



## **Role of Social Media in Driving Impact**

*Ger Hanley*

What is Social Media?

# What is Social Media?

- Part of our everyday life - surrounds us!
- Easy way to engage and connect with others
- **Sharing of** ideas, thoughts, and information through the building of virtual networks and communities.
- Types of social media
  - Social Networks - e.g. Twitter, Facebook, LinkedIn
  - Media Sharing Networks - e.g. Instagram, Snapchat, YouTube, Tik Tok
  - Discussion Forums - e.g. Reddit
  - Bookmarking & Content Curation Networks: Pinterest, Flipboard

Underlying Purpose

TO ENGAGE



**During COVID-19, science  
communication was never been more**



Science  
held the  
missing  
piece of  
the  
puzzle.





A close-up photograph of a stack of papers. A red tab is visible, with the word 'CORONACRISIS' printed in white, bold, uppercase letters. An orange highlighter is positioned horizontally across the papers, partially overlapping the red tab. The background is a warm, brownish-orange color.

**CORONACRISIS**

**During COVID-19, national  
scientists and experts became the  
'new' science and health**





The Good, The Bad and the Ugly

# The Good

- Removes Boundaries
- The Internet is a 'leveller'
- Enables better links between the scientific community and the general public.
- If used effectively, it can be an POWERFUL tool to
  - ensure science discoveries translate to real-world breakthroughs and influence policy makers
  - Increase the impact of research
  - Promote the field of research

# Social Media in Numbers



3.96 Billion  
Active Users



51% Penetration  
(Users vs Total  
Population)



+10.5% Annual  
Growth of Total  
Users



3.91 Billion  
Total Users via  
Mobiles

# Social Media Behaviours – July 2020



99% visited or used networks or messaging service



88% actively engaged or contributed



Average amount of time per day ~ 2 hours 22 mins



Average # of a/cs per internet user = 8.8



Trending Science

**#flattenethecurve**

**#FridaysForFuture**

**#schoolstrike4climate**

# Recruit Research Participants

Greene and Murphy recruited the 3,746 participants for their study via a call-out in TheJournal.ie. They note that “the majority of participants were well-educated, with 2,395 participants (64%) having earned at least an undergraduate degree.”

# Scientific Communities

ACADEMIA

Join 140,911,626 Academics and

Re



ResearchGate

LinkedIn



EARMA Policy and Representation Standing Committee (PRC)

Listed group

# Study Research Participants

**nature**

[View all Nature Rese](#)

[Explore our content](#) ▾

[Journal information](#) ▾

[Subscribe](#)

[nature](#) > [news feature](#) > [article](#)

**NEWS FEATURE** · 17 JUNE 2020 · [CLARIFICATION 29 JUNE 2020](#)

## **How Facebook, Twitter and other data troves are revolutionizing social science**

A new breed of researcher is turning to computation to understand society – and then change it.



# Study Research Participants

## RESEARCH ARTICLE

# Fundamental structures of dynamic social networks

Vedran Sekara, Arkadiusz Stopczynski, and Sune Lehmann

PNAS September 6, 2016 113 (36) 9977-9982; first published August 23, 2016;

<https://doi.org/10.1073/pnas.1602803113>

Edited by Albert-Laszlo Barabasi, Northeastern University, Boston, MA, and accepted by Editorial Board Member Kenneth W. Wachter July 12, 2016 (received for review March 9, 2016)

Copenhagen Networks Study, a ground-breaking project that tracked the social-media contacts, demographics and location of about 1,000 students, with five-minute resolution, over five months<sup>1</sup>.

Research Community Policing



Elisabeth #UneCinglée Bik

@MicrobiomDigest

...

months old

### #ImageForensics.

Tell me if you can spot any duplications.

