



# INFORMAL LEARNING ON SOCIAL NETWORK SITES

## A Comparison between German and American Students

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www.lernen-im-social-web.com



# RESEARCH DESIGN



1. Diary (14 days)  
9 GER, 8 USA



2. Problem-focused Interview  
9 GER, 8 USA



3. Online Survey  
460 GER, 352 USA

# Model for Socio-Technological Learning

Definition of Learning



Learning Process

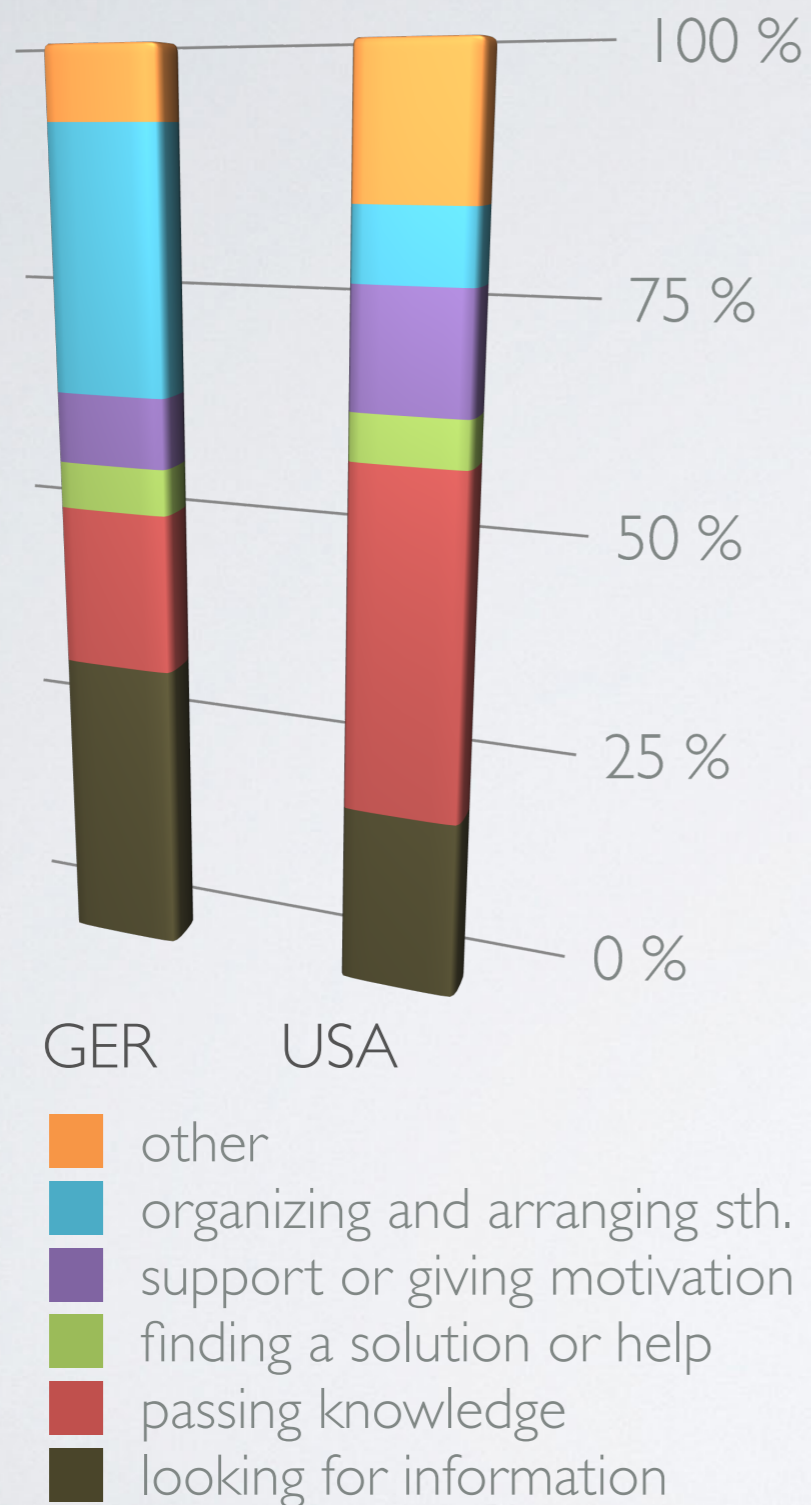


