

PRB

INFORM
EMPOWER
ADVANCE

Top-10 Reasons to Use Social Media for Social Science

Beth Jarosz @DataGeekB

May 2020

POPULATION REFERENCE BUREAU | www.prb.org

Anatomy and Terminology

Avatar

Tweet (body)

Hyperlink

Name &
Handle

Hashtags

Handles

Embedded Image,
GIF, or Video

Actions

Reply, Retweet, Favorite, DM



PRB
@PRBdata

Children under the age of 5 face the highest risk of being undercounted in the U.S. decen
how young children are missed and why it matters
bit.ly/2Uf7P8n #NationalBabyDay #2020Census
@CountAllKids @MarkSMather @DataGeekB



11:01 AM · May 1, 2020 · Sprout Social

1 Retweet



“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



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



1



7

“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



Mary Jo Hoeksema @PAAGPac · Apr 22

@PopAssocAmerica Pro Demography, Pro Democracy! #marchforscience



10



30

10. Stay current on latest developments in your field.



Image: <https://www.flickr.com/photos/kk/18768224/in/photostream/>

LEVEL UP: Twitter Lists

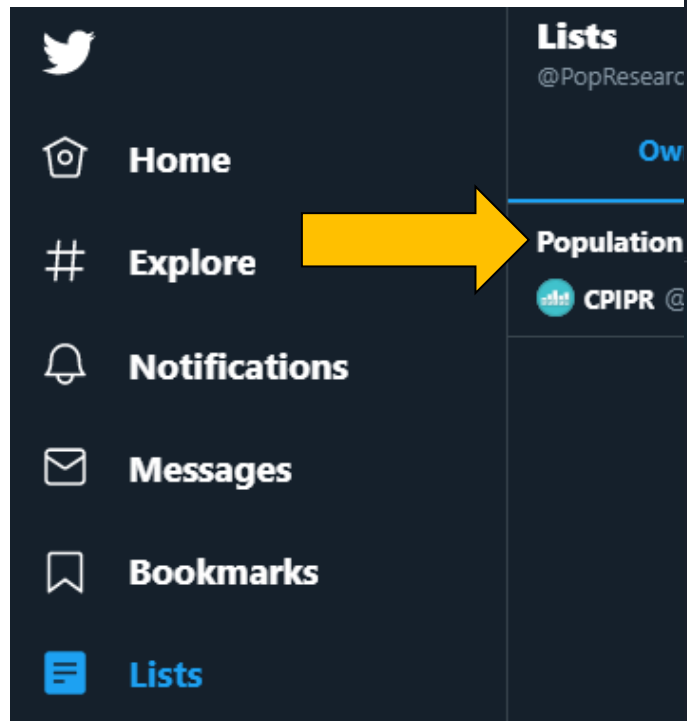
Create your own or subscribe to others to keep track of research, job announcements, funding opportunities, etc...

The image is a screenshot of a Twitter web interface. On the left is a dark sidebar with navigation icons and labels: Home, Explore, Notifications (with a blue badge showing '2'), Messages (with a blue badge showing '1'), Bookmarks, Lists, Profile, and More. A large yellow arrow points from the left towards the 'Lists' option. At the bottom of the sidebar is a blue 'Tweet' button. The main content area on the right shows a Twitter list titled 'Population Research' by @PopResearchCtrs, with 20 members and 2 subscribers. A 'Subscribe' button is visible. Below the list header is a tweet from @NICHD_NIH, posted 3 minutes ago. The tweet text reads: 'Health experts are addressing the racial #disparities in #MaternalMortality and morbidity in a virtual workshop sponsored by @NIH partners and #NICHD. Have a question for them? Submit one for them to answer during the NIH VideoCast: bit.ly/3abikey. #MaternalHealthNICHD'. Below the text is a promotional card for the 'NIH Virtual Workshop on Causes of MATERNAL MORBIDITY & MORTALITY' held from May 19-20, 2020. The card includes the text 'Submit questions in advance and Watch on NIH VideoCast' and the hashtag #MaternalHealthNICHD. It features the NIH logo and a photo of a pregnant woman. At the bottom of the tweet, it says 'NIH Women's Health and 2 others' and shows engagement icons for replies, retweets (1), and likes.

