



DEPARTMENT OF EDUCATION

HOME EDUCATION UNIT

SOCIAL MEDIA ANALYSIS
INSIGHT REPORT | NOVEMBER 2022

EXECUTIVE SUMMARY

This report is based on social media monitoring related to home education.

Through NUVI, a social media monitor, two different monitors were set up:

1. **Keyword monitor:** captured the use of common keywords relating to home education (e.g. “homeschool”, “deschooling”)
2. **Facebook pages monitor:** monitor of publicly-accessible Facebook pages that are home education focussed.

Real-time monitoring of social media was conducted between 21 September and 9 November, 2022. Data was also accessed from the start of the 2022 school year (January 2022) for Twitter content.

It is important to note that content analysed is only from publicly-accessible data. Feedback from registered parents and stakeholders in recent research suggest that many parents use private or closed social media channels to communicate and talk about home education.

Among publicly-accessible content, Twitter typically generates the most content in this space. News sites are next, with other networks typically producing very little publicly-accessible content.

Here, keywords and trending hashtags tend to use the generic terms “homeschool” or “homeschooling”. Other popular keywords – such as Steiner, faith-based, Waldorf and Montessori – are commonly used, but typically include content not specific to home education.

Most content generated around home education tends to be relatively neutral with many users opting to use social media to share resources, ideas, and inspiration – including sharing stories about how they home educate.

Organisations are typically the most active in this space, with the *Home Education Association* being the most active. Influencers also play a role with [redacted] being the most active.

Content generated on publicly-accessible Facebook pages typically are not shared by many.

[redacted] is mentioned the most with many choosing to retweet their content. Most of this activity is political in nature with many simply stating the content shared as a reason to home educate.

Overall, there are 7 key themes evident:

- Home education during COVID-19 lockdown
- Sharing resources, ideas and inspiration
- Blogging about home education activities
- Sharing reasons for home education (with many simply stating “this is why we homeschool” with a link to a news article or political message)
- Parents providing support and encouragement on home education
- Discussion on the merits and disadvantages of home education in regard to access to socialising children
- Organisations sharing content that supports their views around home education.

Note: personal information and images have been redacted from this report due to privacy reasons.

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The Research

This report is based on social media analysis related to home education.

OBJECTIVE:

The overarching objective of the social media analysis is to provide a snapshot of social media activity relating to home education, to identify the key themes and engagement topics posted.

METHOD:

Enhance Research partnered with NUVI, globally known in the social media space and specialising in real time monitoring and market research data across multiple social media networks.

Through NUVI, two different monitors were set up:

1. **Keyword monitor:** captured the use of common keywords relating to home education (e.g. “homeschool”, “deschooling”)
2. **Facebook pages monitor:** monitor of publicly-accessible Facebook pages that are home education focussed.

Real-time monitoring of social media was conducted between 21 September and 9 November, 2022. Data was also accessed from the start of the 2022 school year (January 2022) for Twitter content.

REPORT INTERPRETATION:

When interpreting the results, the following should be noted:

- While some web analytics are provided, the analysis into content is largely qualitative in nature.
- Results have been grouped into key themes and supported by example content. Due to the nature of qualitative research, no quantification of results is undertaken however the order of themes is designed to reflect the extent of mention for each theme.
- Posts captured via Facebook are from publicly-accessible accounts, not closed groups which require approval to join.

Feedback from registered parents and stakeholders in recent research suggest that many parents use private or closed social media channels (e.g. Facebook groups or WhatsApp/Messenger group messaging) to communicate and talk about home education.



KEYWORD MONITOR

Overview of Monitor

A monitor of social media activity was set up to capture the use of common keywords relating to home education.

KEYWORDS

In this monitor, a keyword capture was set up to analyse the use of the following:

- homeschooling / #homeschooling
- homeschool / #homeschool
- deschool / #deschool
- deschooling / #deschooling
- outschool / #outschool
- outschooling / #outschooling
- Charlotte Mason
- Montessori
- Steiner
- Waldorf
- classical approach
- faith-based
- natural learning
- unit studies

TIME PERIOD

Two different time periods were analysed:

- A monitor of the school year to date (January 10 to November 9, 2022)
 - This “back-in-time” feature is only possible with Twitter-related content
- A monitor from project start to date (September 21 to November 9, 2022)
 - This in-real time monitor captures content in other networks beyond Twitter.

Regardless of the time period used, content found with the keywords applied was predominantly generated in Twitter.



Use of Keywords

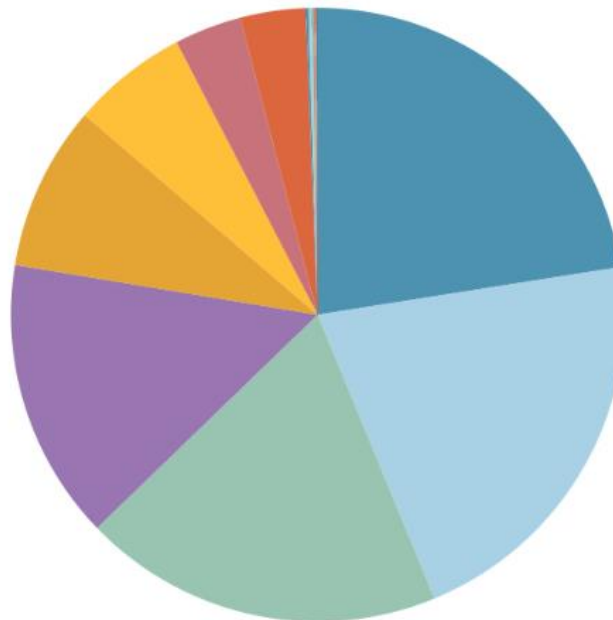
The below keywords were identified as popular phrases to base the social monitor around. The generic “homeschool” or “homeschooling” keywords tend to be the highest used phrases of these. Other popular keywords – such as Steiner, faith-based, Waldorf and Montessori – are commonly used, but typically include content not specific to home education. For example, it can include beliefs (and news around this), parenting approaches and names of people and organisations (including Steiner-based schools).

Other keywords monitored are not mentioned by many on social media.

1	homeschool	1,844
2	homeschooling	1,742
3	steiner	1,556
4	faith-based	1,214
5	waldorf	711
6	montessori	501
7	#homeschool	290
8	#homeschooling	282
9	deschooling	12
10	natural learning	12
11	outschool	10
12	classical approach	6
13	charlotte mason	3
14	#deschooling	2
15	#outschool	2
16	deschool	2
17	unit studies	2

USE OF KEYWORDS

JAN 10 TO NOV 9, 2022



Trending Hashtags

Following trends found when looking at keywords, the generic tags of #homeschool or #homeschooling tend to be the highest used.

The #auspol tag also features highly, which features content relating to Australian politics (and includes content relating to the figures released on home education registrations in Queensland).

