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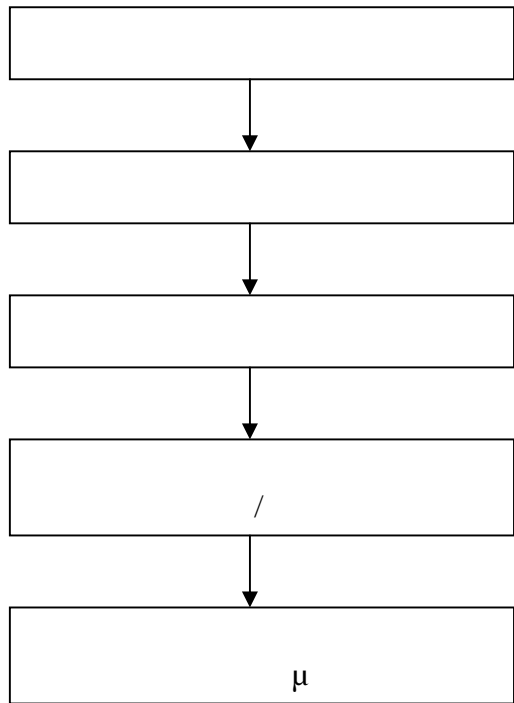
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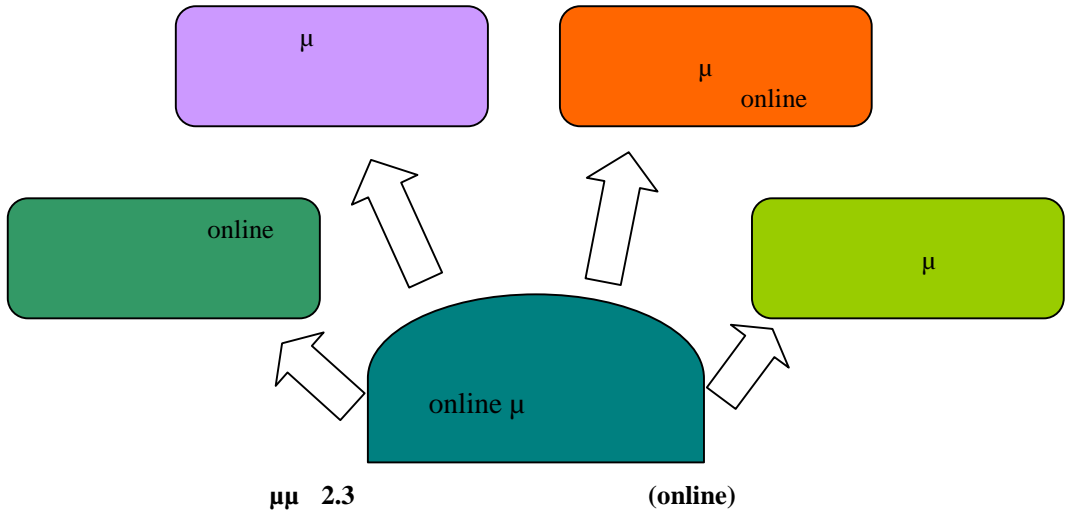
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– User Generated Content) (eMarketer, 2007).

(Social Media)

(Web 2.0).

(Social Media) blogs, social networks, wikis, podcasts, mash-ups, . . .

(ebusinessforum, 2008):

- (Social Media) “ ” (password).
- (Social Media)

- **Definition:** Social Media refers to any form of electronic communication that allows users to create and share content or to partake in social networking. This includes but is not limited to social networking sites, video sharing, microblogging, social bookmarking, and social media marketing.
- **Characteristics:** Social Media is characterized by its user-generated content, social networking, and the ability to share information quickly and easily. It is also characterized by its ability to connect people from different parts of the world.

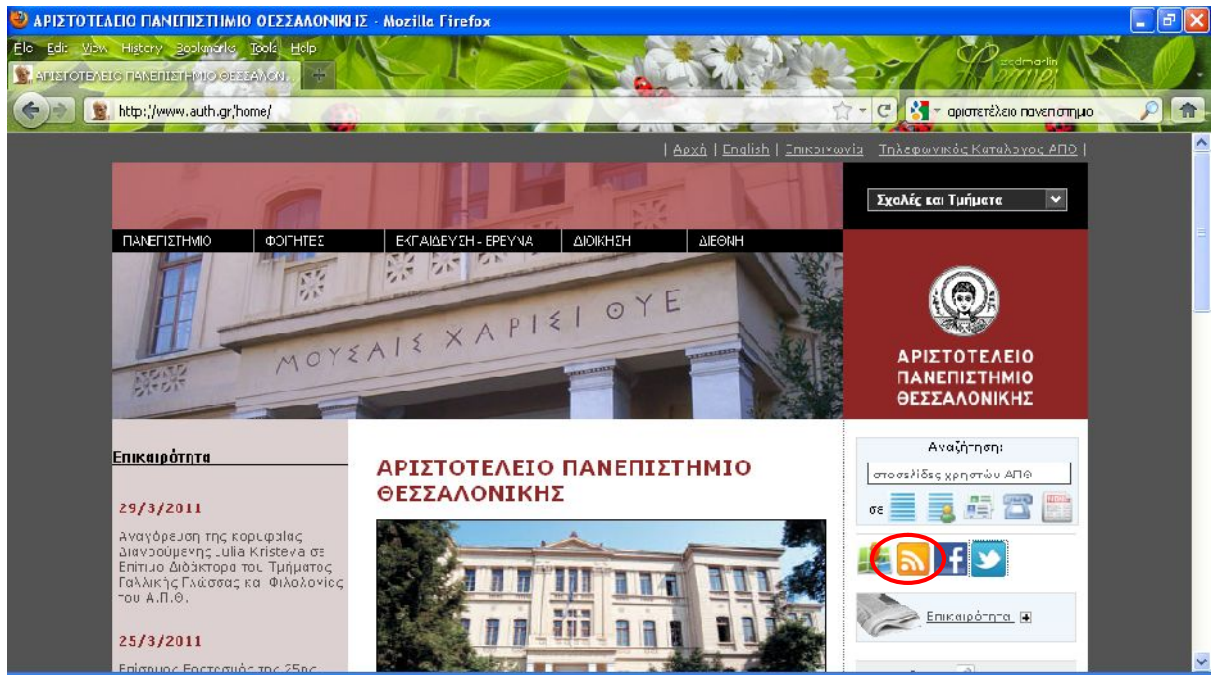
2.3.3 Social Media (Social Media)

Social media is a form of electronic communication that allows users to create and share content or to partake in social networking. (ebusinessforum, 2008; Bughin, 2007; Du et al., 2006).

2.3.3.1 RSS (Really Simple Syndication)

Really Simple Syndication (RSS) is a web feed that allows users to access updates to online content in a standardized, computer-readable format. RSS readers (also known as RSS aggregators) are software applications that retrieve RSS feeds from the Internet and display the content to the user. Popular RSS readers include FeedDemon, NewsGator, Rojo, Spotback, Google Home page, MyYahoo (Windows Live Space), and RSS.com. RSS feeds are typically used to provide updates on news, articles, and other content. RSS feeds are typically used to provide updates on news, articles, and other content.

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2.4 RSS feed μ

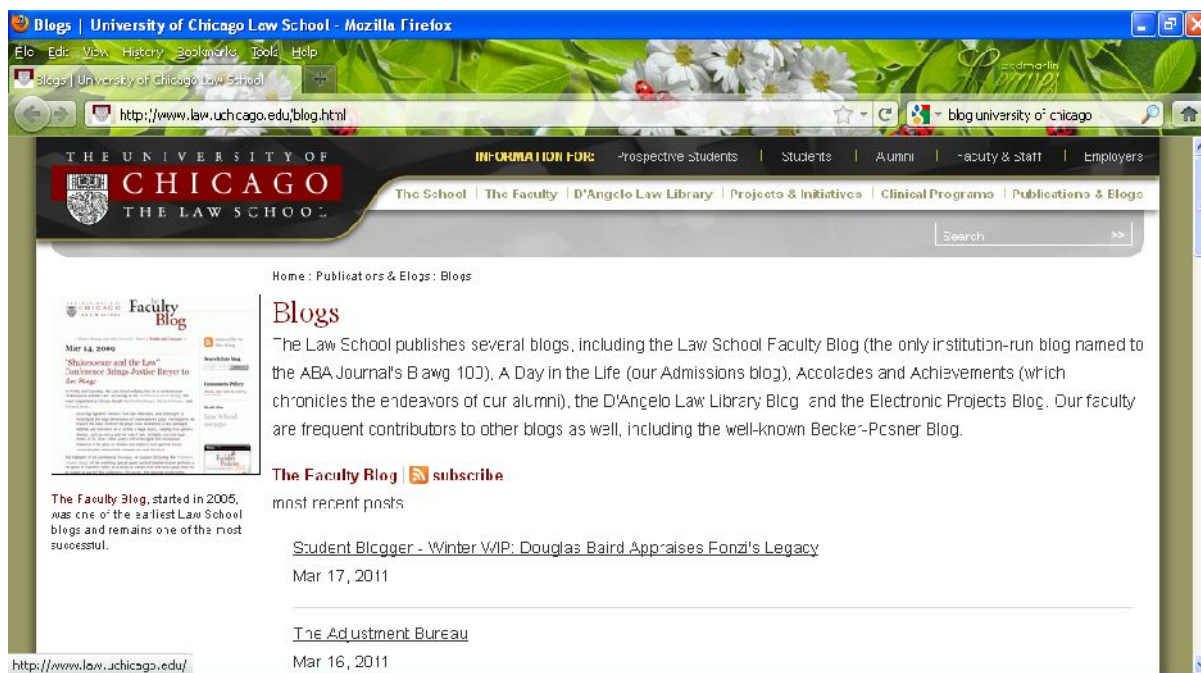
2.3.3.2 Blogs (Weblogs)

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 μ blogs μ “blogosphere”,
 μ μ bloggers.