Twitter Lists

The screenshot shows the Twitter mobile app interface. On the left is a dark sidebar with navigation options: Home, Explore, Notifications, Messages, Bookmarks, Lists (highlighted with a yellow arrow), Profile, and More. At the bottom of the sidebar is a blue 'Tweet' button. The main content area is titled 'Lists' and shows the profile '@DataGeek8'. Below the title are three tabs: 'Owned' (selected), 'Subscribed', and 'Member'. The main content area displays the message 'You haven't created any Lists yet' with the subtext 'When you do, it'll show up here.' and a blue 'Create a List' button (highlighted with a yellow arrow). Below this is a modal titled 'Create a new List' with a close button (X) and a 'Next' button. The modal contains two text input fields: 'Name' (with a character count of 0/25) and 'Description' (with a character count of 0/100). At the bottom of the modal is a checkbox labeled 'Make private' with the subtext 'When you make a List private, only you can see it.'

Twitter Lists



9. Hashtags

#PopTwitter

#SocTwitter

#EpiTwitter



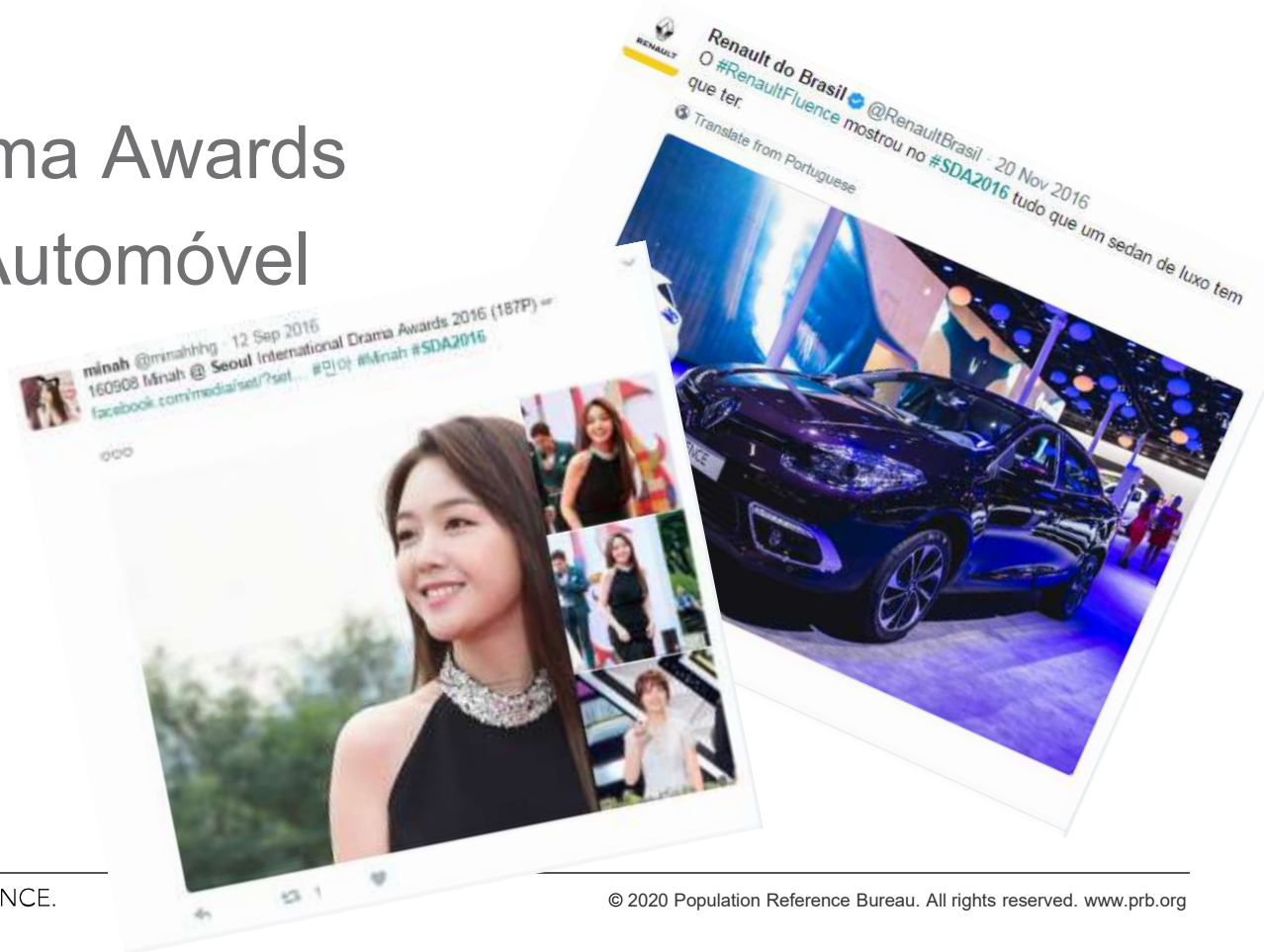
Help With Hashtags

- 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.



