

Using Digital and Social Media in Research in the 21st Century

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Establish a shared understanding of the opportunities for integrating digital and social media into traditional social science research methods.

What Are Social & Digital Media?



Social media platform management



Email marketing



Mobile marketing



Paid search



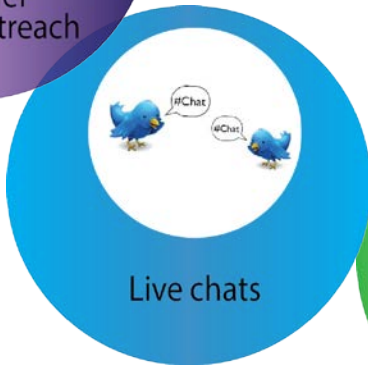
Buzz monitoring



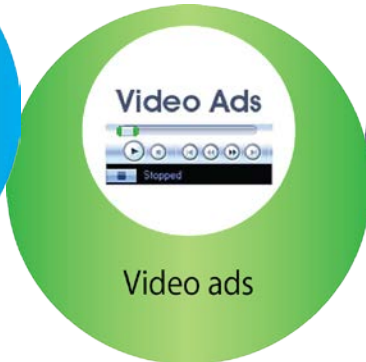
Publisher earned outreach



Display advertising



Live chats



Video Ads

Video ads



Social ads

Challenges with Traditional Methods



What Digital Media Offer



Digital Approaches for Research

1. Supplementing traditional recruitment methods
2. Supporting retention of participants in research studies
3. Leveraging influencers

Recruitment Opportunities

Digital Media Recruitment Options

- Paid digital
 - Google
- Paid social
 - Facebook
 - In-stream
 - Side bar
 - Instagram
 - Twitter

Learn about your baby
6+12 Month-Olds Needed - NIH Study
In Silver Spring - \$25 for 1hr
westat.com

Westat
Written by Nicole Soufi [?] - January 12 at 9:05am

Wish kids came with a guide? Dads of kids 2-4 can get CDC tips & earn \$250!




Dad of a Preschooler?

WWW.WESTAT.COM

WestatHC
@WestatHC

Are you a mom of a 2 or 3 year old? See what your toddler can do & earn \$25 in this NIH study!




See What Your Toddler Can Do!
www.westat.com
[Learn more](#)

RETWEETS 6 FAVORITES 11

9:02 AM - 17 Feb 2015

Instagram

Westat Sponsored



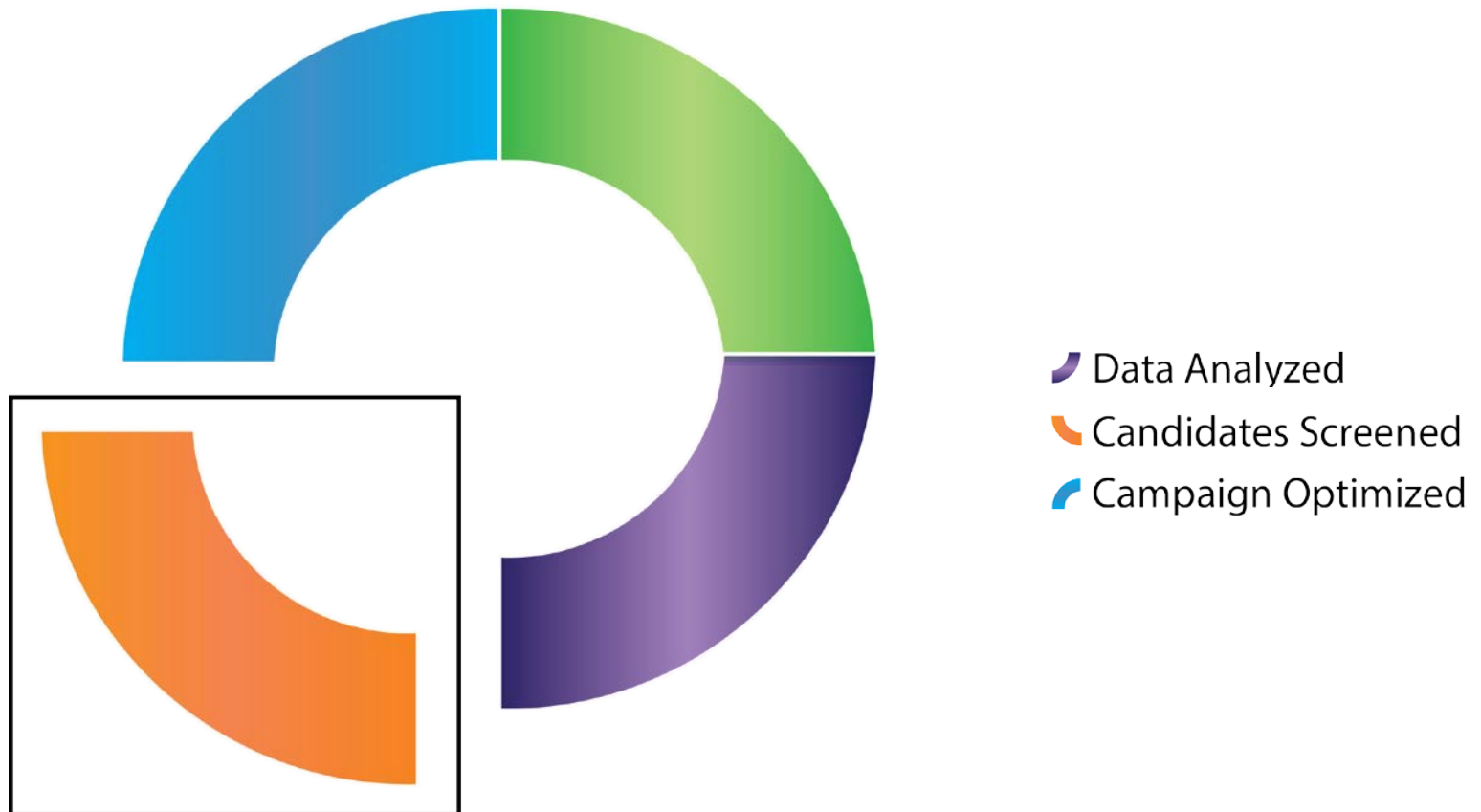
[Learn More](#)

