

Social Media & Knowledge Mobilization: The good, the bad, and the useless

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AND SOCIAL SCIENCES

DEPARTMENT
OF GERONTOLOGY

Overview – Social Media

- **Public-oriented**

- Facebook
- Instagram
- YouTube
- Twitter — ft. tangent!

- **Business-oriented**

- LinkedIn

- **Research-oriented**

- Academia.edu
- ResearchGate
- Google Scholar
- ORCID
- Publons

- **Take-home messages**

Disclaimer

- I am not an “expert” on social media
- I am not a KT specialist
- These are my opinions based on my experiences
- This is not a comprehensive list of platforms

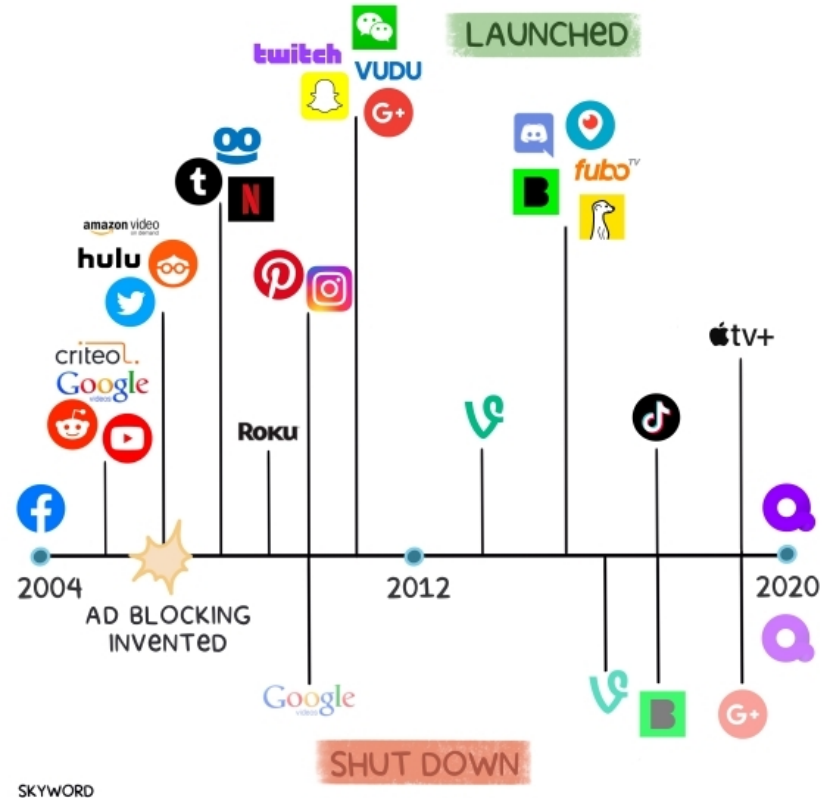
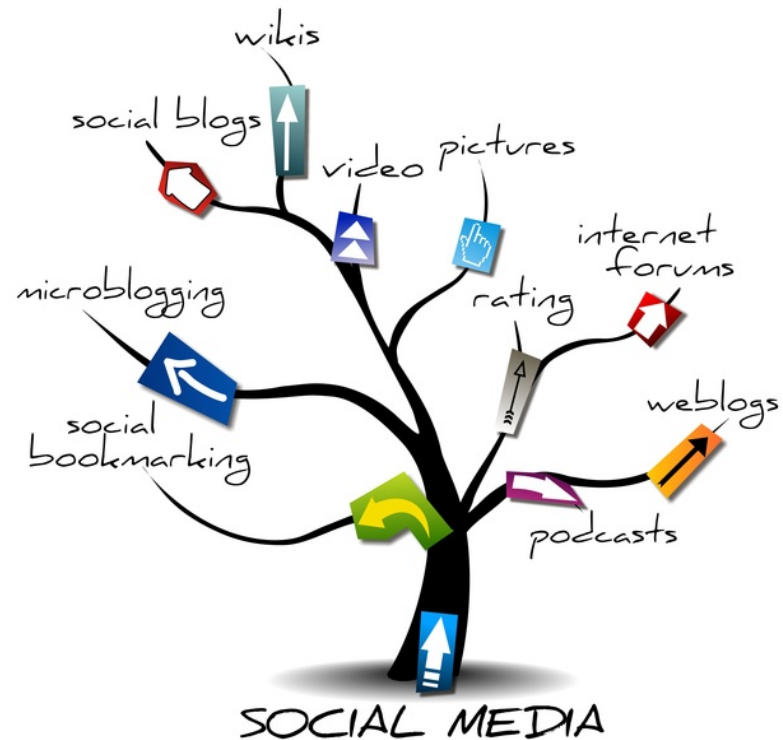
Disclaimer

But, I have...