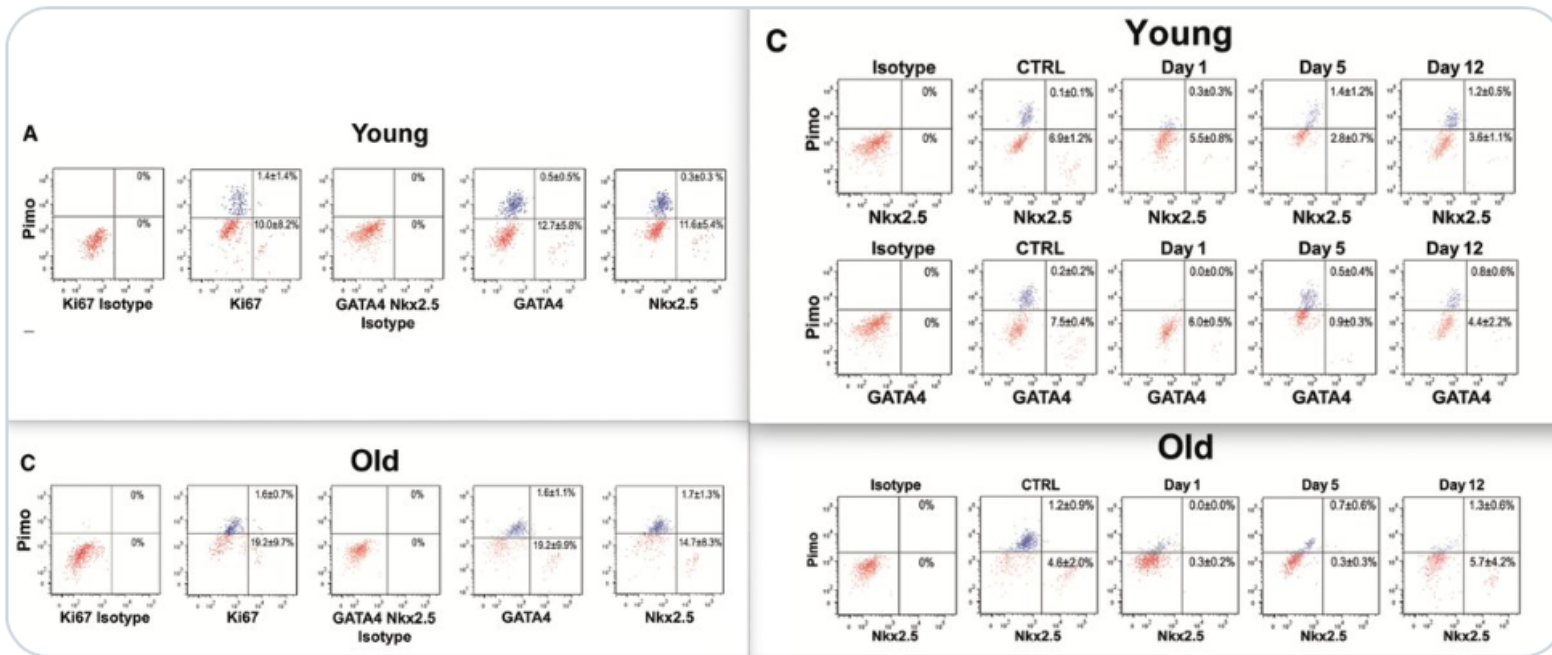
\* Could this have been an honest error?

\* What should the journal do? Leave as is, correction, or retraction?