Westat is currently seeking moms who are willing to help us improve a survey about infant feeding. Earn \$40 for an hour of your time!

Westat Digital Ad Recruitment Funnel



Westat Recruitment Campaign Optimization Cycle

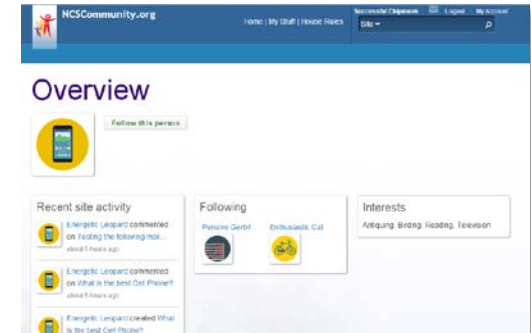
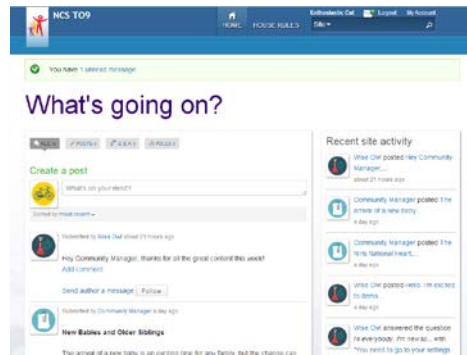
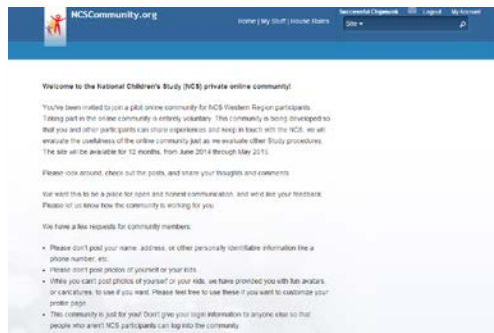


Retention Opportunities

Tracing & Retaining Research Participants with Social Media

- There is data, albeit limited, that suggests that social media can:
 - Help decrease attrition
 - Encourage participants to engage in follow-up protocols
 - Generate active dialog, especially in the context of private user groups
- The evidence spans a wide range of topics:
 - Berry and Bass's (2012) work focused on religiosity, substance abuse, and anxiety amongst young people
 - Daniel et al.'s (2011) work focused on promoting cancer research as a career
 - Rhodes and Marks' (2011) work collected data about finances from new parents and again when their children turned 3

Pilot to Test Social Media Use in Longitudinal Research



More work is needed to better understand the effectiveness of social media use in retention.

Westat[®] Digital

Leveraging Influencers

What Is an Influencer?

Influencer marketing is the marketing of messages or products via peer-to-peer recommendation

Who Is an Influencer?



Jill Smokler

Author, Blogger, Entrepreneur

The woman who's been described as "the Anna Wintour of motherhood" launched Scary Mommy as a blog in 2008 simply to document her kids' adventures. Such has been its success that she sold her platform in 2015 to media company Some Spider Studios, and now leads a team of video producers and writers providing parenting advice and tips with a humorous edge to an audience north of 100 million.

