

# Formal to Informal - Education to Industry Easing the transition through Social Media

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# Communication and collaboration through Social Media



# Publicly Private and Privately Public



**Thelwall, M. (2008), "Fk yea I swear: cursing and gender in a corpus of MySpace pages"**  
*Corpora*, Vol. 3 No.1, pp.83-107



# Social networking for business



# Module content, 12 weeks

## Topics covered included

- Digital identity
- Online presence and impression management
- Blogs, Podcasts, RSS
- Flickr and YouTube
- Copyright and licensing
- Content mash-ups and Creative Commons
- Wikis (group research projects)
- Social bookmarking
- Webconferencing

# SPIN Productions

 [Entries RSS](#) | [Comments RSS](#)

## Videos



3 views

Futurebound -  
Drum & Bass

26 Oct 08



3 views

UNCZ @ D&BTV  
LIVE (PART 2)

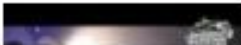
21 Oct 08



10 views

Random Concept  
- Global Gathering

26 Oct 08



7 views

## The Launch Of Spin Productions.....

Posted on [October 13, 2008](#) by [eddspin](#)



**EDDSPIN**  
Spin Productions  
Manchester  
Uk

Hello world and welcome to Spin productions. Spin productions has independently been formed by myself a Drum and Bass producer by the name of Eddspin, at the age of 25 i am currently studying in the manchester area to achieve my degree in professional sound and video from gaining my Hnd in music production and development.

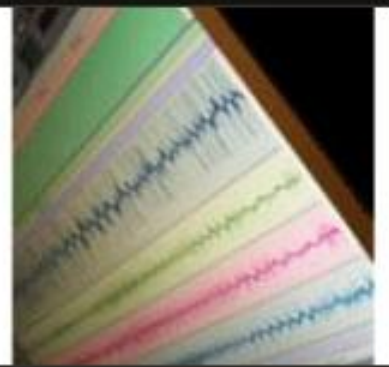
This WordPress blog will be the one to check regularly on my progress so far and also a very good source if you love your Drum & Bass. 2008 has been a great year for Drum and Bass so far and despite all the changes throughout the past twenty

## Gallery





SYMBiont<sup>TM</sup>  
Productions



## Its Just Not Loud Enough....

'We want it louder' they say... and i say, 'ok well i can make it louder, but you will start to lose the sound quality of your recording..' and they say ' oh thats ok, just make it loud as \*!\*% !'.

Well im not sure where this business of recording is heading, however it does, no matter how ridiculous it may sound, concern me.. a lot. The so called 'Loudness War', has been a hot topic among engineers, producers and recordists on all levels, from high to low end home based operators for some time now. However the subject is now spilling through to the mainstream media who are highlighting subjects such as the current debate over the new Metallica recording. If you dont happen to already know, ive posted a link to The Guardian website in the articles section of this site which contains an interview with Metallica drummer Lars Ulrich, in which the subject matter is 'discussed'. Yes the album is rife with digital distortion, absolutley riddled with it and ive had heated discussions with friends about it who for some reason, dont seem to have a problem with it... surely.. it is a problem isnt it? Or am I becoming too obsessed?

This introduction may sound somewhat self indulgent, but please believe me, I dont claim to be the worlds greatest engineer or producer, on the contrary im still learning and eager to learn more and hope to be able to build a career in the industry. Nor do i

### PAGES

[Welcome](#)

[Articles](#)

[Curriculum Vitae](#)

• [Personal Profile](#)

• [Personal Details](#)

• [Education](#)

• [Other Qualifications](#)

• [Career History](#)

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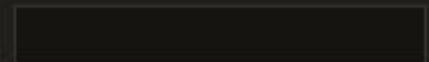
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## CZ – Projekt

Zdravy Vas stream noise production.

Jste amaterska kapela, nebo profesionalni turne manazer? Chcete expandovat do zahranici nebo zahrat svuj prvni koncert v UK? Zpivate v anlgictine a radi by jste zahajili zahranicni distribuci? Otazek je mnohem vic, ale odpoved zustava stejna – STREAMNOISE PRODUCTION (SNP). SNP je Vas universalni nastroj který nezna hranic.

Jak to funguje? Nasi Hlavni prednosti je fakt, ze zakladatel organizace je Cech zijici v Anglii, (v Manchesteru od r.2004), s bohatou hudebni zkusenosti, momentalne studujici na Univerite Salford Profesionalni Zvukovou a Video Produkcii. Vice o zakladeteli se dozvite z zivotopisu.

Dalsi hlavni vyhodou **Stream Noise** production je ze fungujeme na bazi **-intercorporated synergy**, tedy spojene spoluprace a to znamena, ze kazdy kdo ma co nabidnout (dovednosti,schopnosti,kontakty atd) se muze stat clenem nasi spolecnosti. klicovou platformou Stream Noise production je Web 2.0 technologie, která umoznuje koncovym uzivatelum (end-users) kontrolu nad projektem. Vice o Web 2.0 technologii a moznostech které umoznuju se dozvite v blogu.

