

SOCIAL NETWORKS: THE WAY TO CHOOSE A SCHOOL

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Abstract:

The current study is part of a research named "**Processos de produção da qualidade de ensino: família, escola e cultura**", which was developed by SOCED Group (Group of Sociology of Education) in nine renowned schools in Rio de Janeiro city. The goal is to investigate how social, financial and cultural aspects of the families, are supposed to influence parents definition of the school of their children.

Midia and social nets are normally the main means of consolidating images of school excellence in education, and this leads families choices. In this work we tried to offer diverse points of this research. For this, we used a survey, answered at the beginning of the second term of 2008, through email, by parents who had their children studying in elementary and high schools, in public or private institutions of Rio de Janeiro. The sample increased as the first parents to answer to the survey started to indicate new ones and so on. This work comes to present the configuration of this sample debating the possibilities, as well as the limitations, of the means used in data collection.

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