



Researching the Immediate World

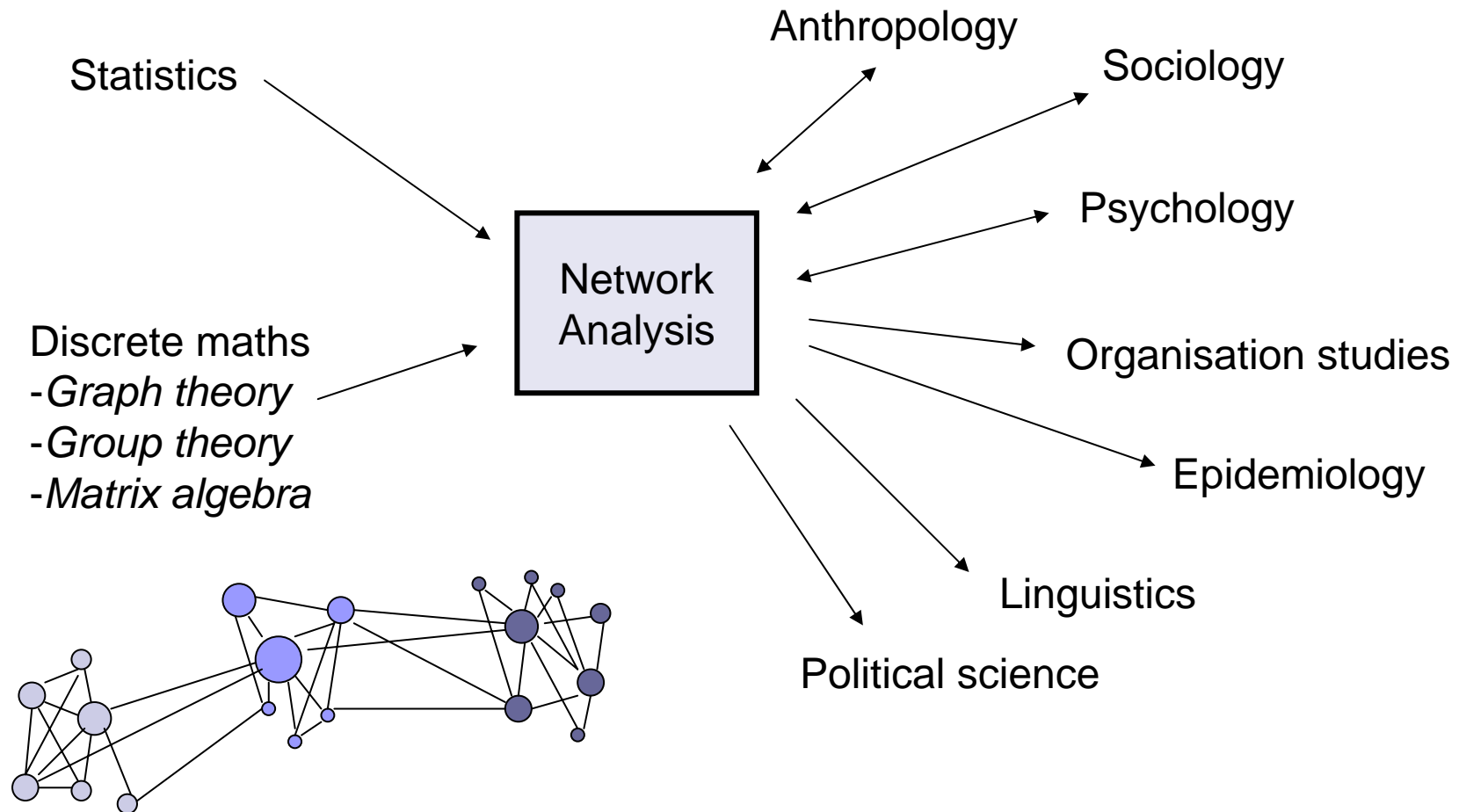
Mobile Phone Use: A Social Network Analysis Perspective

by Drs John Sandars and Nicky Shaw

Research Objectives

- To understand student communication networks during the first few months at university adopting and a social network analysis approach
- To allow students to reflect upon their role in a network; to enhance their appreciation of their contribution to that network
- To investigate the more popular communication media (especially mobile) for both learning and social interactions ... over time

About Social Network Analysis..



