Spreading the emerging technology 'virus':
how all staff can learn, apply and build community around using interactive tools

Dr. Lisa Cluett
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How does a university approach the uptake of emerging technologies?

Our target audience are skilled, confident and connected*

*UWA annual NODE survey of student ICT use
Our staff are...

The tried and tested solutions

1 2

A new model of leadership

*Federally funded research project
ALTC Viral Leadership Project
Redefining how university staff learn about emerging technologies*

Leadership Model – Traditional and cascade
• Top down, inside out, formal, individual, experts

How is Viral Leadership different?
• Everyone can be a leader
• Only need to know enough (not everything!)
• Job role is not of key importance
• Knowledge of technology must pair with other expertise
• ‘Zone of proximal development’
• Emerging technologies are based on community

How to initiate and then ‘normalise’ a virus…
**ACTIVITY ALERT**

- Show how everyone can catch the virus
- Explore how it might grow in your workplace

**Activity**

- Some questions about you
- Discussion about the results

(assumption – that you have some interest in emerging tech!)

1. If/when you attend a session at work relating to technology, you typically ‘know’ more than 1/3 of the people there and they know you?
2. Do people in your workplace know you’re interested in emerging technologies?
3. You think you are ‘connected’ online – more or about the same as most people you work with?
4. If a new staff member asked you about social media or online tools you’d help a bit and know the name of someone else to ask?
5. If an invite to a development session was circulated you’re more likely to pass it on to colleagues than attend youself

Who are these ‘infected’ people?
Regular infector  Formal infector  Edge infector

Niche infector  Surface infector  'Toxic' strain

Who are these 'infected' people?

'super-infectors'

Viruses can't survive alone

The role of staff in your university

- Contacts
- Events
- Support
- Time
- Networking
- Showcases

- Resources
- Refreshers
- Examples
- Guidelines
- Mentoring
- Sandpits
The practicalities

- Let people know you are curious and enthusiastic
- Regular, short sharing is better than longer formal presentations
- Take the ‘book club’ approach
- Ask questions when you need the information
- Connect other people together as a routine matter
- Sometimes it’s all counter-intuitive…

More information?

- For more info or to promote to your staff: lisa.cluett@uwa.edu.au
- Follow us on Twitter: www.twitter.com/altcviral (or wait till you know more about Twitter!)
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