Top-10 Reasons to Use Social Media for Social Science

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Anatomy and Terminology

- **Avatar**
- **Name & Handle**
- **Hashtags**
- **Hyperlink**
- **Tweet (body)**
- **Handles**
- **Embedded Image, GIF, or Video**
- **Actions**
  - Reply, Retweet, Favorite, DM
“Mentions” (Using Handles)

- **@ handle in body of tweet** tags that account
- Shows up for all followers in both timelines
- Whole world can see the tweet if they search

Tweet example:

Wendy D. Manning @wmannin · Apr 17
Join your fellow demographers in support for the March for Science!
@PopAssocAmerica

March for Science @ScienceMarchDC
On April 22, people all over the world will March for Science. Will you join us? bit.ly/2nZjyGc bit.ly/2ncAFHz
“Mentions” (Using Handles)

- @ handle at beginning of tweet tags that account
- Shows up only in feed for people who follow both
- Whole world can see tweet if they search
10. Stay current on latest developments in your field.

Image: https://www.flickr.com/photos/kk/18768224/in/photostream/
LEVEL UP: Twitter Lists

Create your own or subscribe to others to keep track of research, job announcements, funding opportunities, etc...

twitter.com/i/lists/1130869750383370240
Twitter Lists

You haven’t created any Lists yet
When you do, it’ll show up here.

Create a List

Create a new List

Name

Description

Make private

When you make a List private, only you can see it.
9. Hashtags
#PopTwitter
#SocTwitter
#EpiTwitter
Help With Hashtags

- Use judiciously
- Excellent for tweet chats and live tweeting conferences
- Check for other uses before you launch a new hashtags
#SDA2016

Hoped to use #SDA2016 for Southern Demographic Association 2016 Conference but…

- Seoul Drama Awards
- Salão do Automóvel
8. Social media is less awkward than in-person networking.
How can you engage on Twitter?

Share...

- Your new publications or resources

Jennifer WHERE ARE THE TESTS S. Hirsch @JenniferS... · Dec 7, 2019
Coming soon to a bookstore near you: #SexualCitizens, coauthored with @shamuskhan, drops Jan 14th from @wworton 🎉

It's time for a new kind of conversation about what families, communities, and schools can do to prevent #CampusSexualAssault
How can you engage on Twitter?

Share…

- Your new publications or resources
- News items that feature your research

Alex Hertel-Fernandez
@awh

I’ve got a new op/ed in @guardian describing how the teacher strike wave is likely to have lasting economic and political consequences, using new data + research on the KY election theguardian.com/global/comment... 1/
How can you engage on Twitter?

Share…

- Your new publications or resources
- News items that feature your research
- Links to your blog posts, videos, talks
How can you engage on Twitter?

Share…

- Your new publications or resources
- News items that feature your research
- Links to your blog posts, videos, talks
- Questions to invite feedback

Beth-#2020Census-Jarosz
@DataGeekB

We need some lighter news today, so #RollCall
- Who got their #2020census form in the mail?
- Who danced around the living room when it arrived?
- Who's arm-wrestling a spouse or roommate over being Person 1?
- Who's glad for a distraction from pandemic prep?
How can you engage on Twitter?

Share…

- Your new publications or resources
- News items that feature your research
- Links to your blog posts, videos, talks
- Questions to invite feedback
- Interesting news, photos, or visuals
How can you engage on Twitter?

Share…

- Your new publications or resources
- News items that feature your research
- Links to your blog posts, videos, talks
- Questions to invite feedback
- Interesting news, photos, or visuals
- Reply to or retweet other people’s tweets
- Thoughts on conferences you attend
LEVEL UP: Live Tweeting

Use conference hashtag to share interesting info from the conference and connect with others.
LEVEL UP: Direct Messaging
Connecting privately with other users

Example of a Good DM

Hello! We are currently accepting applications from family planning advocacy organizations to develop custom communications advocacy packages for them. prb.org/prb-is-accepti... Would you mind sharing the word to reach as many wonderful FP orgs as possible? Thank you, Sydney

FULLY FUNDED #OPPORTUNITY: Apply today to create a dynamic, #data-driven communications resource package for your #familyplanning advocacy org. Info. at: bit.ly/2reWIN6
@PRBdata

Sure, happy to!

