



# USING THE NETWORKED KNOWLEDGE ACTIVITIES FRAMEWORK TO EXAMINE LEARNING ON SOCIAL NETWORKING SITES

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## Introduction

Social Media has taken over society especially within college students. Most college students engage with social media for various reasons. Whether it is connecting with family/friends, looking for tips that's school related or solely for pure entertainment. Social Media has been a primary focus within college students overall. The Networked Knowledge Activities (NKA) Framework (Dennen 2019). This framework is used to collect, curate, share, broker, negotiate and construct data. This is helpful to give researchers the ability to accurately understand different online networks within each activities.

## Conclusion

In Conclusion, college students engage with online social media activities by using apps such as Instagram, Facebook, twitter, LinkedIn, and YouTube. Each app has a different purpose as their main usage was broken down into three purposes: Connecting with friends/family, Entertainment, and Schoolwork. These apps are also used often as it is a primary resource when it comes to communication and even professional development. The NKA framework assisted with understanding these activities and decoding these data to determine and answer the research questions related to social media and college students.

## Research Question

- What kind of online activities college students engage with on social media ?
- How often or rarely college students interact with social media ?

## Methods

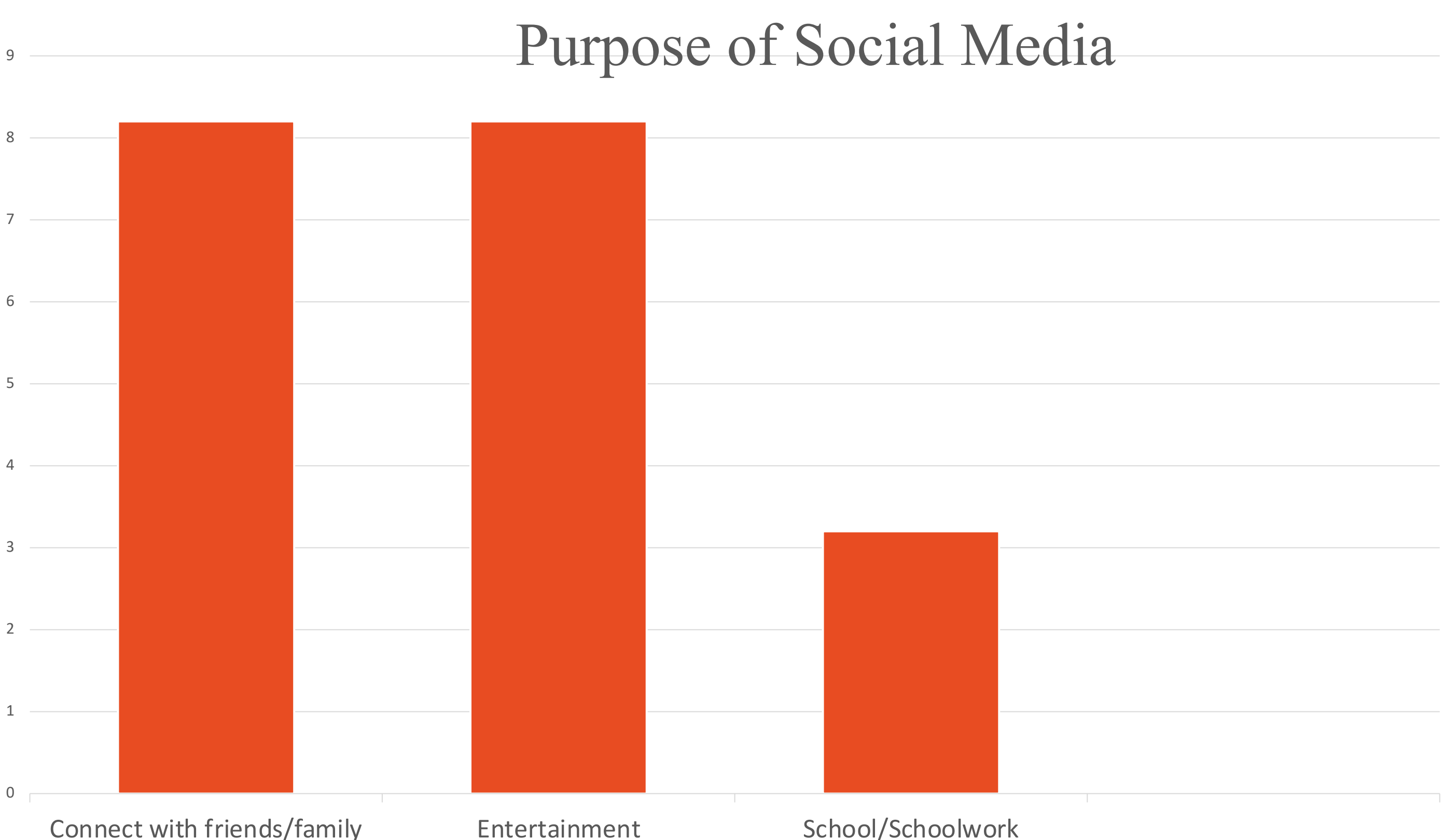
A total of 63 undergraduate students, 53 females and 10 males from a university research participation pool. Data was collected through one-hour interviews hosted on zoom. Participants were asked to complete a demographic survey. After the participants were asked questions regarding social media use. Lastly Participants were asked to sort their cards based on frequent to rarely usage for the different type of social media activities. There was coding involve to identify the reason that corresponds with the participants different social media usage.

## Data Analysis

Descriptive analysis was performed to analyze and decode the frequency of how college students engage with social media and their purposes. Participants data was measured through a scale from rare to often for the online activities. The tool that was used to determine the data collected was with *Otter.ai* as it decodes participants words to organize the data.

These are some examples of interview questions that were used :

- How do you use social media and online resources to learn things, whether for school purposes or personal purposes?
- What resources do you use?
- What social media platforms do you use?



## References

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