Management of Social Network Sites





# RESULTS: I. EVIDENCE OF INFORMAL LEARNING



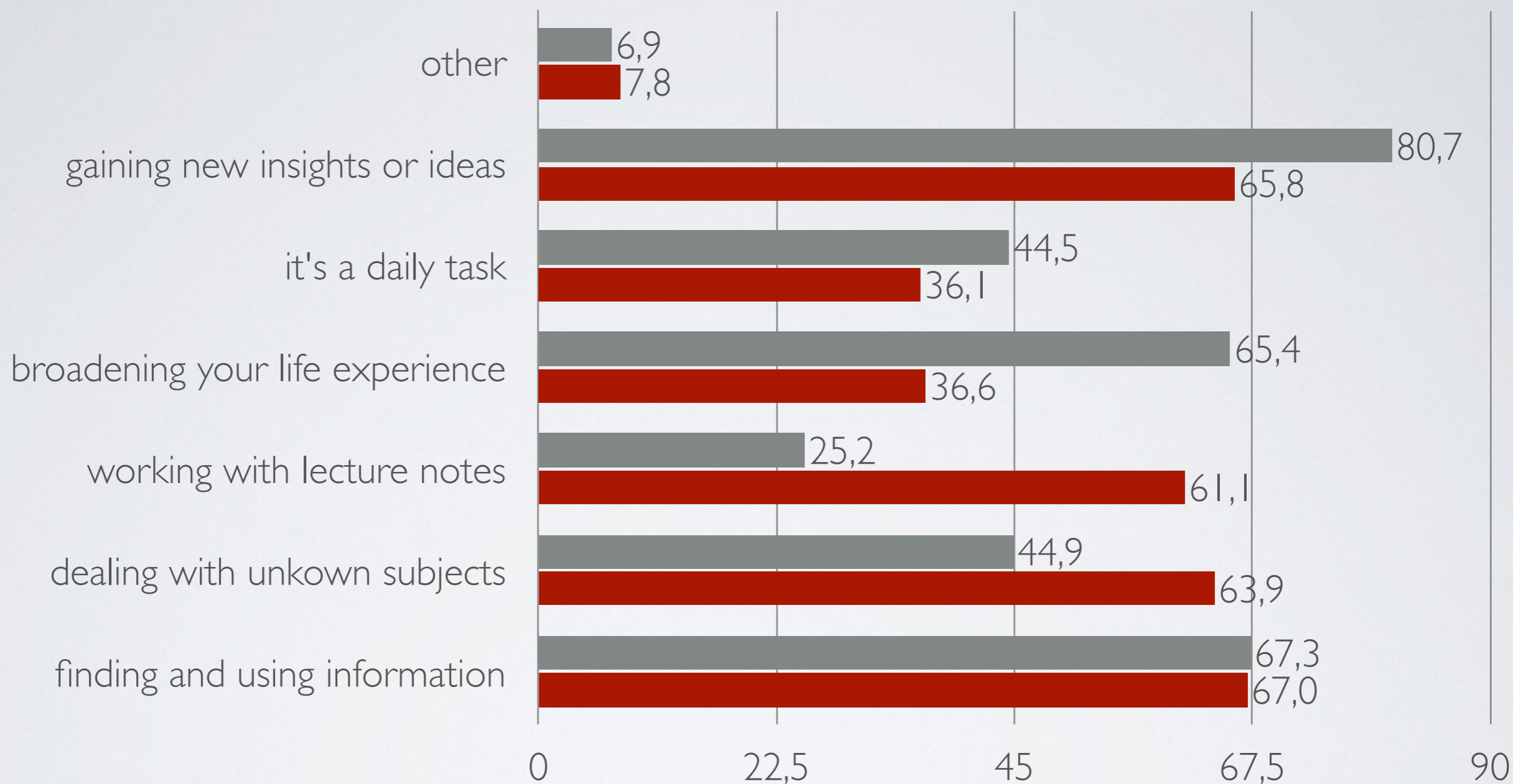
based on diary

## Activities on Social Network Sites

minimum once a week or several times a day	GER (N=366) %	USA (N=267) %
looking up for information	20,20	15,00
organizing something	46,40	16,10
passing knowlegde	25,40	24,30
helping other students to find a solution	20,80	17,20
motivating other students	19,40	20,20

