New Media in Higher Education Market

Edited by
Sławomir Smyczek
Justyna Matysiewicz

Katowice 2015
Content

Introduction ......................................................................................................................... 9

Acknowledgement .................................................................................................................. 11

Part I
New environment of higher education institutions

University in the internationalisation process based on experience of the Jan Kochanowski University in Kielce (Marcin Szplit) .............................................. 15

New technologies in the study of shared musical heritage from local to global (Pilar Barrios Manzano) ...................................................................................... 21

Sustainable student recruitment strategies for international students – case study of the School of Engineering at SRH University Heidelberg (Katja Kuhn) ........................................................................... 30

Harvesting the collective intelligence in learning environment (Saad G. Yaseen & Khalid Al-Omoshi) .......................................................................................... 41

Part II
Innovations in higher education processes

In-class simulation games - student learning in international environment (Justyna Matysiewicz) ................................................................................................................. 51

Innovation in quest for quality: Teaching & learning in the 21st century (Justyna Gieżyńska & Klementyna Gieżyńska) ....................................................................... 61

Action learning in enhancing the student engagement (Katarzyna Rupik) ...................................................... 73

Innovation beyond the cell phone: How principals utilise the use of technology in schools (Mohammed Saleh Banihani) ................................................................. 85

Increasing the quality of research by taking advantage of literature systematic review on the example of household financial behaviour study (Jagoda Gola) ................................................................... 94

Visual communication – an opportunity with a handle? (Karina Cicha) ................................................................................................................................. 107

Part III
New media in higher education market

Media tools in university education in the perspective of Norwegian and Polish experience (Andrzej Pawluczuk, Karolina Racis & Małgorzata Olchowik) ............. 121

New media implementation in the contemporary education process (Katarzyna Bilińska-Reformat & Anna Dewalska-Opitek) ......................................................... 132

Application of new media in financial education on the example of project implemented by NBP (National Bank of Poland) (Małgorzata Kieżel) ............................................. 141

Using new media in teaching in higher education (Patryk Mączko) ................................................................................................................................. 150

New media as a recruitment tool in the higher education decision process. A case study (Ionela Mocan (Maniu) & George C. Maniu) ................................................. 159

Electronic media management – use of cloud computing in students of higher school (Luis Ochoa Siguencia, Gilberto Marzano & Damian Herman) .................................................................. 164
Part IV
New tools and technologies in higher education market

Assessment of the use and usefulness of e-learning platform in higher education on the example of the Moodle platform used in the University of Economics in Katowice (Aleksandra Burgiel & Izabela Sowa) ................................................................. 181

Designing a Wiki for artistic collaborative learning among a team of teacher training students (Juana Gomez Perez) ........................................................................................................... 203

Telecare and telemedicine systems as an educational tool in the implementation of programs of study courses: Nursing and occupational therapy (Dariusz Luboń & Janusz Wietecha) ........................................................................................................... 211

The technological support for teaching methodology in terms of Bloom’s Taxonomy (Tomasz Eisenbardt) ......................................................................................................................... 217

Use of online collaborative writing tools by students of higher education (Luis Ochoa Siguencia, Martin Gomez-Ullate Garcia de Leon & Damian Herman) ................................................................. 229

Part V
Social media in higher education

Social media usage in higher education practice (Agnieszka Marie & Marta Grybs) ............... 245

Analysis of higher education institutions’ brand presence in social media – case study of the University of Economics in Katowice (Marek Kiczka & Edyta Lachowicz-Santos) .......... 254

Blogs as “just-in-time-teaching” method in virtual space (Ewelina Twardoch) ........................................ 268

Blogs as means for promoting active learning: A case study of a Thai university (Dorota Domalewska) .............................................................................................................................. 278

Opportunities and threats of social networking in higher education (Piotr Rodak & Wojciech Kubasik) ............................................................................................................................ 289

Part VI
Students and teachers toward new media in higher education

New media in higher education and values for students on emerging markets (Sławomir Smyczek) .......................................................................................................................... 297

Students’ media literacy – the case of students of the University of Economics in Katowice (Anna Adamus-Matuszyńska) .............................................................................................. 313

The role of education in the information society. Developing information literacy among students and the new methods of teaching (Rafal Zdyb) ........................................................................ 321

Online marketing communication of higher education institutions and consumers "hate" phenomenon (Agnieszka Put & Marta Grybs) ......................................................................................... 328

E-learning in higher education – perception and use of technology supported learning by economic school lecturers (Michał Bartoszewicz & Daniel Gajda) ...................................................... 341

Role of Interface agent in decision-making process – analysis of opinions of students of Econet project (Edyta Abramek & Mariia Rizun) ................................................................................. 358

Part VII
Higher education institutions and labour market

IT business and science sector ecosystem vs. holistic knowledge relations model in selected cases (Izabela Sztangret) ............................................................................................................. 373
Soft skill competency of the future employee (Andrea Solyom, Boglarka Eisinger-Balassa & Zsuzsa Stion) .................................................................................................................. 385

Evolution of entrepreneurship and entrepreneurship education – the case study of Extremadura Region in Spain (Martin Gomez-Ullate Garcia de Leon & Luis Ochoa Siguencia) .................................................................................................. 402

List of authors .................................................................................................................................................................................. 411

About project ..................................................................................................................................................................................... 413