

## INTERNATIONALIZATION OF UNIVERSITY AND LEARNING OF UNIVERSITY AND LEARNING PROCESS: WEB 2.0 DIMENSIONS

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### Introduction

Today WEB 2.0 means a qualitative leap in computer technologies that have made the internet environment more creative, participative and socializing. But has this enormous development also triggered a revolution in higher education field? Do the higher education and overall learning process requires re-thinking in view of the continuous change of information and communication technologies, and do we need new concepts and designs for respective university profile and learning environment? There have been several research projects about WEB 2.0 possibilities in learning process, but none of them has come across university itself and internationalization processes.

WEB 2.0 dimensions are present in almost every aspect and process at a university. This paper gives an insight about usage and possibilities of such dimensions. Meaning of the term "internationalization" is constantly growing, and there is more, than just foreign students, staff mobility, international projects and cooperation network. Universities all around the world need to implement and adapt newest technologies in order to stay up to date and offer modern solutions to their students, teachers and staff members. Current situation forces universities to think not only about learning environment, but also about ranking systems, university profile, methodology, strategy and future visions. The main principles of WEB 2.0 are: user generated content, user-controlled applications and sharing of content.

It is very important for universities to take into account all available WEB 2.0 solutions to achieve new levels of internationalization. There is a correlation between three sciences among WEB 2.0 tools - engineering, pedagogy and social sciences. Such correlation means faster, wider and more efficient internationalization for university and learning process. The strong points for WEB 2.0 are cost-effectiveness, accessibility and user friendly environment. This paper reveals dimensions of WEB 2.0, suggests activities involving its tools, and highlights benefits and risks. Next generation of WEB technologies (semantic web) will suggest even larger scope of possibilities, but they are still being developed and it is important for universities to start using existing 2.0 tools as much as possible.

The term Web 2.0 has been introduced by O'Reilly (2005) and was quickly adopted by Silicon Valley circles as well as by many practitioners and observers. There is no definition widely accepted and at the moment the issue is open to discussion. A simple Google search query of this term produces about two million results, and there are several definitions already proposed. In the academic literature there is no agreement as to the delimitations of this term (Needleman, 2007; Coyle, 2007). The definition applied in this paper is the one proposed by Constantinides and Fountain (2007): Web 2.0 is a collection of open source, interactive and user-controlled online applications expanding the experiences, knowledge and market power of the users as participants in business and social processes. Web 2.0 applications support the creation of informal users' networks facilitating the flow of ideas