Social intersections. Social media spaces as sites for creative pedagogies.

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Social intersections

Social media spaces as sites for creative pedagogies.

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digital spaces of everyday life
who uses social media?
University students


Young people no longer use one social media site on its own.
The interconnected life-worlds of a student
Creative production = studio work = a ‘passport to practice’ (Tovey, 2015)

More often this portfolio includes a digital portfolio in the shape of blogs, issuu digital booklets and these are often linked to a student’s social media sites.
A social media site as a space and a place

Massey (2005) proposes space and place are both “concrete, grounded, real, lived” (2005, p.185).
Creative production in social media places includes:

curating, connecting and collaborating images of interior schemes, architectural details and translating and transmitting interior design knowledge.
Research questions

1. Do interior design students use social media sites differently within their social and academic lives?

2. Do interior design students and those employed in the interior design industry use social media sites differently to each other?
The sites and participants

Twitter
Pinterest
Instagram

Open, publicly accessible profiles

<table>
<thead>
<tr>
<th>TWEETS</th>
<th>FOLLOWING</th>
<th>FOLLOWERS</th>
<th>LIKES</th>
<th>LISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,342</td>
<td>939</td>
<td>727</td>
<td>134</td>
<td>2</td>
</tr>
</tbody>
</table>

Interior Design
4 of each:
First year student
Final year student
Design professional
Design company public profile.

Observed over a week period
January 2016
The last 6 months of posting.
Screenshots of posts related to interior design.
Site interaction stats noted.
Users interactions or ‘stats’ from their public profile

A visual study – ‘Stories so far’
Interaction stats
Table 1: Comparison of users Twitter account interactions

<table>
<thead>
<tr>
<th></th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Member since</td>
</tr>
<tr>
<td>1st year student</td>
<td>2013</td>
</tr>
<tr>
<td>3rd year student</td>
<td>2010</td>
</tr>
<tr>
<td>Design Professional</td>
<td>2009</td>
</tr>
<tr>
<td>Design Firm</td>
<td>2009</td>
</tr>
</tbody>
</table>

Table 2: Comparison of users Instagram account interactions

<table>
<thead>
<tr>
<th></th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Posts</td>
</tr>
<tr>
<td>L4 student</td>
<td>118</td>
</tr>
<tr>
<td>L6 student</td>
<td>222</td>
</tr>
<tr>
<td>Design Professional</td>
<td>2050</td>
</tr>
<tr>
<td>Design Firm</td>
<td>161</td>
</tr>
</tbody>
</table>

Table 3: Comparison of users Pinterest account interactions

<table>
<thead>
<tr>
<th></th>
<th>Pinterest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Boards</td>
</tr>
<tr>
<td>1st year student</td>
<td>23</td>
</tr>
<tr>
<td>3rd year student</td>
<td>9</td>
</tr>
<tr>
<td>Design Professional</td>
<td>45</td>
</tr>
<tr>
<td>Design Firm</td>
<td>16</td>
</tr>
</tbody>
</table>
Stories so far – a visual study of social media intersections
That's all the rendering done, turned out pretty smart in the end 📝
#interiordesign
instagram.com/p/BBnrhK9PQXa/

First win of the year!!!!!!! Just a small one ;) what a team!!! #officedesign #london...
instagram.com/p/BAKngHkDFmU/

"There has never been a more important time for brilliant materials in store." Tomorrow at 3pm @isawthismorning will be at @surfacethinking
This is your Sunday evening reminder that you can handle whatever this week throws at you 😊
Context collapse and context expansion

Work & Play

The always-on nature of digital technologies and social media sites means that access to friends and peers is not time-bounded by face-to-face meetings in the university. The digital places are where an interaction through a like or a quick comment can encourage peers to develop a design or keep working towards a deadline.

Expansion

21 likes

Creative Coworking

Space
Shipping Container Project
Model at 1:50
Click the link for more images...
http://wp.me/p5N3kI-o9

#shippingcontainers #coworkingspace
#teal #mustardyellow #turquoise #white
#minimalist #tiles #interiordesign #shuid
#shuid16

28 likes

Plans and scribbles.

#SHUID#designstudent#interiordesign#floorplans#vsco#

capturerealty Great Photo ;)

The social intersections of creative production spaces

Social media spaces are sites of creative production, where the two ecosocial systems of trainee and trained converge – the university and the interior design industry.

These digital spaces connect students and creative industries through their hyperlinked ecocsocial environments.
There is a context collapse within the places of Twitter and Instagram, between their social lives and their design work.

Both interior design students and interior design professionals and companies share their creative productions through posting on Twitter and Instagram. (Pinterest was used the least by users in the sample).

Feedback is gained in the form of comments and ‘like’ interactions and through the collective efforts of the users – posting, liking, commenting and sharing – connection and collaboration takes place.

Social media postings can be viewed as performative (Ashley and Tuten, 2015) and these findings question whether the performance (on behalf of the companies) is learned from the students or vica versa.