based on online survey

# RESULTS: 2. UNDERSTANDING OF STUDYING AND LEARNING

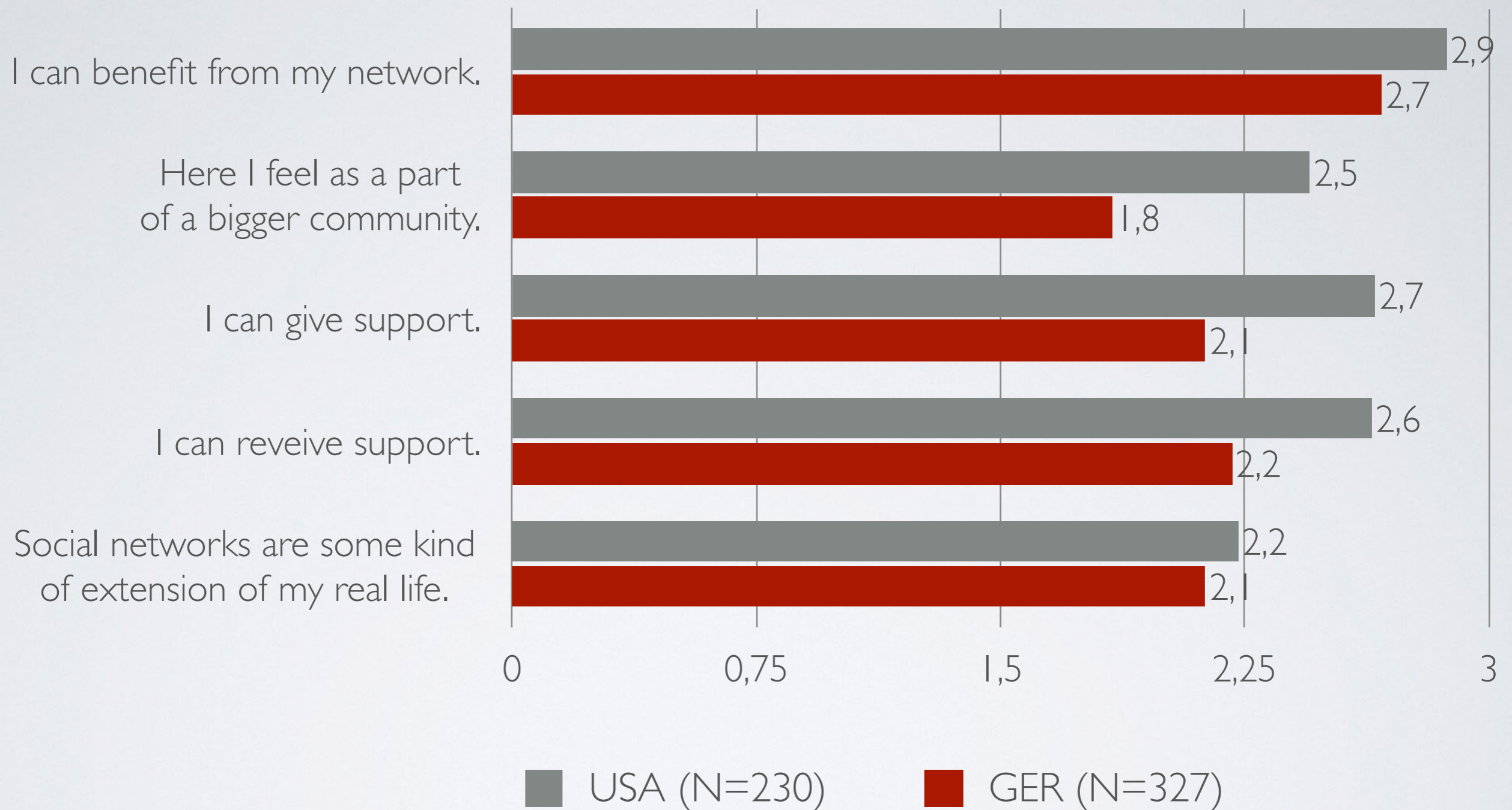


based on online survey  
(multiple answers allowed)

■ USA (N=321) %

■ GER (N=424) %

# RESULTS: 3. UNDERSTANDING OF CONNECTEDNESS



statements related to social networks sites regarding yourself  
(disagree fully-disagree somewhat-agree somewhat-agree fully)

based on online survey





## CONCLUSION

- There is evidence for informal learning regarding study related work.
- Students use the social network sites as a learning resource mostly unconscious.
- German and American students differ regarding their understanding of learning and connectedness.  
Both of them use social network sites in their own way.