Image: Silicon Valley <https://www.businessinsider.com/9-simple-icebreakers-at-networking-events-2016-10>

How can you engage on Twitter?

Share...

- Your new publications or resources



How can you engage on Twitter?

Share...

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



How can you engage on Twitter?

Share...

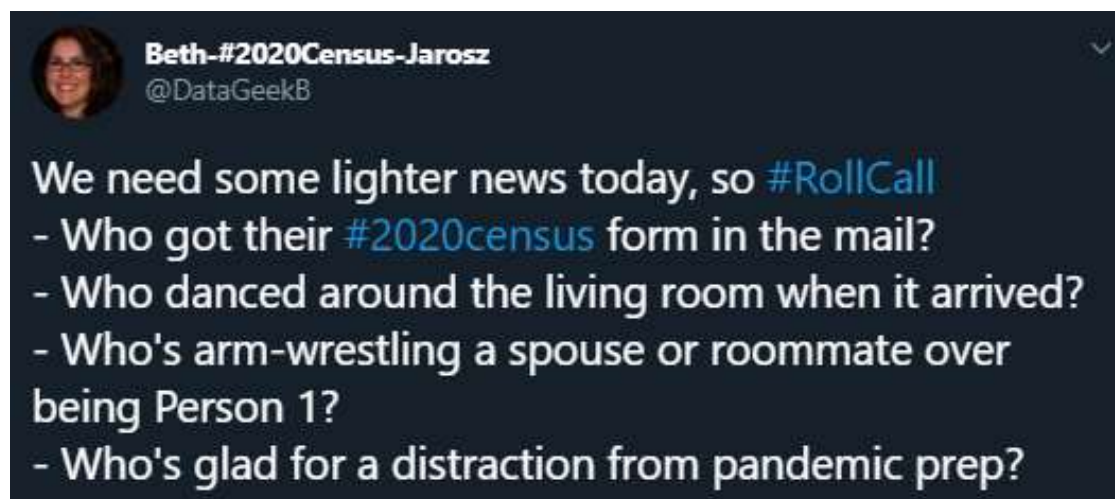
- Your new publications or resources
- News items that feature your research
- Links to your blog posts, videos, talks