2.5 μ blogs μ
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 (2.6).



2.5 Blogs μ μ Chigago



2.6 To Library Blog μ μ Chigago

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2.3.3.3 (Social networks)

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 myspace.com twitter.com. ,



2.8 University of Missouri facebook

2.3.3.4 Tagging (social search & tag clouds)

tagging μ μ .
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 -Web 2.0 .

2.3.3.5 Mash-ups & Open APIS

Mash-ups μ μ

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2.3.3.6 Wiki

wikies (server)

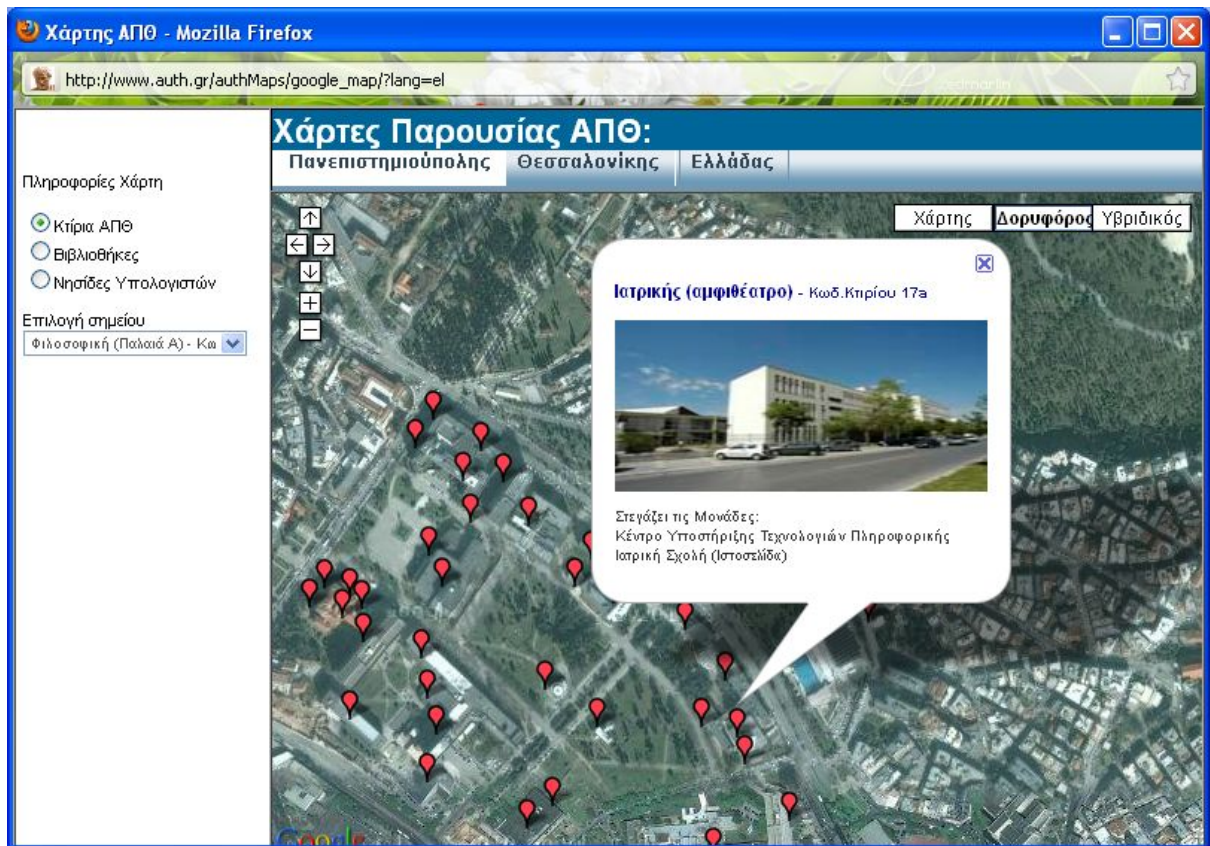
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μ browser. μ μ wikis

μ , wikis , μ μμ μ .

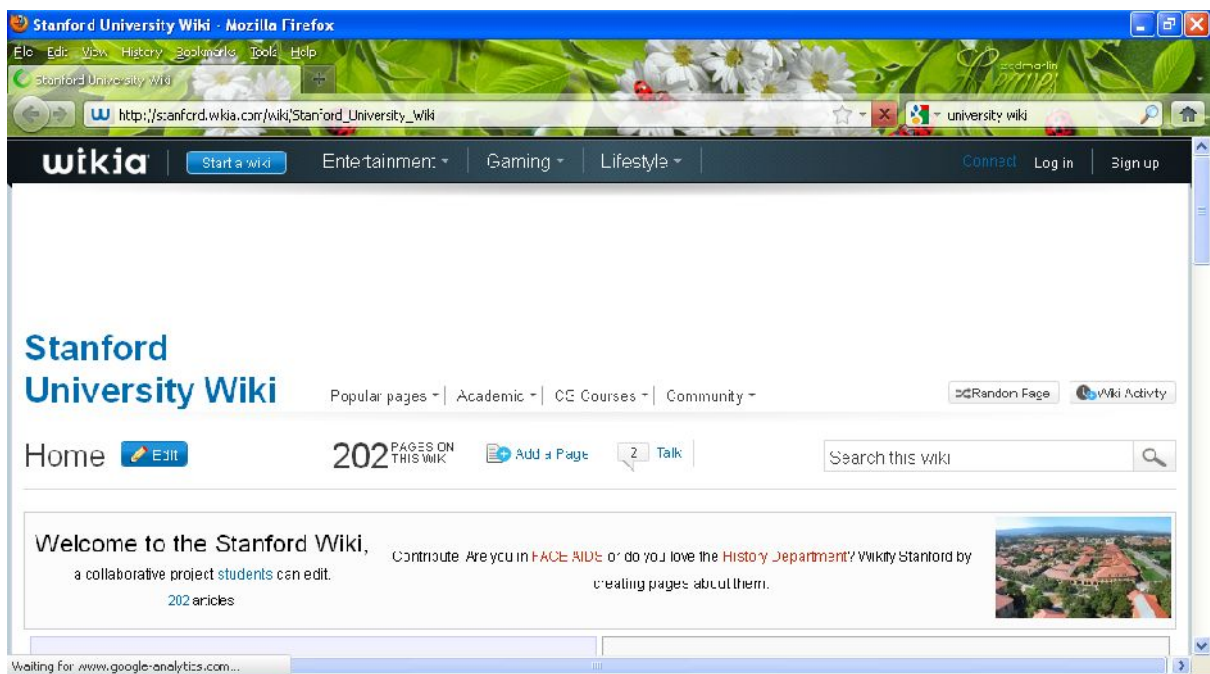
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2.10 wiki μ Stanford University.