- Published on the topic
- Had a “research” Twitter account for a decade
- Ongoing “influencer” contracts on Instagram



Social Media



Which social media platform?

- **Different purposes**
- **Different objectives**
 - What are you trying to accomplish?
 - Who are you trying to reach?



Social Media

Platform Overview

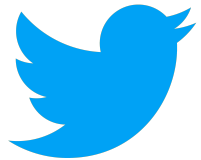
... as explained by beer



Social Media



I like beer



I'm drinking #beer



Here's a photo of me drinking #beer



Here's a video of me drinking beer



My skills include beer drinking



Social Media



I brewed this beer, here are other beers like it



I brewed this beer, here are other beers, for a fee I can get more information on my beer



Twenty people drank the beer I brewed



I have provided feedback on 15 peoples' beers



Facebook

- **Pros**

- Popular
- Group function

- **Cons**

- Lots of noise
- Not research focused
- Fake news

Instagram

- **Pros**

- Popular
- Aesthetic

- **Cons**

- Lots of noise
- Tough to capture research audience
- Not research focused
- Algorithm-based impressions

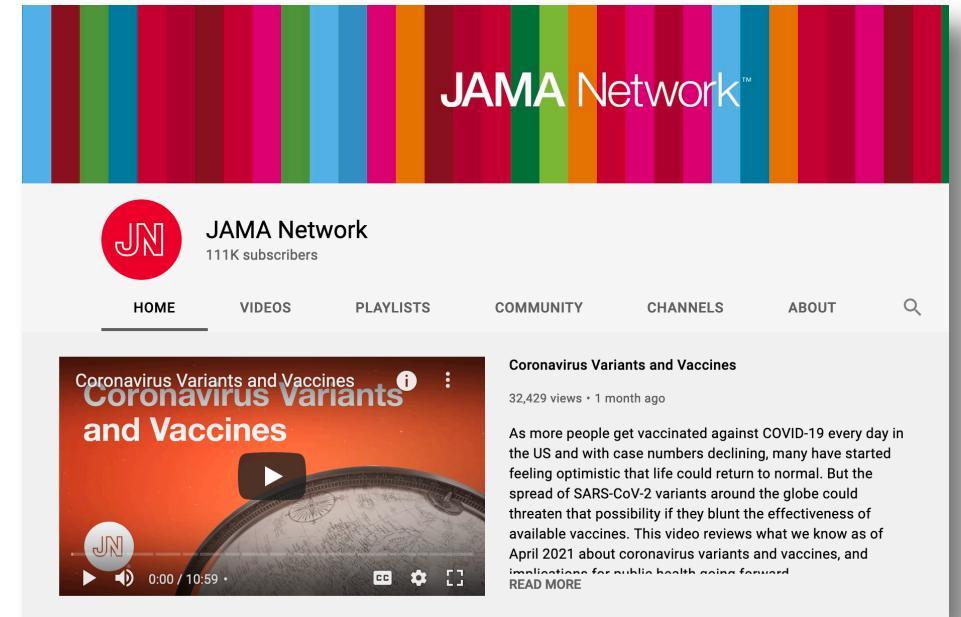
YouTube

- **Pros**

- Video is easily digestible
- Monetizable
- Video abstracts

- **Cons**

- Lots of noise
- Algorithm-based impressions



Twitter

- **Pros**

- Popular
- Large academic community
- Up to date

- **Cons**

- Lots of noise
- Not research-focused
- Trolling

A Twitter Tangent



A Twitter Tangent

Hall *Genome Biology* 2014, **15**:424
<http://genomebiology.com/2014/15/1/424>



COMMENT

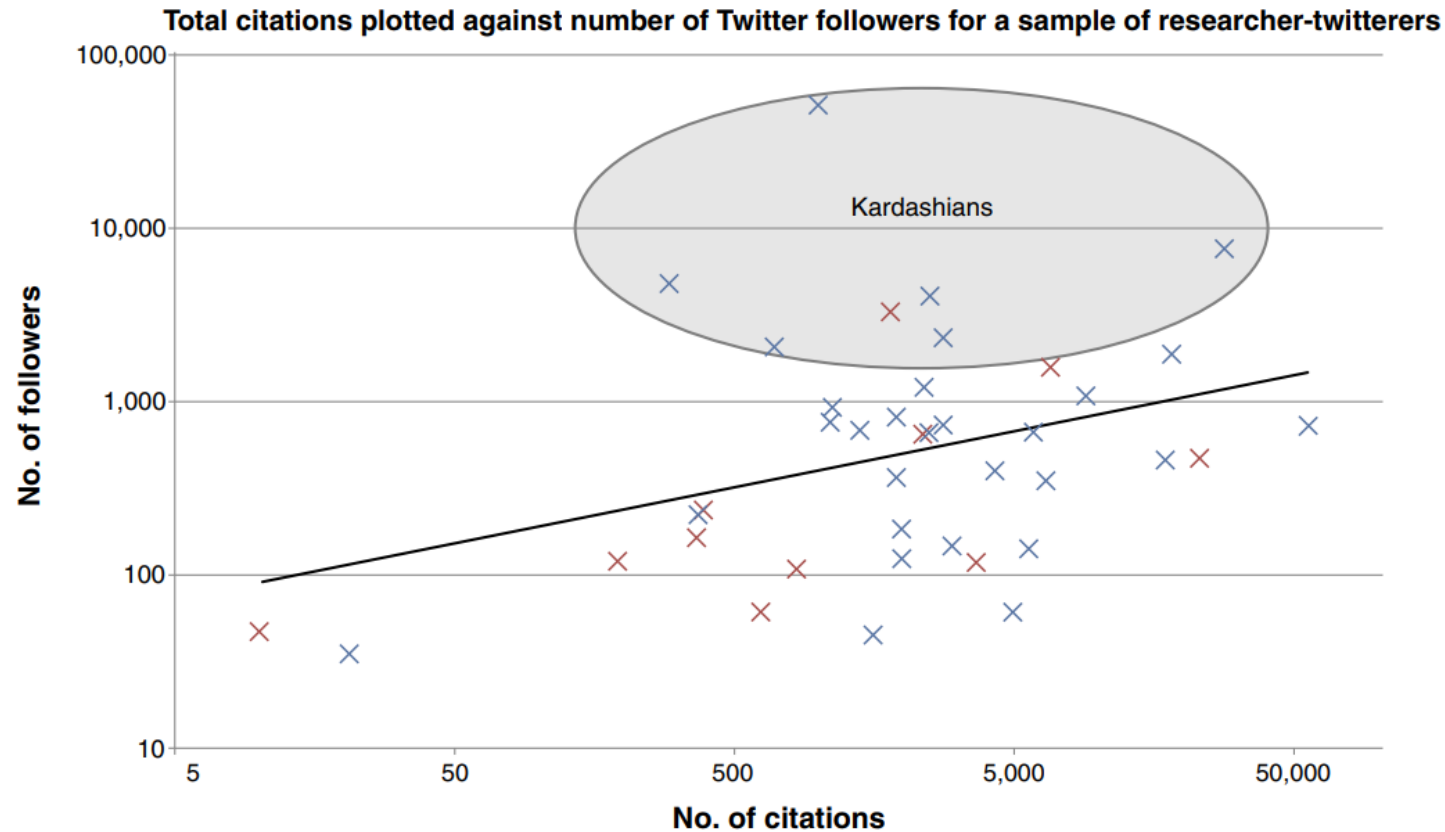
The Kardashian index: a measure of discrepant social media profile for scientists

