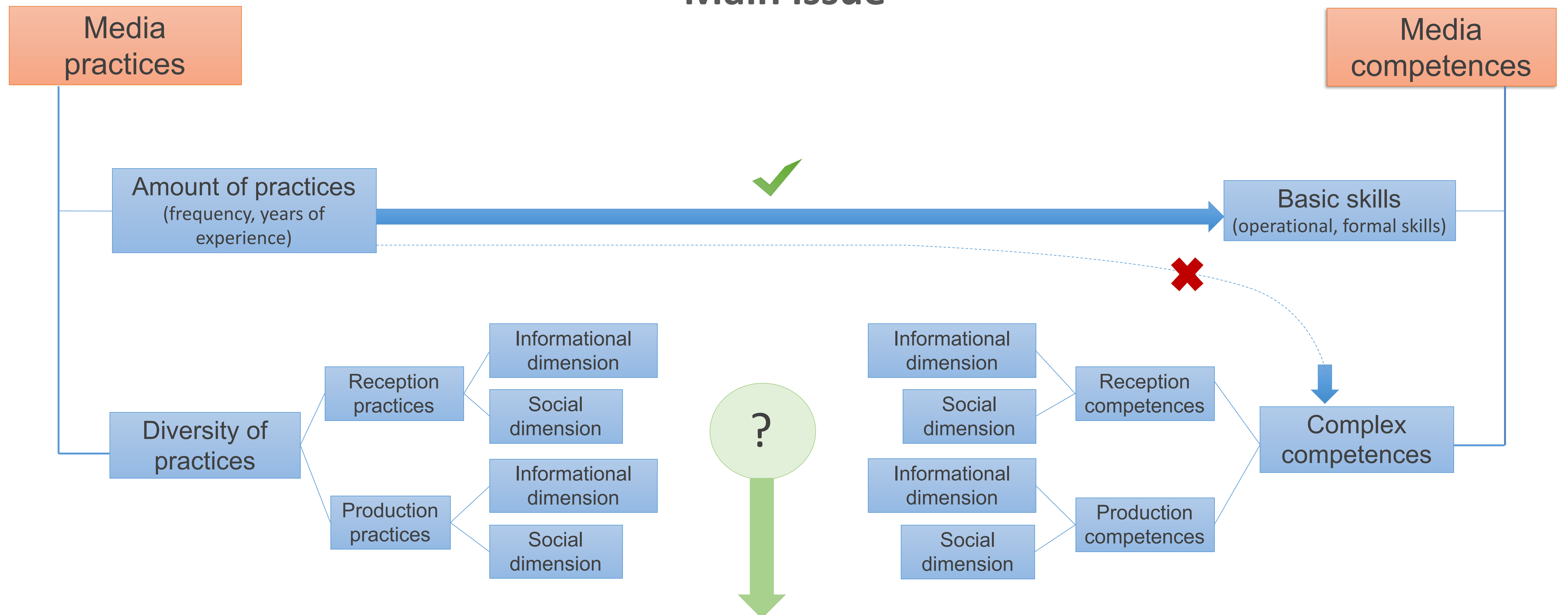


Analyzing the relationships between young adults' practices on social networks and the development of their media competences

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Main issue



What are the 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 but a **poor indicator of complex media competences**
- More than frequency, **diversity in informational practices** (analyze/create different kind of information contents in a variety of forms) and social practices (interact 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 **sociology of media usages** (Suchman, 2007; Jouët, 2000; Vidal, 2012; Denouël and Granjon, 2011)

Method

Part 1: questioning media practices and assessing media competences

Designing a standardized test :

- Mapping the young adults' social networks practices
- Elaborating a survey on these practices
- Comparison between the literature review regarding media literacy assessments and the concept of competence
- Elaboration of a standardized test on media competences

Administering the test to the sample

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

Part 2: observing media practices and media competences

Selection of a restricted sample

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

Observation of the young adults' daily practices on social networks

Based on a methodology that rely on sociology of media usages

Evaluation of their production and reception competences

In situated and contextualized environments (> standardized tests)

Expected results

- The elaboration of **the thesis** will probably **highlight new theoretical frames** (mapping of social networks practices, new model on media competences assessment) **or edited model** (The matrix of media literacy competences)
- **The results of this research will hopefully support the importance to develop an education to the diversity of media practices**, what could have an influence in the three fields of education, policy making and media industry