TRENDING HASHTAGS

JAN 10 TO NOV 9, 2022

#homeschool	289
#homeschooling	282
#auspol	184
#hea	74
#kidlit	62
#danmustgo	61
#childrensbooks	60
#homeeducationaustralia	60
#education	59
#covid	58
#homeeducation	56

Tuesday, November 1, 2022 1:00 AM

Retweet

Mega #Puzzles For Kids: #Mazes, Word #Games, Tic Tac-Toe, #Coloring, & More!
Hours of Fun! #Homeschool Activities

Friday, October 28, 2022 7:22 PM

Many students are not well suited to a one-size-fits-all environment, and can really thrive when doing [homeschool](#). The self-directed learning and critical thinking skills that they develop prove very useful in adult life, and they often acquire a broad range of interests. #auspol

SRPassesItOn Retweeted

Replying to

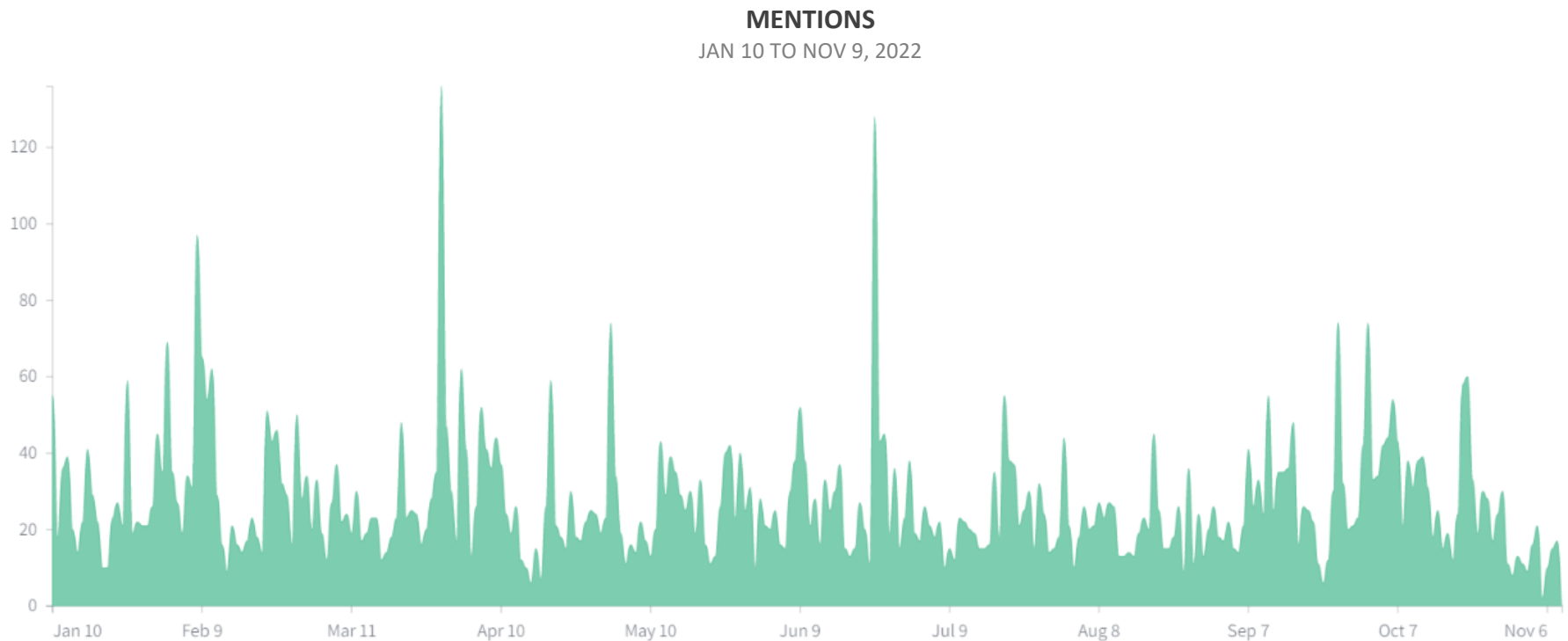
There's four disabled people in my home, but guess how many have access to NDIS funding? One. My children can't attend school, so I'm having to homeschool them, which means that I'm unable to work. I'm very afraid that the small amount of carer's I get will end up on Indue card.

9:41 am - 20 Apr 2022 - Twitter for iPhone

Mentions of Home Education Over the School Year

The different keywords used in this monitor provide relatively stable activity throughout the 2022 school year. There are some exceptions however, with peaks identified **in response to political activity**. Most of these peaks are related to faith-based news in response to the Religious Discrimination Bill 2022.

Activity around home education specifically is likely to be less volatile and more consistent throughout the year.

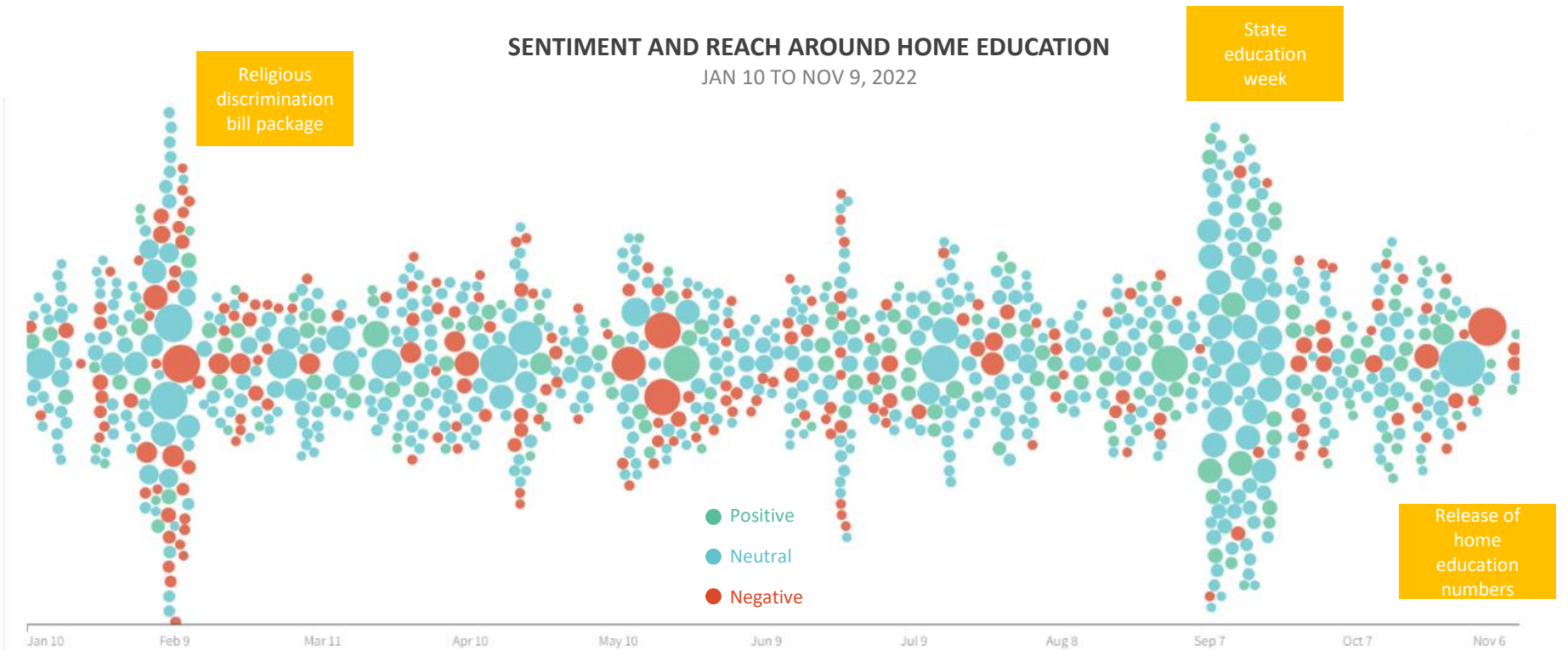


Sentiment Over the Year

Below shows a bubble for each of the highest-reach mentions throughout the year. The size of each bubble represents the reach of that mention.