Neil Hall

The Kardashian Index



The Kardashian Index



A Twitter Tangent

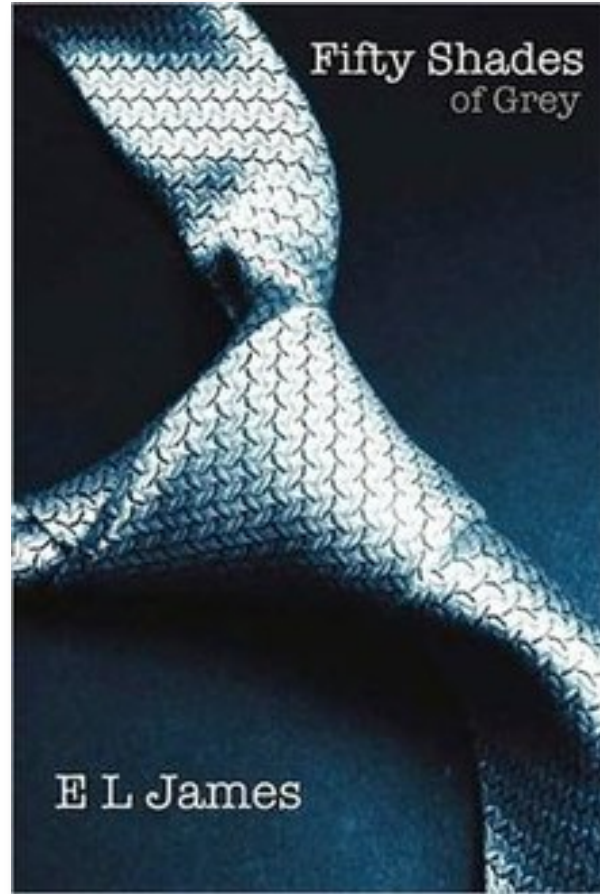
CMAJ

RESEARCH

Medical journals, impact and social media: an ecological study of the Twittersphere

Theodore D. Cosco PhD

The (Fifty Shades of) Grey Scale



The (Fifty Shades of) Grey Scale

- **Data collection**

- Thomson Reuters InCites Journal Citations Report
 - Journal citations and impact factor
- Twitter
 - Number of followers, tweets sent

The (Fifty Shades of) Grey Scale

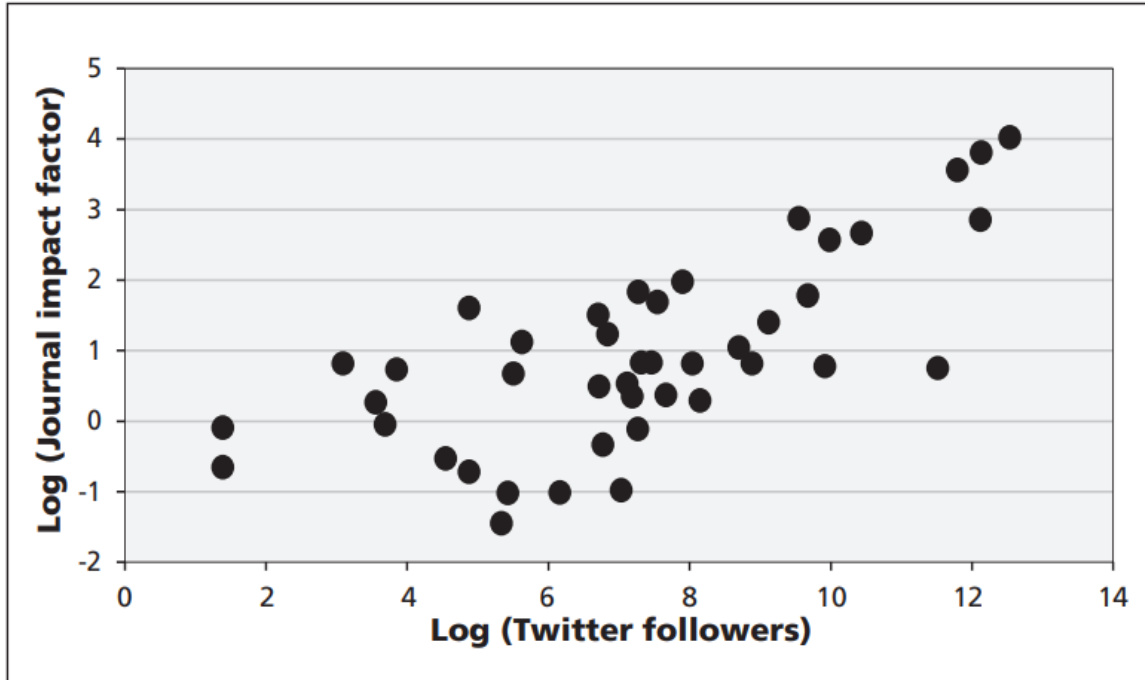


Figure 1: Log-log regression scatterplot of Twitter followers and journal impact factor.