# ed over quine study which o halt trials for Covid-19

chers query origin of data used for  
re is no evidence drug is a safe or

**alia's daily coronavirus email  
n app to get the most important news**



2:20 PM · Oct 25, 2020 · Twitter Web App

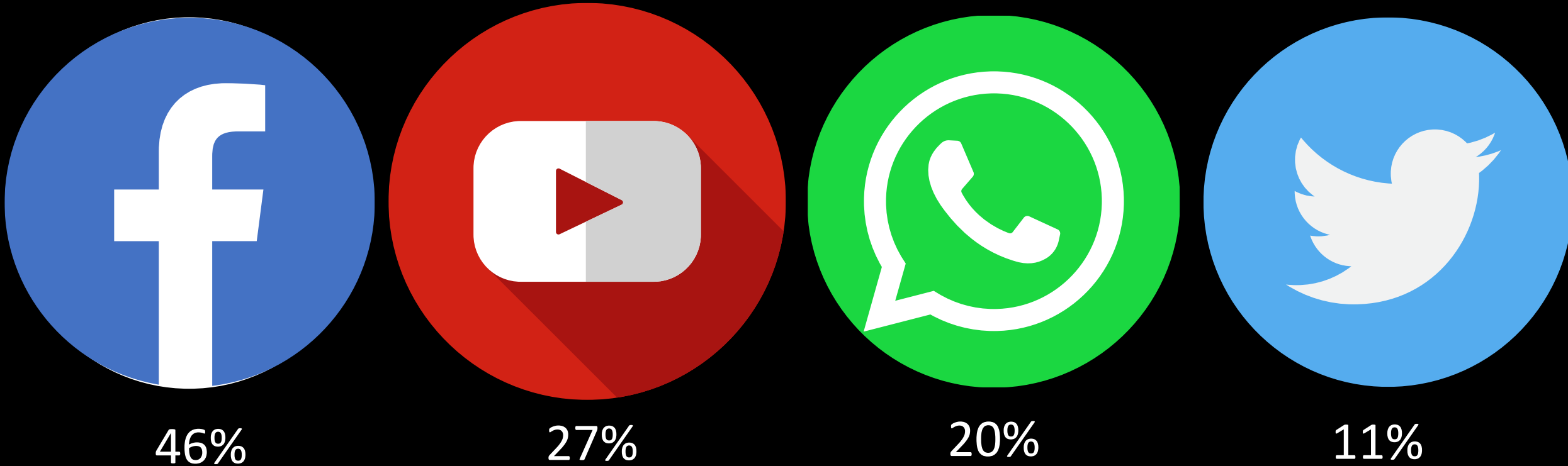
11 Retweets 4 Quote Tweets 74 Likes

# The Bad

- It is immensely powerful
- Influence opinions and behaviours
- Fake news, misinformation, and conspiracy theories
  - prevalent in the age of social media
  - BUT have **skyrocketed** since the COVID-19 pandemic.



# Use Social Media as News Sources



Reference: we are social & Hootsuite Digital 2020 Reports - <https://wearesocial.com/blog/2020/07/more-than-half-of-the-people-on-earth-now-use-social-media>

Favicon Credit: [www.flaticon.com/](http://www.flaticon.com/)



**You'r**

**I watched a YouTube video, I shared a Facebook post**

The Ugly





Tsunami of misinformation to the public



# Managing the COVID-19 infodemic: Promoting healthy behaviours and mitigating the harm from misinformation and disinformation

Joint statement by WHO, UN, UNICEF, UNDP, UNESCO,  
UNAIDS, ITU, UN Global Pulse, and IFRC

“We're not just  
fighting a pandemic;  
we're fighting an  
infodemic.”

Español

Русский

*Tedros Adhanom  
Ghebreyesus, WHO's  
director-general, at the  
2020 Munich Security  
Conference*





Image by Elliott Brown

<https://www.flickr.com/photos/ell-r-brown/50222143423/lightbox/>



Even the Ugly can lead to  
research opportunities

**nature**

[View all Nature Research journals](#)

[Explore our content](#) ▾

[Journal information](#) ▾

[Subscribe](#)

HUMAN BEHAVIOUR · 19 JUNE 2020

## Why the pandemic unleashed a frenzy of toilet-paper buying

Personality traits help to explain why some people and not others hoarded a humdrum product in the face of a deadly virus.



## TECHNOLOGY

# The Grim Conclusions of the Largest-Ever Study of Fake News

Falsehoods almost always beat out the truth on Twitter, penetrating further, faster, and deeper into the social network than accurate information.

ROBINSON MEYER MARCH 8, 2018

---

 MORE STORIES

“It seems to be pretty clear [from our study] that false information outperforms true information,”

<https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/>



# Journal of Retailing and Consumer Services

Volume 57, November 2020, 102197



## Sharing of fake news on social media: Application of the honeycomb framework and the third-person effect hypothesis

Shalini Talwar <sup>a</sup> ✉, Amandeep Dhir <sup>b, c</sup> ✉, Dilraj Singh <sup>d</sup> ✉, Gurnam Singh Virk <sup>e</sup> ✉, Jari Salo <sup>f</sup> ✉

[Show more](#) ✓

<https://doi.org/10.1016/j.jretconser.2020.102197>

[Get rights and content](#)

Under a Creative Commons [license](#)

[open access](#)