Ref: Steve Borgatti

About Social Network Analysis..

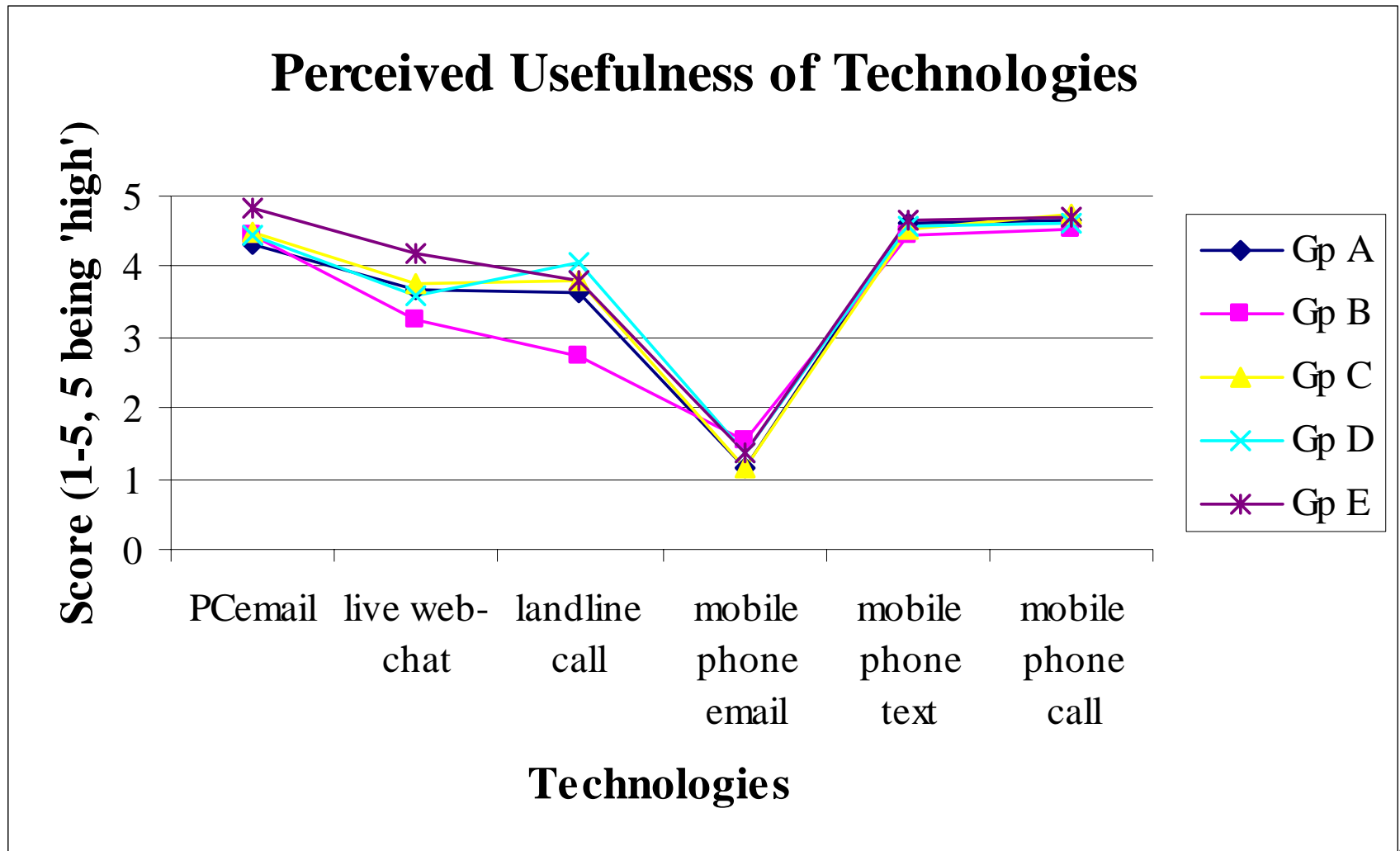
- Complex dyadic relationships i.e. groups of social relations
- Ties link up to form networks
- A network consists of
 - Concrete sets of nodes eg. people, animals, organisations
 - Concrete sets of ties of a given type (social relation such as friendship, affiliation..) that connect the nodes

