



Instagram como herramienta para nuevos procesos de enseñanzaaprendizaje de las teorías de la comunicación en la educación superior [

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text (article)

Analítica

This research article proposes a new teaching-learning process for the understanding of Communication Theories in Higher Education through the social network Instagram. Students become content creators, putting their learning at the service of the digital community, using the logics, tools, and hypermediations of the digital ecosystem. Thus, a new space was built within the classroom through collaborative learning and flip-ped classroom techniques. Data collection utilized a mixed methodology: firstly, a quantitative approach through the CrowTangle Intelligence Report, from January 24, 2021, to November 24, 2021. The number of interactions, post types, video data, views, interaction rate, quantification by post type, and audience growth were observed. These results relate to formats created by the teacher and students, such as Tik Toks, infographics, giveaways, artistic pieces, etc. Additionally, semi-structured interviews were conducted with students of the Communication Theories I course at the University of La Sabana, aiming to understand their perception and feelings regarding the new teaching-learning process within the classroom. One of the most significant findings was the quick connection with the subject matter, problem-solving, and the advantages of creating a space that also allowed achieving the intended learning outcomes of the course

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