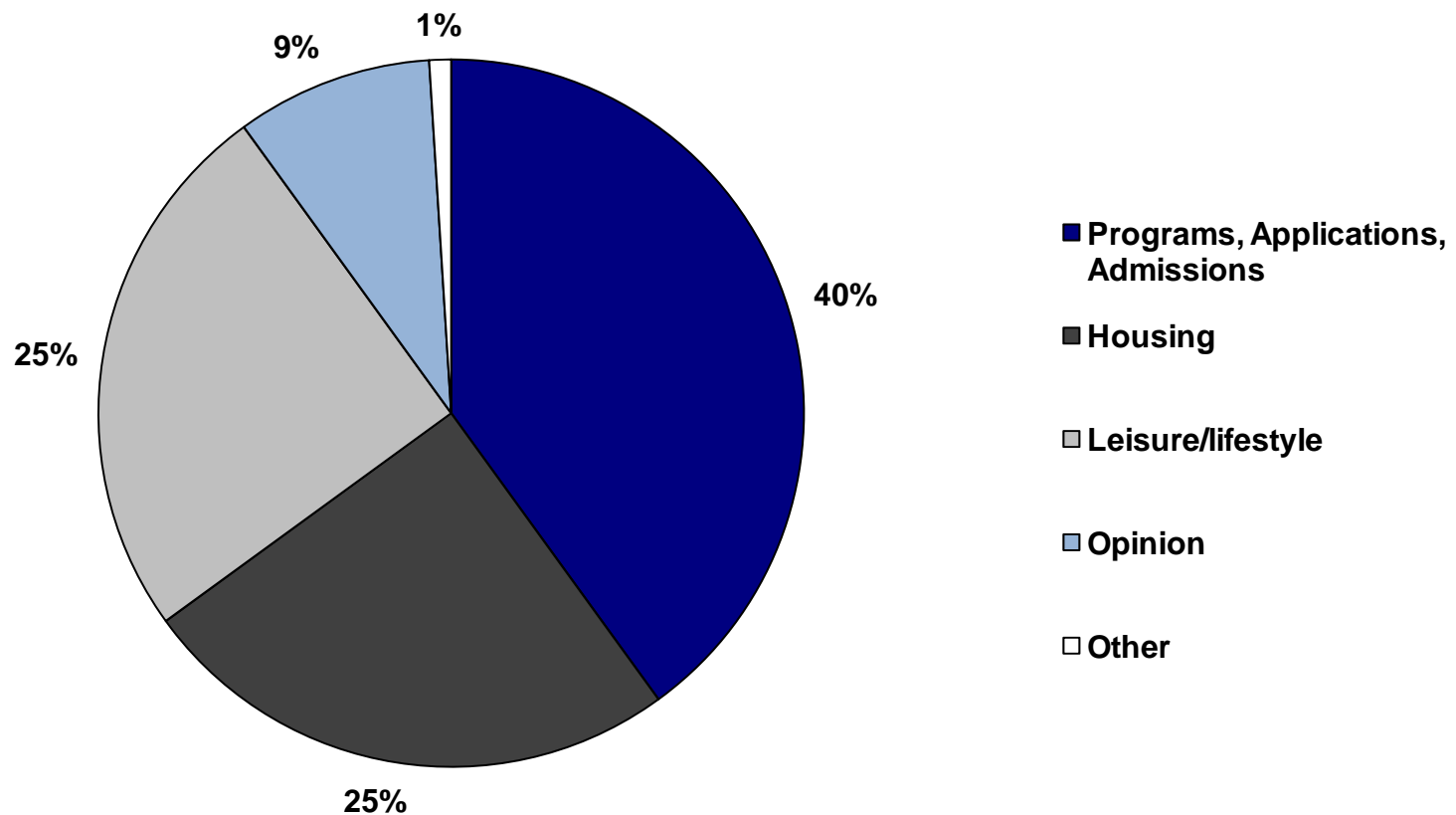


Source: Lund University.

ONLINE RECRUITMENT AND ENGAGEMENT

Lund University's International Facebook Page

Summary of Lund Facebook Wall Posts - Topics of Inquiry



Source: Lund University.

ONLINE RECRUITMENT AND ENGAGEMENT

Lund University's International Facebook Page

- **While Lund's international Facebook Page is still relatively young, it has already proved to be a significant part of Lund's recruitment and engagement channels.**
- **Lund also maintains a Swedish language Page "Lunds Universitet". Page managers believe that having two pages helps provide international students a "comfortable" place to learn more and ask questions.**
- **The page is intended as a recruitment and outreach tool, particularly looking to address the needs of non-Swedish speakers and those unfamiliar with Sweden.**

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OSU “POWERED BY ORANGE”

Key Metrics

The Powered by Orange campaign grew out of the OSU Advancement office in spring 2009

The campaign demonstrates an effective and comprehensive use of social media for marketing and outreach

OSU is not a wealthy private institution and lacks extensive resources

- **18,067 undergraduate students**
- **3,328 graduate students**
- **Oregon’s largest public research university**

Universities lacking large endowments can engage in outreach campaigns

OSU "POWERED BY ORANGE"

PbO's Homepage

POWERED BY ORANGE

GET CONNECTED!

