

35TH Annual National Wellness Conference
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”
University of Wisconsin-Stevens Point, July 17-22, 2010

Online Proposals

	LEAD PRESENTER	CO-PRESENTER
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Comprehensive List of Conference Presentations for LEAD Presenter:

A Qualitative Analysis of the Role of Overeaters Anonymous in Women’s Recovery from Bulimia Nervosa. (2003). Hamilton, D. American Association for Health Physical Education, Recreation and Dance Annual Conference (AAHE Division – Research Coordinating Board), Philadelphia, Pennsylvania.

Vocational Wellness: Promoting Girls Participation and Retention in Science, Technology, Engineering, and Math (STEM) - A Data Driven Gender Equity Approach. (2003). Hamilton, D. & Reinhartz, J (2003). Association of Colleges for Teacher Education Annual Meeting, New Orleans, Louisiana.

Shortchanging Students Shortchanges America: The Role of Decision Making Regarding Controversial Issues in Sexuality Education Curriculum. Hamilton, D. H., & Reinhartz, J. (2003) American Educational Research Association Convention, Chicago: Illinois.

Understanding Gender Equity: An Ethnographic Assessment of Middle School Students’ Gender Patterns in Learning Science, Technology, Engineering, and Math. (2003). Hamilton, D. H., & Reinhartz, J. (2003) American Educational Research Association Convention, Chicago: Illinois.

Critical Thinking Requires Critical Doing: An Analysis of Students’ Multicultural Experiences within Freire’s Framework. (2003). Jackson, M. H., & Hamilton, D. H. American Educational Research Association Convention, Chicago: Illinois.

Service Learning Pedagogy for Teaching Social Science and Health Promotion: Implications for Coursework in Race, Ethnicity and Gender. (2003). Hamilton, D. H. & Gutierrez, J. A. Southwestern Social Sciences Association, San Antonio: TX.

Enhancing Vocational Wellness Using a Near Peer Mentoring Program to Increase Middle School Girl’s Interest in Science, Math, Engineering and Technology. ((2002). Hamilton, D., Reinhartz, J., Peterson, L. & Shelton, B. A. 16th Annual Women in Educational Leadership Conference, Lincoln, Nebraska.

A Critical Incident Analysis Approach to Diversity Training in Community Health Education. Hamilton, D. H. & Jackson, M. H. (2002). 9th Annual Minority Health Conference, Dallas, Texas

Assessing Cross Cultural Sensitivity and Awareness: A Basis for Curricular Change. (2002). Hamilton, D. H.,& Jackson, M. H. 15th Annual National Conference on Race & Ethnicity in American Higher Education, New Orleans, Louisiana.

Intuition as a Cornerstone of Safety: Proactive Self-Protection Against Sexual Violence. (2002). Jackson, M. H. & Hamilton, D. H. American Mental Health Counselors Association Annual Conference, Atlanta, Georgia.

A Critical Incident Analysis for Examining Multicultural Awareness Among Pre-professional Educators. (2002). Hamilton, D. H. Southwestern Educational Research Association Conference, Austin, Texas.

35TH Annual National Wellness Conference
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University of Wisconsin-Stevens Point, July 17-22, 2010

Using Intuition, Empowerment, and Self Trust in Predicting Sexual Violence, (2001). Hamilton, D. and Jackson, M. American Association of Sex Educators, Counselor, and Therapists 33rd Annual Conference, San Francisco, California.

The Relationship Between Personal Spirituality and Health Practice: Implications for Nursing and Health Professionals (2001). Jackson, M. and Hamilton, D. Fourth Annual Transcultural Nursing Conference. American Transcultural Nursing Association, Biloxi, Mississippi.

SEE ADDITIONAL PRESENTATION LIST IN VITA

Comprehensive List of Conference Presentations for Co-Presenter:

Sweet, D.R., LaPrad, J.G., Closen, J.P., & Stinnett, M. (2009). Tech and teach-able faculty: Can we build them, yes we can! Midwest Educause, Chicago, IL. Sweet, D.R., West, M.L (2008). IntegrateIT! Illinois Education and Technology Conference, Springfield, IL. Sweet, D.R. (2008). Professionalism in online social networks . Kappa Delta Pi, Alpha Epsilon #29, Western Illinois University, Macomb, IL. Sweet, D.R. (2008). Calling all Avatars! An Introduction to Virtual Worlds . Office for Partnerships, Professional Development, and Technology, Western Illinois University, Macomb, IL. Sweet, D.R., and Shoemaker, A.J. (2008). New ways of reaching your campus community. Online social networks and virtual worlds . College Student Personnel Conference, Western Illinois University. Zellmann, K.T., Sweet, D.R, & Wiseman, S. (2008). The reality of virtual worlds in an undergraduate Social Work course . Virtual presentation for SLOAN-C Consortium. Sweet, D.R, West, M.L. (2008). Welcome to IntegrateIT! Center for Innovation in Teaching and Teaching and Research, Western Illinois University, Macomb, IL. Sweet, D.R. (2008). Building and editing objects in Second Life . Center for Innovation in Teaching and Research, Western Illinois University, Macomb, IL. Greer, R.J., Sweet, D.R. (2008). Preparing today’s faculty to meet the technology needs of tomorrow’s students . Poster presentation for Midwest EDUCAUSE, Chicago, IL. Sweet, D.R., Moon D.M., and Fauvie, R.(2007). Designing with Accessibility in Mind. Western Illinois University, Macomb, IL. Sweet, D.R. (2007). Online social networks. What are they and why should I care? Center for Innovation in Teaching and Research, Western Illinois University, Macomb, IL.