As mentioned, many of the peaks identified were in response to political activity related to faith-based news. This type of activity is typically negative.

In contrast, most content generated around home education tends to be relatively neutral.



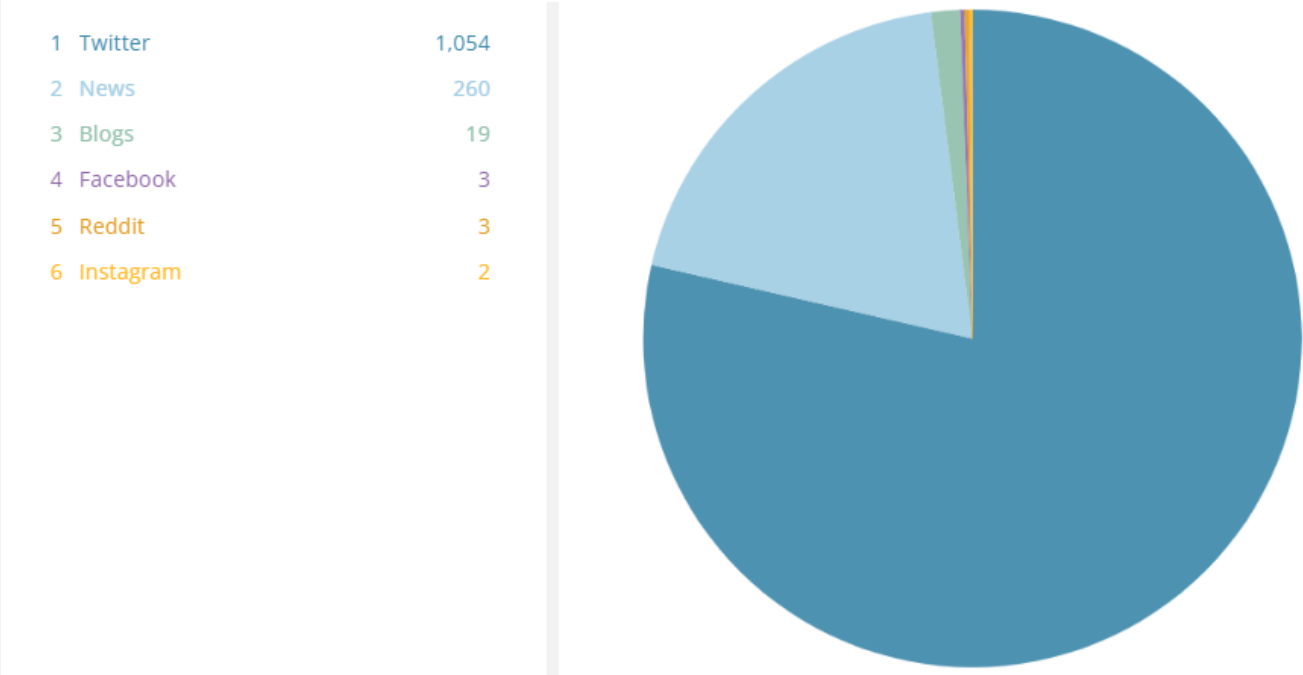
Trending Networks

Among publicly-accessible content, Twitter typically generates the most content in this space. News sites are next, with other networks typically producing very little publicly-accessible content.

Note: The below findings are restricted to the core research period as NUVI is only able to access non-Twitter content from the date the monitor is set up.

TRENDING NETWORKS

SEP 21 TO NOV 9, 2022



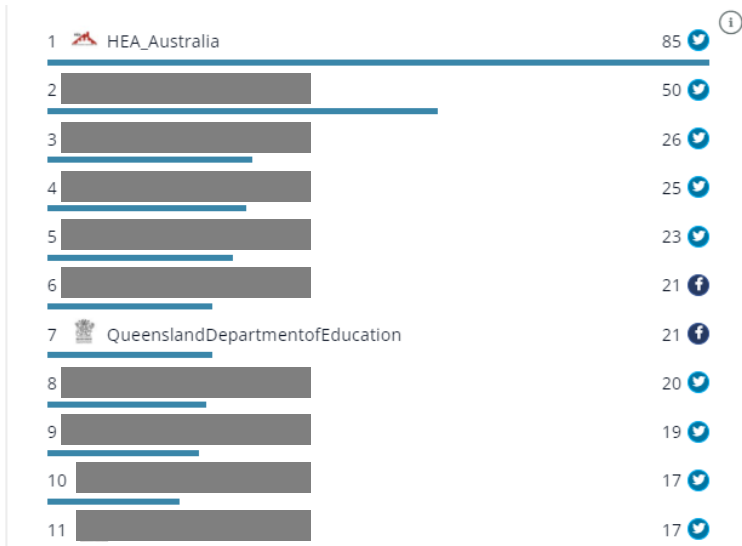
Most Active Accounts

Organisations are typically the most active in this space, with the *Home Education Association* being the most active.

Home education influencers also play a role with [REDACTED] being the most active. Here influencers typically share advice and recommendations on home education, or snippets from their day.

MOST ACTIVE ACCOUNTS

JAN 10 TO NOV 9, 2022



Home Education Association, Inc. @HEA_Australia · 4 Nov
69% increase in QLD home educated student numbers since 2021. This is the largest increase in any Australian jurisdiction to date.
[#homeeducationaustralia](#) [#homeschooling](#) [#HEA](#) [#QLDhomeeducation](#)

Media Release: "Whopping Increase in Queensland's Home Education Unit announced just a few days ago (28 Oct 2022) a whopping 69% ..."

1

Home Education Association, Inc. @HEA_Australia · 22 Oct
[REDACTED] and his family sold up everything to buy a boat and set sail - 9News - [goo.gl/alerts/mXdtp7](#) [#GoogleAlerts](#) [#homeschooling](#) [#worldschooling](#) [#homeeducationaustralia](#) [#naturalllearning](#) [#HEA](#)

9news.com.au
[REDACTED] and his family sold up everything to b

Replying to [REDACTED]
The best thing I can say is ask your kiddo. It's their schooling and a sense of ownership over it helps end all the "but why" arguments
Give things like [REDACTED] a free trial. See what fits best

3:13 pm · 13 Aug 2022 · Twitter for Android

Most Mentioned

██████████ is mentioned the most with many choosing to retweet their content. Most of this activity is political in nature with many simply claiming the information shared as a reason to home educate. It is likely people here believe that home education provides an avenue to protect children from exposure to certain content.

MOST MENTIONED

JAN 10 TO NOV 9, 2022



██████████

110


██████████ 52
Wednesday, September 14, 2022 2:19 PM
Retweet
██████████ No words except "HOMESCHOOL".

