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## Instagram to promote motivation and learning environments in higher education: a Preliminary study (Project)

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Intended audience: Higher Education

### Introduction

Cultural Heritage conservation and restoration high education nowadays need a multidisciplinary teaching approach including different artistic and scientific subjects. Since most of the students come with artistic bachelor's degrees, the Scientific concepts are more difficult to learn. On the other hand, social media have become a valuable source for the teaching community and have become more used due to the online teaching forced by the recent SARS-CoV-2 pandemic. Also, social media are a fundamental element in the day-to-day life of university students and for social learning.

To improve Cultural Heritage science subjects' motivation and learning and make it more relevant to students, Instagram social media has been used in this innovative teaching strategy.

With this teaching Project students, by working in a group, Will be able to create and design a diffusion Chanel, discuss about its contents and visual aspects by investigating the scientific literature and summarize it to make it readable and understandable by all types of Instagram readers.

### References

Awidi I.T. et al. Facebook group in the learning design of a higher education course: An analysis of factors influencing positive learning experience for students. *Computers & education* 129, 2019  
Stone S and Logan A. Exploring Students' Use of the Social Networking site WhatsApp to Foster connectedness in the online learning experience. *Irish Journal of Technology Enhanced Learning* 3 (1), 2018  
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### Project Plan

The activity was implemented as a preliminary study with ten Biotechnology students applied for Cultural Heritage subject (Master on Cultural Heritage Conservation and Restoration) at Universitat Politècnica de Valencia, Spain. The activity was done in groups and consisted of creating an Instagram shared account of the subject for the students. After the Instagram account named Culturalbiotech was created, each student group created a post in which an indexed (JCR) scientific paper related to the subject was summarized and transformed into a visual diffusion Instagram post (Fig. 1).

To assess the impact of the experience, students completed a questionnaire, scoring nine items related to the educational innovation, following a scale from 1 to 5 (1 unsatisfied and 5 very satisfied).

### Methods for Student Engagement

Both the learning results and the students' general opinions were very positive. All students got excellent marks on the activity confirming that the active learning strategy helps to solidify concepts.

The Project evaluation by the students (the questionnaire) got scores above 4,2 points on average (Fig. 2). There was also an important social media interest in the Instagram account with 140 followers after two months of its creation and posts with up to 242 likes. This preliminary Instagram experience has shown an enhancement of the active participation of the students, increasing the student's involvement, and favoring the teaching-learning process.

This Project can be applied to any type of teaching course, been the main challenge its adaptation to courses with a high number of students.



Fig. 1 Instagram account first post

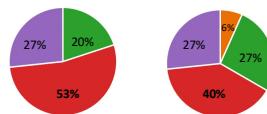


Fig. 2 Students' Project evaluation (left) and students' opinion about the Project favoring their learning process (right). Score 5 in purple, score 4 in red, score 3 in green, and score 2 in orange.

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