2.9 Mash-ups

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wiki Stanford University

University of Pennsylvania
 "True Learning" (<http://www.youtube.com/watch?v=nGpOizUIY60>).
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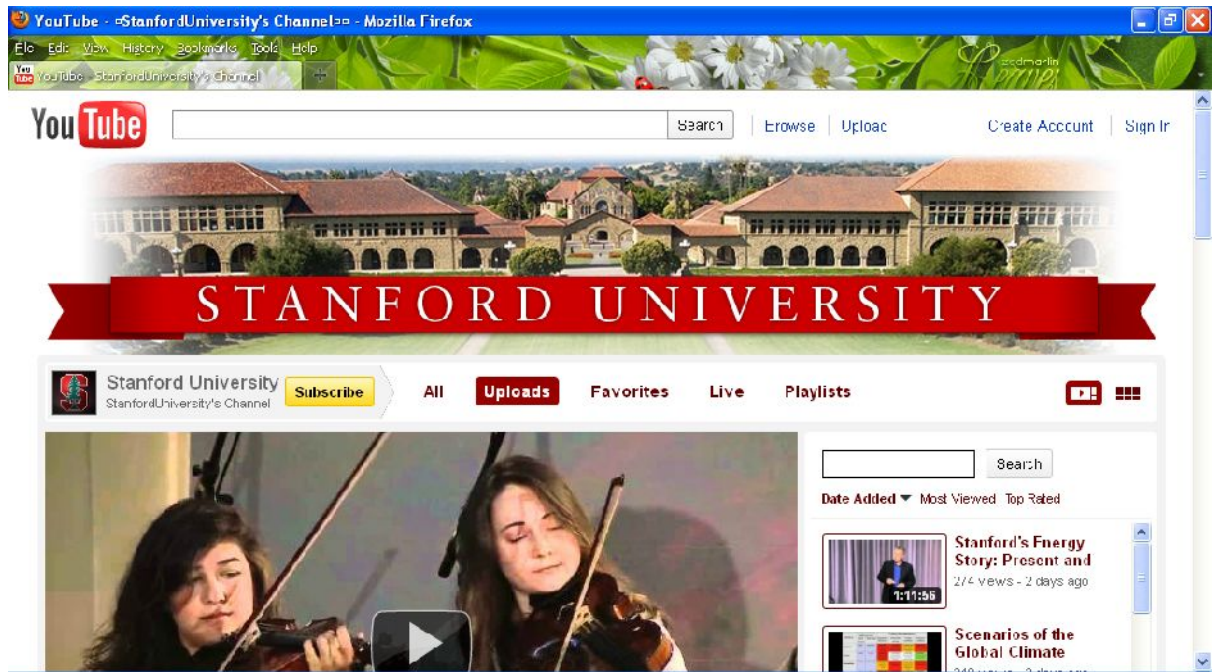


2.11 Video YouTube University of Pennsylvania

Stanford University (2.12)

YouTube (<http://www.youtube.com/user/StanfordUniversity?blend=1&ob=5>).

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Stanford University

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Oxford University

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(<http://www.youtube.com/watch?v=vxAU88LxLis>).

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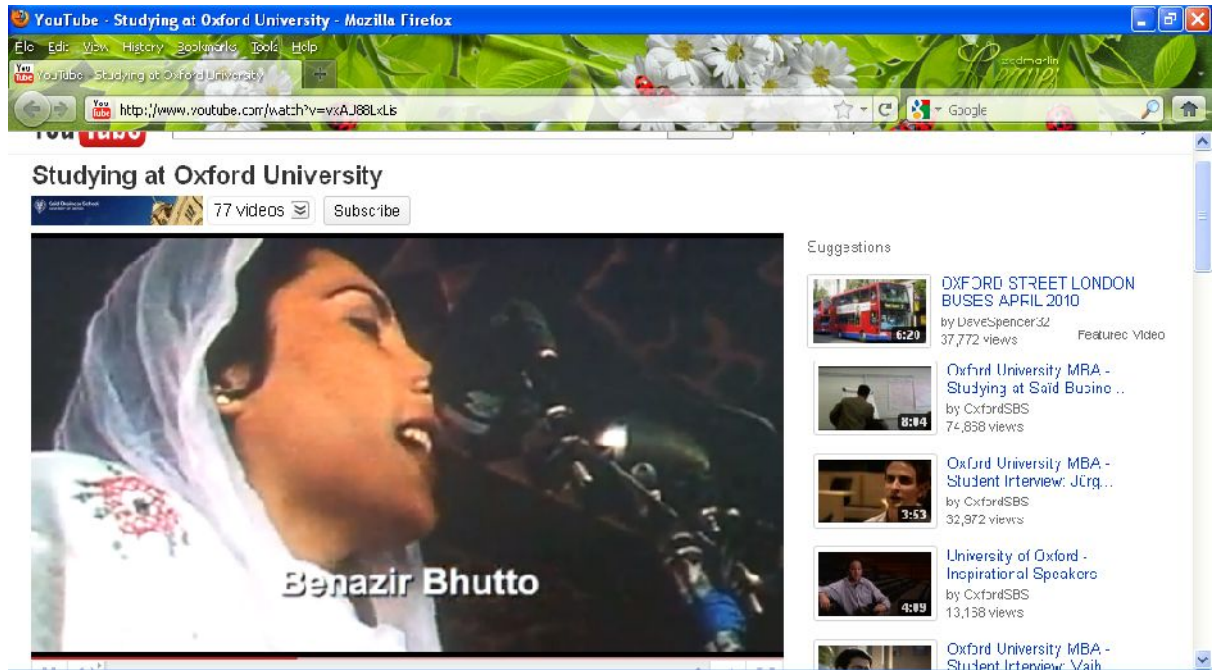
μ “Studying at Oxford University”.

μ μ Bill Clinton, o Nelson Mandela,

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2.13 “Studying at Oxford University” YouTube



2.14 “The University of Oxford - College Life” YouTube

(<http://www.youtube.com/watch?v=Wt1GwABGmTM&feature=relmfu>)

(2.14).

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2.4 Social Media

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3.2 YouTube μ

3.2.1 μ Coventry



3.1 μ Coventry YouTube

μ : Coventry University (μ)
 : 105.637
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 : 1319
 : <http://www.youtube.com/user/CovStudent>

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 : <http://www.youtube.com/user/IllinoisAdmissions>

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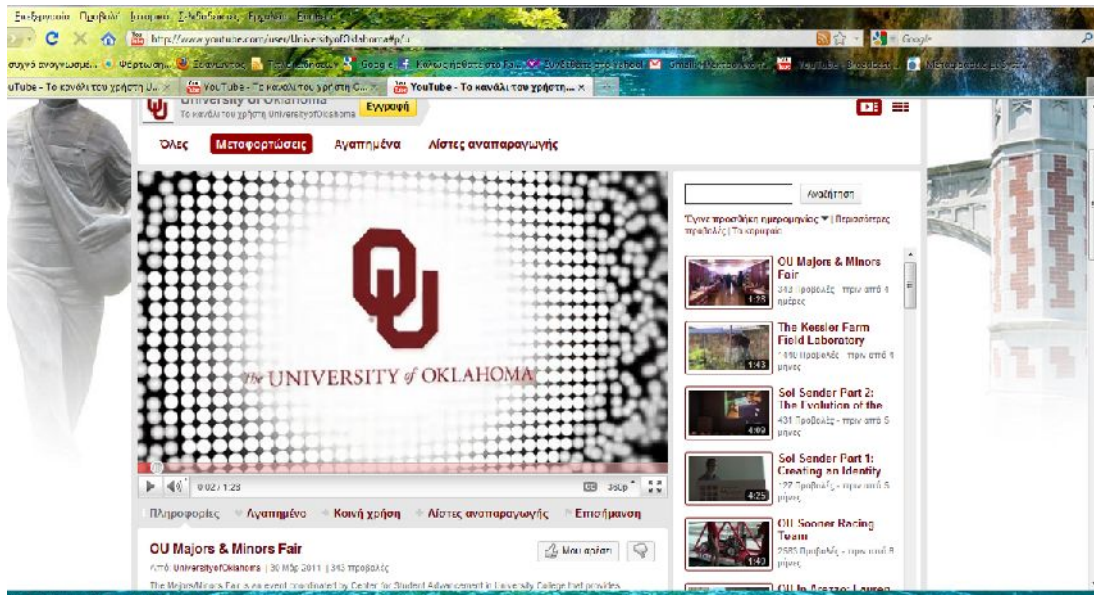
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3.2.3 μ Oklahoma



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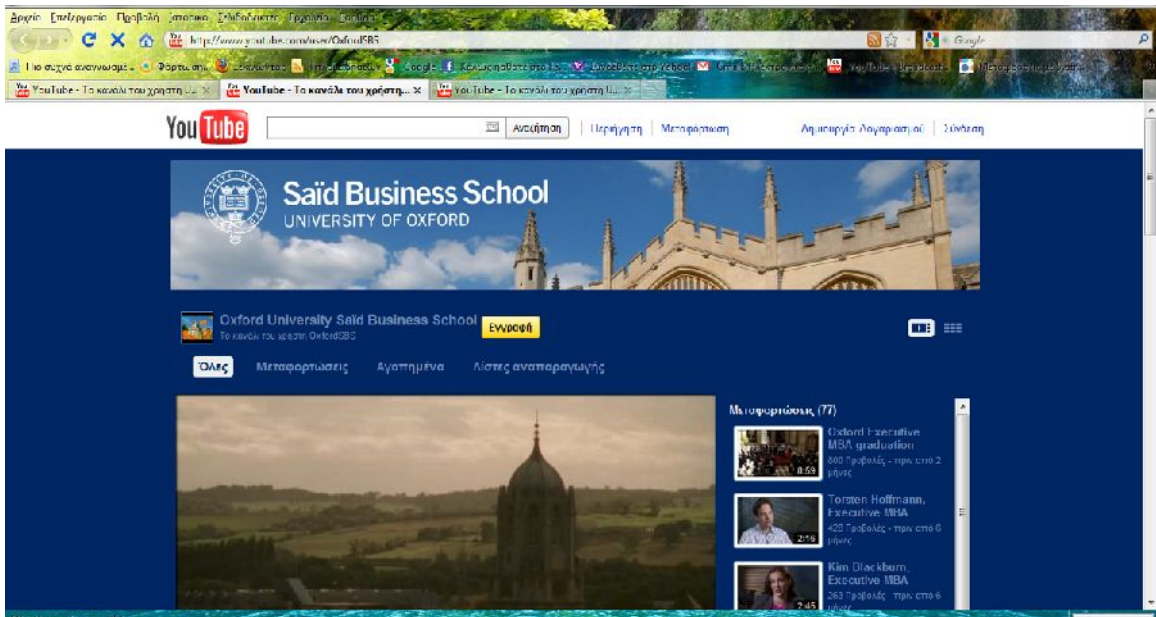
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: <http://www.youtube.com/user/UniversityofOklahoma#p/u>

