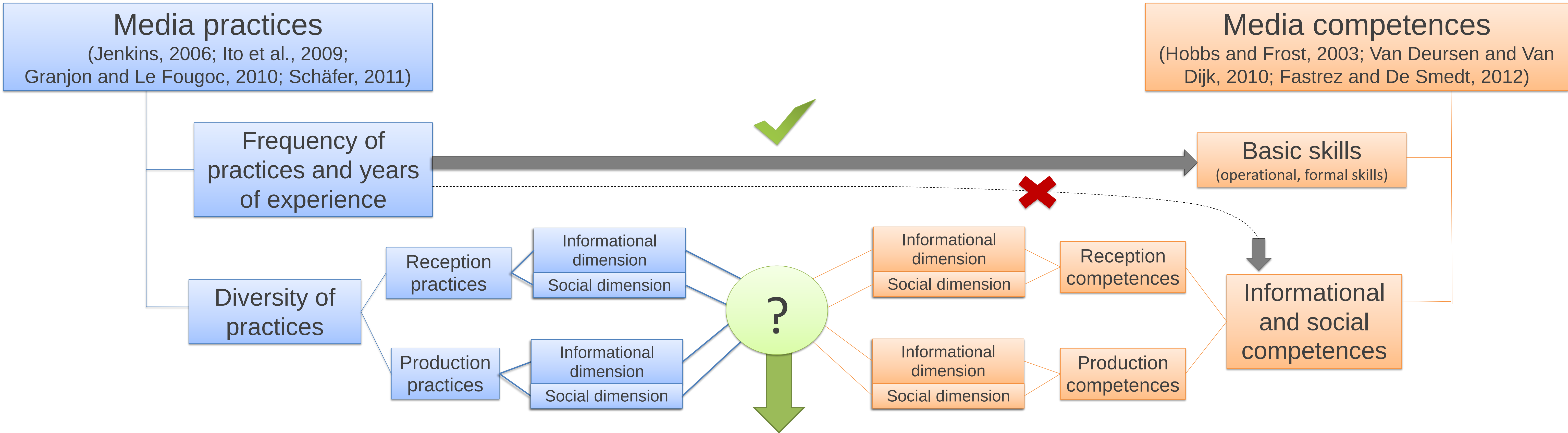


Societal issue, research question and hypotheses

Young people’s media skills Vs Concerns regarding their practices (cyber bullying, video games addictions, etc.)



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

- H1 :** The **high frequency** with which young adults interact on social networks **is not related with the development of complex media competences** (i.e. being able to recognize the message producer, the producer’s intentions, the codes and representations, the targeted audience, etc.)
- H2 :** **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 young adults’ complex media competences**

Method and first results

1. Quantitative part : online survey

Method

1. Questioning media practices

Practices		Diversity
Reception	Scrolling the newsfeed	Diversity of topics Diversity of media types Diversity of authors/audiences
	Reading posts	
	Making in-depth research	
Production	Liking posts	
	Producing private messages	
	Commenting posts	
	Sharing posts	
	Producing posts	
	Manage a group	

2. Assessing media competences

	Informational dimension	Social dimension
Reading competence	• Topic and content	• Author/source
	• Codes and representations	• Intentions
	• Media types	• Audience(s)

Sample: 350 young people (18-25) from different socio-economical backgrounds

Data analysis : descriptive statistics, classification analyses, one-way ANOVA, principal components analyses, multiple regression.

Results

Media practices frequencies

Average of the scores of Media reading competences (%) : cluster 1 52,57 cluster 2 52,36 cluster 3 41,72

H1: is partly supported, the frequency with which people like, comment, share, produce and manage groups is negatively correlated with their scores on the media literacy test

Analyses on the diversity of practices provide the following results :

- H2 is partly rejected** : even if **surfing the newsfeed** with different topics and **reading** a variety of content is **positively correlated** with the average of media literacy test scores, **sharing and producing** a wide variety of content are **negatively correlated** with this average.
- 5 profiles** emerge from these analyses :

Description profiles	Frequency of practices	Diversity of practices	Specific interests	Average of ML scores
Low users	Low	Low	/	54,31
Citizenship-driven users	Low on production moderate on reception	Low on production moderate on reception	News, opinions, NGOs, etc.	57,76
Friendship-driven users	Low on production moderate on reception	Low on production moderate on reception	Humor, music, bloggers and Youtubers, videogames, etc.	55,21
Likers	Moderate to high	High on liking practices, moderate in all other practices	/	47,88
Producers	High	High, mainly on sharing and producing practices	/	27,80

2. Qualitative part : interviews

The results lead us to focus on **engagement in online practices in a participatory culture** (Jenkins, 2007; Ito et al., 2008; Proulx et al., 2014; Jenkins, Ito and Boyd,2016)

We will **interview 10 people** from the first cohort on specific aspects :

- The **emergence, development and evolution** of their different media **practices**
- The context in which these practices take place : the **environment** (at school, at home, in professional life, etc.), the **communities** (friends, family, colleagues, members of a community related to a specific interest) and the **relationships** between the user and the community
- The development of their competences : how do they take into account the community in which they interact, how do they mentally represent their newsfeed, etc.