Remember

# Leave No One Behind





# Inclusive Communication Needs Inclusive Design



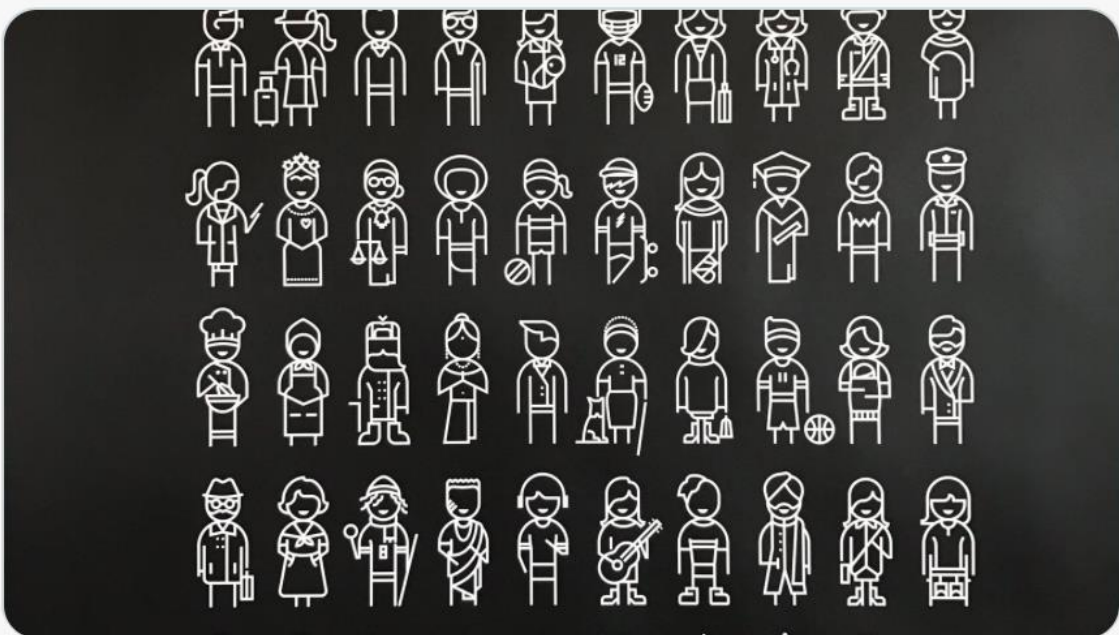


There's no such thing as normal



katholmes @katholmes · Mar 6, 2017

There's no such thing as normal. #inclusion #inclusive #design @MicrosoftDesign



22

480

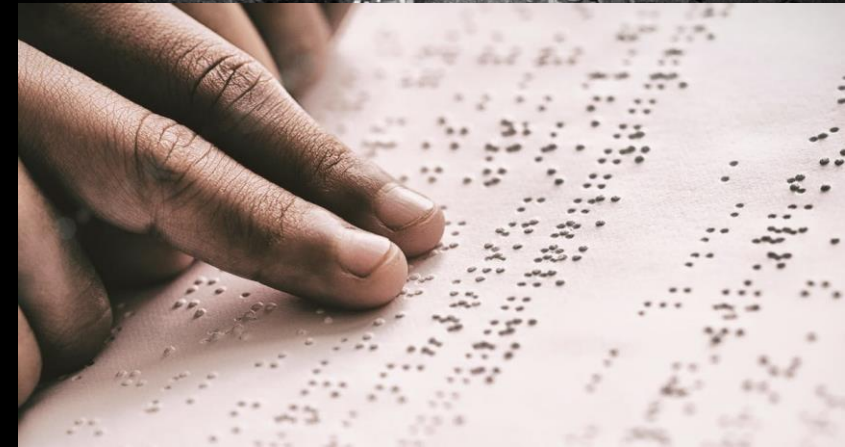
992



There's no such thing as  
**NORMAL**

# Inclusive Communication Recommendations

- Consider digital literacy – old and young
  - Outside the digital mainstream
    - E.g. Young homeless, unemployed, seeking asylum
- Consider disabilities and recognise they are a different ABILITY
- Consider language
- Consider mode
- Consider Method



# My Advice

- Ask yourself what exactly you want to gain from social media!
- Stay current on industry news and new research
- Engage and join the discussion
- Be active – share and repost others' work
- Start with LinkedIn as a professional social network
- Follow those in your field, policy makers and funders.
- Know your hashtags