



Thursday 16th June 2011

Time: 12:00 - 12:30

## Institutional Use of Web 2.0 in Spanish Universities

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### **Abstract:**

Web 2.0 philosophy has marked a new era in the social use of the Internet, and universities are not immune to it. The possibilities are enormous, but the successful results yet discreet. This paper summarizes the current situation in the Spanish University, and offers best practices for its use.

### WHAT IS WEB 2.0

Web 2.0 is related to the interaction among the users of the WWW, and the contribution on their part in generating content. This is possible thanks to a specific set of web tools: blogs, wikis, social networks. At corporate or institutional level have been numerous organizations that have used this philosophy to approach its customers or partners and improve user perceptions.

### WEB 2.0 APPLIED TO HIGHER EDUCATION INSTITUTIONS

The application of web 2.0 philosophy can have multiple objectives in a HE institution: a focus on prospective students, teaching methodology implementation, coordination of collaborative environments for researchers, care of employees, creation of alumni groups, etc. These initiatives can provide a competitive advantage, but however there are many critical factors in achieving a successful experience: technology, organizational, cultural, legal, security, etc.

### WEB 2.0 IN SPANISH UNIVERSITIES

The expansion and use throughout more than 70 universities in Spain is very diverse and heterogeneous, and the incorporation of Web 2.0 policies institutionally is still in the process of development.



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**BEST PRACTICES**

To implement web 2.0 in a HE institution, certain guidelines can be followed: involvement of management levels, staff sizing, organizational culture, technology architecture, etc.