MAPPING ART EDUCATION LEADERSHIP IN SOCIAL MEDIA

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NAEA RESEARCH COMMISSION PRESENTATION
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HOW DOES ART EDUCATION LEADERSHIP (THOUGHT LEADERSHIP) MANIFEST IN SOCIAL MEDIA (TWITTER)?

BASIS FOR QUESTION:
—WE LIVE IN A NETWORKED SOCIETY (WEBSTER, 2006)
—ART EDUCATORS USE SOCIAL MEDIA THAT INCLUDE TWITTER FOR SHARING & ADVOCACY.
—LITTLE DATA AS TO HOW ART EDUCATORS USE SOCIAL MEDIA
—LITTLE DATA AS TO WHO IN THE ART EDUCATION FIELD EMERGES AS AN INFLUENCER IN SOCIAL MEDIA.
—QUESTION LINKED TO NAEA AIM OF ADVOCACY
THOUGHT LEADER: An individual who is widely recognized as an authority in a specific niche (Mccrimmon, 2011) that places them at or near the top of that niche on a constant basis (AmTower, 2013); is advanced through social media venues (blogs, tweets, etc.) in which one’s expertise and innovative approaches are shared.

INFLUENCER: An individual whose expertise is shared widely. Indicated by large # of tweets, large # of followers, large # of re-tweets, replies and links, etc.

THOUGHT LEADERS ARE INFLUENCERS.
64% of all Twitter users are female
Majority of users ages 25-45
Sources: Flowtown, Digital Flash & pingdom.com
TWITTER

- Captures immediate thoughts in 140 characters
- Attracts a wide range of individuals and responses
- Is an existing platform for meta analysis available to the public in easy to use format.

HASHTAGS

- Organize posts
- Key in the aggregation of idea and impact are figured into social media analytics
SOCIAL MEDIA ANALYTICAL TOOLS

- **Topsy.com**
  - searches & analyzes social web & influencers
  - real-time search engine for social posts and socially shared content

- **TweetArchivist.com**
  - Twitter analytics tool
  - search, archive, analyze, visualize, save and export tweets based on a search term or hashtag.
  - Mid-month searches using search words “Art Education”
  - Looked at Tweet frequencies, who was influencing, kinds of hashtags used, and screen captured pages
Topsy identifies influencers

March (8) 2015

Craig Roland
Sultanalquassemi
Anna Lewis
NAEA

Topsy-Tweets Dec-Feb

Feb influencers
Craig Roland
Nancy Walkup
Art Class with MsS
NAEA
Most frequently used hashtags using “art education” search as noted on TweetArchivist Jan-Feb 2015

67% were ‘art’ and ‘education’
IN TOPSY SEARCH “ART EDUCATION” DISCOVERED PHOTO DATA BASE...
Commentary aggregates around how art education is viewed by insiders and the perception of arts place in an education.

Tweet with the greatest response stemmed from Amanda Koonlabas notes: “Art education is associated with better knowledge retention, demonstrates understanding, is expressive, and carries the idea of “fun” into an education.”

40 tweets were associated with this tweet; 242 likes.

More specifically, Koonlabas claims “art fits math and language” core expectations, Leonardo da Vinci’s “habits of mind and Lichtenstein emphasis on “popular culture.”
ANALYSIS OF NAEA TWITTER POSTS THAT RESULTED IN HIGH RESPONSE, RELEVANCE, IMPACT AND RE-TWEETS CHARACTERIZED BY:

(1 for lowest, 5 highest)

- Chatter (Unsupported opinion)
- Critical Analyses
- States specific opportunities for art education professionals (ads/comments on resources)
- Art Ideas for Teaching (lesson plans/best practices)
- Rhetorical and pithy questions
PRELIMINARY FINDINGS....HASHTAG >ARTED

- NAEA interfaces from its website into social networking with *Facebook, Twitter, Pinterest, and Linked In*

- **Olivia Gude** served as the February mentor from NAEA, and she posted several Tweets: “Secrets and Lies” in the social practice of art in education.

