STUDYGRAMMERS: LEARNING INFLUENCERS

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INTRODUCTION

Use and exploration of social networks
entertainment professional purposes Information

Instagram continues to expand increasing in users, rating and notoriety
Usefulness of the educational use of this social networks

256 students from all the courses of the different degrees in Communication of a Spanish public university
• Use of social media in informal learning
• Opinion about the #Studygram community
• Analysis of profiles and activities of the studygrammer

To recognize and characterize a new figure in online social media: the studygrammer

Educational use of social networks
WhatsApp and YouTube: significant utility Facebook: is indicated as the least useful, followed by Instagram y Twitter

Analysis of profiles
Order of notes, diagrams and the work table, inspiration for the care of visual details, elements of stimulus, motivational driver, commercial brands, advertising

Perception and assessment
Leader in Instagram’s academic field, good student, usage of appropriate language, detailed aesthetics, conveys advice, support and experiences

RESULTS

Order of notes, diagrams and the work table, inspiration for the care of visual details, elements of stimulus, motivational driver, commercial brands, advertising

Online questionnaire (N=256) Discussion groups organized using Philips 66 / Atlas.ti Participant observation

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The #Studygram phenomenon represents the new transmedia competences. Young people transmit and receive knowledge

Proposed definition of studygrammer:
A student who exercises, through Instagram, a peer-to-peer mentoring role in the academic field, not only sharing notes and outlines, but also transmitting advice, encouragement and experiences

Studygrammers have followers from various academic backgrounds who seek “know-how” as well as a fundamentally rational adherence

METHODOLOGY

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CONCLUSIONS