Ref: Steve Borgatti

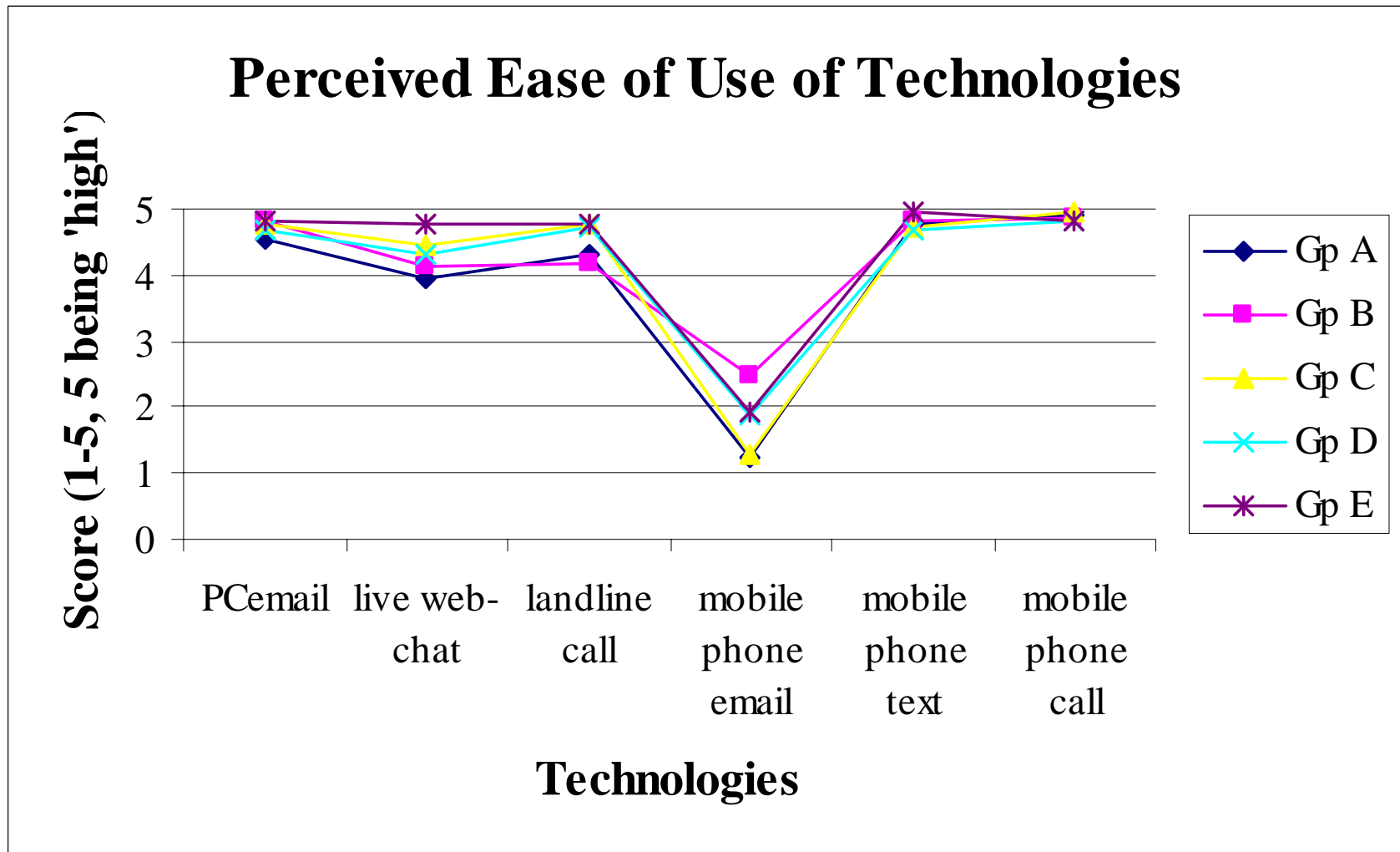
Research Context

- 1st year Management and Medical students
- Looking for similarities / contrasts of cohesion among the groups, as enhanced by tutorial group meetings and activities