██████████ 38
Saturday, September 24, 2022 7:20 PM
██████████ bloody teachers!!! Someone help the children!
Homeschooling kids seems pretty ok after all

██████████ 37
Thursday, October 20, 2022 2:28 PM
██████████ I'VE BEEN A HIGH SCHOOL TEACHER FOR 17 YEARS AND FOR 17 YEARS I'VE TELLING PARENTS AT PARENT/TEACHER INTERVIEWS TO HOMESCHOOL THEIR KIDS - MAKE NECESSARY CHANGES TO MAKE IT HAPPEN

██████████
Homeschool your kids

██████████
SO excited to see this being painted! Just in time to welcome kids back!! ██████████
#inclusion



3:31 PM · Aug 31, 2022 · Twitter for iPhone

1:37 am · 9 Sep 2022 · Twitter Web App

2,870 Retweets 210 Quote Tweets 17.4K Likes

██████████
Homeschool your kids



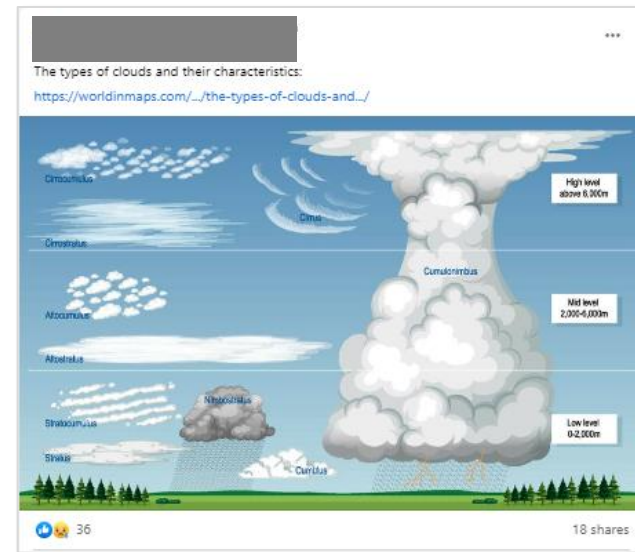
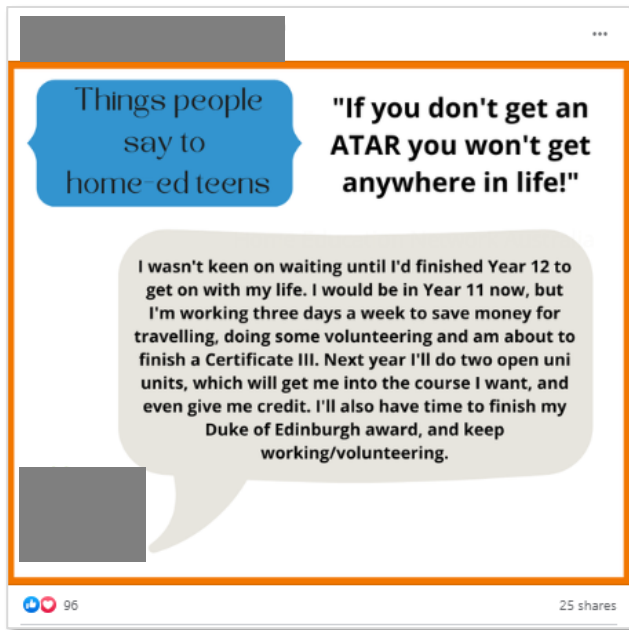
10:19 am · 20 Oct 2022 · Twitter for iPhone

Most Shared

Content generated on publicly-accessible Facebook pages are typically not shared by large numbers.

The Queensland Department of Education typically generates the most shares, however, most of this content is not specific to home education.

The [redacted] is next in line with below showing their content with the highest shares.



DEEP DIVE INTO KEYWORD MONITOR

The Need to Filter

COMMON KEYWORDS

Monitoring social media activity around home education is challenging given the amount of unrelated content that can be generated from keywords that are applicable in other areas.

As mentioned, other popular keywords – such as Steiner, faith-based, Waldorf and Montessori – do not always necessarily relate to home education.

LOCATION

Another issue is that networks do not typically share location information unless the user has opted into this feature. Many choose not to, or do not specify detailed information here. For example, a user may set themselves as from Australia rather than Brisbane or Queensland.

ADAPTIONS MADE

To help delve further into understanding the content generated by Queenslanders about home education, further analysis was conducted where:

- **Location data** is identified as Queensland (this excludes those who have only set themselves as no location or as Australia only)
- **Filters were applied** to remove unrelated content specific to Steiner, Waldorf, Faith-based and Montessori (for example, reference to those with this name/surname and mentions of the salad or hotel)
- **Retweets were also removed** to avoid duplications, however, examples of these are shown to demonstrate key themes.

The following section provides a deep-dive into the content that is specific to home education in Queensland.



Sentiment

After filters were applied, the majority of mentions are neutral (59%) with the rest tending to be positive (27%).

Positive mentions comment on how rewarding home education can be for the parent and the child, how home education is a viable alternative to traditional schooling, and how well their child is doing in home education.

Negative comments revolve around the perception that home educated people are less intelligent and that parents pursuing this approach will pass on their views to their children.

Saturday, October 15, 2022 8:53 AM

██████████ I'm thinking who could be so dumb to not know how phones work, and then I saw she writes books on [Homeschooling](#). All questions answered.

Monday, October 3, 2022 1:10 PM

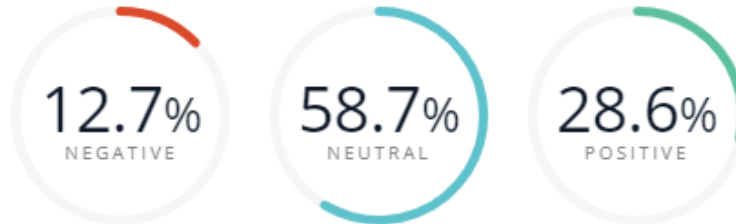
██████████ you can [homeschool](#) your kid to have the same turd brain ideas you have, ██████████

Thursday, August 4, 2022 11:26 PM

██████████ "Emphasizing [homeschooling](#)" ...right because I'm sure QAnon and flat earther parents won't teach insane theories and just abuse their children

Saturday, April 30, 2022 10:37 PM

██████████ To rob a child of this is only scratching the surface on how illogical and stupid [homeschooling](#) is. <https://t.co/mRmrC3hLZU>



Thursday, April 7, 2022 7:35 PM

██████████ this is why [homeschooling](#) is such a rewarding and better option.

Wednesday, October 19, 2022 10:32 PM

██████████ [Homeschooling](#) is hands-down a richer life experience. It's a privilege and gives kids a huge advantage on all levels. Trust yourself and learn with your child. There's an amazing journey ahead.

Tuesday, September 6, 2022 8:25 AM

██████████ Wow And my family was worried about me [homeschooling](#) one of my kids 🤩 (He advanced 3 grades in the first year btw).

