

# AC(i)ME

## Project introduction

***How does the Internet impact academic communication and information seeking behaviour?***

# Agenda

- Introducing the project
- Data collection methods
- Camtasia recordings
- Task
- Information-seeking strategies – A model
- Hyperlinks
- Future research
- References
- Q&A



# Introduction

## **AC(i)ME = Academic Communication in Multimedia Environment**

- Bulgarian-German research project funded by the Alexander von Humboldt Foundation
- Using the Internet for academic purposes
- How does the Internet impact academic communication and information searching behaviour?

## People involved in the project

**Prof. Dr. Irena Vassileva**

(Bulgaria)

**Prof. Dr. Klaus P. Schneider**

(Germany)

**Dr. Mariya Chankova**

(Bulgaria)

**Dr. des. Esther Breuer**

(Germany)

**Michelle Kühnel**

(Germany)

# Questions

- How and to what extent do scholars make use of the wide range of opportunities provided by the Internet?
- Issues of authorship
- Do these multimedia environments facilitate or impede information retrieval and comprehension?
- How easy is it for scholars to switch from one medium to another?
- What are the strategies employed by scholars to find suitable information on the web?

# Aims

- Focus is on the features of academic communication in multimedia settings and the new opportunities offered
- Realization of intertextuality and interdiscursivity
- Methodology for the investigation of academic communication in multimedia environment
- Relevance and usefulness of hypertextual links



# Material

1. Questionnaire
2. Website analysis
3. **Camtasia recording**



# Camtasia recordings

## -Task-

### INSTRUCTIONS

**Task 1.:** Find as many definitions as possible of the term/notion of „CULTURE“

Time: 1 hour (60 min)

**Task 2.:** Write a short report on your findings and try to find out which definition are the most widely accepted ones. Identify the basic differences among groups of similar definitions.

Homework, length of text – approximately 2 pages.

Please do not use further Internet search while preparing the homework!

1. Internet search (video)
2. Essay/report (written)



# Analysis

- **Object of analysis: video**
  - Moving from one page to the next: connection
  - Use of hyperlinks
  - Use of what kind of pages (commercial, academic)
  - Tracking mouse/eye movements (+ think-aloud?)
  - Steps of search
  
- **Object of analysis: essay**
  - Steps of search visible in text production
  - Summary
  - Plagiarism

# Task

- Video example -



Inf2.wmv

In the following, you will watch part of a Camtasia experiment. Please observe and analyse the video as if you were part of the ACiME research team. Note down the steps of the search undertaken by the informant and any interesting aspects related to the use of the Internet as medium.



# Observations

## - Camtasia recordings-

- Choice of terms (individual differences)
  - Domain knowledge
  - Internet expertise (e.g. commands)
  - Ending up on same websites
- Collection of links in batches or direct consultation
- First language as source of information (code switching)
  - [Kultur]; [культура]
- Choice of websites: reliable vs unreliable sites
- Copy-and-paste behaviour (use of a word document)
  - Note-taking (comments)
  - Formatting and editing behaviour
- Use of extra tools (screen shots, VPN-client,...)

# Essay analysis

- Does the essay correspond to what was done during the Internet search?
  - Steps of search visible in essay
- Quoting/Referencing
  - Cases of plagiarism



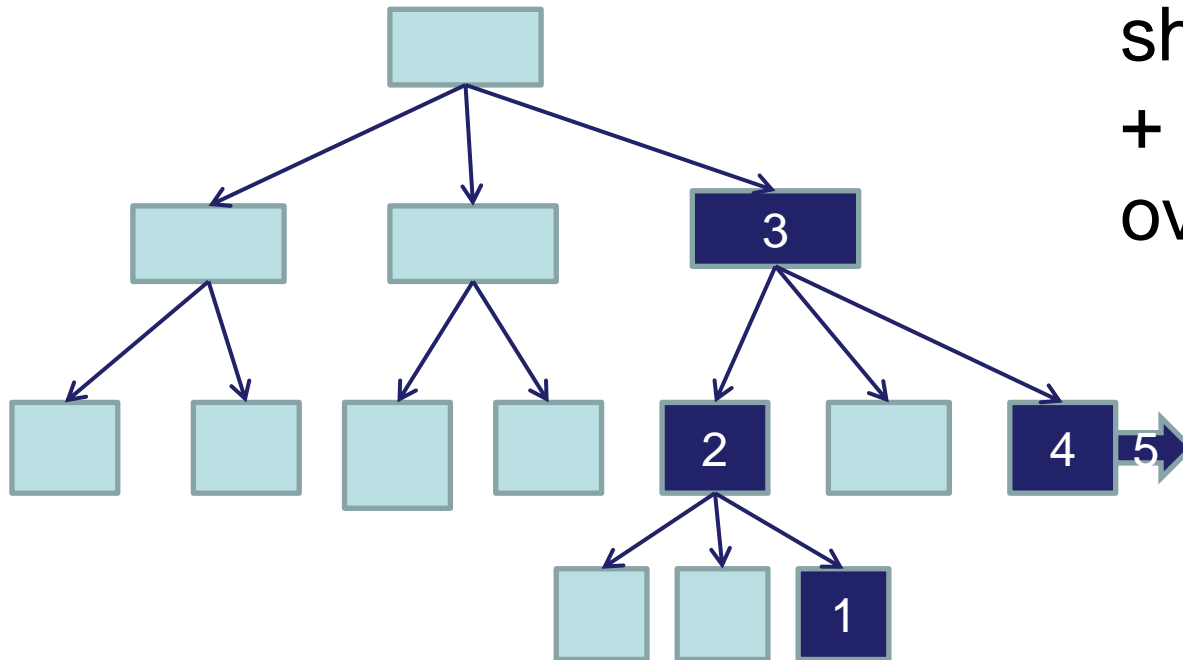
# Hyperlinks

- Create navigation/communication paths between webpages
- Link text nodes together
- Help construct text in customized segments within the nonlinear environment
- Facilitate reference tracing and creation of reference
- Emergence of new forms of text, knowledge and learning (Kress 2005)

# Hyperlinks

- Commonly cited disadvantages of hypertext (following Conklin 1987):
  - Cognitive overhead
  - Getting lost in hyperspace
  - Information shortsightedness
- Project website = content + communication paths (hyperlinks)

# Hyperlinks



Information  
shortsightedness  
+ cognitive  
overhead





# Further research

- More Camtasia experiments
- New format of the experiments  
(timing, task completion, task type)
  - Addition of tone
  - Time constraint (60 min. → 90 min.)
- Methodology
- Project website



***THANK YOU!***



# References

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