

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?

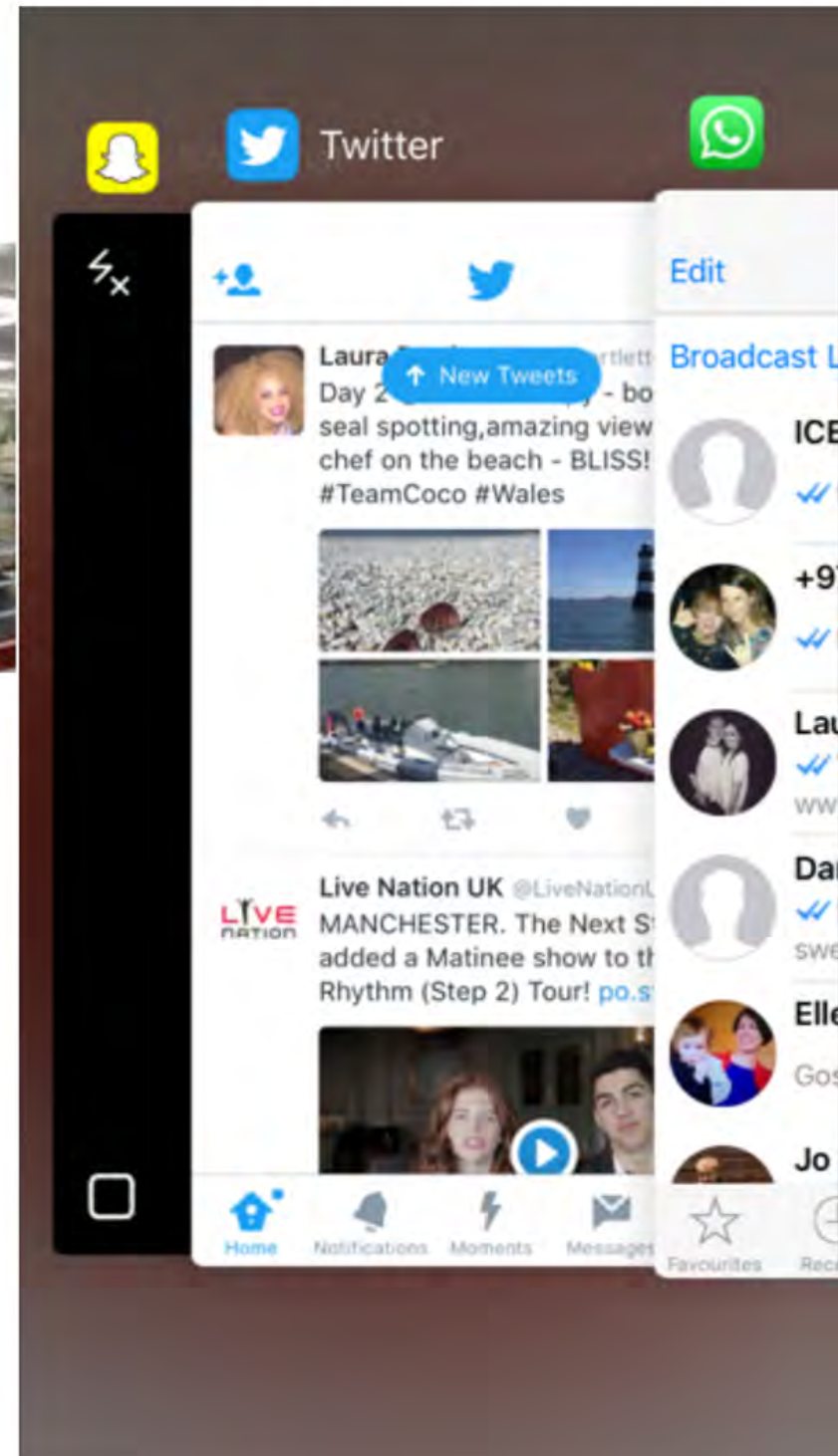
The hyper-layered nature of social media use



University students

‘Its Complicated’ (boyd, 2014).

Young people no longer use one social media site on it's own.



The interconnected life-worlds of a student



Context - the interior design studio

Creative production = studio work = a 'passport to practice' (Tovey, 2015)

More often this portfolio includes a digital portfolio in the shape of blogs, issued digital booklets and these are often linked to a student's social media sites.

A social media site as a space and a place



Instagram

Massey (2005) proposes space and place are both “concrete, grounded, real, lived” (2005, p.185).