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



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



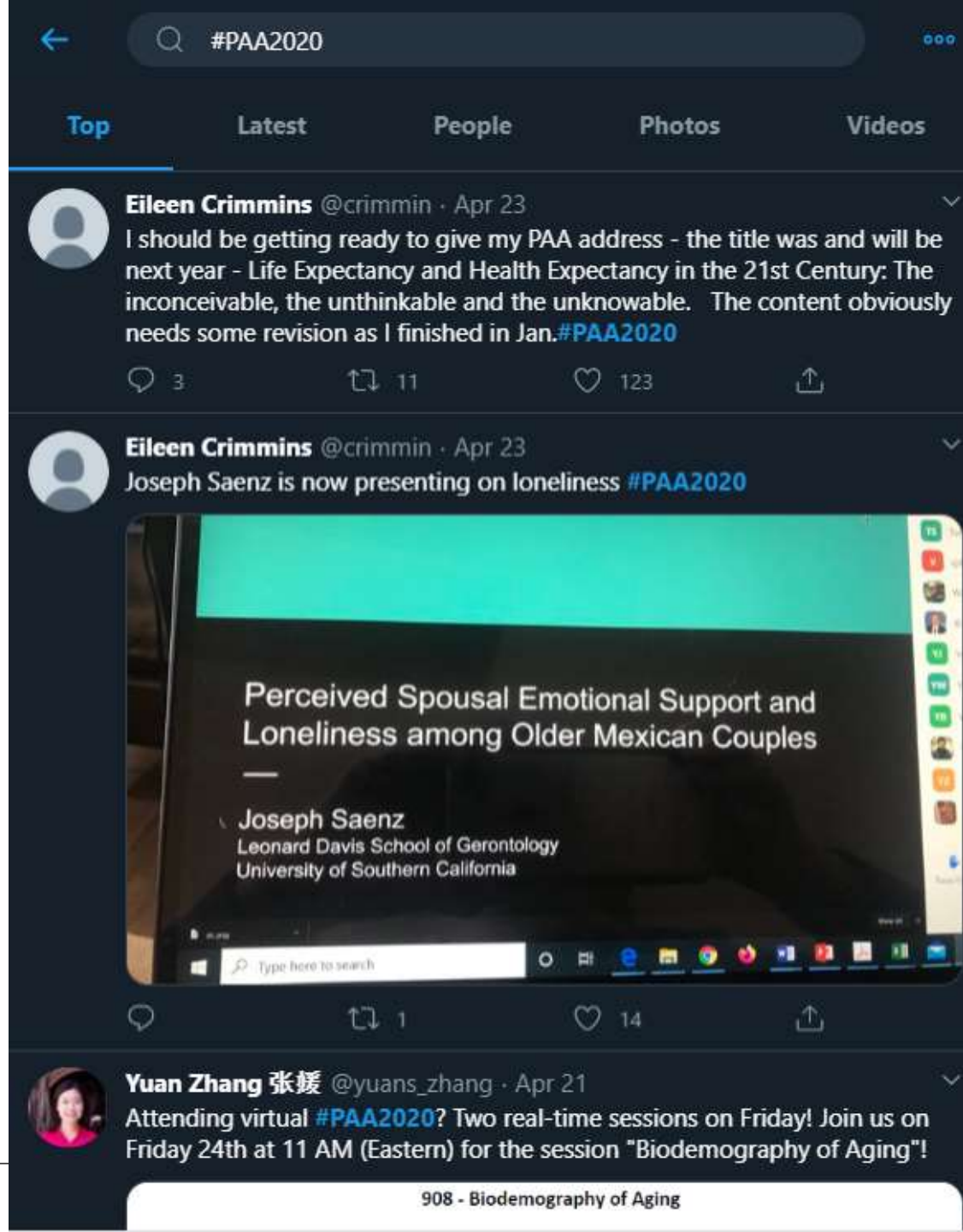
How can you engage on Twitter?

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

PRB

May 2 ✓



Sure, happy to!

May 2

Thank you!

PRB

May 2 ✓

7. Commiserate about #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



<https://doi.org/10.1177/1461444812462849>

[Article information](#) ▾



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*. I discuss the implications of this analysis for our understanding of whiteness in Internet studies.

The Coming Divorce Decline

AUTHORS

Philip Cohen

SUBMITTED ON

September 14, 2018

LAST EDITED

November 14, 2018

SUPPLEMENTAL MATERIALS

osf.io/yb4hr/

5. You (and your work) deserve an audience.



Image: Wedding Crashers <https://medium.com/@abyshake/5-things-about-the-new-claps-feature-on-medium-b95d89017bed>



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).

Image: https://tonic.vice.com/en_us/article/xy7yxn/how-to-become-an-internet-troll-in-five-easy-steps

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 

Connect



2. It's “Imperative”

(Alt. title: Don't let economists hog the spotlight.)

REVIEW ESSAYS

Public Engagement and the Influence Imperative

These three books—*Going Public: A Guide for Social Scientists*, by Arlene Stein and Jessie Daniels; *The Social Scientist's Soapbox: Adventures in Writing Public Sociology*, by Karen Sternheimer; and *The Public Professor: How to Use Your Research to Change the World*, by M. V. Lee Badgett—by three sociologists (Stein, Daniels, and Sternheimer) and an economist (Badgett) address the demand for guidance and support as academic sociologists respond to the disciplinary imperative to make our work more influential. This imperative is largely internal, reflecting the ambitions of sociologists ourselves, who are frustrated by the success of others (hello, economics) in influencing public policy. It is perennial, but also a response to contemporary external threats, including higher education budget squeezes, falling college enrollment rates, and a general distrust

Go
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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...

Image: http://www.asanet.org/sites/default/files/attach/journals/mar19csfeaturecohen_0.pdf

“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

Image: <https://www.noupe.com/wp-content/uploads/2010/02/helpinghand-animals.jpg>

Thank you!

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@MarkSMather