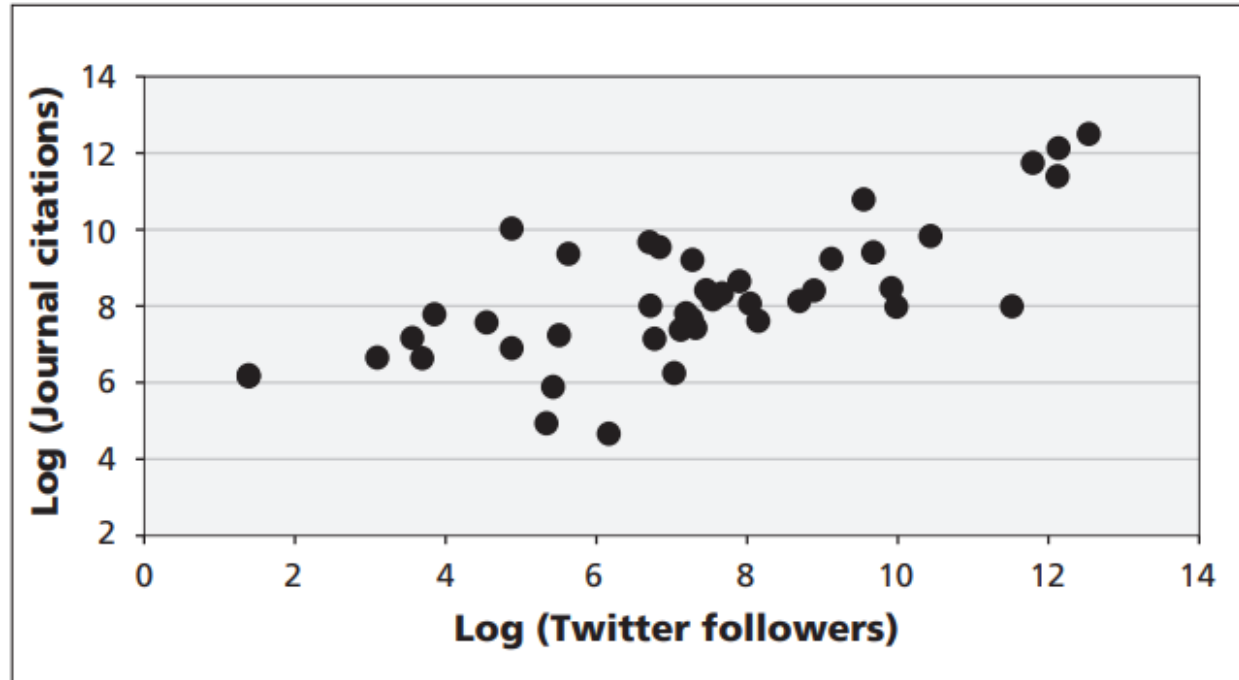


Figure 2: Log-log regression scatterplot of Twitter followers and journal citations.

The (Fifty Shades of) Grey Scale

- **Analysis**

- $F(a)$ = Actual Twitter followers
- $F(e)$ = Expected Twitter followers
- T = Number of tweets
- I = Impact Factor

