



Communicative Functions of a Closed Facebook Group for School-Based Agricultural Education Teachers in California

Kathryn L. Teixeira and Robert Terry Jr.
Oklahoma State University

Introduction

- Multiple state level agricultural teacher associations utilize Facebook groups to highlight organization news, field state-specific questions, and boost morale.
- Some of these states include California, Oregon, North Carolina, Oklahoma, and Texas.
- The California Ag Ed Discussion Lab Facebook group (CAEDL) was created as a “resource to help teachers navigate challenges, seek advice, share successes, and share resources”

Purpose

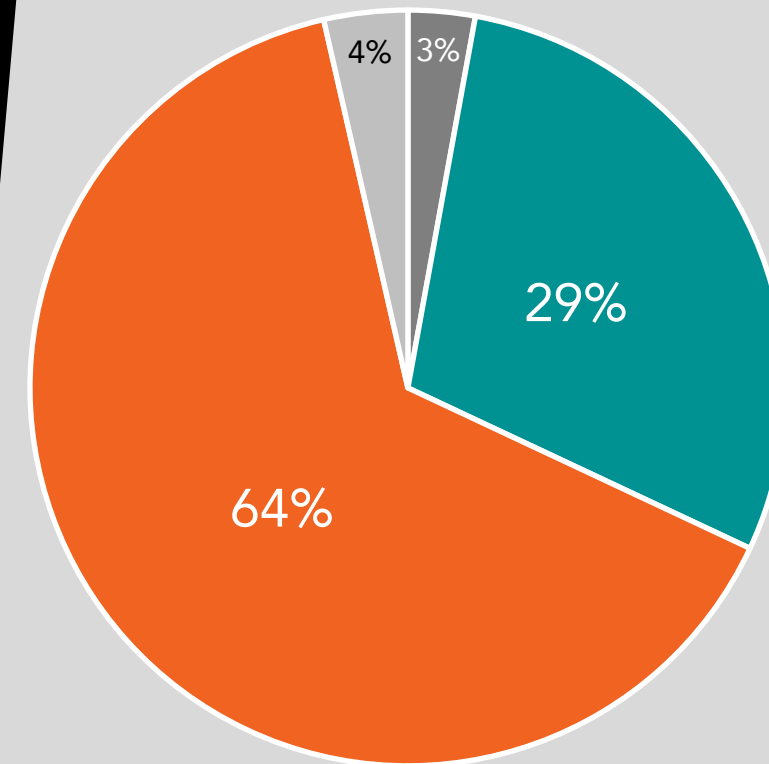
Identify the communicative functions of the posts of SBAE teachers present in the California Ag Ed Discussion Lab Facebook group.

Objectives

1. Identify the communicative functions of the posts
2. Identify which types of posts had the most interactions (reactions and comments).

Methodology

- This study used quantitative content analysis (Riffe et al., 1998) to collect data from posts of the California Ag Ed Discussion Lab Facebook group.
- *Sociograph* was used to record the timestamp, text, reactions, shares, and number of comments for all posts from January 1, 2019, to December 31, 2019.



64.44%
of posts were *Mobilization* posts
(N = 419)

- Community Building
- Information Sharing
- Mobilization
- Promotion

Mobilization

posts received the most **comments** per post

Community Building

posts received the most **reactions** per post

Frequency of Posts, Reactions, and Comments by Communicative Function

Communicative Functions	Posts		Reactions		Comments	
	n	n	M (SD)	n	M (SD)	
Community Building	12	407	33.92 (36.24)	66	5.50 (7.83)	
Information Sharing	122	1357	11.12 (12.06)	421	3.45 (6.02)	
Mobilization	270	512	1.90 (2.91)	1868	6.92 (8.40)	
Promotion	15	122	8.13 (4.61)	29	1.93 (2.06)	

Conclusions

California Ag Ed Discussion Lab Facebook group members are utilizing the group to ask questions of their peers. Most requests receive a response of some kind.

Future Research

Why are some mobilization posts not getting responses?