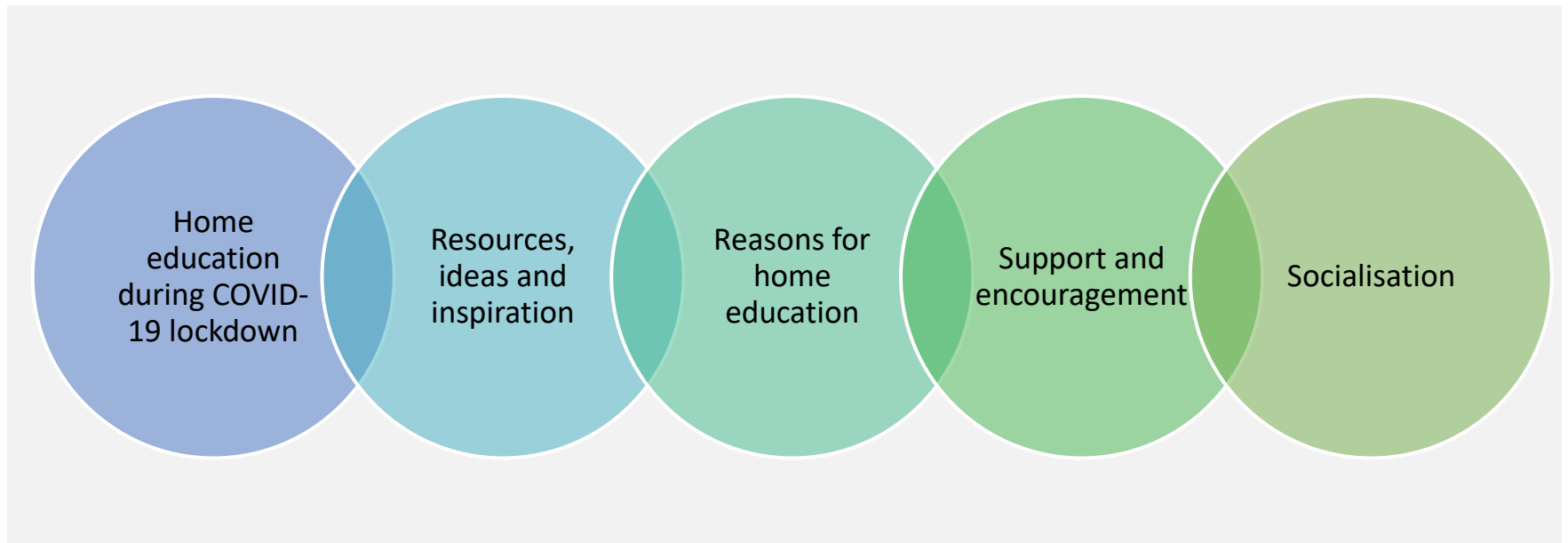
Friday, May 13, 2022 2:01 PM

██████████ School refusal turned out to be the best thing that happened to our family. We [homeschool](#) and our lives are wonderful. Find your silver lining-mainstream school is not for everyone. Distance Ed & home education are always options 🤗

Key Overarching Themes

Overall, there are five overarching themes that emerged in the keyword monitor.

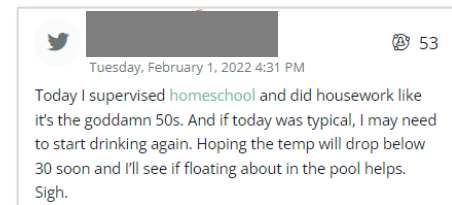
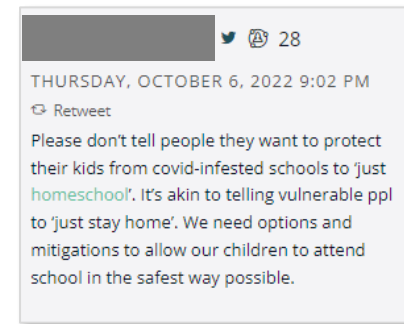
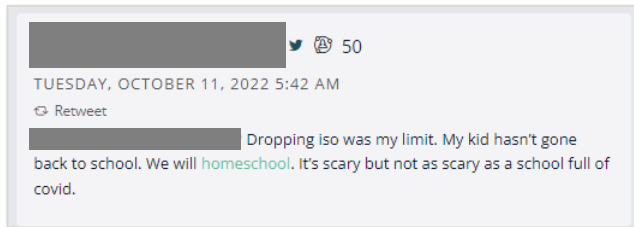
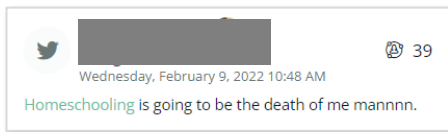
Each of the below is explored in more detail in the following section of this report.



Home Education During COVID-19 Lockdown

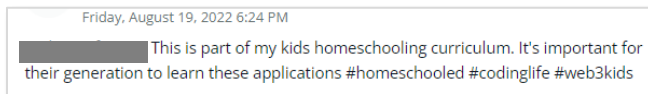
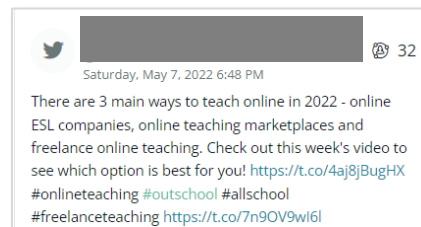
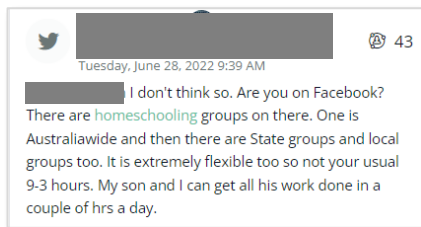
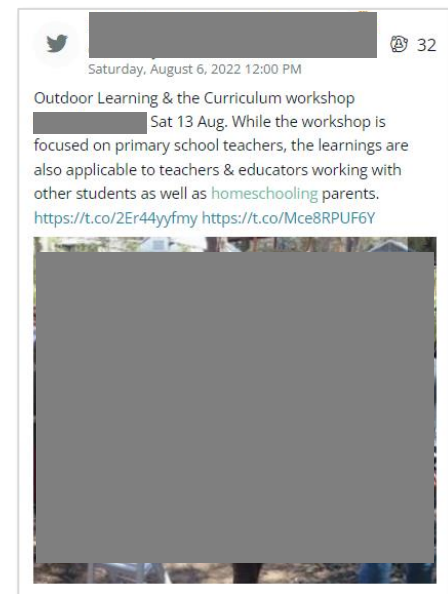
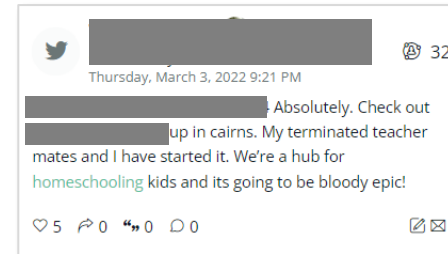
At the beginning of the year there were a number of mentions about “homeschooling” children during school lockdown. These comments included frustration at the government, experiences when educating their children and the desire to send kids back to school as soon as possible.

It is likely many mentioning home education in this space are not necessarily registered for home education, but are instead having to take on the education role while their children are unable to attend traditional school.



