

# UIMP 2.0

CONCEPTUAL KLT

knowledge  
social  
NETWORK

## Integrating academic and social aspects in the context of creative economy

Blogs, Wikis, Youtube, Flickr, Forums, Slideshare, Social Networks...

### Background

The **International University Menéndez Pelayo**, has been outlined for inviting along its history to personalities of the academic and cultural world to taking part in its activities. They are already 76 years congregating every summer at the **Palacio de La Magdalena to Awards Nobel lectures**, which provide a multitude of international experts in multiple disciplines and outstanding students of all the parts of the world.

On the other hand the unstoppable rise of social Web technologies or Web 2.0 is affecting decisively the scope of training, so tools such as blogs, wikis, podcasts, etc., becoming increasingly importance in teaching practice. In Web 2.0 users have the Web domain, we are all, teachers and experts and at the same time apprentices and profane. Web 2.0 starts the new revolution Internet democratize knowledge.

### Project description

UIMP 2.0 is a new teaching model, where simultaneous to the delivery of traditional classroom lectures, teachers and students, have had a social network of knowledge.

The method of use of UIMP 2.0 is **easy**. What are needed are ideas, **knowledge to share** and benefit equally from it provided by the other members of the Social Network of Knowledge.

Everyone in your space, you can upload photos, videos, create discussions and forums, share their ideas on his blog, calling an event or activity, share a presentation, talk with other members, share content via RSS interest on those the course, advertise a specific content on other networks like Facebook or LinkedIn generalist and an infinite number of additional activities, limited only by the time that each one dedicates him.

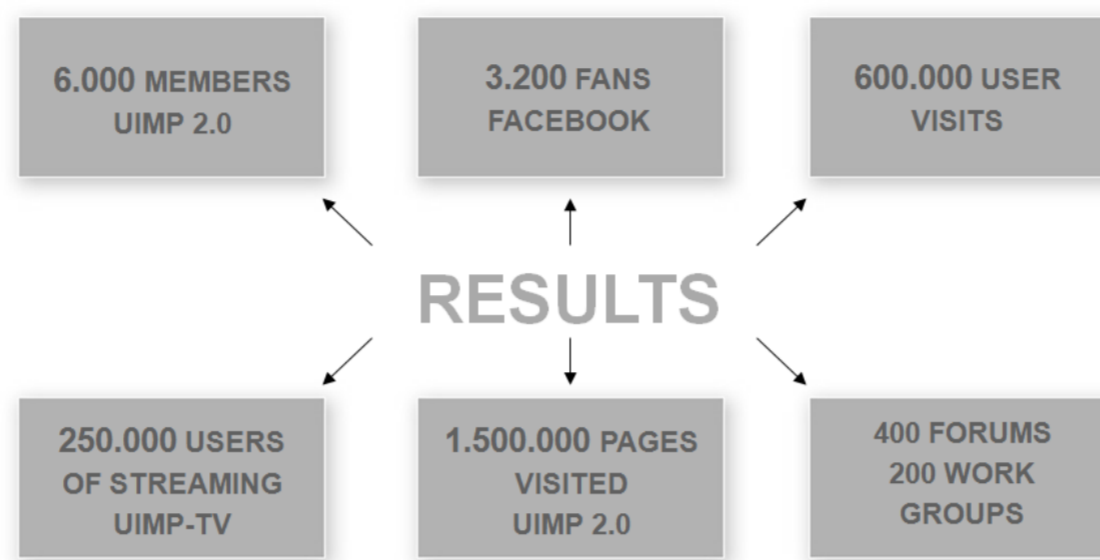
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### Advantages and objectives of the Project

This new trial teaching, called UIMP 2.0, claims that teachers and students of each course is an educational network, connecting with more people involved and influencing the global knowledge, where the new driver of activity are the people (web 2.0) compared to vertical knowledge of the institutions towards people (web 1.0).

¡ Really simple !