- **Nicholas A. Ferroni**, “If we want creative, intelligent and emotionally stable children, why are we cutting the art programs in school?”

  More traffic around an art education Tweet when the subject/content bridges to administrators concerned with Common Core State Standards.
WHO IS A LEADING ART EDUCATOR ON TWITTER?  
(BASED ON NAEA TWEETS & TOPSY ANALYTICS)

CRAIG ROLAND....

His recent posts: “The intersection of art and education is about freedom.” (2/20) 3 favorites/no retweets/no replies; other posts include Marisol looking at Last Supper (2/20), panoramic views of permanent collection at Metropolitan Museum and at NOMA (both 2/19), also Cy Twombly “Untitled” posted same day, as was Cezanne “Self-Portrait.”

Roland’s postings suggest breadth and follow a similar pattern across art related subject hashtags: “arted,” “visual art” and “design”
IN THE PROCESS OF RESEARCH, WE DISCOVERED TAGGALAXY.DE USING THIS FREE & OPEN SOURCE (FEB & MARCH 2015) WITH SEARCH WORDS “ART EDUCATION,” 10,332 PHOTOS FROM FLICKR SURFACED IN THE FORM OF A INTERACTIVE PICTURE GLOBE. YOU CAN CLICK ON PICTURES TO GET DETAILS.
MORE DATA VISUALIZATION OF FLICKR PHOTOS USING A TAG OR KEY WORD; REPRESENTED AS SOLAR SYSTEMS; CLICK ON ANY PLANET TO GET PHOTO-SPHERE; CLICK ON PHOTO-SPHERE FOR DETAILS—KEYWORD: ART EDUCATION
A lot of tweeting does not always result in followers, re-tweets, or influence.

EX: Lena Rodriquez (2/21) posted regularly about her classroom and Dallas area art events, but received few if any re-tweets.

Not one hashtag is particular to art educators — but #art and #education emerge as most widely used hashtags.

TOPSY, Twitrland and TwitterArchivist offer accessible research data collection and social media analytical tools for art educators.
• Several influencers in art education emerged through *Twitter* over a 3 month period.

• Influencers may change over time due to variables such as # of tweets, # of followers, time of year, etc.

• Stats change day-to-day and month to-month—long term analysis is necessary to identity what art educators may be influencing over time.

• Our criteria to evaluate Tweets is consistent with social media guidelines and ways to increase social media voice. ([measuredvoice.com)](http://measuredvoice.com)
FUTURE QUESTIONS?

WHAT OTHER SOCIAL MEDIA HAS THE POTENTIAL TO YIELD DATA ABOUT THOUGHT LEADERS IN ART EDUCATION? BLOGS? INSTAGRAM? FLICKR PHOTOS? OTHER?

NOW THAT WE CAN IDENTIFY INDIVIDUALS ON TWITTER, HOW ARE THEY NETWORKED-TO OTHERS? HOW MIGHT SOCIAL NETWORK ANALYSIS BE HELPFUL? WHAT PROGRAMS AND DATA VISUALIZATION TOOLS ARE NEEDED? WHAT COLLABORATIONS ARE NEEDED, I.E. COMPUTER SCIENCE MAPPING TOOLS AND EXPERTISE?

HOW CAN SOCIAL MEDIA RESEARCH ADVANCE OUR UNDERSTANDING OF WHAT’S HAPPENING IN THE FIELD OF ART EDUCATION?

HOW CAN ART EDUCATORS CULTIVATE AN INFLUENTIAL PRESENCE IN SOCIAL MEDIA? WHAT KINDS OF HASHTAGS? WHAT KIND OF CONTENT? WHAT KIND OF FREQUENCY OF POSTINGS?

HOW ARE K16 ART EDUCATORS USING SOCIAL MEDIA, FOR WHAT PURPOSES, AND WITH WHAT FREQUENCY, ETC?

IS IT TIMELY FOR A SURVEY TO ASSESS SOCIAL MEDIA USAGE WITH ART EDUCATORS?