Resources, Ideas and Inspiration

There are a number of focal points in this category of mentions, relating to broader ideas and guidance around home education options, as well as sharing information about access to activities, opportunities and materials that may be of use to home educating parents.



Reasons for Home Education: Disability

Where mentions were made around reasons for home education, the health or disability of the child was a key topic. Here reference to specific conditions were discussed in relation to decisions to remove children from traditional schooling, and the better learning outcomes a home environment has offered.

There is also an emphasis here among mentions around the need to find solutions that work for individual circumstances, as each situation is unique.

Wednesday, October 12, 2022 6:19 AM

My child was years behind at school because of the school and being left behind. I pulled him out and caught him up 2 years in 9 months. He was also taking medication for severe anxiety and a year of [homeschooling](#) saw him medication free too. Do what is best for your family.

Friday, June 10, 2022 11:16 AM

I homeschooled 2 yrs bc my smart autistic son was not coping with the senior years of primary and the support was insufficient. No regrets, he is now doing good back in highschool. But the reasons people increasingly [homeschool](#) are not like mine, and i think it is a worry? USA: <https://t.co/YNFkOFs4X8> <https://t.co/lc7t7tgNOu>

  48

FRIDAY, OCTOBER 14, 2022 11:34 AM

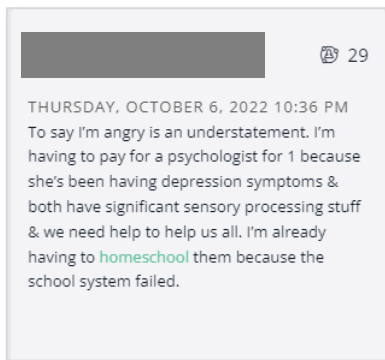
Yep I hear that - same. I wish I could [homeschool](#) but it's not a magic bullet for everyone. My only hope lies in neurodivergence being slightly better accommodated than it used to be & hopefully their insight/awareness (that we never had) guards against some problems too. IDK.□

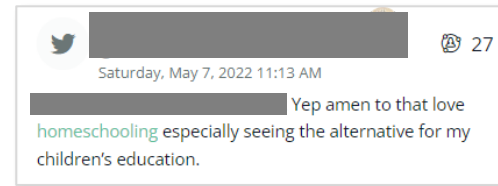
Reasons for Home Education: Avoiding Negative Influence

Other key reasons to home educate mentioned related to the avoidance or removal of negative influences a child is experiencing in a traditional schooling environment. This was often expressed as bullying, with the negative outcomes noted focusing on anxiety or other mental health issues.

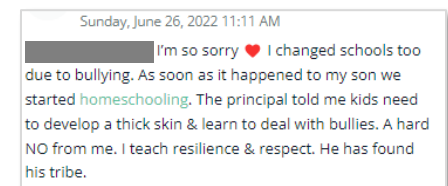
Further, there were many posts simply stating “this is why we homeschool” (or similar) with links to news articles or political messages.

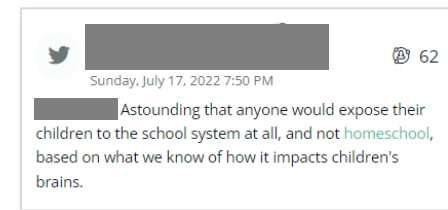
On the flipside of this issue was also the beneficial aspects and positive influences and activities associated with home education.

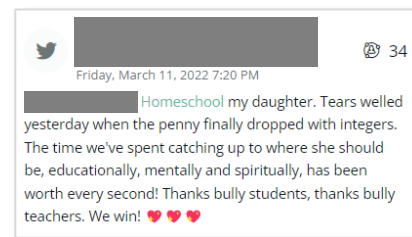


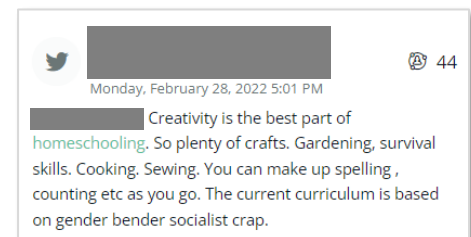












Reasons for Home Education: Flexibility and Personalisation

Greater flexibility and personalisation to provide more tailored learning experiences were also noted mentions relating to the reasons for home education. There is noted flexibility of content learned and other factors such as family time.

Friday, March 4, 2022 10:12 PM

██████████ No one knows their kids better than the parents. Parents know what gets their kids excited, interested and wanting to learn. Schools have failed our kids, and since we started [homeschooling](#) a few years ago they are not only happier, they are flourishing. Unis like homeschoolers.

Thursday, April 7, 2022 7:35 PM

██████████ I [homeschool](#) because kids should be kids and not have to deal with the stresses of so many things that shouldn't be part of the school experience. They are overwhelmed in school.



██████████
Wednesday, April 20, 2022 12:51 PM

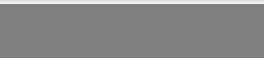

37


██████████ This is one of the reasons why I'd prefer to [homeschool](#). Kids can alternate between having some alone time and some family time.





Support and Encouragement



The broader community of home educating parents was also a key theme noted. Here there is encouragement provided generally around parenting and home education decision-making, as well as suggestions on where to access support or groups that can be joined.

 45
TUESDAY, OCTOBER 11, 2022 10:29 AM
 There is a Facebook group Australian [homeschool](#) for littles or something like that you can join and ask

Thursday, August 18, 2022 7:03 AM
 Enjoy it as much as you can. I just finished homeschooling my son for two years! Number one advice - trust yourself and don't put too much pressure on yourself. (I know you didn't ask but thought I would offer) 😊

  23
Sunday, October 9, 2022 7:20 PM
 So happy you reached out 🥰 Would love to connect more! Us mumma's in [homeschool](#) need all the support we can get ❤️


 41
WEDNESDAY, OCTOBER 12, 2022 11:09 AM
 All children learn at different paces and maybe we need to support alternate learning/career paths than just a single model designed for 70% of the bell curve. I've learned to be more open. Dissing on [homeschooling](#) shouldn't be the standard response.

 37
TUESDAY, OCTOBER 11, 2022 9:59 AM
 [Homeschooling](#) in Aust is legal and very doable. Pls msg if u want any info or support. ❤️



Socialisation


When it comes to socialisation, mentions were both positive and negative around whether socialisation is an issue among home educated children. For some, it is felt socialisation needs to be a deliberate and proactive choice to ensure home educated children can still build relationships outside the family unit and function in society as they get older.

 [Redacted] 37
Saturday, June 11, 2022 12:57 AM


This is something I think about a lot. Public school trains socialisation for the next ten years. Homeschool trains for socialisation throughout life. <https://t.co/vlZ1GiZPch>

[Redacted]

Homeschool socialization: children of a wide range of ages converse amongst each other...learning how to communicate within differing levels of mental capabilities which is extremely valuable! Public school: mostly socialized with same age group. Unrealistic for adulthood.

 [Redacted] 38
Tuesday, August 30, 2022 1:05 PM

[Redacted] So no, [homeschooling](#) parents, siblings don't count. And you should be grateful people are concerned about such a big part of your kid's social wellbeing considering how much it will definitely impact on their futures as adults.