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3.4 μ Oxford YouTube

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1. University of Oxford
2. University of Illinois
3. University of Coventry
4. University of Manchester
5. University of Oklahoma

Γ) interviews of professors	
Why OU?: Dr. Suzette Grillot	1,231
Why OU?: Dr. Zach Messitte	912
Why OU?: Dr. Robert Con Davis-Undiano	679
Why OU?: Amy Cerato, Ph.D.	560
Why OU?: Dr. Joshua Landis	1,242

4.1 , Uploads,
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A) Students interviews	VIEWS
Why OU?: Michael Massad	1,468
Why OU?: Yvonne Lai	1,983
Why OU?: Vincent Winston	1,345
Why OU?: Nicholes Brooks	2,112
OU REEL Students: Intramural Softball	1,182
Γ) interviews of professors	
Why OU?: Dr. Suzette Grillot	1,231
Why OU?: Dr. Zach Messitte	912
Why OU?: Dr. Robert Con Davis-Undiano	679
Why OU?: Amy Cerato, Ph.D.	560
Why OU?: Dr. Joshua Landis	1,242
Δ) Alumni	
University of Oklahoma Alumni on the Red River Rivalry	3,418
Spencer Tiltman - 2007 Distinguished Alumni	203
OU Alumnus: Daniel Solis	693
OU Alumnus: Brian Winkeler	551
OU Alumna: Felina Rivera-Brown	521
E) Lecturers	
OU Guest Lecture Series: Chip Kidd on The Learners	1,578
OU Guest Lecture Series: Chip Kidd on Augusten Burroughs' Dry & Possible Side E	476

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	Αυξήση Προβολών	Συνολο Ημερών	Απόδοση προβολών / ημεροεπίσκεψης	Σειρά δημοφιλούς βίντεο										
ΚΑΤΗΓΟΡΙΑ 1 ALUMNI														
UNIVERSITY OKLAHOMA	3418	299	0,1141											http://www.youtube.com/watch?v=2IR3-XQ2V8&feature=channel_video_title
UNIVERSITY OXFORD	6281	720	0,1116											http://www.youtube.com/watch?v=5Pmp00SE12399E0_6D63D1W67DCHIKq
UNIVERSITY COVENTRY	1234	393	0,3179	2										http://www.youtube.com/watch?v=2IR3-XQ2V8&feature=channel_videos_title
ΚΑΤΗΓΟΡΙΑ 2 LECTURES														
UNIVERSITY OKLAHOMA	1878	210	0,1331	3										http://www.youtube.com/watch?v=K8at8r1s285&feature=channel_video_title
UNIVERSITY OXFORD	24021	270	0,0112											http://www.youtube.com/watch?v=9F02aplu40U7T-ns7s7fC
UNIVERSITY COVENTRY	8486	30	0,0036											http://www.youtube.com/watch?v=9F02aplu40U7T-ns7s7fC
ΚΑΤΗΓΟΡΙΑ 3 ΣΥΝΕΝΤΕΥΞΕΙΣ ΦΟΙΤΗΤΩΝ (PEOPLE)														
UNIVERSITY OKLAHOMA	2112	270	0,1276	4										http://www.youtube.com/watch?v=K8at8r1s285&feature=channel_video_title
UNIVERSITY ILLINOIS	9889	840	0,0849											http://www.youtube.com/watch?v=9F02aplu40U7T-ns7s7fC
UNIVERSITY OXFORD	16421	720	0,0467											http://www.youtube.com/watch?v=9F02aplu40U7T-ns7s7fC
ΚΑΤΗΓΟΡΙΑ 4 ΣΥΝΕΝΤΕΥΞΕΙΣ ΦΟΙΤΗΤΩΝ (CAMPUS LIFE)														
UNIVERSITY OKLAHOMA	4594	120	0,0260											http://www.youtube.com/watch?v=K8at8r1s285&feature=channel_video_title
UNIVERSITY ILLINOIS	4783	470	0,0981	5										http://www.youtube.com/watch?v=9F02aplu40U7T-ns7s7fC
UNIVERSITY COVENTRY	30657	760	0,0246											http://www.youtube.com/watch?v=9F02aplu40U7T-ns7s7fC
ΚΑΤΗΓΟΡΙΑ 5 ΣΥΝΕΝΤΕΥΞΕΙΣ ΚΑΘΗΓΗΤΩΝ														
UNIVERSITY OKLAHOMA	1212	270	0,2114											http://www.youtube.com/watch?v=K8at8r1s285&feature=channel_video_title
UNIVERSITY OXFORD (studying at oxford)	36,752	720	16,5668	1										http://www.youtube.com/watch?v=K8at8r1s285&feature=channel_video_title

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University Oklahoma

(<http://www.youtube.com/universityofoklahoma#p/u/22/N7EO9YfHjCA>)

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μ /

μ . μ

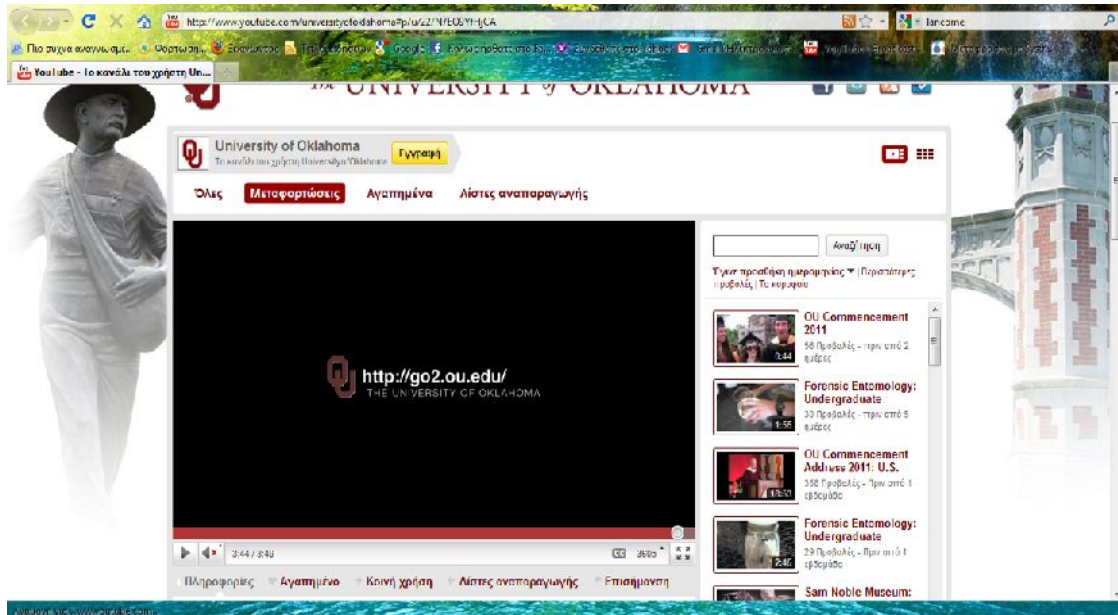
μ (cross dissolve), μμ

animation (presents → mosaics → mosaic in) μ

μ (Transition → cross dissolve).

μ « » μ .

« » μ μ μ μ ,
 μ μ μ μ .
 μ (Transition → cross dissolve).
 μ μ μ μ μ μ



4.6 μ μ

9:

μ — μ
 μ μ μ
 μ μ μ

1. μ μ μ μ μ - ;

2. μ μ ;

3. μ ;

4. ;

• μ ;

()
VIDEO

5.1

μ , μ

μ μ μ μ .

μ , μμ Premiere, μ

μ , μ μ μμ μ

5.2

μ μ μ ()

Adobe Premiere Pro CS4 μ ()

« » , Adobe Photoshop Pro CS4.

μμ Soundbooth .

5.2.1 Adobe Premiere Pro



μ Adobe Creative Suite, μ web

() μ Adobe Systems.