- Problem: groups taught so differently comparisons were difficult, hence focus for most part on management students (5 groups)

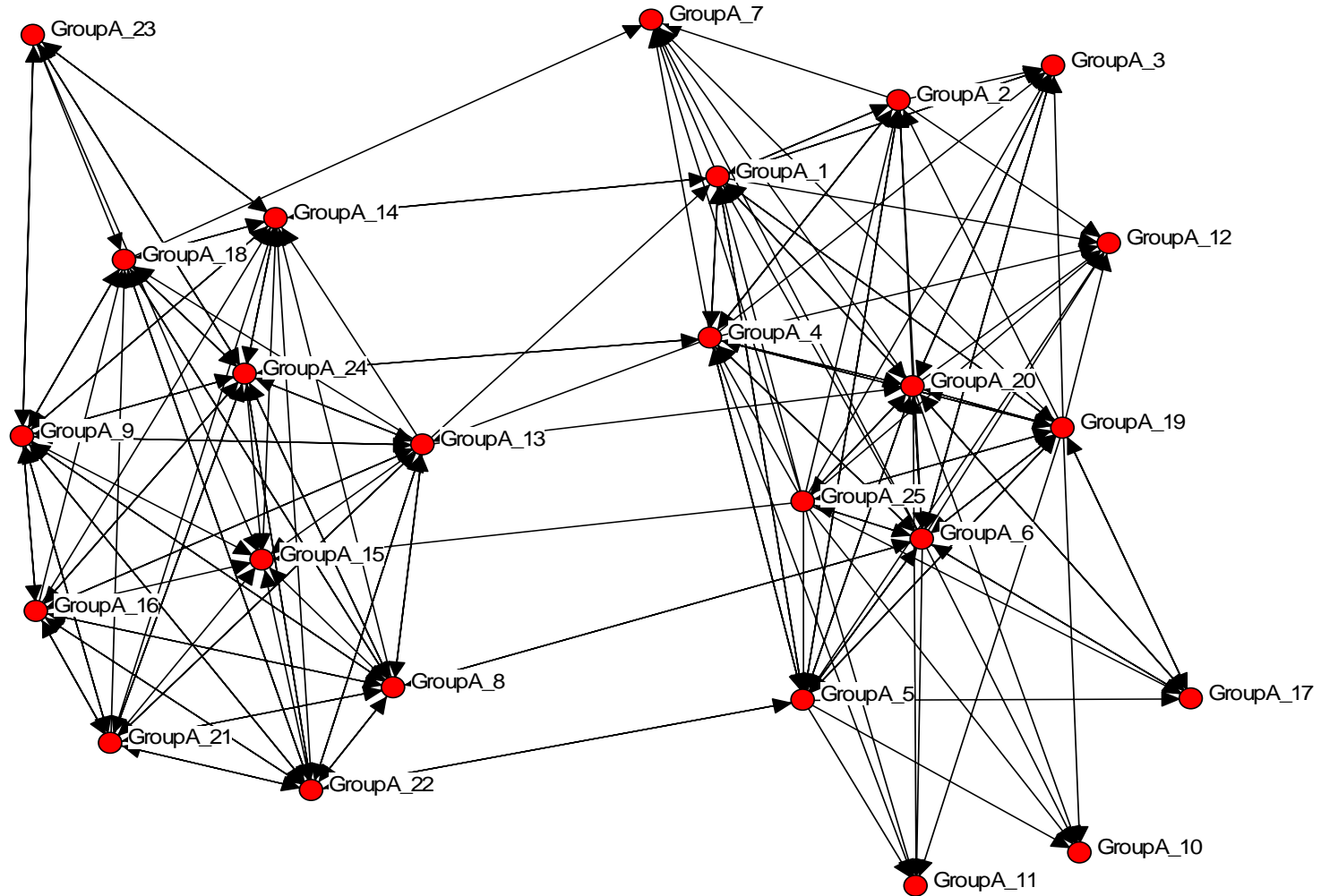
Findings (technology acceptance model I)