 [Redacted] 32
Friday, October 28, 2022 11:46 AM

Do you think home school kids turn in to sociable weirdos? [#Homeschooling](#) [#kids](#) [#parents](#) [#weirdos](#)

👍 0 🔄 0 🗨️ 0 ✉️

Wednesday, August 31, 2022 5:57 AM

[Redacted] I think socialisation can definitely be solved within the [homeschooling](#) context, but it takes deliberateness, taking the problem seriously, and understanding it is an innate weakness in the HS system that needs to be deliberately countered as much as possible.

Friday, February 11, 2022 9:41 AM

[Redacted] I was a [homeschool](#) teacher for a while- I think it's great that you can be flexible with how your child learns the curriculum but I also think it can be very isolating for a child to not have that social aspect with anyone other than their parents.

Sunday, April 17, 2022 3:47 PM

[Redacted] They like don't understand there's sports clubs you can join and other shit you can do if you're a [homeschool](#) kid

Friday, April 29, 2022 8:47 AM

[Redacted] More general, the biggest advantage of public school is the socializing and experience with other children, good or bad. I'd probably recommend a private or charter school though, or find other kids in your neighborhood [homeschooling](#) to try and build a peer network there.

Other Mentions: Educational Approach

Outside of the five key themes, there were also some limited mentions of different educational philosophies on Twitter. Those who tweeted about Waldorf, Steiner and Montessori mainly praised the approaches.

Waldorf Mentions

Thursday, September 8, 2022 7:55 AM

██████████ I dunno, from what I'm understanding, Surely the [Waldorf](#) model should be expanded out into the general public school system? Like, not the pay to learn bit, but the actual methods by which they teach. Let everyone have access to it, not just the wealthy.

Steiner Mentions

Saturday, January 8, 2022 3:17 PM

██████████ I think [Steiner](#) schools (or similar approaches) are a good example. some kids flourish with 'go and explore'. Other kids are lost. Also, if you spoonfeed kids from Year 1, you can't expect them to be autodidacts in high school, except the ones that innately were anyway.

Thursday, May 26, 2022 4:28 PM

This is such a wonderful idea, working in the state school system and now [Steiner](#) I see a real difference in kids and the type of boredom that arises from it. #education

Friday, September 23, 2022 8:41 AM

██████████ There's a reason people tend to put people with ASD and ADHD on [Steiner](#) schools: they learn better when they can focus on interests.

Montessori Mentions

Friday, April 15, 2022 2:48 PM

██████████ Aww thats sweet. Hopefully we can witness the time in our country where we embrace Mental Health. Explore ways to personalized education such as [montessori](#) approach and more person-centred.


Monday, August 8, 2022 7:50 PM


██████████ I want the same for my 4yo granddaughter. I want to put her in a Rapunzel castle with heaps of art supplies, books, devices and musical instruments. Luckily she's starting at a [Montessori](#) school next month so hopefully that avoids some of the tragic mainstream education system.


Thursday, September 29, 2022 8:09 AM


██████████ I love the [Montessori](#) system, where they encourage finishing what the children start instead of pulling them away when the "bell" goes. They've managed to combine the academic with the sensory learning.


Other Mentions of Home Education


 [Redacted] 38
Thursday, June 16, 2022 4:21 PM
[Redacted]
[Redacted] Our kids have no chance.
#HomeSchool

 [Redacted] 4
Friday, January 14, 2022 2:57 PM
Looking for a new keyboard for the upcoming homeschool days? We have a small number of these original #Apple keyboards available now. #BrandNew Buy online, shipping Australia wide!! [Redacted] <https://t.co/k88fGyzMJP>


 [Redacted] 17
Thursday, April 28, 2022 9:03 PM
Twitter is like a child with ADHD whose parents have finally decided to homeschool. Although the outcome is uncertain and power concentration always concerning, the possible renewed flourishing of this young mind enabled by an altered environment should be embraced with optimism.


 [Redacted] 35
Friday, March 4, 2022 11:30 AM
[Redacted] He is a macaw and very loud and now randomly yells "what the fxxx"... "WHAT the fxxx"... "what the FXXX"... apparently it's the boys' fault as they spent homeschooling during lockdown mainly playing fortnite and yelling at their friends also playing fortnite

 [Redacted] 42
Wednesday, October 19, 2022 10:33 PM
This is a yet another signal to homeschool or use private school. That a vote is even being held is a guarantee that scientific evidence is trumped by political and financial interests. The vote is to protect Pharma from liability for harm caused by their shit vaccines.
[Redacted]
CDC to vote on adding COVID-19 vaccine to Vaccines for Kids program on Wednesday
<https://t.co/SUefQHucBQ>

 [Redacted] 55
Friday, September 9, 2022 2:31 PM
"A dear friend of mine in Italy was banned from teaching at public school because she was unvaccinated. After a few depressing months, she finally found other colleagues that were sick of it too and she's now opening her homeschooling setting. Up yours, Italian government!"

Saturday, May 28, 2022 2:35 PM
When will we learn we cannot rely on govts to care for us? Homeschool.
<https://t.co/f8OvgIwW7h>
[Redacted]
Yet this school shooting happened while nineteen armed cops waited in the hallway.
NINETEEN <https://t.co/ShZ1OrWfCY>

 [Redacted] 53
Tuesday, February 15, 2022 6:03 PM
The amount of homework these teachers send home makes me think I may as well Fucken homeschool 🤡

 [Redacted] 40
Monday, May 2, 2022 9:02 AM
[Redacted]
Can you not 'homeschool' in the UK? Surely if you're not sending them you're home-schooling and can register to do so 🇬🇧

FACEBOOK PAGES MONITOR

Overview of Monitor

A monitor of publicly-accessible Facebook pages that are home education focussed was set up to capture content produced.

TIME PERIOD

Pages were monitored between 21 September to 9 November, 2022.

PAGES

The following Facebook pages were monitored:

- [REDACTED]
- HEA Australia
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- Wirraglen

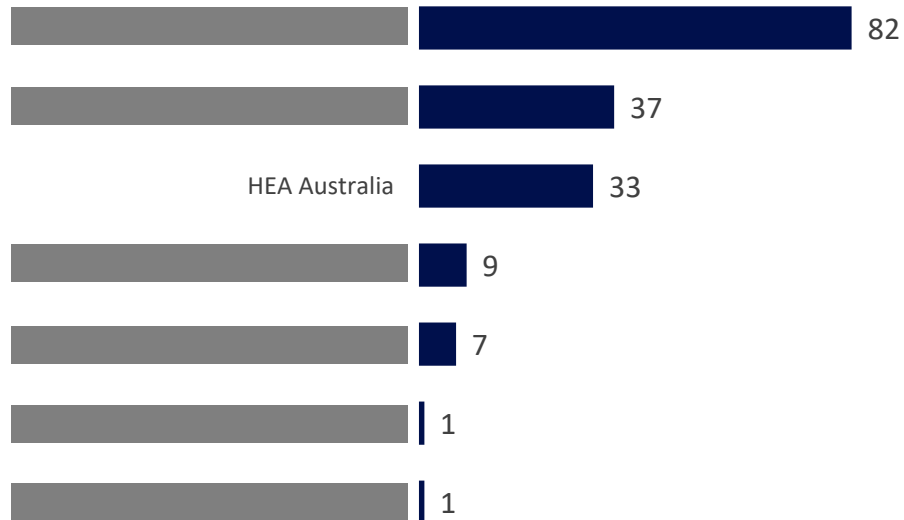


Number of Facebook Posts

Since late September, 2022, 170 Facebook posts were made by the accounts monitored.