RALLY IN THE SQUARE 2011

Join Beaver Nation as we kick off the football season and a new school year when OSU comes to Portland. We invite you to join the rally September 16th from 11:30 a.m. - 1:30 p.m. at Pioneer Square. Groups from all over the university will be there to show off some of the exciting projects students are working on.

[read more](#)

Our Impact

Inventions That Serve the Public Good: Through practical innovation and problem solving, OSU researchers and alumni have created technologies that have fundamentally changed the ways we work and live. That work continues today in areas ranging from addressing major health challenges through nanotechnology to harnessing the vast energy potential of ocean waves.

[more on OSU's impact](#)

COMING HOME

[Tweet](#) 2 [Like](#) 22

In June, OSU alum Arika Iso ('93) returned to the Beavers to become the Head Football Athletic Trainer. It makes Iso, 40, only the third female football trainer at the Division I level. Prior to returning to OSU, Iso worked as an assistant athletic trainer for the Pittsburgh Steelers. She was the first - and [...]

[Read More...](#)

OSU ALUM CHEERING IN THE NFL

[Tweet](#) 3 [Like](#) 161

It's one thing to be a great athlete or a great academic. It's another to be both. **Lindsey Yoder ('09, BS in Chemical Engineering)** was always a dedicated student, having been involved in the Chemical, Biological, & Environmental Engineering Student Club, the OSU Athletic Club, and the college's ambassador program. Now, the OSU graduate is an automation engineer at Merck and a top-notch athlete. She recently made the Carolina Panthers 2011 [cheerleading squad](#) and will make a two-hour drive twice a week for cheerleading practice.

We want to congratulate Lindsey and wish her good luck in both interests. Go Beavers!

[Read More...](#)

From the PBO Blog

September 3, 2011
[Coming Home](#)

August 8, 2011
[OSU alum Cheering in the NFL](#)

August 5, 2011
[Launching Careers](#)

POWER UP!

Brand your workplace with Powered by Orange wallpapers.

[POWERED BY ORANGE](#)

The homepage integrates a traditional website, a blog and social media

- **The Powered by Orange campaign has three main goals**
 - **To create pride**
 - **To inform**
 - **To engage**
- **The campaign features three main themes**
 - **Food**
 - **Energy**
 - **Water**
- **PbO utilizes a variety of channels**
 - **Websites**
 - **Blogs**
 - **Social Media**
 - **Multimedia**

OSU strengthened its brand via a comprehensive engagement approach

OREGON STATE UNIVERSITY: POWERED BY ORANGE

Facebook

The screenshot shows the Facebook interface for the 'Powered by Orange' page. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, Find Friends, and Account. The page header features the 'Powered by Orange' logo and a 'Like' button. The left sidebar contains navigation links (Wall, Info, Friend Activity, Welcome, Video, Photos, Events, Questions) and a section for 'About' with a description: 'Share how you, the people connected to OSU, make an impact on Oregon and be...'. Below this is a 'Like this' button showing 12,776 likes and a list of related pages including Oregon State Beavers, Oregon State Ecampus, College of Engineering - Oregon State, and OSU Summer Session. The main content area displays a post from 'Powered by Orange' about Ariko Iso, a former Pittsburgh Steelers athletic trainer, who is now the head trainer for Beaver Football. The post includes a photo of Iso and a video titled 'Everyday Champions'. The right sidebar shows 'Recommendations (1)' for Lori McCauley and Merry Brilliance, and a 'Sponsored' section. The bottom right corner features a 'Chat (Offline)' button.

PbO on Facebook is multi-purpose driven and encourages real life action

Source: Facebook.

OREGON STATE UNIVERSITY: POWERED BY ORANGE

Main Website

POWERED BY ORANGE

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[more on OSU's impact](#)