$$F(e) = T^{0.79} + I^{0.78}$$

$$\textit{Grey Scale} = F(a) / T^{0.79} + I^{0.78}$$

The (Fifty Shades of) Grey Scale

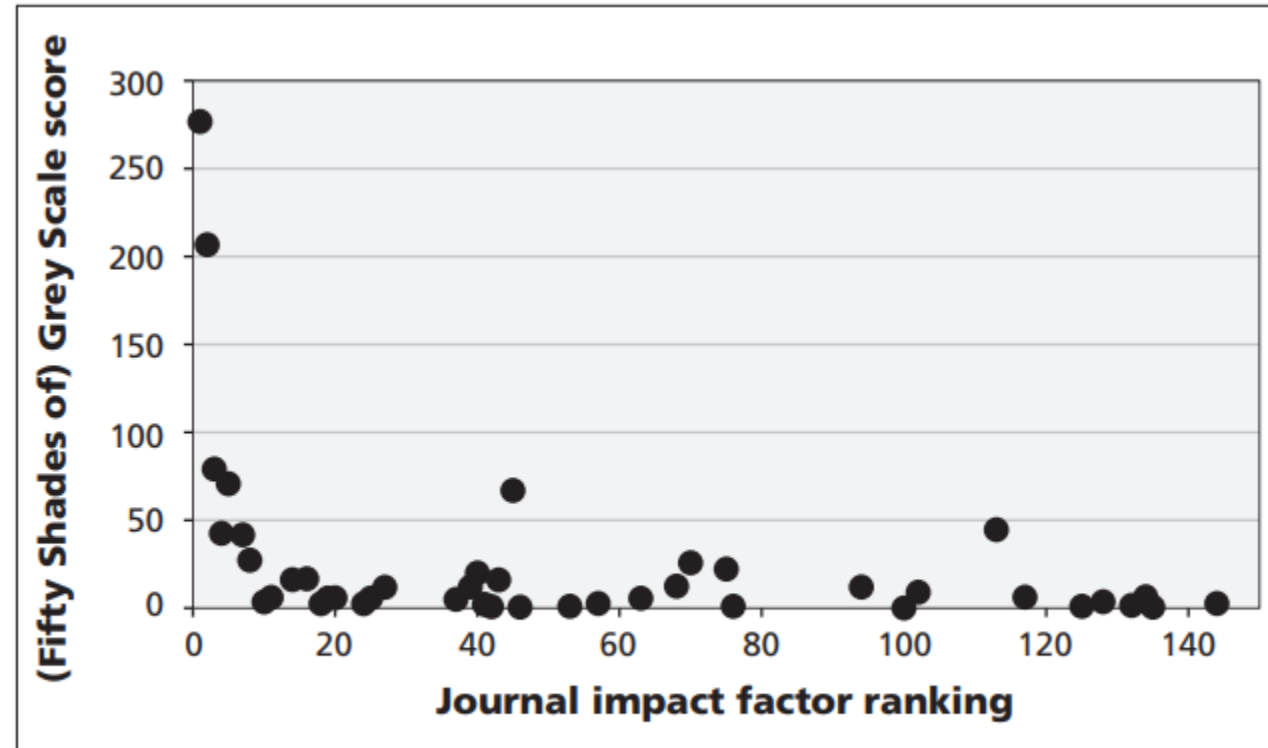


Figure 4: Scatterplot of the (Fifty Shades of) Grey Scale score and journal impact factor ranking.

The (Fifty Shades of) Grey Scale

- **Conclusion**

- Twitter following generally corresponds with impact factor and citations
- “Higher impact” science reaches a broader audience

The (Fifty Shades of) Grey Scale

“Cognisant that these metrics have been proposed in jest, the K-index and Grey Scale do, however, prod at the tender underbelly of science’s unspoken popularity contest.”

