Towards Professionalism 2.0: The Adoption of 2.0 Tools by Students in Higher Education

Profesyonellik 2.0'a Doğru: Yükseköğretimde Öğrencilerin 2.0 Araçlarını Benimsemeleri

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Abstract: *During a poster presentation at the conference, the adoption of 2.0 tools by students in higher education and their reflection on the "New Working" will be discussed. Input for the discussion will be the experiences of different universities that will be shared on a wiki.*
Keywords**:** *Web 2.0, New Working, higher education*

Öz: *Poster sunumu sırasında yükseköğretimde öğrencilerin 2.0 araçlarını benimsemeleri ve "Yeni Çalışma" ile ilgili düşünceleri tartışılacaktır. Wiki üzerinde paylaşılan farklı üniversitelerin deneyimleri tartışmanın girdisini oluşturacaktır.*
Anahtar sözcükler: *Web 2.0, "Yeni Çalışma", yükseköğretim*

Subject

The so called 2.0 tools are accepted worldwide as facilities for sharing documents, to collaborate and to build a personal network. These technological opportunities and the transformation of Western society into a so called 'Knowledge society' stimulated Microsoft's Bill Gates to publish his white paper entitled "The new world of work" (Gates, 2005). In his paper Gates states that with a combination of technology, human attitude and a varied working place, organisations can achieve greater results in new ways of management and organisation. The results of this new organisation are: fewer hierarchical vertical lines, more project orientated horizontal lines, no managers whose main task it is to control, but leaders who stimulate and facilitate as well as place- and time-independent working.

In recent years big companies such as Vodafone, Google and of course Microsoft have introduced the concept of "New Working". The results are positive with greater employee satisfaction and cost reduction as the main benefits. In the Netherlands, the project 'Civil servant 2.0' (Ambtenaar 2.0) influences the way departments communicate and collaborate.

Today's students are well experienced in using tools for instant messaging and community-building to maintain their social network.

The label 'Generation Y' or 'Millenials' is often used to express the level of computer skills they possess. The question is, however, whether students realise in what way new technology will influence not only the subject of their future profession, but also the way their future place of employment is organised. In the "New Working", they will have greater opportunities for professional development and job satisfaction. Students, however, need to be aware of these opportunities.

The Academy of ICT&Media of the Hague University of Applied Sciences organises, in cooperation with the company Atos Origin, a minor (ten weeks course): 'working 2.0' in which students learn to reflect on the great opportunities 2.0 tools offer for their professional future.

During this minor, students experience tools such as Google apps, Twitter, Wiki, Google Wave etc.

Besides this, students pay visits to companies that have introduced the new way of working: Google, Interpolis (a Dutch insurance company), Microsoft, Vodafone and IBM.

During the minor, teachers experience that:

- Students are not familiar with the main 2.0 tools.
- Students have no idea of the possible consequences of the "New Working" for their future development.
- When they are aware of the changes and challenges, students are very positive about the perspectives.

As coordinator of this minor, lecturer Peter Becker of the Hague University of Applied Sciences is interested in the stories from colleagues at other universities who have worked with students in relation to 2.0 and the new way of working.

At the conference, Peter Becker will present an abstract of the stories, lead a discussion about the results and draw conclusions.

References

Gates, B. (2005). *Digital workstyle: the new world of work.* Retrieved January 12, 2010 from http://www.microsoft.com/presspass/events/ceosummit/docs/NewWorldofWorkWP.doc