



# ROUNDING UP DIGITAL TRENDS

**W**e are all aware at just how difficult it is to keep up with all that is new or no longer relevant when it comes to the digital world. **JULIE BARKMAN** tells us about a successful – and useful – PD course.

In November 2015, Library and Information Studies (Sydney TAFE) and ALIA Training partnered to present a three-week online Professional Development course – Digital Trends Round Up 2015.

The teachers of this course were thrilled by its success – 146 participants was higher than any previous courses we had delivered with ALIA. We were delighted to welcome participants from around Australia and overseas, ranging from Library Assistants to Library Managers.

Students added 9,867 posts to the discussion forums, with a staggering 3,500 in just one week! The four teachers added another 2,329 posts – over 600 in one week. So many ideas and comments and discussion to try and keep up with ... it was truly amazing.

With Christmas just a few weeks away, *What would you like in your Santa sack?* was by far the most popular forum, with over 800 posts.

Another popular activity was *Speed up the Cart*, in which a glossary of relevant terms was created. It attracted 495 entries, so there was an abundance of terms for us to investigate, a selection of which tests participants' knowledge: clickbait, cortana, crickets (nothing to do with garden or sport), doxing, yippy, BigHugeLabs, doodle and Hootsuite.

The course also covered the serious business of all things digital in the library world, with a focus on searching and search engines, educational apps and resources, research and bibliographic management tools, tools for the readers' advisor and reference worker, gamification and BYOD.

A big thank you to all participants. 🌟

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**Clickbait** – A pejorative term that describes web content aimed at generating online advertising revenue, especially at the expense of quality or accuracy, relying on sensationalist headlines or eye-catching thumbnail pictures to attract click-throughs and to encourage forwarding of the material over online social media.

**Cortana** – A Windows 10 tool to help find things on your PC, manage your calendar, track packages, find files, chat with you and tell jokes.

**Crickets** – A chat term that means 'no one is responding to my question; please speak up, people'. It is used when someone is seeking a reply from others and wants to politely nudge people to respond.

**Doxing** – The process of gaining information about someone or something by using sources on the internet.

**Yippy** – A search engine that pulls results from other search engines and organises them in clusters.

**BigHugeLabs** – Helps you do cool stuff with digital photos.

**Doodle** – An online scheduling tool that can be used quickly and easily to find a date and time to meet with multiple people.

**Hootsuite** – A tool to assist you in scheduling messages, managing all your social accounts, and to help measure social media campaigns.



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