Adobe Premiere Pro

μ μ μμ μ (

μ , video clip,



μ μ μ). μ μ
μ μ, Premiere Pro CS5 μ
64 bit μ (Mac windows)
μ μμ μ μ (NLES).
plug-ins
μ (Wikipedia, 2011).
μ μ μ
μ μ (After Effects,
Soundbooth, Photoshop .). μ,
adobe Photoshop Premiere Pro
. (Expert Reviews, 2008).

5.2.2 Adobe Photoshop



Adobe Photoshop μμ
Adobe Systems Incorporated.
μμ
web bitmap
μ μ μ, 12
Adobe Photoshop CS5 μ μ
(en.Wikipedia 2011). photoshop μ . psd
μ . jpeg,. gif,. png,. eps . .
μ μ μ RGB, Lab, CMYK, μ ,
bitmap, μ (en.Wikipedia, 2011). μ μ
μ () .

5.2.3 Adobe Soundbooth



μ Adobe Audition μ
μμ , μ μ mastering .
μ μ ,

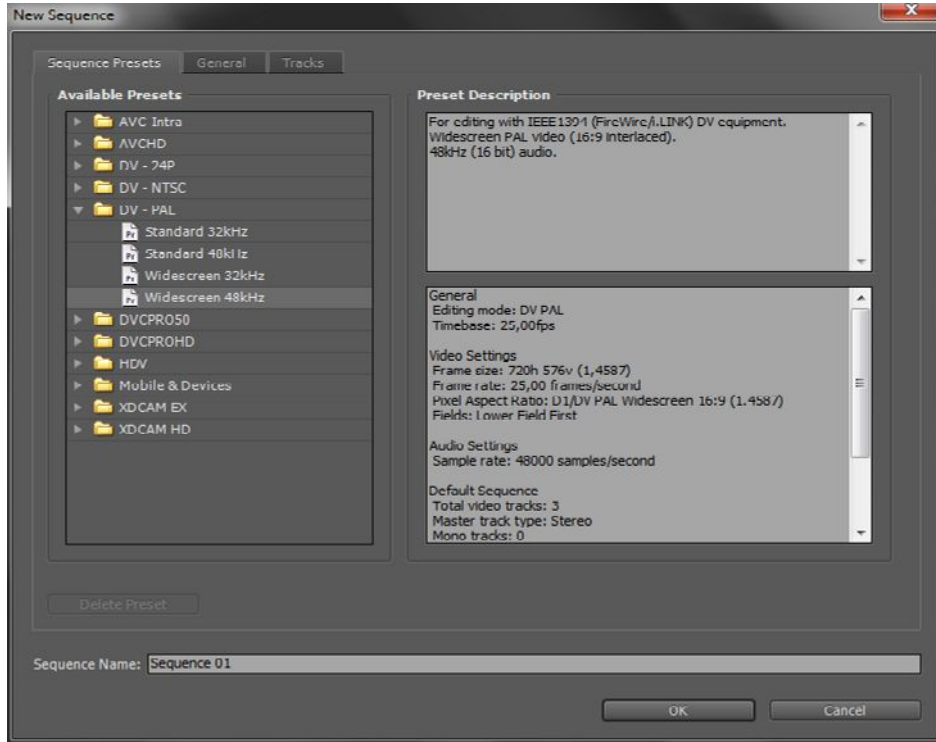
μ spot, μ soundtrack
μ μ . μ μ
μ μ , ,
μ (anodos.gr, 2011).

5.3 (μμ Premiere Pro)

- μ μμ ,
μμ premiere μ .

5.3.1 μ μμ

- μ Project
μ , μ ,
μ μ μ (μ USB),
μ μμ μ .
μ , μ μ
μ DV Widescreen, standard
frame size 1280 x 720 pixels. Widescreen,
- μ 16:9 (μ
μ cinema 4:3
). , μ
μ DV-PAL Widescreen
μ , μ 48KHz μ
μ , μ μ
project μ , sequence name (. 5.1).
μ video standard μ
Premiere Cs4 5 .



5.1 μ Project μμ Premiere Pro cs4

- μμ , ,
- file → import μ μ Project Panel Project
- μ Project Panel (μ ctrl+I) ,
- μ .
- μ Source Monitor μ panel
- μ , μ μ
- μ μ video clip.
- μ , μ μ timeline
- video clip, μ Set in Point
- (μ) Set out point (μ)
- « μ » μ .

μ
 μ Monitor
 drag and drop () Source Monitor,
 μμ . μ monitor
 timeline μ (drag and
 drop).



5.2 μ μ Source Monitor
 & Program monitor

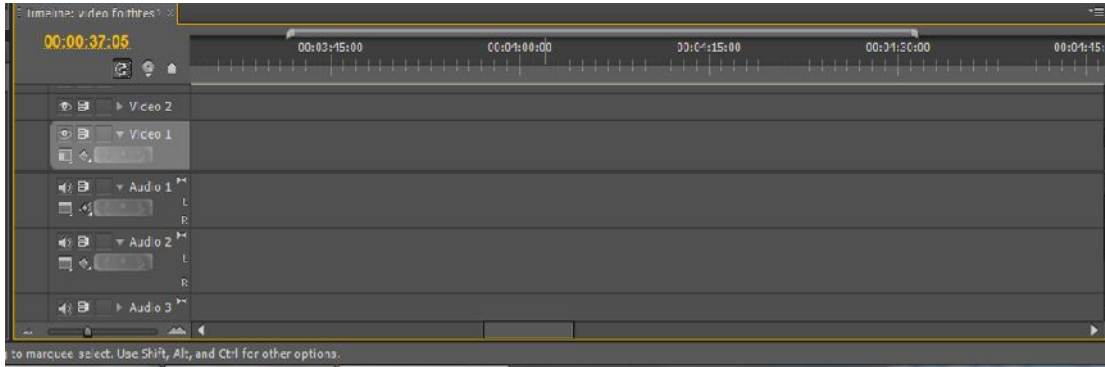
, μ μ Timeline.
 μ μ
 μμ (audio) / /
 (video). μμ (μ timeline) μ /
 , μ « » :

-
-
-
-

μ , μ

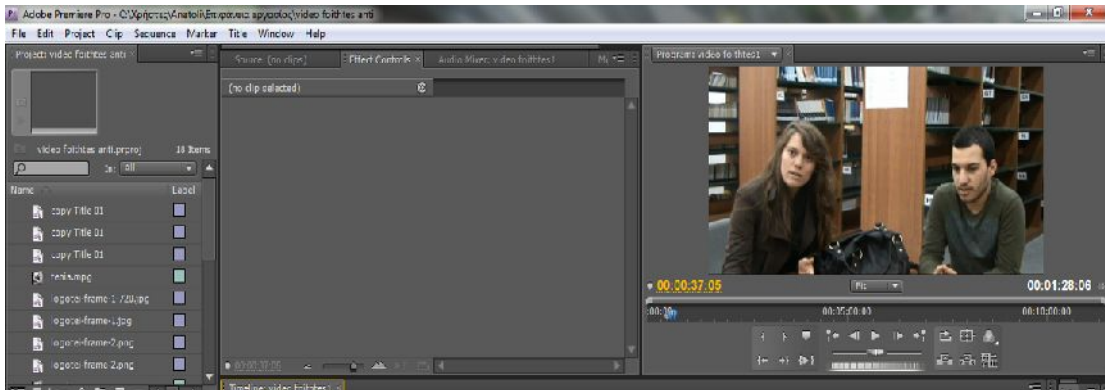
μ Program Monitor (

μμ).



5.3

-Timeline



5.4 Program Monitor

-

(video) (audio). ,

μ

, μ μμ .
drag and drop ()

, timeline, μ μ .

, Source Monitor, effect controls.