Creative production stories-so-far



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



Instagram

Open, publicly accessible profiles

Interior Design

4 of each:

First year student

Final year student

Design professional

Design company public profile.

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
2,342	939	727	134	2

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

	Twitter				
	Member since	Tweets	Following	Followers	Likes
1st year student	2013	768	253	108	319
3rd year student	2010	7992	331	330	1255
Design Professional	2009	2891	522	666	43
Design Firm	2009	2446	1343	6310	655

Table 2: Comparison of users Instagram account interactions


	Instagram				
	Posts	Followers	Following		
L4 student	118	167	224		
L6 student	222	105	207		
Design Professional	2050	437	243		
Design Firm	161	435	116		

 Table 3: Comparison of users Pinterest account interactions

	Pinterest				
	Boards	Pins	Likes	Followers	Following
1st year student	23	2k	61	45	94
3rd year student	9	132	0	2	54
Design Professional	45	3.6k	54	196	204
Design Firm	16	84	0	252	26





That's all the rendering done, turned out pretty smart in the end 

[#interiordesign](#)

[instagram.com/p/BBnrhK9PQXa/](https://www.instagram.com/p/BBnrhK9PQXa/)



First win of the year!!!!!! Just a small one ;)

what a team!!! [#officedesign](#) [#london...](#)

[instagram.com/p/BAKngHkDFmU/](https://www.instagram.com/p/BAKngHkDFmU/)



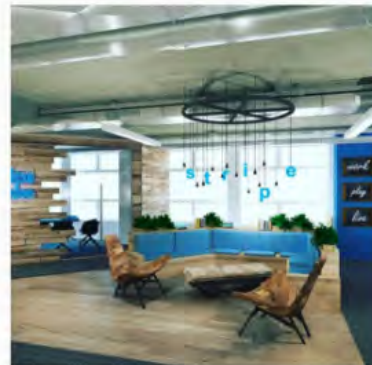
"There has never been a more important time for brilliant materials in store." Tomorrow at 3pm [@isawthismorning](#) will be at [@surfacethinking](#)



Instagram



This is your Sunday
evening reminder that
you can handle
whatever this week
throws at you





Sewing Studio



Follow

Bathroom



Follow

Master Bedroom



Follow

Dining Room



Follow

Spare Bedroom



Follow

Washing Room



Lounge



Research Portfolio



Design Portfolio

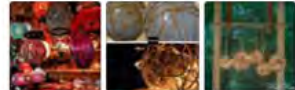


Hair and Beauty



Follow

Inspiration: Lighting



Follow

Interior



Follow

Childrens Seating



Follow

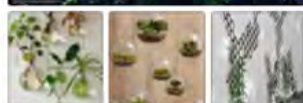
Cafe Interiors



Follow



Green Sheffield



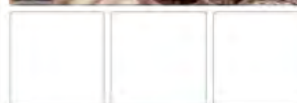
Follow

Info graphs



Follow

Pumpkins!



Follow

General



Follow

Poster Inspiration



Follow

Office design



Follow

Retail design



Follow

Restaurant and Bars interior ...



Follow

Hospitality design



Follow

School design



Follow

Retail Design



Follow

Packaging



Follow

Digital Elements



Follow

Foodie Spaces



Follow

Our Work

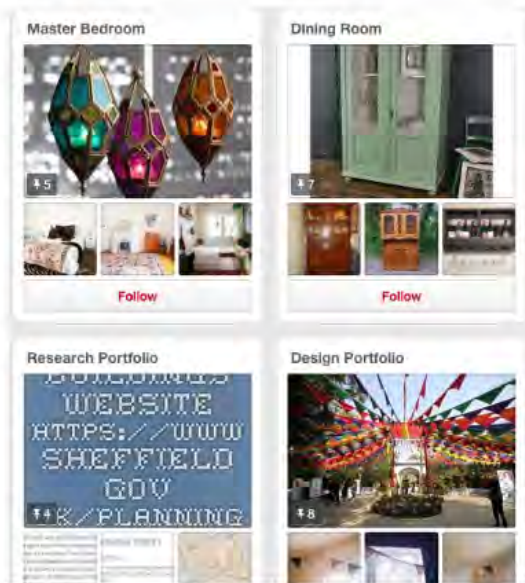


Follow



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

5d

Creative Coworking

Space

Shipping Container Project

Model at 1:50

Click the link for more images...

<http://wp.me/p6N3KI-o9>

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

28 likes

6w

Plans and scribbles.

#SHUID#designstudent#interiordesign#floorplans#vSCO#

capturereality 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.

Final thoughts

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.