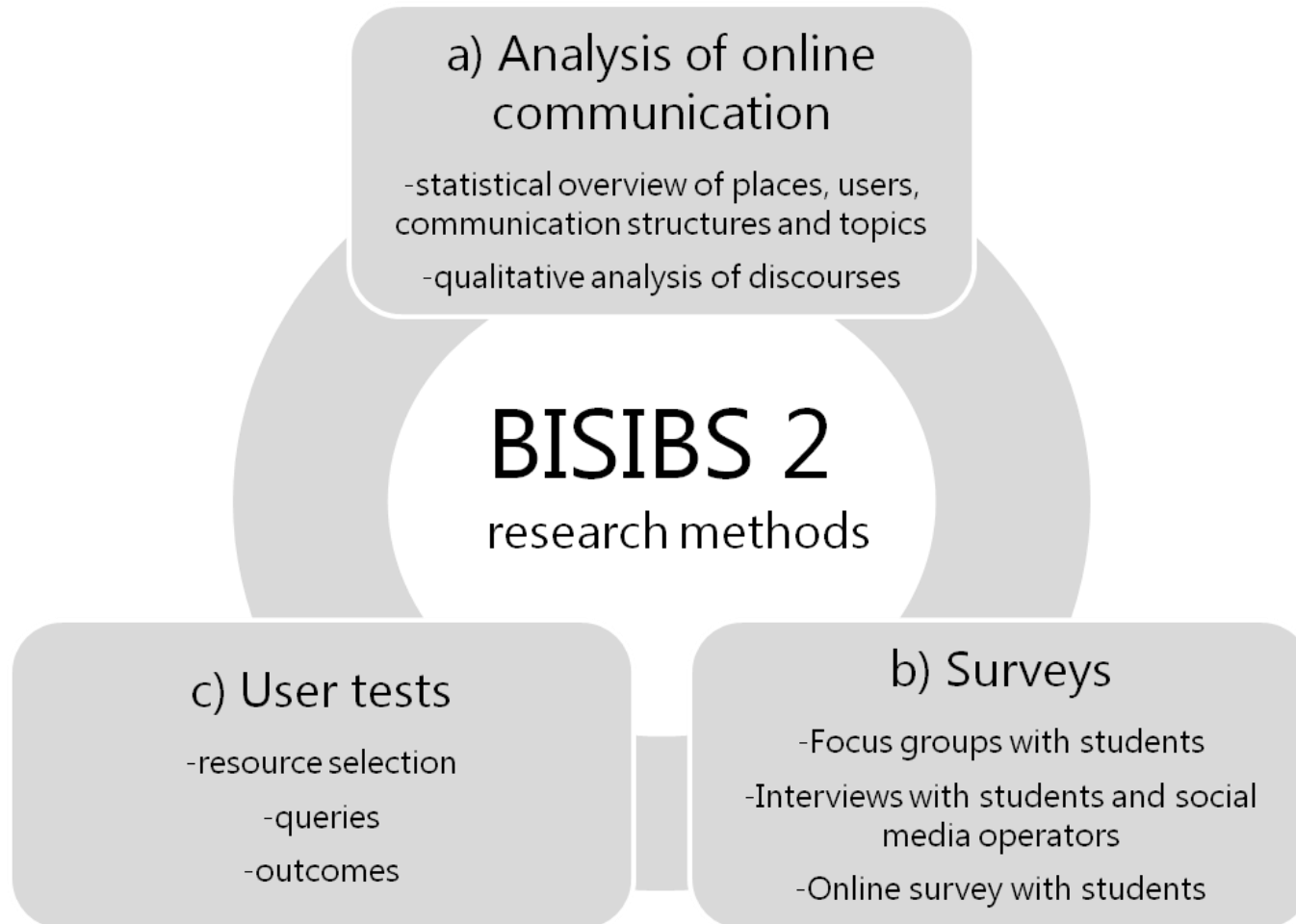


Education-Related Information Behavior and Seeking on the Internet (BISIBS II)

Aim of the Project

- Getting a holistic view of (social) information needs and information behavior of students of education related study paths
 - Search behavior (web)
 - Perception of the social web
 - Analysis of the open social web
- Recommendations for professional information providers
 - Social media monitoring
 - Publication and communication strategies



Perception of the Social Web

- Social web primarily used in leisure contexts
- Literature analysis (Morris et al. 2011, Gibs 2009) shows that social media are used for study-based communication and for information search
- Facebook often used as a groupware for informal learning and feedback of peers



🔍 **Alle Ergebnisse**

-  **Staatsexamen PH-Wgt SS13**
Geschlossene Gruppe
386 Mitglieder
-  **Staatsexamen nach dem SS13 an der PH Ludwigsburg**
Geschlossene Gruppe
320 Mitglieder
-  **Staatsexamen NT2**
Gemeinschaft · 315 „Gefällt mir“-Angaben
-  **Staatsexamen**
Interesse · Gemeinschaftsseite · 13 „Gefällt mir“-Angaben
-  **Staatsexamen SS2013**
Geschlossene Gruppe
75 Mitglieder

- Social online networks and blogs only play a subordinate role (open social web)
- Visible education-related communication is taking place in forums and question-answering services
- Analysis of 21 forums
 - roughly 1.6 million registered users
 - approximately 6.9 million posting
- Analysis clearly depicts the relevance of participative social information behavior in the domain

Structure of Communication

	Lehrerforen.de	Paedagogik-klick.de	Referendar.de
Posts per topic	8.3	8.7	7.9
Posts per user	11.9	20.3	6.7
Length of postings in words	91.8	88.5	80.3
Fraction of threads with one posting ("dead threads")	9.3%	16.6%	13.9%
Authors per thread	5.0	3.6	4.3

- Data indicates that communication is of substantial volume and that there is usually a multiplicity of perspectives involved in communication
- In most cases the initiation of communication is successful
- Limitations: No baseline, no segmentation; triangulation required

Quality, Pragmatics and Success of Communication

- Intellectual analysis in a pre-test stage
- Development of coding scheme
- Implementation of web-based categorisation tool
- Analysis: 50 threads of three different forums
- Pre-test with 6 threads and 60 postings

- Initiation
 - Question types: both fact-oriented and opinion-oriented
 - Combined occurrence of uncertainty reduction, aim for suggestions and aim for emotional support and no overlap between emotional support and problem solving information needs
- Course of discussion
 - Answers: mix of information, opinion, suggestions and further inquiries; meta-discussion and gratitude rather infrequent
 - Emotional aspects and cognitive conflicts also visible, but on a relatively low scale
 - New topical aspects visible in nearly half of all posts
- Outcome of discussion often unclear

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