

2017 Online Conference

Knowledge Translation Outcome Measurement

Hosted by AIR's Center on Knowledge Translation for
Disability and Rehabilitation Research (KTDRR)



October 30, November 1, and November 3, 2017

Social Media for Academics

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November 3, 2017



Internet Users in the world – 3,747,734,275
Total number of Websites – 1,267,127,343
Emails sent today – 89,394,555,140
Google searches today – 2,057,587,971
Blog posts written today – 1,930,336
Tweets sent today – 254,418,530
Videos viewed today on YouTube – 2,323,334,645
Photos uploaded today on Instagram – 26,368,036
Tumblr posts today – 42,320,980
Facebook active users – 2,012,392,581
Google+ active users – 551,492,100
Twitter active users – 309,590,065
Pinterest active users – 292,477,650
Skype calls today – 91,380,913
Websites hacked today – 32,864

Data from **Internet Live Stats**: <http://www.internetlivestats.com/> (October 10, 2017)

Platform Type	Examples	Format	Functions
Blogging	Wordpress Blogger Medium	Text	Hosting Text
Multimedia	Instagram Snapchat Imgur YouTube Vimeo Soundcloud Audioboom	Multimedia	Hosting Multimedia Publicizing Multimedia Networking & Engagement
Curation	Pinterest, Tumblr, Scoop.It Reddit Feedly	Text Multimedia	Identifying Resources Compiling Resources Sharing Resources
Networking	Twitter Facebook LinkedIn	Interaction (Text & Multimedia)	Building Network Driving Traffic Facilitating Engagement



A SINGLE YOUTUBE
FOR LEARNING

LINKED IN FOR
FINDING CONTACTS
WITH SIMILAR
RESEARCH INTERESTS

YOUTUBE
FOR PUBLIC
ENGAGEMENT

NEW
TUMBLR +
INSTAGRAM
FOR COMMUNICATING
RESEARCH

FB FOR
CAREER
DEVELOPMENT

Twitter for networking

Twitter for
keeping up with
news

Who is your Public?

- Who are they? What do you know about them? Be as specific as possible
- How can you learn more *about* them? Direct engagement and ambient engagement
- What can you learn *from* them? What sort of relationship would this necessitate?
- What do you want them to do after reading/listening/discussing your material?
- Who are key stakeholders or gatekeepers? How can you connect with them?

How can you connect with them?

- What platforms do they use on social media? How do they communicate with them? Are these platforms suitable for connecting in a research capacity?
- Avoiding the myths of social media: *it isn't the general public, not everyone sees everything & the simple fact of something being visible doesn't mean it's impactful*. Consider platform demographics, geographical and occupational factors shaping time of use.
- How can 'online' connections and 'offline' connections supplement each other? Ambient intimacy can play a role here in building connections but specific dynamic likely to be extremely project dependent.

Why will they be interested?

- We often overestimate the intrinsic interest of our research: even if it obviously relates to them, it does not necessarily mean they will be interested.
- People are busy, social media users are distracted. How will you catch their attention? How will you hold their attention? How will you build a connection?
- Can you help them better understand something of concern through the application of expert knowledge?
- Can you work with them to collectively solve a shared problem?
- Would participating in your project be something that matters to them?
- Would participating in your project be useful to them?

What resources do you have?

- How much time a week do you have to spend on social media? Solutions e.g. using scheduling software (Buffer, Hoot suite) to cope with time constraints.
- What material do you have that can be repurposed as online content? What activities can easily be used to create content?
- How much familiarity do you have with social media? How much ability to identify relevant platforms for specific purposes? Watch, learn, explore, experiment
- What access do you have to established online platforms that can help you achieve impact? E.g. institutional social media presence, established blogs, online magazines.
- How much of an existing digital footprint do you have? How are you seen and who can you reach? Being careful with academic authority.

Public	Connection	Why Interested	Resources
<ul style="list-style-type: none"> • Who are they? • What do you know about them? • How can you learn more about them? • What can you learn <i>from</i> them? • What do you want them to do? • Who are key stakeholders or gatekeepers? 	<ul style="list-style-type: none"> • What platforms do these publics use online? • What sort of interactions happen on these platforms? What sort of connections are possible? • Can a similar approach be used across the publics? Or do you need to target your approach? 	<ul style="list-style-type: none"> • What can you help them understand? • What problems can you help them solve? • Would participating in your project be something that matters to them? • Would participating in your project be useful to them? 	<ul style="list-style-type: none"> • How much time do you have each week? • What existing connections do you have to these publics? • What access do you have to online platforms? • How much familiarity with social media do you have? • What existing activity or content can be repurposed?

Accounts +

- The Sociologic...**
Facebook Page
- TheSocRevi...**
Twitter
- Soc_Imagina...**
Twitter
- The Sociolo...**
Facebook
- IJSRM**
Twitter
- Accelerated...**
Twitter
- socialontolo...**
Twitter
- YouthLoneli...**
Twitter
- Instagram**
Connect it now
- Connect More**
Profiles and Pages

