

SRA Social Media in Social Research 2012 survey

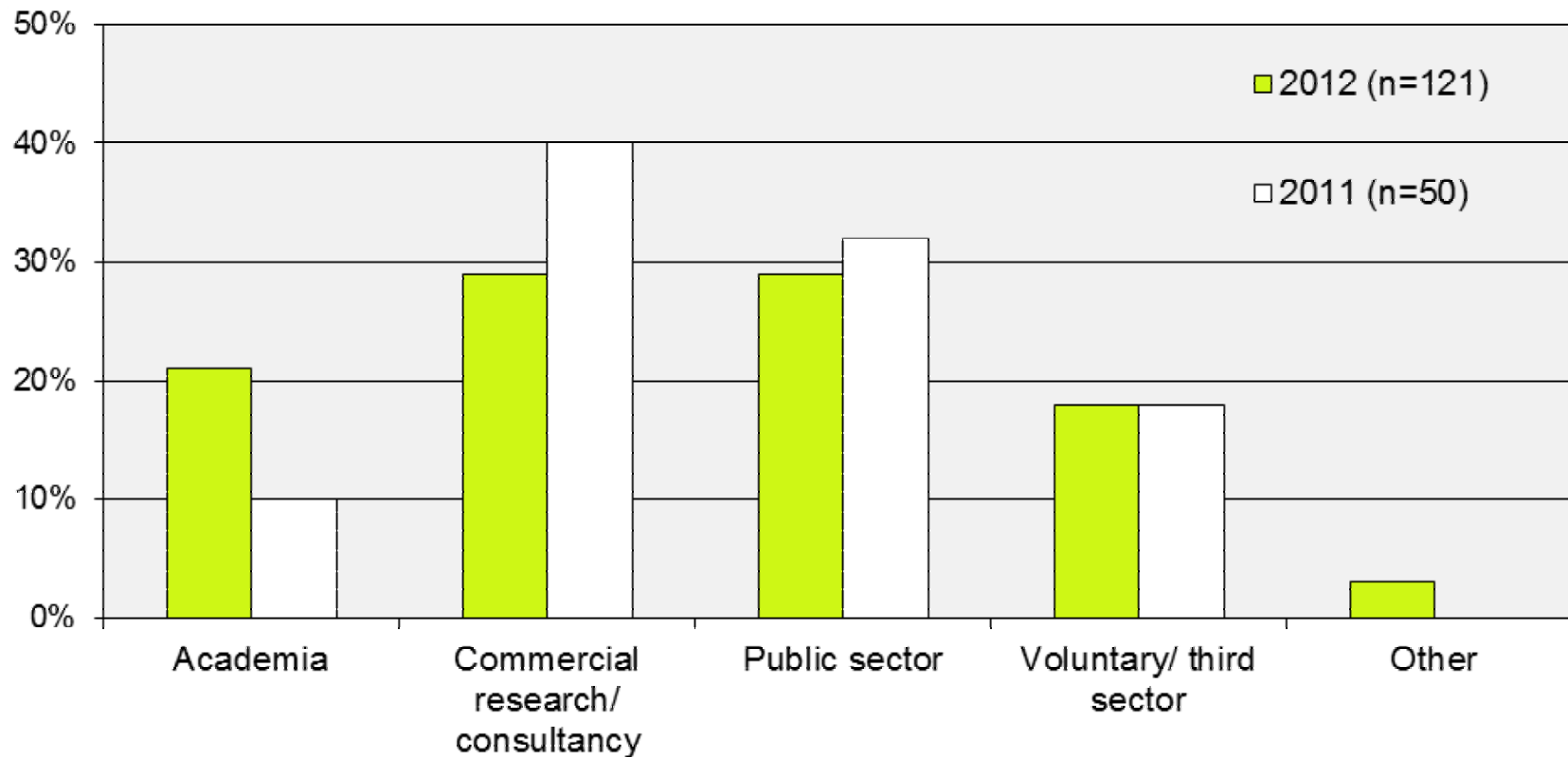
Dr Simon Haslam