PRB

Thank you!

PRB
7. Commiserate about #Reviewer2

I want to thank #Reviewer2, who has apologised for 'being harsh' in his first round of review! Admitting you used the wrong tone due to time pressure and other commitments is very big of you and gives me back some faith in humanity (not in the system though)! @AcademicChatter

Students don’t stay students forever. Some day, they will be a colleague, a collaborator, a key opinion leader in the field, #Reviewer2… Be the one that lifts them up and they will remember you as their champion in years to come.

New plan: coauthor with every #Reviewer2 so editors won’t ask them to review my manuscripts.

I got my first revise and resubmit!

Oh no.

It’s more like: re-write your theory, re-do your analysis and add on an additional experiment.

And then maybe we’ll talk (thanks #Reviewer2)
6. Find inspiration.

Image: https://www.pinterest.com/pin/346636502541040946/
It started with a tweet…

Race and racism in Internet Studies: A review and critique

Jessie Daniels

First Published December 10, 2012 | Research Article | Check for updates
https://doi.org/10.1177/1461444812462849

Abstract

Race and racism persist online in ways that are both new and unique to the Internet, alongside vestiges of centuries-old forms that reverberate significantly both offline and on. As we mark 15 years into the field of Internet studies, it becomes necessary to assess what the extant research tells us about race and racism. This paper provides an analysis of the literature on race and racism in Internet studies in the broad areas of (1) race and the structure of the Internet, (2) race and racism matters in what we do online, and (3) race, social control and Internet law. Then, drawing on a range of theoretical perspectives, including Hall’s spectacle of the Other and DuBois’s view of white culture, the paper offers an analysis and critique of the field, in particular the use of racial formation theory.

The Coming Divorce Decline

AUTHORS
Philip Cohen

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SUPPLEMENTAL MATERIALS
osf.io/zb4hr/
5. You (and your work) deserve an audience.

Jess Calarco @JessicaCalarco · Mar 17
Grateful to @CNN and @AnaCabrera for the chance to talk about why privileged parents are willing to cheat to give their kids an edge and why privileged kids aren't just innocent victims of their parents' schemes.
4. Questions from trolls are good practice for dealing with #Reviewer2.

(and challenging questions from colleagues can improve your research).

3. PAA Past President said so.

“We have a **responsibility** to share our scientific knowledge.”

*Speaking about social media for social science (2017)*

Wendy Manning

Director at Center for Family and Demographic Research

Center for Family and Demographic Research • UW-Madison

Bowling Green, Ohio • 154 88
2. It’s “Imperative”  
(Alt. title: Don’t let economists hog the spotlight.)

Paradigm shift: “public sociology” to “sociology in public”

Two-way interaction

Not just getting ideas “out there” but also getting new ideas “in here”

Read (don’t just write) for your target audience

Controversy happens…
“The only sure way for scholars to escape any and all controversy is by doing unremarkable work… or work that is so inconsequential—or impenetrable—that it’s incapable of ruffling anyone’s feathers because so few people care about it, or understand it.”

Arlene Stein and Jessie Daniels
Going Public: A Guide for Social Scientists
Tips and Tricks for Twitter

- Use graphics, photos, or videos
- Keep it short—but accurate
- Be timely & relevant
- Include a call to action
- Stay consistent by posting frequently
- Ask questions
- Experiment and use variety
- Think of your audience
- Participate in live events
- Be yourself!
How to Find Your Tribe

- Follow people who post using conference hashtags
- Surf “following” list for people whose tweets you like
- Use Lists feature to curate genres of interest
- Engage thoughtfully with others
  - Collegial discussion builds your network
  - Avoid engaging with trolls (often bots, not human) but DO report any account violating terms of service
1. Lift up people and stories

Thank you!

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