Content

Analytics

Schedule

Settings

Queue 65

For Review

Content Inbox



List

Calendar

Wednesday 9th November

 Show empty slots

Shuffle



The ongoing popularity in some second and third generation migrants in Western Europe of marrying a partner from the countries of origin of their (grand)parents is considered to be problematic for micro and macro level societal integration of some migrant populations. Partner choice and marriage practices in migrant communities are problematized in public, media and political discourses by discriminating them from marriage practices in the 'native' population on the basis of three related dichotomies: (1) agency versus structure, (2) us versus them and (3) romantic versus instrumental marriage intentions dichotomies. By means of in-depth qualitative research methodologies on the partner choice processes of women and men of Turkish, Moroccan, Algerian, Tunisian, Punjabi Sikh, Pakistani and Albanian descent in Belgium and an intersectional theoretical approach, this article aims to deconstruct popular and simplifying dichotomous representations of partner choice processes in these migrant populations. Our study reveals how religious, gender and social class boundaries are stretched to meet personal/individual desires and preferences. Individuals do experience social restrictions when it concerns social group boundaries and the potential partners that they can look for. At the same time individuals are never fully determined by their social environment, they creatively develop strategies to by-pass certain restrictions and to some extent are able to meet their personal needs while being sensitive to the desires of their social environment

<http://buff.ly/1TbFGpH>9:19 PM UTC

Failed

DELETE EDIT RETRY IN BUFFER RETRY NOW

Breaking the in-group out-group: shifting boundaries in transnational partner choice processes of individuals of Moroccan, Tunisian, Algerian, Turkish, Punjabi Sikh, Pakistani and Albanian descent in Belgium - Casier - 2013 - The Sociological Review - Wiley Online Library
<http://onlinelibrary.wiley.com/doi/10.1111/1467-954X.12029/abstract?sessionid=0C3BF98BC79D04FA50AAD3F0387E14E>
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Whoa - that title looks a little long, could you try trimming it down a little?

Digital Scholarship	
ALTC Blog	4
ACADEME BLOG	21
As the Adjunctive T...	7
Blog - Altmetric	7
Brian Sells	8
Conditionally Accepted	3
Connected Leiden Res...	1
Digital Pedagogy Lab	7
Digital scholarship blog	8
Explorations of Style	7
Feed - stretchery by...	3
FOLLOWERS OF THE...	1
George Velasquez	1
Impact of Social Scie...	12
Institute of Network Cu...	3
Jisc blog	1
Jisc news	18
lawnie : converged	1
Learning New Media R...	1
Media gifts	3
OEPSoiland	1
patler	3
Pickle Jar Communica...	7
Pinterest blog	4
Political bots	3
ProfHackerProfHacker	14
Research to Action - R...	3
Richard Hall's Space	7
SAGE Connection	21
ScienceOpen Blog	9
Seth Godin	32
Social	12
Spatial Machines	18
The Ed Techs - The E...	1
Issesimc	7
Wassim Ahmed	7
wishcrys	1
Workhe	18
26 more feeds	
+	ADD CONTENT

Digital Scholarship

LATEST

-

ARE YOU COMING TO BED?

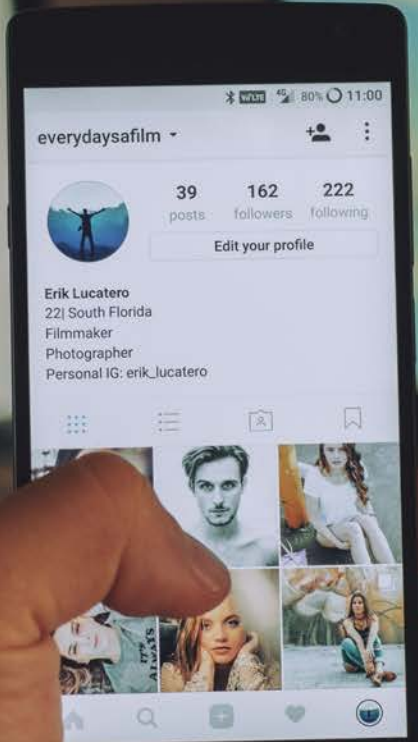
I CAN'T. THIS
IS IMPORTANT.

WHAT?

SOMEONE IS WRONG
ON THE INTERNET.



XKCD: Duty Calls



everydaysafilm ▾

📶 80% 11:00



39 posts 162 followers 222 following

Edit your profile

Erik Lucatero
221 South Florida
Filmmaker
Photographer
Personal IG: erik_lucatero



Most-Retweeted Posts Past 30 days

Your latest posts are looking good, keep it up!

Recent Most Retweets Least Popular All Posts 90 Days Export

Sunday 22nd

[Link](#)
Re-Buffer

Top Tweet

Ice cream is a teen substance abuse but the rest of the world isn't
 30vix

18:32 PM (GMT) via Extension

64 Retweets **69** Likes **1** Mention **585** Clicks **78.0k** Potential

Thursday 19th January

[Link](#)
Re-Buffer

Top Tweet

British universities employ no black academics in top roles, figures show
<http://buff.ly/2jdftT>

18:38 PM (GMT) via Extension

38 Retweets **12** Likes **3** Mentions **37** Clicks **58.2k** Potential

Sunday 8th January

[Link](#)
Re-Buffer

Top Tweet

Women are less happy than men in marriage, so why does the media insist otherwise?
<http://buff.ly/27ys5dd>

04:45 AM (GMT) via Extension

32 Retweets **22** Likes **1** Mention **145** Clicks **72.6k** Potential

Posts & Pages	
Title	Views
Home page / Archives	817
Landing Page	578
Social Media For Academics: Things To Try	283
Social media for academics and the increasing toxicity of the online world	242
Notes on Platform Capitalism	155
The MOOC as a trojan horse	123
About Me	121
Online Harassment	119
Get In Touch	114
The ontology of data, the ideology of data	103
View All	

Referrers	
Referrer	Views
Search Engines	2,222
Twitter	1,241
Facebook	108
WordPress.com Reader	69
sociologicalimagination.org	50
warwick.ac.uk	45
android-app	10
linkedin.com	9
online.manchester.ac.uk	8
moodle.warwick.ac.uk	7
View All	

Disclaimer

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