5.6 export – video

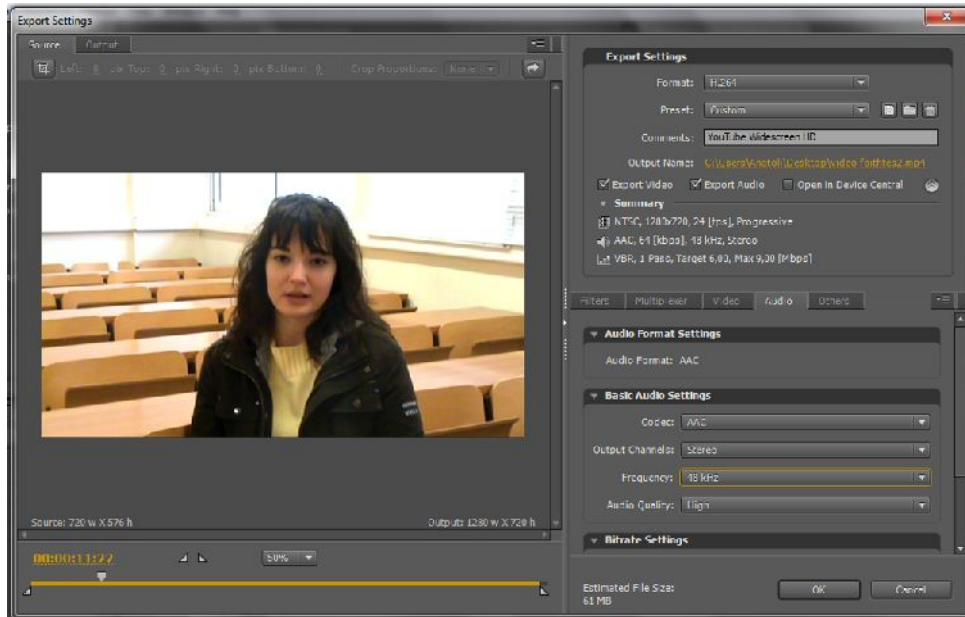
video :

1. Basic video settings

- Tv Standart: PAL
- Frame width x frame height (pixels): 1280 x 720
- Frame rate (fps): 25
- Field order: None (progressive)
- Pixel aspect ratio: Square pixels
- Profil: high
- Level: 3.2

2. Bitrate settings

- Bitrate encoding: VBR, 2 pass
- Target bitrate (mbps) : 5
- Maximum bitrate (mbps): 7



5.7 export-audio

audio :

1. Basic audio settings
 - Codec: AAC
 - Output channels: stereo
 - Frequency: 48 Hz
 - Audio quality: High
2. Bitrate settings
 - Bitrate: 128 (kbps)
3. Advanced settings
 - Precedence: bitrate

filters, multiplexer, others μ μ .
 , μ « μ » μ ,
 μ :

video :

1. Basic video settings
 - Tv Standart: PAL
 - Frame width x frame height (pixels): 720 x 576
 - Frame rate (fps): 25

- Field order: None (progressive)
- Pixel aspect ratio: Square pixels
- Profil: high
- Level: 3

2. Bitrate settings

- Bitrate encoding: CBR
- Target bitrate (mbps) : 2,5

audio :

1. Basic audio settings

- Codec: AAC
- Output channels: stereo
- Frequency: 48 Hz
- Audio quality: Hight

2. Bitrate settings

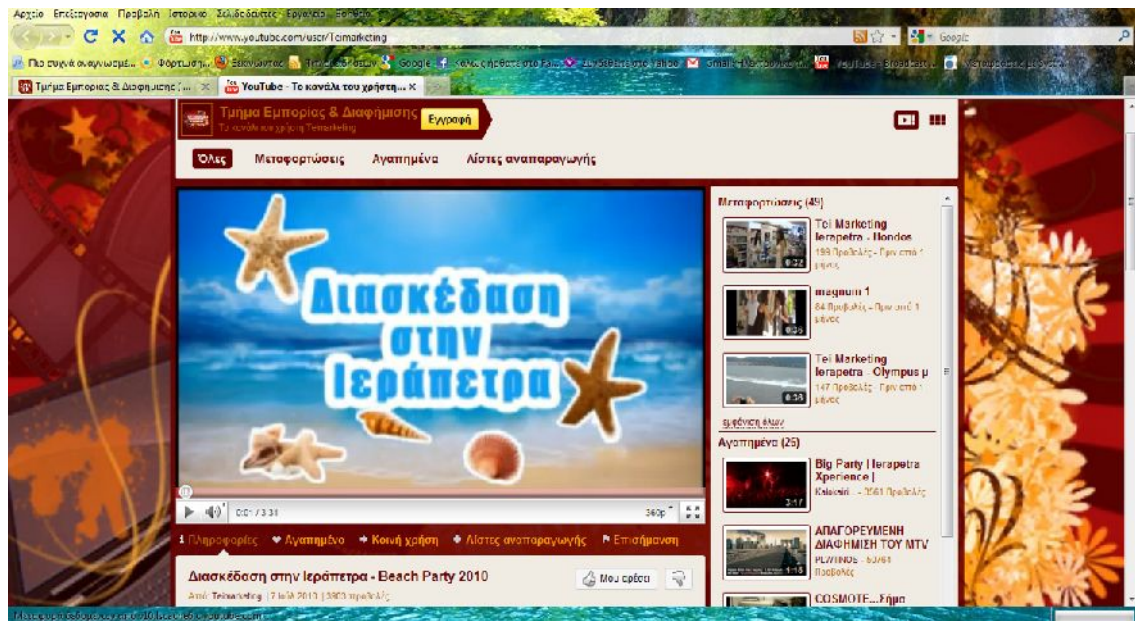
- Bitrate: 128 (kbps)

3. Advanced settings

- Precedence: bitrate

filters, multiplexer, others μ μ .

5.3.2



5.8 μ , μ μ μ μ μ
 , YouTube μ

« », μ μ
 μ μ μ μ
 , 2010. μ , μ
 2010 μ 4000 .
 / (μ) , μ ,
 beach party μ
 μ
 μ μ μ / .
 - , μ .
 . μ /
 μ μ μ - μ
 , μ μ

μ & μ () YouTube μ
 , .
 μ , μ μ
 , podcasting video (online video) μ
 / μ
 μ .

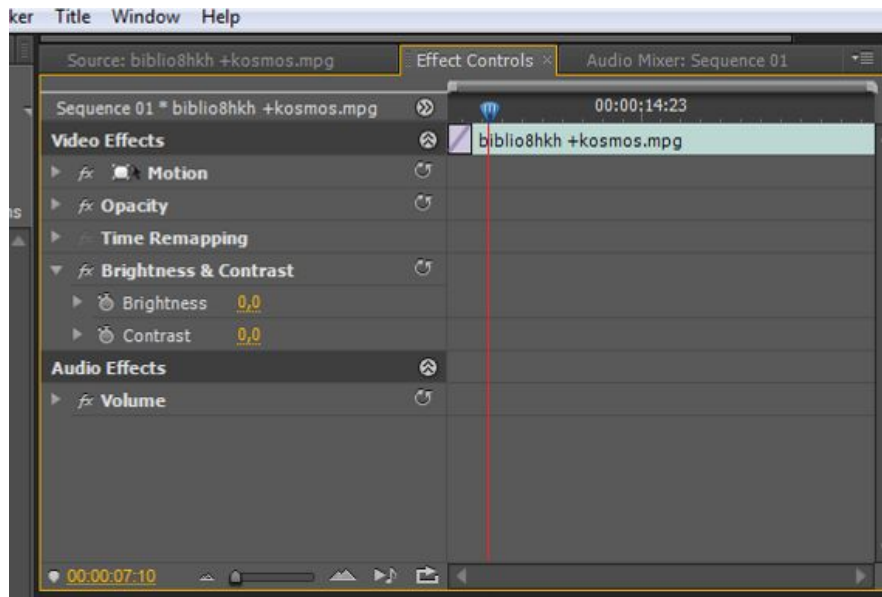
5.3.2.1 μμ Premiere Pro Cs4

,
 (μ μ
 μ , μ).

- 1 (0:00 – 0:04)
 μμ « » μ μ μ .
 , (animation) μ μμ , μ
 Keyframe . ,
 . ,
 μ μ video transitions → cross zoom μ
 , μ (keyframes, effects controls → Motion)
 μ μ, μ
 .

- 2 (0:05- 3:17)
 μ
 / (μ) , μ ,
 beach party, μ
 , - , .
 μ μ , « μ » (cuts)
 μ

video effects → color collection → brightness and contrast effects control.



5.9 Effects control

- 3 (3:18- 3:31)

μ μ μ μ μ « - video transitions →
 μ ».

dissolve → dip to white , « »
 , . , μ
 μ μ , μ μ
 μ .