Over this time the [redacted] was the most active, followed by [redacted] and *HEA Australia*.

NUMBER OF FACEBOOK POSTS
SEP 21 TO NOV 9, 2022

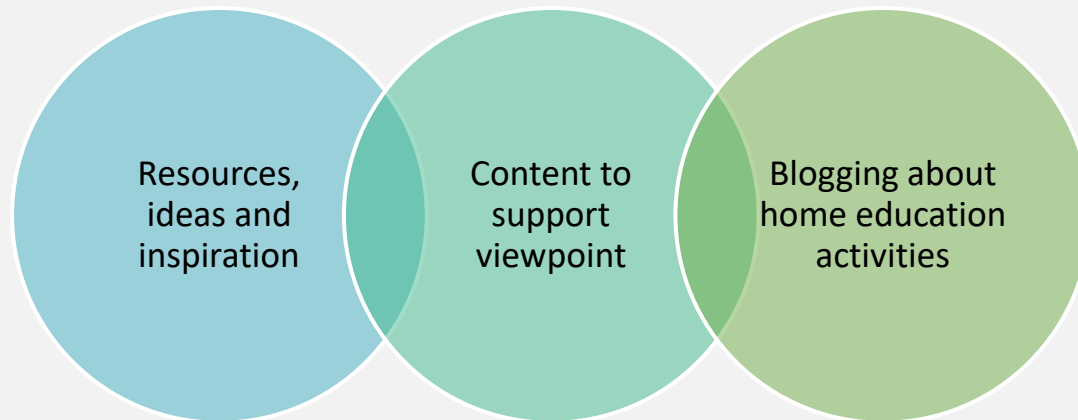


Key Overarching Themes

Overall, there are three overarching themes that emerged in the Facebook monitor.



Unlike the Twitter mentions, the Facebook posts are more neutral and commercial in nature, which is understandable given many are generated by organisations.

Each of the below is explored in more detail in the following section of this report.





Resources, Ideas and Inspiration


As with the keyword monitor, users posting content on the specific Facebook pages monitored share ideas and guidance around home education options. This includes where to access information, opportunities, events and materials that may be of use to parents and guardians home educating.

 **Home Education Association, Inc.** 
HEA.Australia
Saturday, October 8, 2022 12:09 PM



Every young person is entitled to discover a fulfilling life. MyCareers - www.hea.edu.au/tertiary<https://www.youtube.com/watch?v=-0rkGqYLtdg>
#homeeducationaustralia #homeschooling #tertiarypathways #HEA


 **Home Education Association, Inc.** 
HEA.Australia
Wednesday, October 5, 2022 1:55 PM

World Space Week is on! Check out free activities from HEA's partner [REDACTED]
[REDACTED] And remember - HEA Members get a BONUS 2 months with an Annual Subscription to [REDACTED]
Home Education :D

 [REDACTED]
Friday, October 7, 2022 6:28 PM

15th October 2022 - Brisbane: The annual 4MBS Brisbane Shakespeare Festival featuring performances of Romeo and Juliet in Roma St Parkland. Other events include historical dance and swordplay demos, [REDACTED] giving a talk on Shakespearean language, kids interactive Shakespeare activities.



 [REDACTED]
Monday, September 19, 2022 9:06 AM

This place is amazing! Spaces for the school holiday program available and check out their offerings for term 4. [REDACTED]







Content to Support Viewpoint


Predominantly posted by the *Home Education Association*, content is shared that speak to and support their views around home education. This mostly included links to news articles and YouTube videos, as well as educational content.



 **Home Education Association, Inc.** 
HEA.Australia
Monday, September 26, 2022 1:16 PM

The incidence of children refusing to go to school is on the rise. The stress that families experience reflects an education system under pressure.
https://www.theguardian.com/australia-news/2022/sep/26/families-can-fall-apart-over-this-stuff-the-children-refusing-to-go-to-school?fbclid=IwAR20dhuTpNB3-65bZwBcOLCBuZvr_1BvhJuwWYGp4kLwPXCzAxDOq6v98w



👍 3 ✎ 0 ↻ 2  



 
Sunday, October 16, 2022 7:41 PM

 makes an entertaining and profoundly moving case for creating an education system that nurtures (rather than undermines) creativity.
<https://youtu.be/iG9CE55wbTY>

 **Home Education Association, Inc.** 
HEA.Australia
Friday, October 21, 2022 10:05 AM

<https://www.abc.net.au/radionational/programs/lifematters/the-rise-of-homeschooling/101552872>


👍 3 ✎ 0 ↻ 3  

 
Thursday, October 20, 2022 8:33 AM

Very well crafted article about sound with little visualisations and simulations throughout. My favourite sort of educational content. <https://ciechanow.ski/sound/>


Blogging About Home Education Activities

Another key theme found on the specific Facebook pages monitored is sharing of home education related activities. This includes sharing stories about how they spend their day home educating or upcoming future activities that are planned.

 [Redacted]

Friday, October 21, 2022 8:35 AM

[Redacted] As part of our home ed lifestyle, I love to spend time at interesting outdoor places - the beach, the bush, going for a walk, finding a waterfall, exploring rock pools, playing in creeks - anything like that. It's as good for the kids as it is for me. I don't think about what our next meal is or what housework needs tackling. The kids are free to explore and move as they like and are (usually!) happy to have an adventure. We always enjoy our time outdoors. But sometimes it can be tough to get them out of the house! Read more here: <https://home-ed.vic.edu.au/the-great-outdoors/>


 [Redacted]


Monday, November 7, 2022 6:34 PM

We will be hoping for a clear sky and will get the Dobsonian telescope tomorrow night! 🌙 🌑

Total Lunar Eclipse weatherzone
Tuesday, November 8, 2022


Sydney	9:16pm to 10:41pm
Melbourne	9:16pm to 10:41pm
Hobart	9:16pm to 10:41pm
Canberra	9:16pm to 10:41pm
Adelaide	8:46pm to 10:11pm



 [Redacted]

Thursday, November 3, 2022 12:19 PM

My very clever Miss 13 crocheted this beautiful little backpack for herself this week. 🧶 She followed a pattern from a YouTuber called [Redacted]. She used wool that had been given to her and I love that she is interested in reducing waste by reusing something after someone has finished with it. 🧶 She loves watching an episode of a show and crocheting at the same time. 🧶 She's feeling very proud of herself after making this. I think it's so cute on her and it's functional!

 [Redacted]

Sunday, September 18, 2022 2:14 PM

Headed to the Toowoomba Carnival of Flowers to visit the gardens and see the beautiful floral displays - which didn't disappoint but all the flower photos are on my big camera - so some shots from the Ferris Wheel with a long distance view of the gardens. #carnivalofflowerstoowoomba #unschoolingdownunder #ferriswheel #gardens #flowers



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