Cosco, 2015

LinkedIn

- **Pros**

- Job searching
- Networking
- Hiring

- **Cons**

- Who actually uses it?
- Lurking

Academia.edu

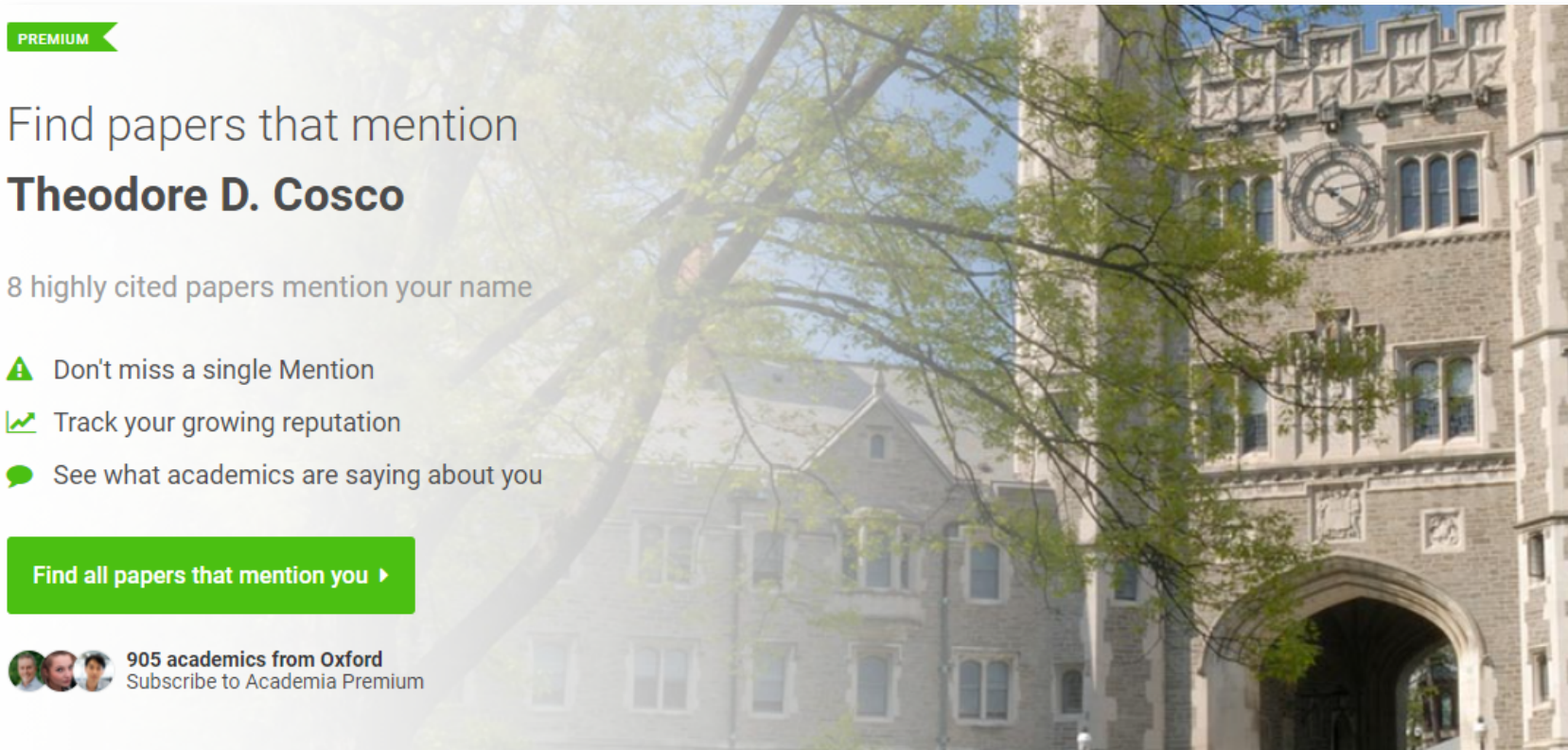
- **Pros**

- Dissemination
- Networking
- Research-focused

- **Cons**

- Pay for play

Academia.edu

A promotional banner for Academia.edu Premium. The background is a photograph of a large, historic stone building with a clock tower, partially obscured by green tree branches. The text is overlaid on the left side of the image.


PREMIUM

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	The name "T. D. Cosco" has 1 recent mention. 3 days ago	UPGRADE
	Someone recently saw " Health-related quality of l... " in an Academia search. 5 days ago	ANALYTICS
	Someone recently saw " The association between dep... " in an Academia search. 5 days ago	ANALYTICS
	The name "T. D. Cosco" was recently found in the text of 1 paper. 7 days ago	UPGRADE
	The name "T. D. Cosco" has 1 recent mention. 9 days ago	UPGRADE

ResearchGate

- **Pros**

- Dissemination
- Networking
- Research-focused
- Metrics

- **Cons**

- Manual upload
- Spam

Google Scholar

- **Pros**

- Useful metrics
- Autopopulates

- **Cons**

- No network
- Accuracy issues

ORCID

- **Pros**

- Unique identifier
- Autopopulates (some)

- **Cons**

- Usefulness questionable
- No network

Publons

- **Pros**

- Tracking
- Credit for peer review

- **Cons**

- No research outputs

Take-Home Messages

- **What is your objective?**
 - Disseminating info
 - Tracking for CV purposes
 - Job searching
- **Match your objective to the platform**
- **Play to strengths**

Thanks!

Contact & Acknowledgement

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<https://www.sfu.ca/grc/pmh.html>

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