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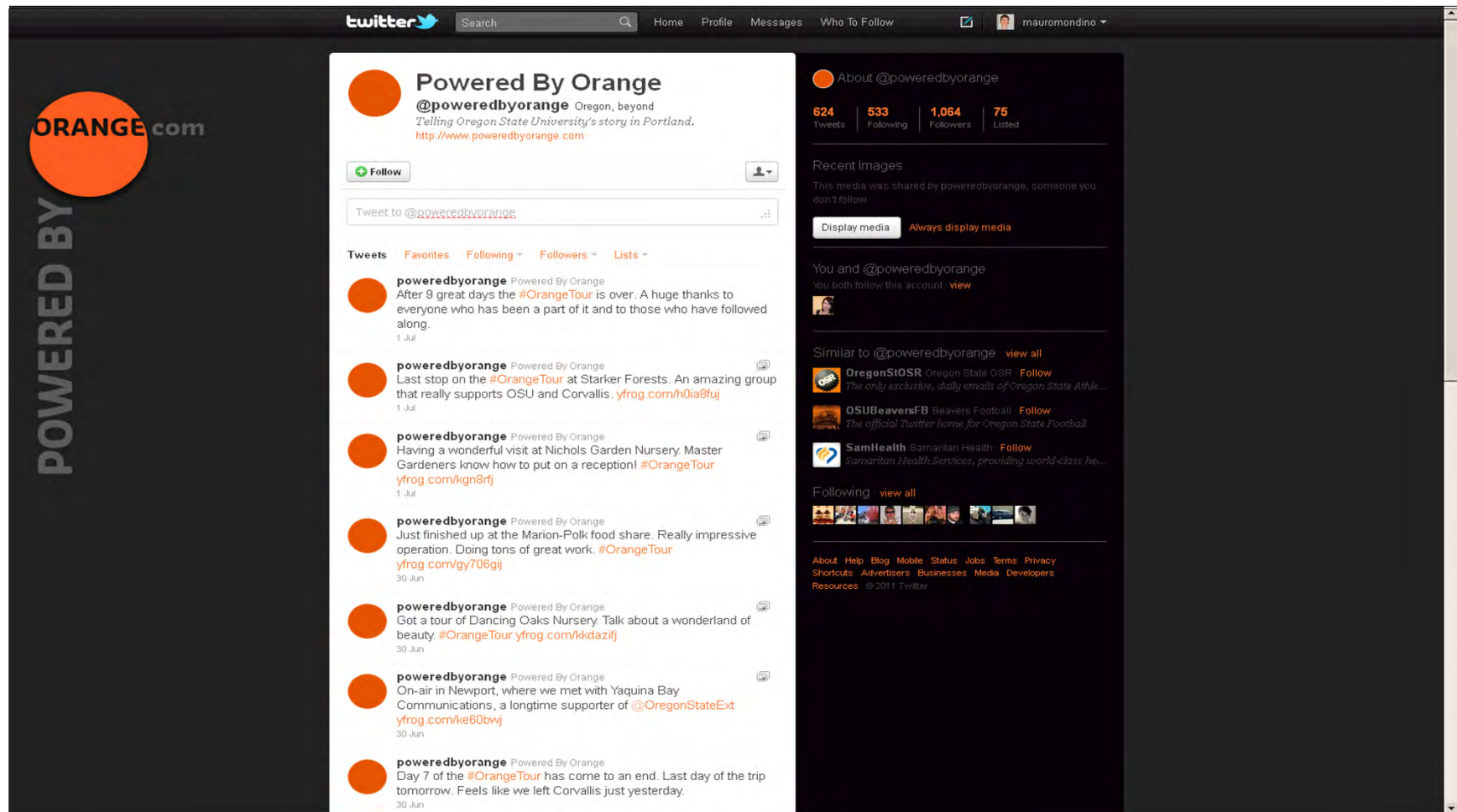
[POWERED BY ORANGE](#)

Content is centered on the PbO website

Source: Powered by Orange.

OREGON STATE UNIVERSITY: POWERED BY ORANGE

Twitter



PbO Twitter feed appeals to a larger community

Source: Twitter.

OREGON STATE UNIVERSITY: POWERED BY ORANGE

YouTube

The screenshot shows the Oregon State University YouTube channel page. The main video player displays a wind turbine in a field. The channel name is 'Oregon State University' and the video title is 'What it means to be Powered by Orange - Oregon State University'. The video has 6,482 views. The right sidebar shows a search bar and a list of related videos, including 'Online Chemistry Lecture - Relative' and 'Andy Sinclair is Powered by Orange'.

PbO on YouTube covers all the campaign's target audiences

Source: YouTube.

OREGON STATE UNIVERSITY: POWERED BY ORANGE

Real World Events


flickr® from YAHOO!
Home The Tour Sign Up Explore Upload

You aren't signed in [Sign In](#) [Help](#)

Search

Actions Share this

← Newer Older →



Benny's board, Cranmore, NH

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- **Effective outreach and marketing via social platforms, combined with traditional events**
- **Moderate to high traffic on all online platforms, users contributing photos, videos, comments**
- **Balance between institutional control and “bottom up” efforts by audience**
- **Indirect influence over fundraising and alumni and student relationships**

- **OSU researched its communication needs and target audience before launching PBO**
- **OSU's integrated social media strategy enabled the campaign's message to spread and successfully balanced control with bottom-up efforts**
- **PBO adjusted its strategy over time, updating content to include alumni, students, faculty members, and staff members**
- **PBO asked little of its audience but offered many incentives to engage with the campaign**

Housekeeping - And What is Web 3.0?

A Brief Overview of the Web 3.0 Report

Admissions and Recruitment Videos: Lipdubs, Yale, Tufts, Oxford

Student Generated Content and Research: LLM Guide

Online Recruitment and Engagement: Lund's Facebook Page

Integrated Outreach Campaigns: OSU "Powered by Orange"

Discussion

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