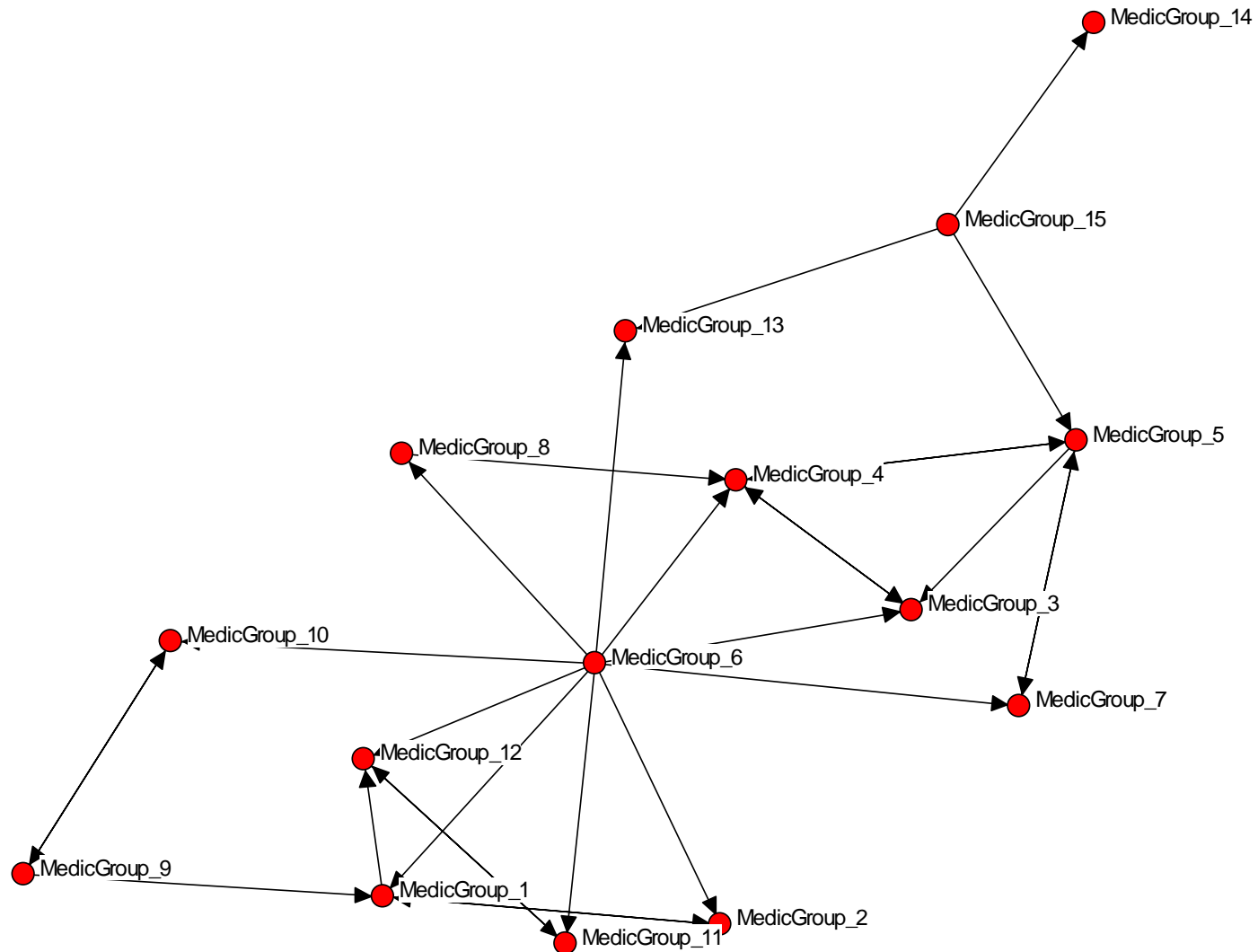
Findings (technology acceptance model II)