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EvanTube

Vlogger

The 12-year-old started making videos way back in 2011, when he was six, with the help of his dad. Now 'EvanTube' (his parents fiercely protect his privacy) boasts over 4.7 million YouTube followers for his fun, family-friendly fare. A 2013 video of the charismatic kid showing off the world's largest gummy worm has racked up over 127 million views -- and as impressive ad revenues.

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Gary Vaynerchuk

Blogger, Entrepreneur

Born in the former Soviet Union in what is now Belarus, Vaynerchuk was one of the internet's earliest adopters of social media to build a following that's now both highly lucrative and influential. In the 1990s, he took his family's wine business online, then launched a daily webcast in 2006 and a digital agency -- cofounded with his brother -- in 2009. Today, he's an investor (including in social platforms like Facebook and Twitter) as well as hosting a YouTube docu-series and a podcast.

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Grumpy Cat

Digital Star

Undoubtedly the best-known Internet pet sensation, 5-year-old Grumpy Cat gained fame as a meme thanks to her adorably sad appearance, which was the result of an underbite and dwarfism. Sponsorship opportunities followed: Grumpy became the official 'spokescat' of Friskies pet food in 2013, and her owner Tabatha Bundesen has brokered licensing deals with Hot Topic and Gund.

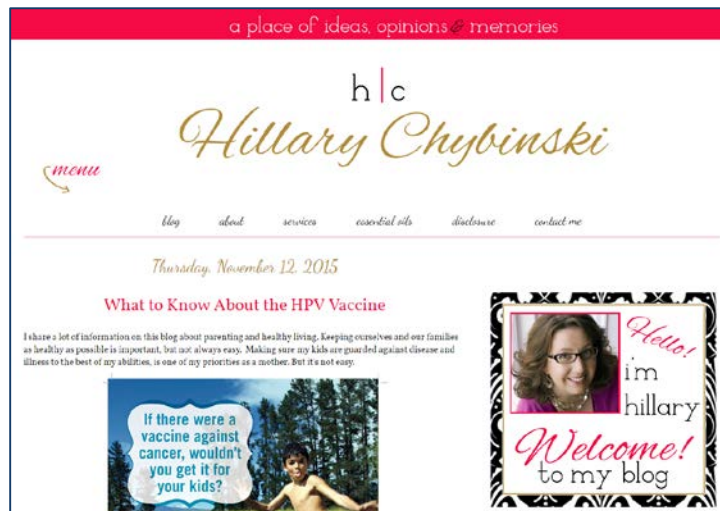
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Influencer Trends

1. In 2017, influencer marketing grew by 198%
2. It continues to show rapid annual growth
3. Instagram is leading the way
4. 67% of marketers think influencer initiatives help reach a more targeted audience

Opportunities for Research

1. They want to work with research initiatives
2. Content must align with their overall topic and audience
3. The content of research initiatives and of the influencers themselves are mutually reinforcing
4. Source credibility is key



What We Have Learned Along the Way

- Results from ad-based recruitment strategies are promising
 - 50% qualified rate
 - **Google** is great for data tracking & targeting
 - More expensive than social media ads (e.g., Facebook & Twitter)
 - **Facebook** is most consistent at generating ad clicks and sign-ups over time at a reasonable cost
 - In-stream ads perform better – *by far*
 - Side bar ads do not perform well
 - **Instagram** performs well & can be easily implemented in conjunction with Facebook
 - Preliminary results from **Twitter** ads are promising
- Social media use in **retention** efforts for studies is promising but there is still work to be done
- **Influencer strategies** are promising for research studies, especially for recruitment
 - But non-paid outreach has its limitations
 - Placements can be inconsistent
 - Costs can be harder to quantify

The collage displays four Facebook advertisements from Westat:

- Top-Left:** "Mom of a Toddler?" - A woman holding a toddler. Text: "Wish kids came with a guide? Moms of kids 2-4 can get CDC tips & earn \$250!"
- Top-Right:** "Your Baby Can Do" - A young child. Text: "You need a paid study in DC/MD/VA. \$25 for 1 hr + a baby!"
- Bottom-Left:** "Look out for an invitation to participate in My D study to improve your travel experience." - A train. Text: "Westat Sponsored" and "Look out for an invitation to participate in My D study to improve your travel experience."
- Bottom-Right:** "\$30 for Research Study" - NSHS logo. Text: "See what your baby's Bayley Child Development Scale is like between the ages of 5 and 7 months..."

Thank You.

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