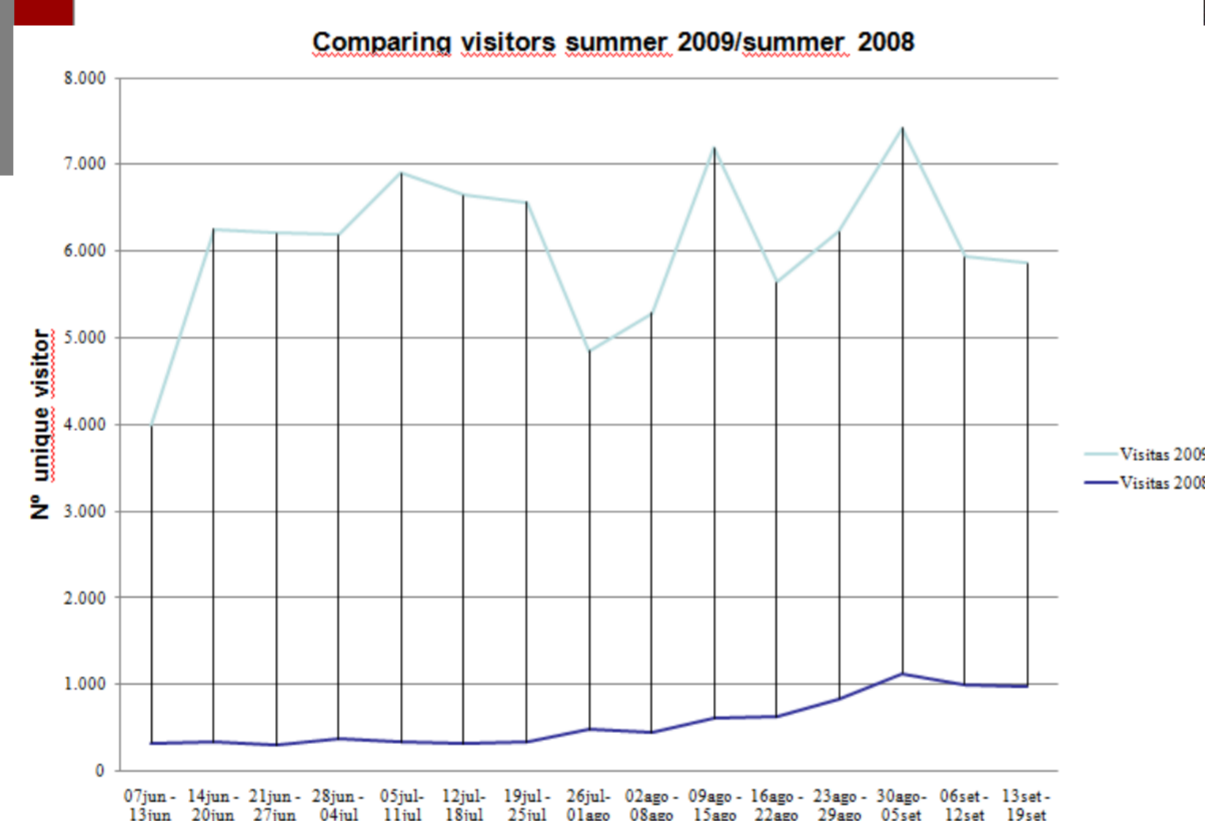
### Results obtained and forecasts



### Justification of the importance of approaching this Project

Building on the 75th anniversary, the UIMP decided to step in introducing innovative Web 2.0 in the Spanish University, and therefore since the summer of 2008 has prepared the way for summer courses to be more participatory UIMP both level of teaching and by students who enroll in courses.

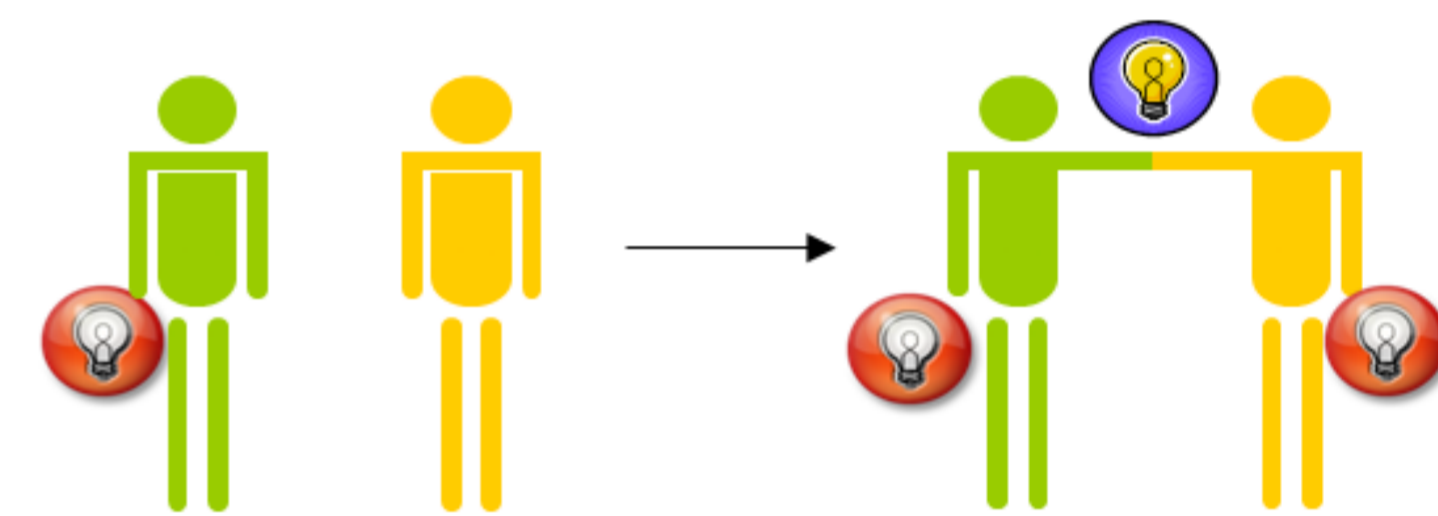
With the intention of creating views, debate and greater social and cultural enrichment, the UIMP has opened a space called UIMP 2.0 to grow and generate a new social network that has much to share, not only recent experience, but also past and future.