SEE VITA FOR ADDITIONAL PRESENTATIONS

Presentation Title:

Creating Online Social Networks to Promote Wellness In the Net Generation and Beyond

Track: Wellness Promotion

Target Audience: Health Promotion Professionals

Program Level: intermediate

Program Type: Breakout Session

Have you presented or are you planning to present this program at other wellness-related conferences?

n/a

Abstract:

Born around the time the PC was introduced, the Net Generation has never known life without technology, takes for granted that the Internet has always existed, and now spends more time daily online than watching television. During this session, professionals who are interested in creating cost-effective, wellness based online social networks will examine the learning characteristics of the Net Generation and contrast them with those of digital immigrants (those over 25); explore the use of online social networks in wellness promotion; assess the benefits and barriers of using social networking; and receive step-by-step instructions for creating their own social network.

Measurable Objectives:

As a result of session attendance, participants will be able to:

- 1). List and describe learning characteristics of the Net Generation and contrast them to those of their older cohorts (known as digital or technology immigrants).

35TH Annual National Wellness Conference
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- 2). Explain the benefits and barriers of using social networking to promote wellness and consider effective strategies for enhancing on-site security/protection.
- 3). Use the Ning site to create an online wellness-related social network that includes such components as photo and video features, slide presentations, RSS feeds, blog posts, text boxes, hyperlinks, privacy settings, and broadcasts.

Program Outline:

OUTLINE

1.) Educating the Net Generation?

- Also known as Millennials or Generation Y; these individuals are under the age of 25
- They have been born into technology and are known as native speakers of digital language
- Those under age 25 think and process information differently than do those over 25 who are known as digital immigrants
- Preferences for learning methods and materials are quite different for the Net Generation compared with their older cohorts

2.) Characteristics of the Net Generation

- Gravitate toward group activities and prefer social interconnectedness and interaction
- Racially and ethnically diverse; one in five has at least one immigrant parent
- Bricolage: Have expanded ability to piece together information from multiple sources; non-linear thinkers
- Quickly move between real and virtual worlds thereby expanding learning beyond text
- Tend to have less developed text literacy than older cohorts due to accessibility and reliance on visual media
- Attentional Deployment: Able to shift attention rapidly from one task to another; may choose not to attend to things that don't interest them
- Intuitive visual communicators who learn better through inductive discovery than by being told
- Respond quickly and expect rapid responses in return
- Often place more emphasis on speed than accuracy
- Multi-task: Work on or complete many tasks simultaneously
- Experiential Learners: Value learning by doing/discovering for themselves or with peers
- Seventy-five percent of 18-24 year olds have an online social network profile

3.) Overview of Characteristics of Online Social Networks

- They are continuous, not temporal; there is no core membership that interacts together as a finite group over a long period of time
- Communities form around a common goal
- There is no centralized network facilitator or leader; however community leaders may emerge over time

4.) Implications for Using Online Social Networks for Wellness Promotion

- Benefits to promoting health through social networks
 - Individuals know more about a health-related conditions that they may be confronting
 - Populations can be targeted for specific health messages
 - Network may offer support, thereby enhancing the quality of life
 - Improved health-related decision making
 - Participants have access to information 24 hours a day – 7 days a week
 - Sensitive or potentially embarrassing health issues may be addressed anonymously
 - Socio-demographic factors such as age, race, gender, ethnicity, income, and social status are not readily apparent
 - Geographic and transportation barriers are absent
 - Provides a cost effective way of communicating and disseminating information
 - Geographic and transportation barriers are absent

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- Barriers to promoting health through social networks
 - The “digital divide” still separates the information poor and less educated who lack computer access
 - Absence of visual and auditory cues (e.g. facial expressions, vocal tone, eye contact) may result in misinterpreted messages
 - Social networks not facilitated by health and wellness professionals may contain inaccurate, dangerous, or potentially life-threatening information
 - Individuals may overly rely on online information and delay seeking medical care
 - Current use of online health-related social networks
 - Health issues or disorders with few treatment options, unclear etiology, and that are often overlooked by the medical community are more likely to be searched through social networks
 - Studies show that 40 – 60 percent of health related site access is during the evening and early morning hours
 - Interactive online health networks (i.e. blogs)
- Socio-emotional Messages: Includes messages that express feelings, provide support, or include casual conversation
- Task-Oriented Messages: Provision of information and problem solving
- Average distribution of health related blog postings on health sites: 50% socio-emotional; 40% information sharing; 10% networking and assistance

5.) Instructions for Professions to Create a Wellness Social Networking Site Using Ning

- Demonstration and examples
 - Ning (<http://www.ning.com>)
 - Administering your social network
 - Features (e.g. blogs, videos, photos)
 - Privacy feature control
 - Inviting and managing members
 - Themes and tab manager
 - Ning example: “Go Red for Heart Disease”
 - Step-by-step demonstration and instructions for setting up your Ning health network
 - Refer to handout:
 - 10 Steps to Setting up your Online Health Network with Ning

6.) Conclusions and Summary

- Discussion question:
 - How might you use the tools offered by Ning in your own wellness promotion activities

Program Bibliography:

SELECTED BIBLIOGRAPHY

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35TH Annual National Wellness Conference
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”
University of Wisconsin-Stevens Point, July 17-22, 2010

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35TH Annual National Wellness Conference
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University of Wisconsin-Stevens Point, July 17-22, 2010

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Program Relevance to Conference Theme:

RELEVANCE TO THE CONFERENCE

As stated in the 2010 National Wellness Conference: Call for Proposals, promoting wellness has become increasingly expensive in a time when budgets are shrinking. Correspondingly, wellness professionals are looking for cost-effective and innovative ways of communicating health-related information to diverse target populations. This session considers the benefits of creating online social networks as a cost-effective way to disseminate wellness information, send and receive messages, and reach many people simultaneously.