Means of Promoting the Romanian Universities through Social Networks. Case Study: Second Life

Aldea Adina-Liliana
"Petre Andrei" University
Romania
aldeaadina@gmail.com

Bilaşevschi Maria-Silvia
"George Enescu" University
Romania
mocanumariasilvia@yahoo.com

In this paper we will focus on those changes caused by the emergence of social networks, changes that occur in the communication of various higher education institutions. We will examine them and their presence on the social network: Second Life.

The aim of this paper is to analyze the Second Life phenomenon, seen as a tool to promote higher education institutions on Internet. In this regard, the research is focused on achieving the following objectives: (a) to analyze the phenomenon of Second Life regarding the implications it has on higher education institutions, (b) determine how Romanian users understand the activities of various universities on SL (c) to identify the opportunities for promotion and publicity offered by SL.

The main goal of our research focuses on answering two important questions, questions on which we built the research hypotheses: 1. What is the reason that made more than 100 universities in the world to use Second Life? 2. Why Second Life platform in Romania is not used by higher education institutions?

In Romania, the use of SL is not as widespread as in other European countries, the Romanian community in this 3D social network is quite limited. However, some local companies make their presence felt either through subsidiaries that they opened, either by appearing on billboards on SL. Although Romania is present in SL through companies, in terms of academia, up to now, there is no university or any consortium of universities in our country to use SL platform. However, things are different in Europe, U.S., where prestigious universities are already taking the benefits of this 3D social network. In our paper we will also highlight what means of communication the Romanian universities prefer when using Internet and with what results.