During the first two years of operation, UIMP 2.0 has set the social networks of over 100 courses and training activities as well as a comprehensive network of knowledge. Until now has over 6,000 members of Law and over **600,000 unique visitors** with over 1,500,000 page views.

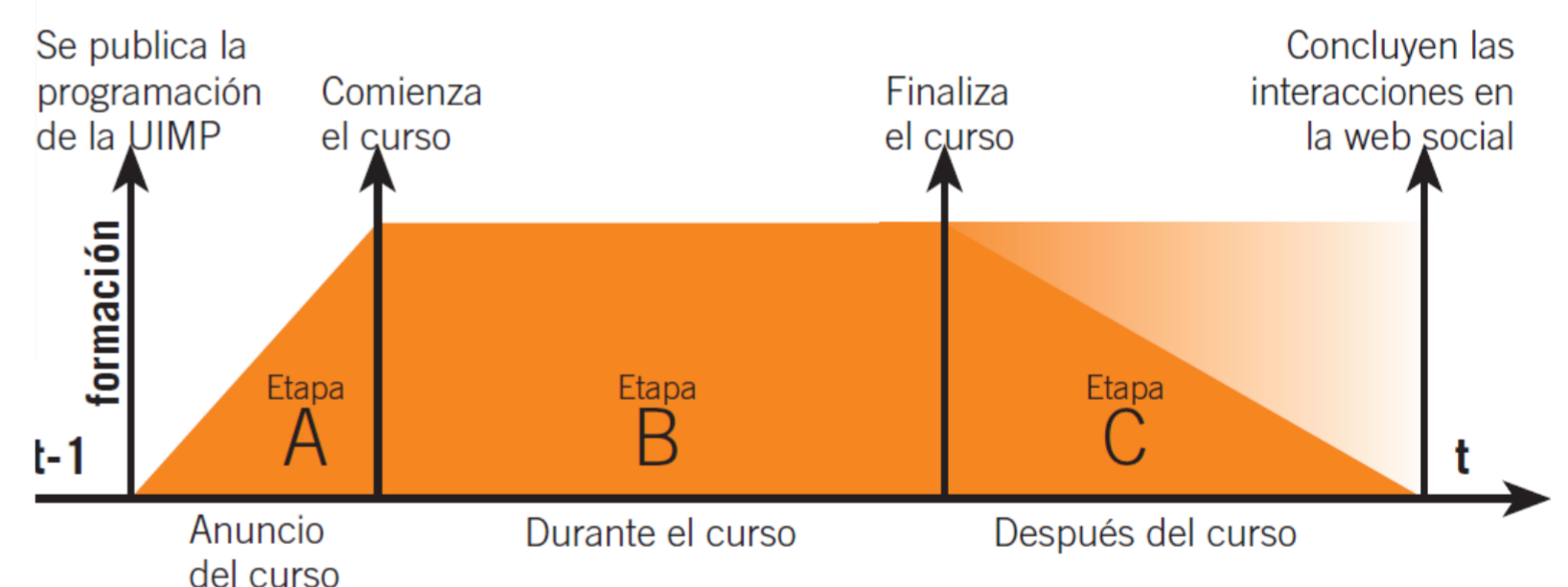
It has created more than 400 forums of discussion and debate, and more than 170 working groups, with more than 11,000 contributions and article for information made by users.

By 2010, UIMP 2.0 aims to expand the number of courses, seminars and meetings involving other Spanish and Latin American Universities and coming to have more than 20,000 registered members, making it the largest social networking Knowledge of the Spanish University, with reference to all speaking countries, where UIMP 2.0 seeks to expand its influence.



Economy 2.0 = Creative Economy

### Temporal stages



#### ACTIVITIES IN THE STAGE A: Before the course

- Social Network is created for each course in UIMP 2.0.
  - Director and speakers have their blog, announcing and promoting the course.
- Students register and contribute commentaries, questions, ...
- Documentary Center 2.0:
  - Presentations from prior years (audio, video, ppts)
  - Related Web Pages with links to videos, lectures, presentations, books and other courses in the network and RSS news aggregation

#### ACTIVITIES IN THE STAGE B: During the course

- Recording multimedia of Contents.
  - Interactive Multimedia Broadcast ( UIMP-TV + Twitter)
  - The **Community Manager** incorporates UIMP 2.0 multimedia recording.
  - The speakers, who have completed their intervention and do not continue in person, can continue taking part from the network, energizing the course.
- The courses and their social network are the generators of knowledge by the swift exchange of information between presenters and students, encouraging motivation.

#### ACTIVITIES IN THE STAGE C: After the course

- Continued interaction and knowledge generation and generated everything becomes part of the Bank of content and activities
- Blogs and social networks are maintained:
  - Generating new virtual events with online assistance
  - The participants continue feeding of content
  - The participants support the contact and new interested parties appear
  - The presence in the network expands, **stretching the tail of influence**
  - Each participant is supplied with the addition of new content that will appear

International Conference

"Higher Education & Creative Economy"

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