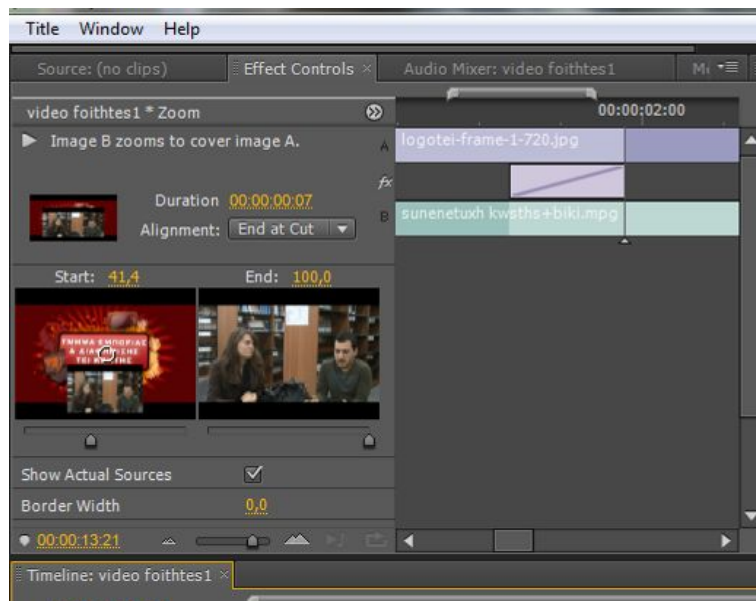
Title → new title → default roll,

μ μ μ μ . ,
 μ μ μ , μ ,
 μ μ , μ , ,
 μ μ (μ) . .

mouth (μ μ) μ
 « μ μ », μ , μ μ
 μ

5.3.3.1 μμ Premiere Pro Cs4

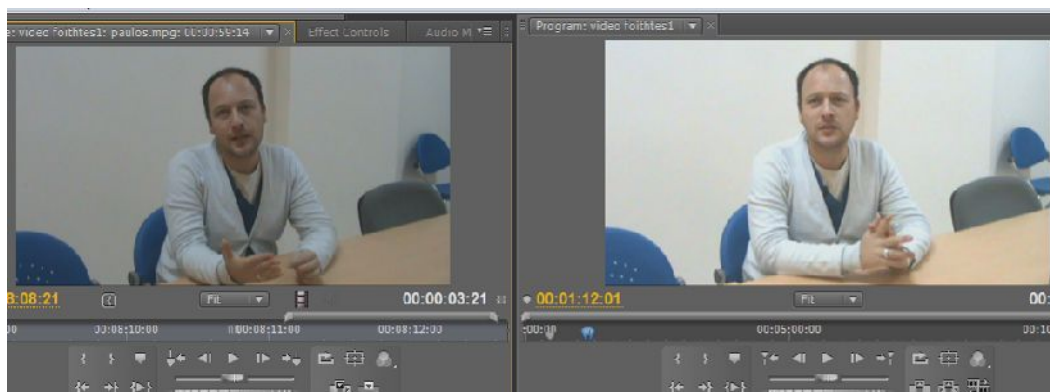
- 1 (0:00 – 0:02)
 μμ μ μ , μ
 video transitions → zoom μ , μ
 μ μ, μ



5.11 μ , effects controls

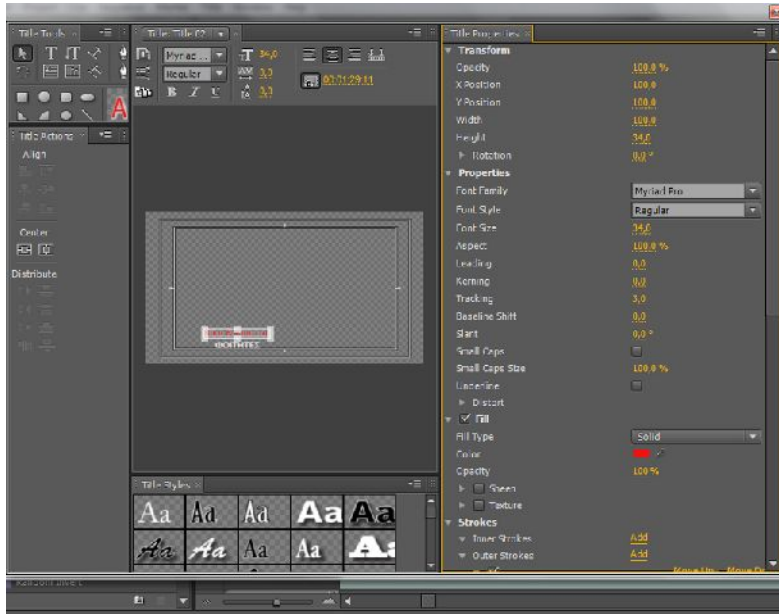
- 2 (0:03- 1:14)
 μ , μ
 / μ μ μ μ

video effects → slide → swap
 video transitions → color collection → brightness and contrast
 corrector. effects control
 Title → new title → default still,
 (title properties)
 (title tools).
 (background),
 video transitions → wipe → checker wipe
 transitions → dissolve → cross dissolve.



5.12-5.13

μ



5.14 μ

- 3 (1:15- 1:28)

μ .

μ μ μ μ « -

μ ».

μ video transitions →

dissolve → dip to black , « »

, dissolve → dip to white. , μ

μ μ , , μ

μ . μ (dip

to white). Title → new title → default roll,

μ μ μ

μ , μ μ

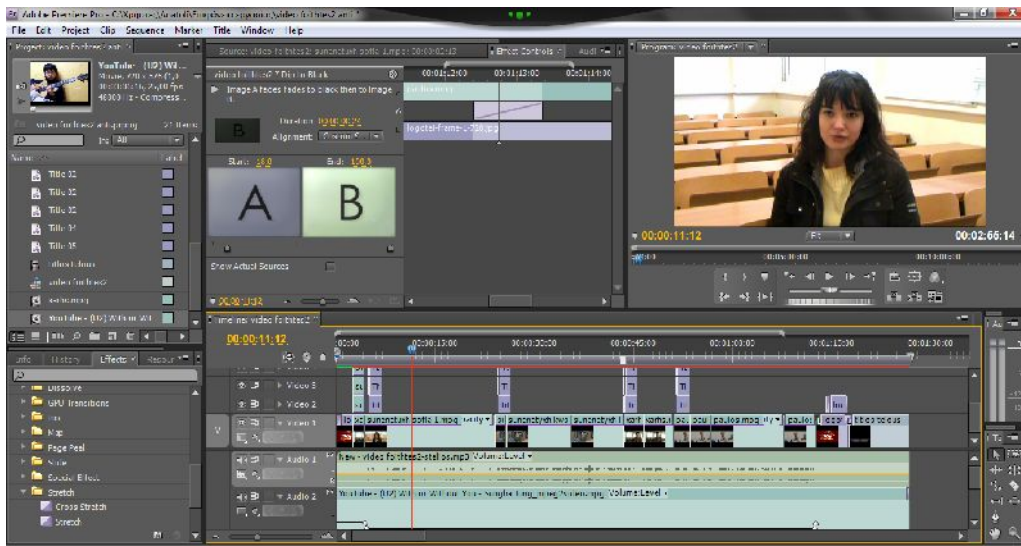
, μ μ μ

μ (μ) . .

μ video effects → color collection → brightness and contrast
 RGB color corrector. , μ effects control μ

- 3 (1:13- 1:26)

μ
 μ μ μ μ « -
 μ » video transitions →
 dissolve → dip to black , « »
 , dissolve → cross dissolve. , μ
 μ μ , μ
 μ dissolve → dip to black.
 μ Title → new title →
 default roll. , μ μ
 μ .



5.17 μ μ clip timeline

μ , audio transitions → crossfade → exponential fade

μ , keyframes μ
μ .

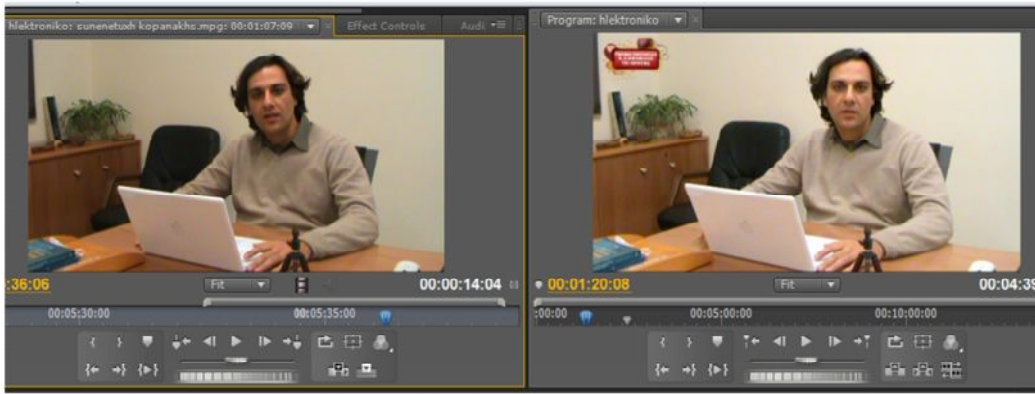
5.3.5 « 1»

μ μ μ ,
μ .
,
,
,
μ μ , μ
μ .
μ μ μ
μ (/) μ
.

5.3.5.1 μμ Premiere Pro Cs4

- 1 (0:00 – 00:10)
μμ « » μ μ ,
μ μ . ,
μ video transitions → dissolve → dip to white μ
μ .
- 2 (10:03- 1:21)
μ , μ
μ μ μ μ .
μ μ μ « μ » timeline.
, μ μ
, μ video effects → color collection → brightness and

contrast RGB color corrector. , μ effects control
 μ , . . , μ
 . , μ
 Title → new title → default still. , μ
 μ
 title properties μ μ title tools.
 , . μ ,
 μ video transitions → dissolve → cross
 dissolve. μ , μ μ
 safe margins program source.



