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
Research Approach

a) Analysis of online communication
   - statistical overview of places, users, communication structures and topics
   - qualitative analysis of discourses

BISIBS 2
research methods

c) User tests
   - resource selection
   - queries
   - outcomes

b) Surveys
   - Focus groups with students
   - Interviews with students and social media operators
   - Online survey with students
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
Places and Scale of the Social Web

- 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

<table>
<thead>
<tr>
<th></th>
<th>Lehrerforen.de</th>
<th>Paedagogik-klick.de</th>
<th>Referendard.de</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts per topic</td>
<td>8.3</td>
<td>8.7</td>
<td>7.9</td>
</tr>
<tr>
<td>Posts per user</td>
<td>11.9</td>
<td>20.3</td>
<td>6.7</td>
</tr>
<tr>
<td>Length of postings in words</td>
<td>91.8</td>
<td>88.5</td>
<td>80.3</td>
</tr>
<tr>
<td>Fraction of threads with one posting (“dead threads”)</td>
<td>9.3%</td>
<td>16.6%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Authors per thread</td>
<td>5.0</td>
<td>3.6</td>
<td>4.3</td>
</tr>
</tbody>
</table>

- 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
First Results Pre-Test

- **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
BISIBS II Project Reports


References

- d August 06, 2013 from http://allfacebook.de/userdata/
References


References


References


References

References