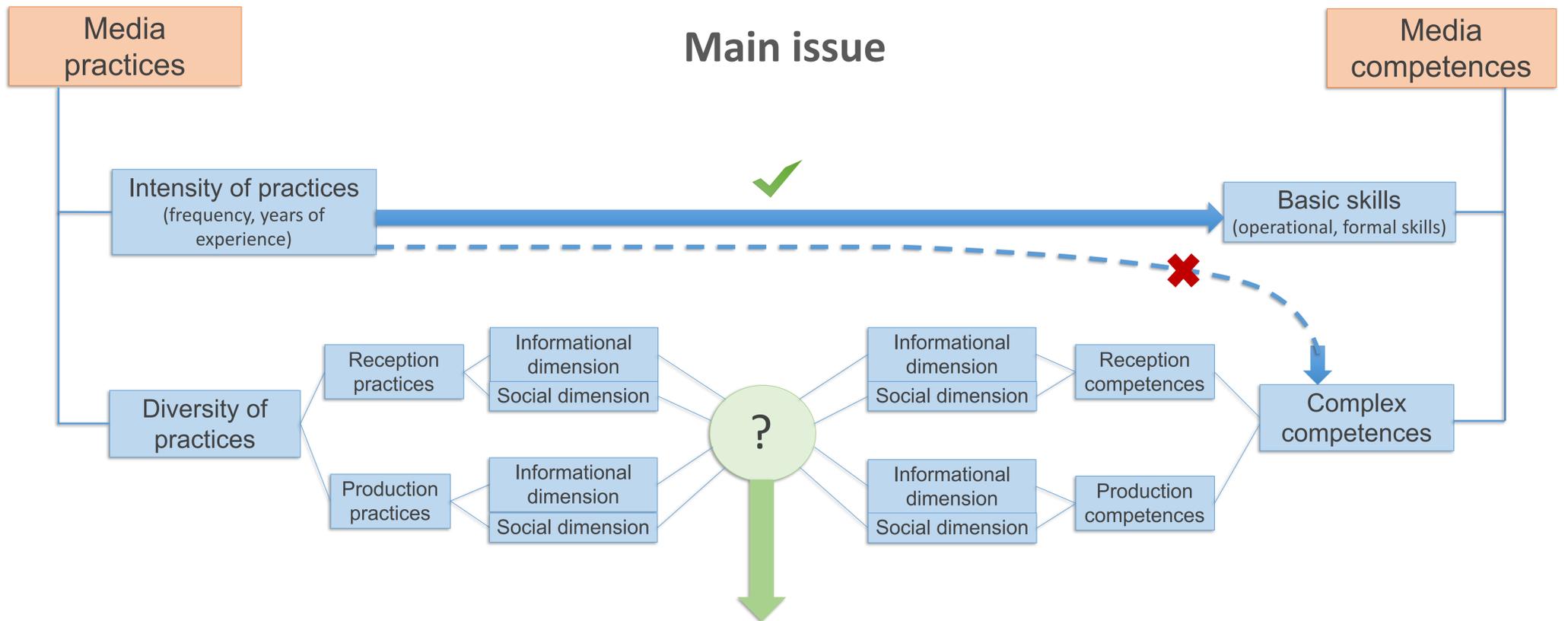


Analyzing the relationship between young adults' practices on social networks and the development of their media competences

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Are there correlations between the diversity of young adults' informational and social practices on social networks and the development of their informational and social media competences?

Research hypotheses

- The **high frequency** with which young adults interact on social networks is a **good indicator of basic media skills** (i.e. differentiating TV series from TV news) but a **poor indicator of complex media competences** (i.e. analyzing the social context of a media production)
- More than frequency, **diversity in informational practices** (analyzing/creating different kind of information contents in a variety of forms) **and social practices** (interacting in different communities with different roles) **could have an influence on the young adults' complex media competences**

Theoretical framework

The theoretical framework is based on several concepts :

- The concept of **media literacy** (Aufderheide and Firestone, 1993)
- The concept of **competence** (as opposed to the concepts of abilities and capacities) (Westera, 2001; Scallon, 2004; Tardif, 2006; Rey et al., 2012)
- The **matrix model of media literacy competences** designed by Fastrez and de Smedt (2012).
- The field of **situated actions and "Sociologie des usages"** (Suchman, 2007; Jouët, 2000; Vidal, 2012; Denouël and Granjon; 2011)

Method

Part 1: questioning media practices and assessing media competences (2016-2017)

Standardized test:

Step	Survey on social practices	Media competences assesment
1	Mapping the young adults' social networks practices	Comparing the literature review regarding media literacy assessments with the concept of competence
2	Elaborating a survey on the young adults' social networks practices	Elaborating a standardized test on media competences

The sample:

- Large sample (hundreds of people)
- People from different socio-economical backgrounds

Part 2: observing media practices and media competences (2017-2018)

Restricted sample

- Analyzing the results of the first study
- Classifying the respondents in a variety of profiles
- Selecting a restricted but representative sample

Observation of the young adults' daily practices on social networks

Based on a methodology that rely on situated actions/"sociologie des usages"

Evaluation of their production and reception competences

In situated and contextualized environments (> standardized tests)

Expected results

- For the world of research :
 - **Highlighting new theoretical models:** mapping of social networks practices, new model on media competences assesment
 - **Rethinking existing model:** the matrix of media literacy competences
- For the worlds of education, policy making and media industry: **supporting the development of an education to the diversity of media practices**