

STUDYGRAMMERS: LEARNING INFLUENCERS

Patricia Izquierdo-Iranzo
Elia E. Gallardo-Echenique

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INTRODUCTION

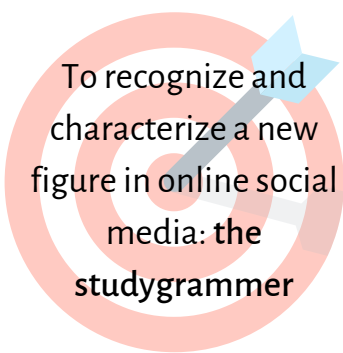


Use and exploration of social networks
entertainment
professional purposes
Information

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



METHODOLOGY



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

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

Online questionnaire (N=256)

Discussion groups organized using Philips 66 / Atlas.ti

Participant observation

RESULTS

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

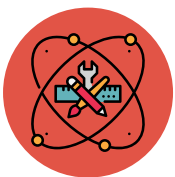
Perception and assessment

leader in Instagram's academic field, good student, usage of appropriate language, detailed aesthetics, conveys advice, support and experiences

Figura 4. Nube de palabras que representa el campo semántico del fenómeno estudigramer



CONCLUSIONS

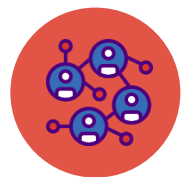


The #Studygram phenomenon represents the new transmedia competences. Young people transmit and receive knowledge



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

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