5.18-5.19 μ

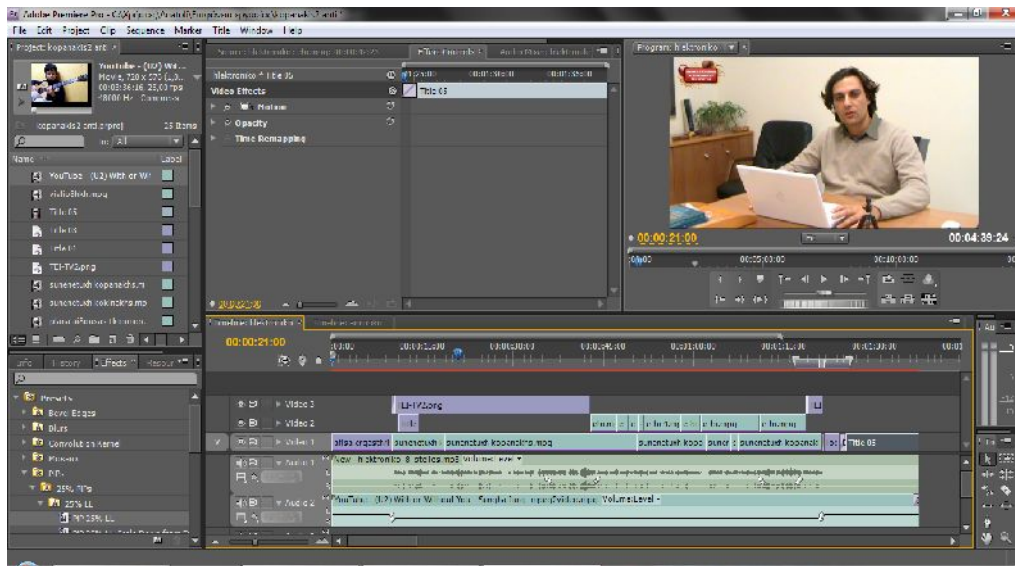
- 3 (00:43-00:51)
 μ μ μ
 ,
 μμ . μ , μ Presets →
 pips → 25% LL → pip 25% LL. , μ effect controls
 - μ μ ,
 , , μμ . . μ ,
 μ safe margins (μ
 .) ,
 μ μ video effects → color collection →
 brightness and contrast.

- 4 (00:52- 1:18)

μ μ μ μ « » μ
 μ
 μ video effects → color collection
 → brightness μ

- 5 (1:19- 1:37)

μ μ
 μ video transitions → dissolve → dip to black
 video transitions → dissolve → dip to white. μ
 μ μ , , μ
 μ μ
 Title → new title → default μ μ



5.20 μ μ clip timeline

μ μ μ μ
 , audio transitions → crossfade → exponential fade
 μ keyframes
 μ audio set display style → show name only.

5.3.6 « 2»

μ ,
 μ μ . , μ
 μ μ . ,
 μ μ μ μ
 ISO. μ , μ μ μ
 μ μ ,
 μ μ ISO. ,
 μ μ μ μ (/) , μ
 μ μ μ μ μ μ μ μ .

5.3.6.1 μμ Premiere Pro Cs4

- 1 (0:00 – 00:09)
 μμ « » μ μ ,
 μ μ . ,
 Presets → solarizes → solarize in.
- 2 (0:10- 1:31)
 μ , μ μ μ μ μ
 . μ μ μ μ
 « μ », μ μ .
 μ video transitions → slide → slide. , μ

video effects → color collection →
 brightness and contrast RGB color corrector. , μ
 effects control μ , .
 , μ μ .
 , μ μ Title → new title → default still.
 , μ μ
 title properties μ μ
 title tools. , .
 μ , μ video
 transitions → dissolve → cross dissolve. μ ,
 μ μ safe margins
 program source.

- 3 (00:56- 1:06)
 μ μ μ
 μ μ . μ
 , μ Presets → pips → 25% LL → pip 25% LL.
 , μ effect controls -
 μ μ , , , μμ
 . . μ , μ
 safe margins (μ
 .) , μ
 μ video effects → color collection → brightness and contrast.



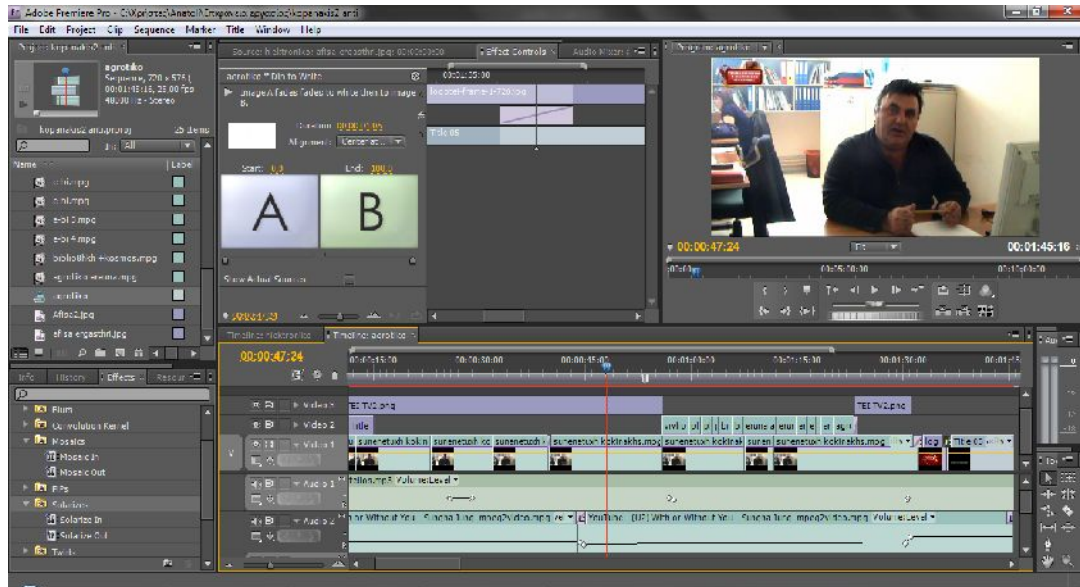
5.21 Program monitor

- 4 (1:07- 1:22)

μ μ μ μ « » μ
 μ , video effects → color
 collection → brightness and contrast μ .

- 5 (01:32- 01:47)

μ μ . ,
 μ video transitions → dissolve → dip to black
 video transitions → dissolve → dip to white. , μ
 μ μ , , μ
 μ . μ ,
 Title → new title → default μ μ



5.22 μ μ clip timeline

μ μ μ μ

, audio transitions → crossfade → exponential fade

μ μ keyframes

μ μ

μ μ μ μ μ
 μ μ μ μ μ
 μ « μ »
 « μ » μ
 μ μ μ μ
 μ (web2).
 (blogs, Rss, podcasting video, social
 networks . .) μ (Social Media),
 / μ μ μ ,
 μ μ
 μ μ μ
 (social media) , μ
 μ ,
 (/),
 μ
 μ μ μ . ,
 μ μ μ μ podcasting online video,
 μ μ μ μ μ .
 , μ μ μ μ μ , μ μ μ ,
 μ online video μ
 μ μ :
 • μ : μ μ μ μ podcasting video

μ μ μ μ ,
μ (. . iphone, iPods,
. .), μ ,
μ .

- μ : μ
Online video μ ,
. . YouTube μ μ μ
« » .
/ , μ
μ , μ .

- : μ
- .
μ μ
(/).

- μ : μ μ μ
μ ,
μ μ μ μ μ μ (. .
μ ,)
μ .

- :
(Facebook, Twitter, MySpace .) μ
μ .
μ μ
« »



Word of mouth (μ μ)

6.1

μ - , ,
, Podcasting video (online video), μ
μ ()
(μ)
μ μ μ μ μ .
, μ μ μ
, μ μ μ .
, μ μ μ μ
μ , μ μ μ μ μ
, μ μ μ μ μ
μ online video. μ
:
• μ μ
(, μ)
• μ
« » ,
μ μ μ μ
μ (μ) .
• μ μ
μ
μ μ μ .
• μ μ μ μ
YouTube, μ μ Emark μ

μ μ μ « »
 YouTube , / , μ μ
 μ μ μ . . .
 μ (

- μ μ / μ podcasting video, μ
 μ μ μ ,

μ (μ μ).

- « » μ
 « »
 μ μ μ /

- , μ ,

μ μ , μ .

- μ , (. .
 , μμ Erasmus).

- μ μ μ
 ,

μ μ μ
 μ . μ
 μ (μ μ).

- « » YouTube,
 μμ μ
 (, μ μ).
 μ μ μ social network
 (facebook, witter . .), μ .

- μ TeacherTube μ
 μ YouTube μ μ



, , .
μ /
(μ) μ μ μ , . .
μ μ μ . μ
/
.



7.1

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, . & , . (2002). . , Rosili.

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(Web 2.0) μ
: μ . . . ».
: E NIKO IKTYO EPEYNA & TEXNO O IA ().
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