



## Las redes sociales: Una estrategia pedagógica para incentivar el emprendimiento [

2016

text (article)

Analítica

Because of the concern about the use that the young people of the Fernando Mazuera Villegas School, (Bogota D.C., Colombia), give to social networks and the ignorance of all the tools of profit these offer, the research group seeks to develop a strategy that will channel the attention of students in programs that forge true attitudes and entrepreneurship skills around the assertive use of them. This article describes the different stages through which the research goes through to manage a quality program that provides mechanisms to promote and project with innovation, entrepreneurial ideas through the proper use of social networks in the classroom. Its development is framed within the qualitative paradigm, given that in this type of research, the reality is the person and the environment that surrounds him directly. The methodological approach used traverses the stages of description and interpretation to finally propose a pedagogical strategy that allows dismantling the true potential of social networks, taking advantage of the innate interest that these awaken in the Colombian youth. The results showed a positive impact on the change of habits for the use of social networks, finding how virtual environments that they use daily, hide great benefits for their own life project and successfully relate the knowledge they acquire in the classroom with the needs of the "real world".

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