EDUCATIONAL INFLUENCERS ON TWITTER. ANALYSIS OF HASHTAGS AND RELATIONSHIP STRUCTURE

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INTRODUCTION

Digital activism, affinity spaces encourage users to meet and interact around a common interest, hobby, identity or ideology.

Social networking, have allowed teachers to choose more freely what they want to learn and who they trust to guide their learning.

Influencer, educators who have an active presence on social media.

METHODOLOGY

Spanish educational influencers

Twitter

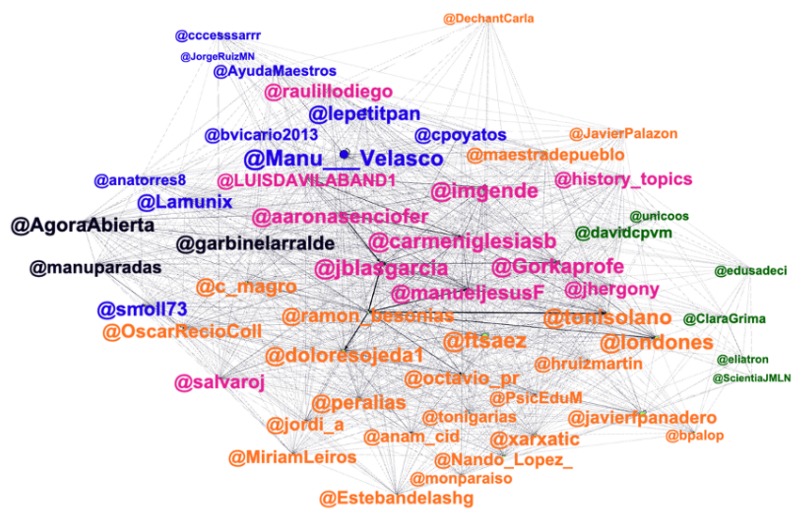Sample: 54 teacher profiles

167,162 tweets

106.130 hashtags

RESULTADOS

23 Primary Education
10 Secondary Education and Baccalaureate
21 Higher Education

Content analysis of # hashtags

Analysis of the structure and relationships in the social network of

CONCLUSIONS

The analysis of the hashtags has shown that the most tagged topics correspond to educational content in the different areas of the curriculum

It shows the need for a better understanding of how these informal leaderships are generated in the analysed influencers, their perceptions, intentions, orientations and intentions.

Research has to determine what is learned, what is applied, how the transfer of learning takes place and what outcomes it has for teacher professional development.

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