SEARCH

### BLOGROLL

[WordPress.com](#)  
[WordPress.org](#)

 [SOUND ON SOUND MAGAZINE](#)  
– LATEST NEWS

[NAMM 2009: M-Audio Axiom Pro](#)  
[NAMM 2009: Waldorf Largo](#)  
[NAMM 2009: Izotope Ozone 4](#)  
[NAMM 2009: IK Multimedia](#)  
[Amplitube Fender](#)  
[NAMM 2009: MicroKorg XL \(Video\)](#)

# rawflare

Posted in [home](#) on October 28, 2008 by sam skitt

**WELCOME TO THE RAWFLARE BLOG SITE**

**CHECK THE SITE FOR INFO ON  
ALL RAWFLARE PRODUCTIONS,  
PERSONAL POSTS FROM RAWFLARE  
MEMBERS AND RECENT  
UPDATES....INABIT**

## about

- » [guerrilla rawflare](#)
- » [music](#)
- » [sam skitt CV](#)

## recent posts

- » [future music](#)
- » [new music](#)
- » [DRM pros/cons](#)

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[4 Comments »](#)

## DRM pros/cons

Posted in [skittblog](#) on November 13, 2008 by sam skitt

Digital Rights Management consistently sparks passionate moral debates over the World Wide Web's many forums. Independent consumer research indicates that the majority of internet users do not agree with the idea of "intellectual property", more specifically they do not agree that a purchased product should have such stringent limitations and privacy infringements. In December of last year the Entertainment Retailers Association (ERA) in the UK advised the music industry to abolish the DRM systems currently in place and blamed them for the ever-decreasing online music sales in this country. The customer appears to be confused by the current incompatible management systems.

DRM grants larger multinational record corporations the ability to trade online in a way they perceive to be secure and that meets the criteria of their contractual agreements with major record labels . This illusion allows the UK and global online music sales market to grow, and

# VORRES

[HOME](#)[BLOG](#)[MUSIC](#)[MIX DOWNLOADS](#)[VIDEOS](#)[FLYERS & PHOTOS](#)[EVENTS](#)[CONTACT](#)[CV](#)

## Home

# HOME

11  
2008



Hi,

My name is Vorres, I am a music producer and a DJ, based in Manchester (UK).

I began DJing at the age of 14 and won the "Best young DJ" competition at the age of 15.

After winning the competition I began playing around the clubs and bars of the North East of England..... playing at Empire, World

### MUSIC

1 lastorder  
Bam Bam Dealers  
Vorres Myspace

January 2009

M	T	W	T	F	S	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

< Next

# Student feedback

“This module has taught me how easily obtainable and highly advantageous it is for someone working in the audio and video industry to promote themselves using the internet”

(RUDE)

“All in all I found WORDPRESS easy to use and I imagine it could be quite flexible for most users. The fact that you can use things like RSS to mash-up different content means that you can pull in almost anything to your pages. It seems that you can be a user of almost any level – from a complete novice right up to a skilled programmer.”

(GORDON)

# Student feedback

“I thought the work on My Digital Self was excellent – I’ve now got a much clearer idea of how to present myself online. I also really liked web conferencing and the wiki – didn’t know anything about these before.”

(ALASTAIR)

# Student feedback

“I want to carry on with my website – I loved the Web 2.0 stuff – it was all new. This module has really opened up doors for everyone”.

(JOHN)

“This module has inspired me to develop the blog and has made me look at the web in a different light in terms of creativity and gaining a foothold in the professional world”

(PAUL)

# Student feedback

I didn't realise I could write until now, I mean in a creative way... Sharing opinions and stuff. I don't usually like talking on the phone – let alone blogging! It was scary at first, but once a few people had seen what I'd written – my friends, girlfriend, and then you... Well you all gave me really good feedback. I'd never thought of myself as being able to write or communicate before. I'd never thought about the social side and how I could use it in my work. I was really sceptical at first, but out of all the modules this is one where I feel like I've learnt loads.

(ANDREW)



# Student feedback

“Wordpress and blogging in general was new to me but I was impressed by the way it can combine both professionalism and social networking into one medium.  
(DANIEL)

“It has helped me to understand the importance of a strong digital identity, enabling me to mash-up different elements of my existing identity to converge in one place that I control and author – I’d employ me! ;-)  
(SARAH)

# Design principles

Learner-centred

Authenticity

Situated

Platform agnostic/multi-platform

Ownership and autonomy

**Bridging:**

**Formal - Informal**

**Personal – Professional**

**Education – Industry**

**Role of the tutor?**

# Advanced Multimedia Module

Guided development of professional identity

Generic skills/lifelong learning/digital citizenship

Social media/social networking/social computing

Social-cultural approach to being 'techie'?

Potential for curriculum development/academic study i.e. other taught modules?

JISC publications ***Effective Practice in a Digital Age*** and ***Effective Use of Social Software in UK Further and Higher Education***

Let's carry on the  
conversation online!

<http://heloukee.wordpress.com>

**Helen Keegan**

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