

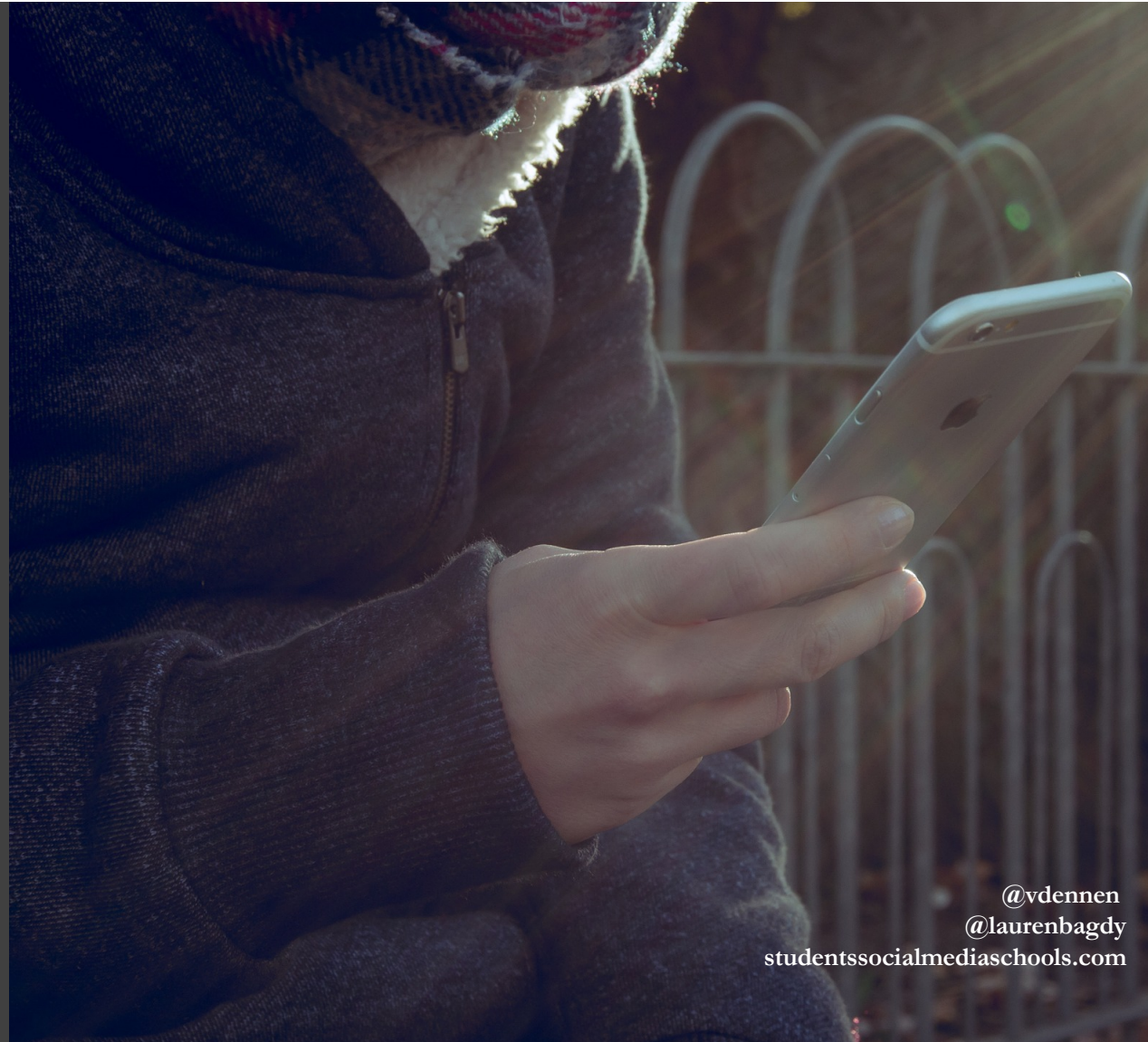
SOCIAL MEDIA AND UNDERGRADUATES:

USE AND OPPORTUNITIES ACROSS STUDENT LIFE

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WHAT IS THE
STATUS OF
SOCIAL MEDIA
USE AMONG
STUDENTS ON
COLLEGE
CAMPUSES?



RESEARCH QUESTIONS

- How do university students use popular social media networks (e.g., Facebook, Twitter, Instagram, Snapchat, Youtube, LinkedIn) to support their formal learning, extracurricular, and social interactions?
- Which social media networks are preferred for different activities, and why?



METHOD



PARTICIPANTS:
18 UNDERGRADUATE
STUDENTS



DATA COLLECTION:
INTERVIEWS (1 HOUR)



DATA ANALYSIS:
ITERATIVE THEMATIC
CODING

FACEBOOK

- Connections with family
- Connections with high school friends

TWITTER

- Not used by many
- Considered an older and/or irrelevant network

INSTAGRAM

- Heavy use ... but little posting
- Social platform
- Primary platform for connecting to extracurricular activities

SNAPCHAT

- **Mostly used for peer communication**
- **Valued because no need to exchange phone numbers**



The background of the slide is a dense, overlapping pattern of YouTube logos. The logos are in two colors: red with white text and grey with black text. They are arranged in a way that creates a sense of depth and repetition, filling the entire frame.

YOUTUBE

- Ubiquitous
- Not networked
- Passive
- Entertainment and learning

LINKEDIN

- Viewed as network of future
- “I know I need one ... but I’m not sure what to do with it”

GROUPME

- Facilitates communication for class groups
- Familiar from high school use



INSTRUCTOR-LED USE FOR FORMAL LEARNING

- Infrequent outside classes teaching ABOUT social media (e.g., public relations, educational technology)
- Most class technology use restricted to LMS
- Some instructors encourage Twitter use; do not use it with students
- Instructors incorporate YouTube frequently

STUDENT-LED USE FOR FORMAL LEARNING

- Primary use: Passively seek information to complete homework
- Occasional use: Actively seek network assistance
- Discouraged / forbidden by some instructors
- GroupMe and SnapChat to communicate with classmates
- YouTube and Khan Academy for tutorials
- “I don’t really like to read, I’m more of a visual learner”
- Facebook and Twitter to get survey participants



UNIVERSITY-LED USE FOR EXTRACURRICULAR ACTIVITIES

- Information circulated on Facebook and Twitter
- Students follow as needed
- Students perform affiliations through group memberships



STUDENT-LED USE FOR EXTRACURRICULAR ACTIVITIES

- Recruit membership
- Promote group activities
- Promote membership
- Instagram & SnapChat
- Facebook for the Greek system
- Greeks and Athletics
 - Monitor member accounts
 - Clean up history to join
 - Occasional required posting

The background of the slide is a close-up, artistic photograph of a person's face. The person has dark skin and is wearing large, round sunglasses with a vibrant rainbow-colored frame. The Instagram logo, a white camera icon on a red-to-orange gradient background, is superimposed over the right lens of the sunglasses. The person's hair is dark and curly, and their hand with red-painted fingernails is visible at the bottom of the frame.

STUDENT-LED USE FOR SOCIAL ACTIVITIES

- As unique as the students themselves
- More focused on messaging than profile posting
- Username exchange safer than phone number exchange

DISCUSSION

- Social media is constantly present
- Most use is passive or private
- Students are not always savvy
- Students are happy with status quo
- FOLLOW UP: Survey study



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