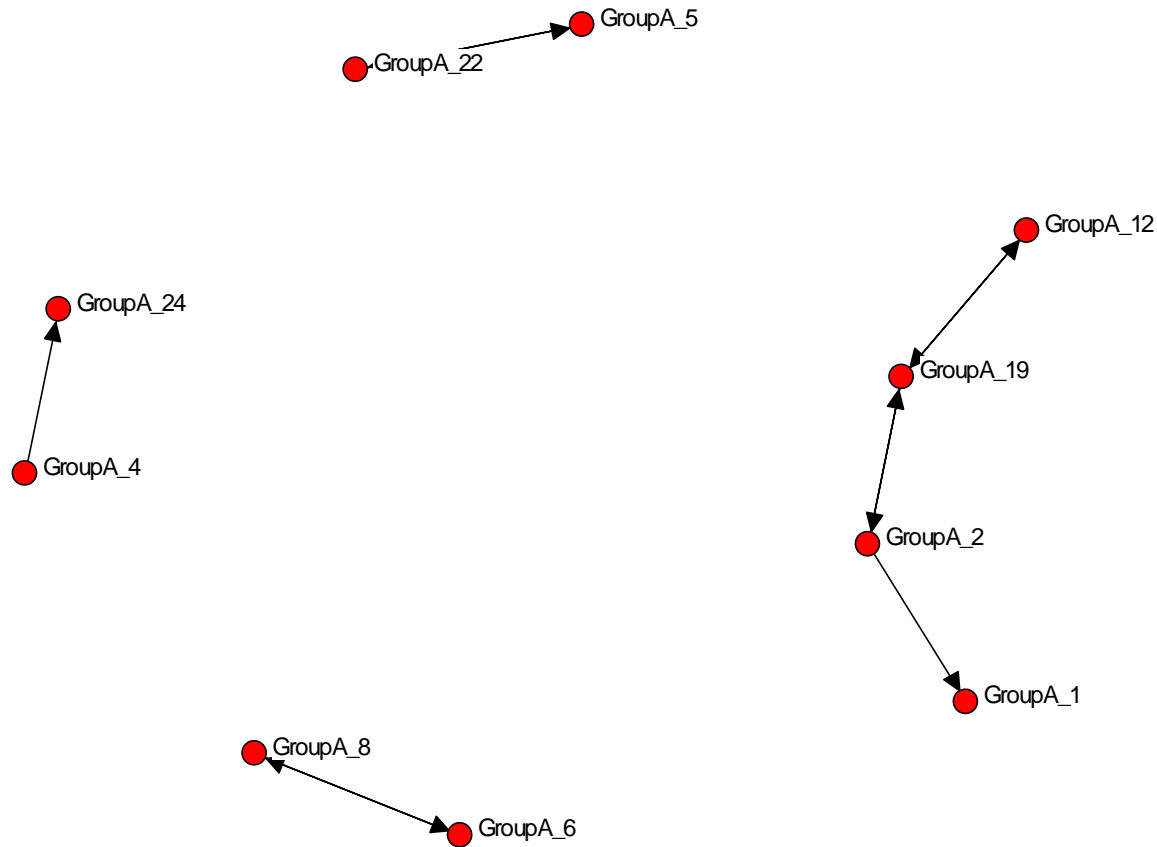
Face to face 'learning' - management



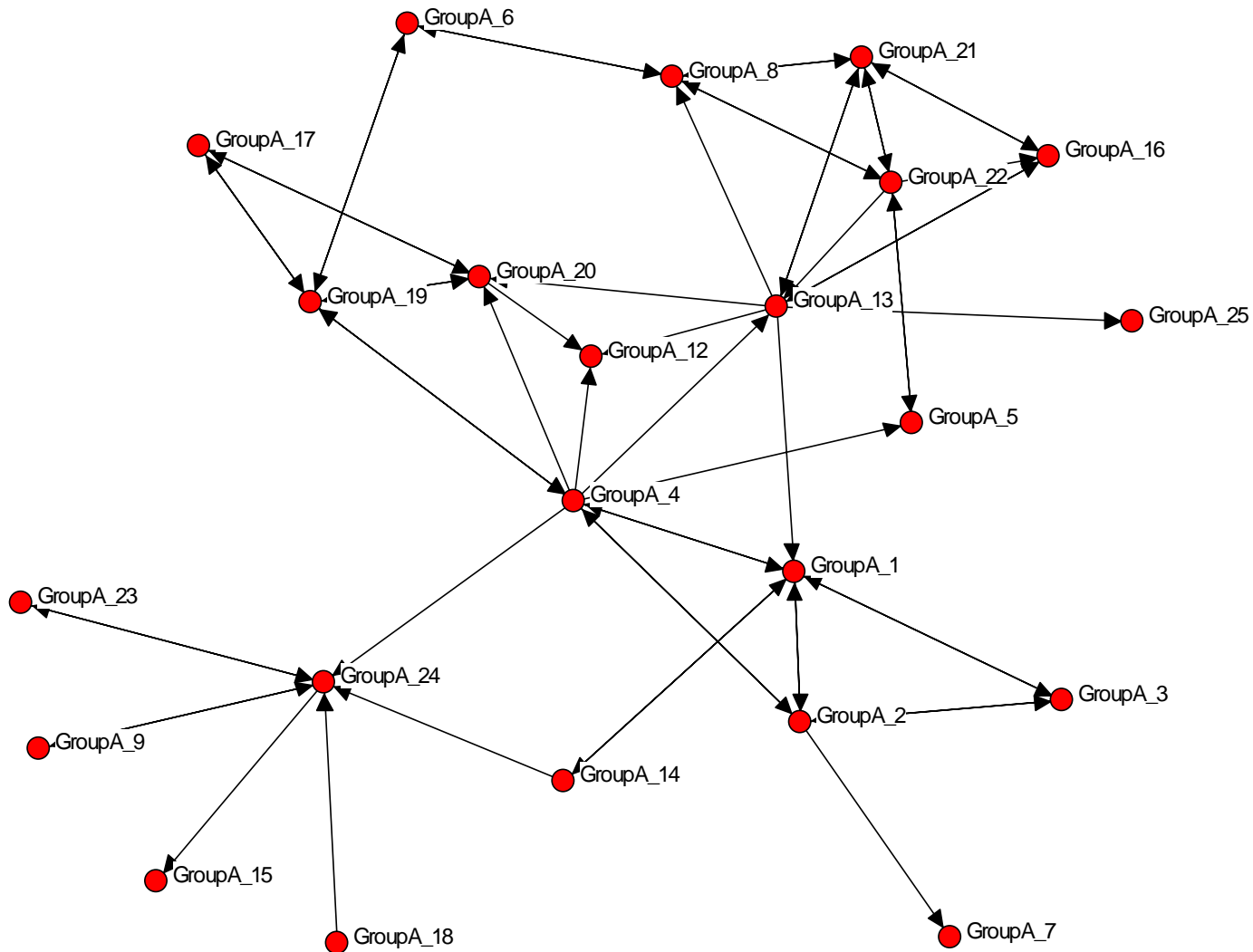
Face to face 'learning' - medicine



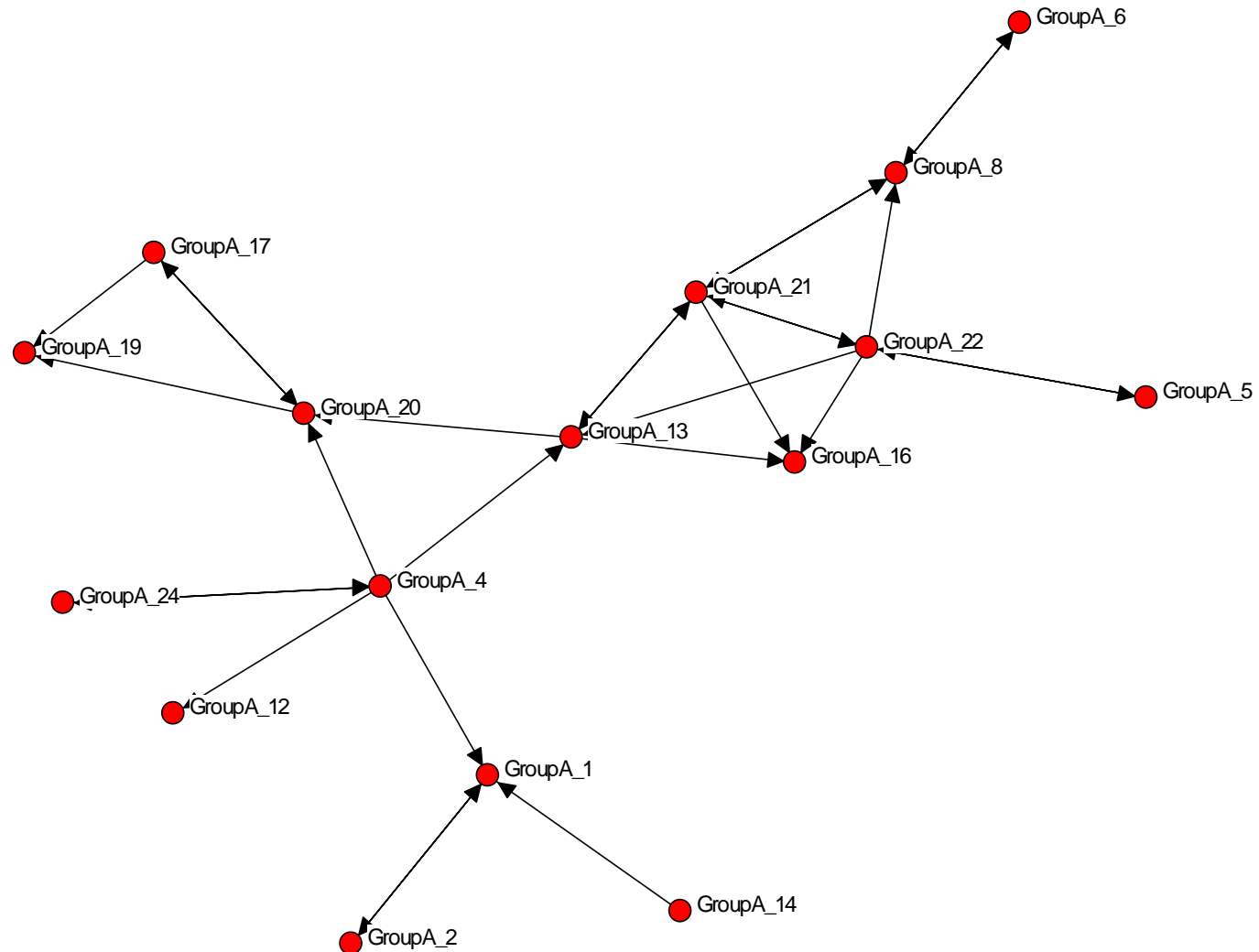
Live web chat - management



Mobile phone text - management



Mobile phone call - management



Further work

- More to do on the maths with existing data!
- Run the questionnaire again to identify changes in network patterns (eg. migration away from face to face to greater technology use?)
- Use in other modules, such as modelling peer support