FMR Research/University of Strathclyde

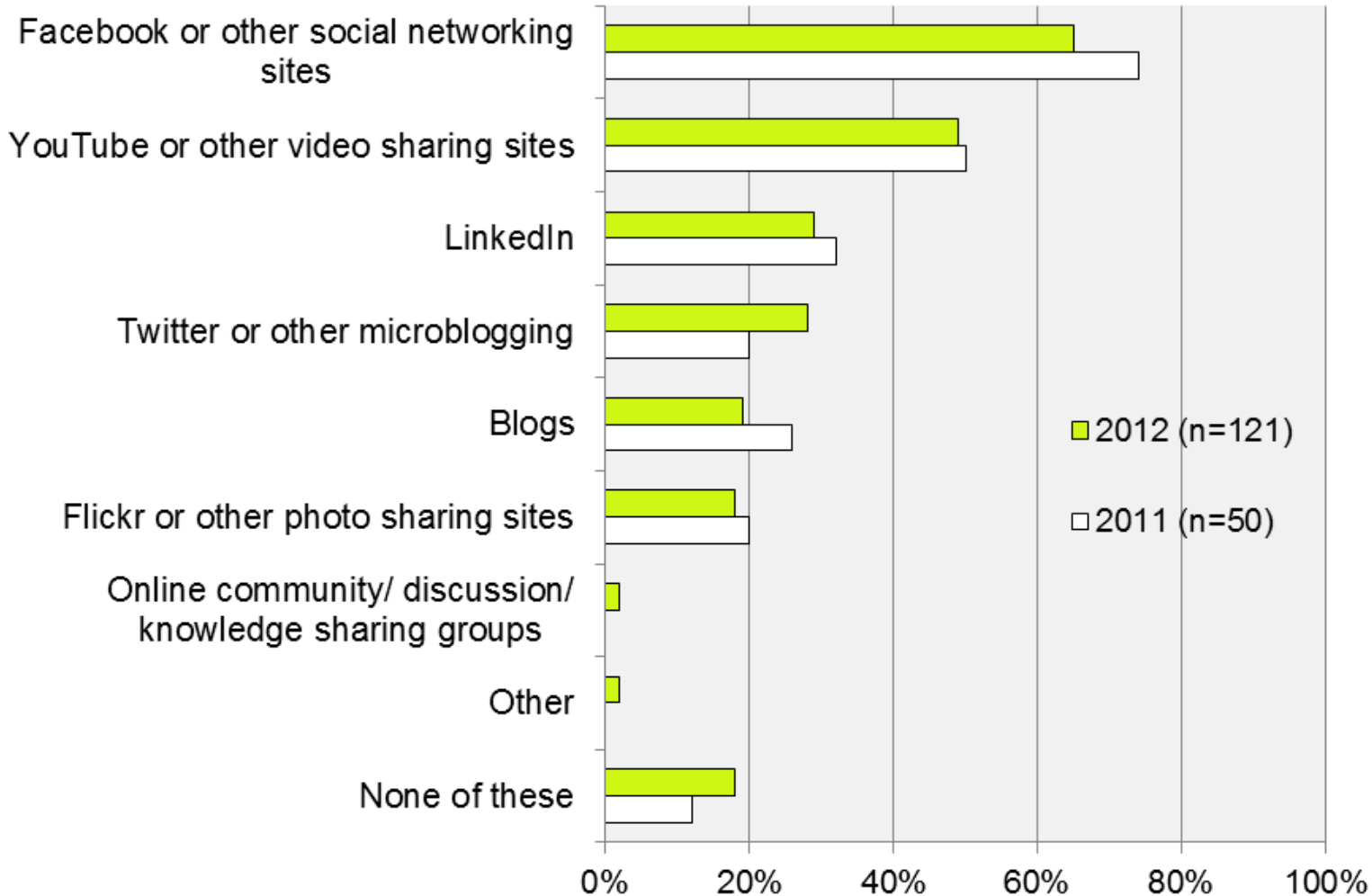
5 March 2012

Profile of respondents

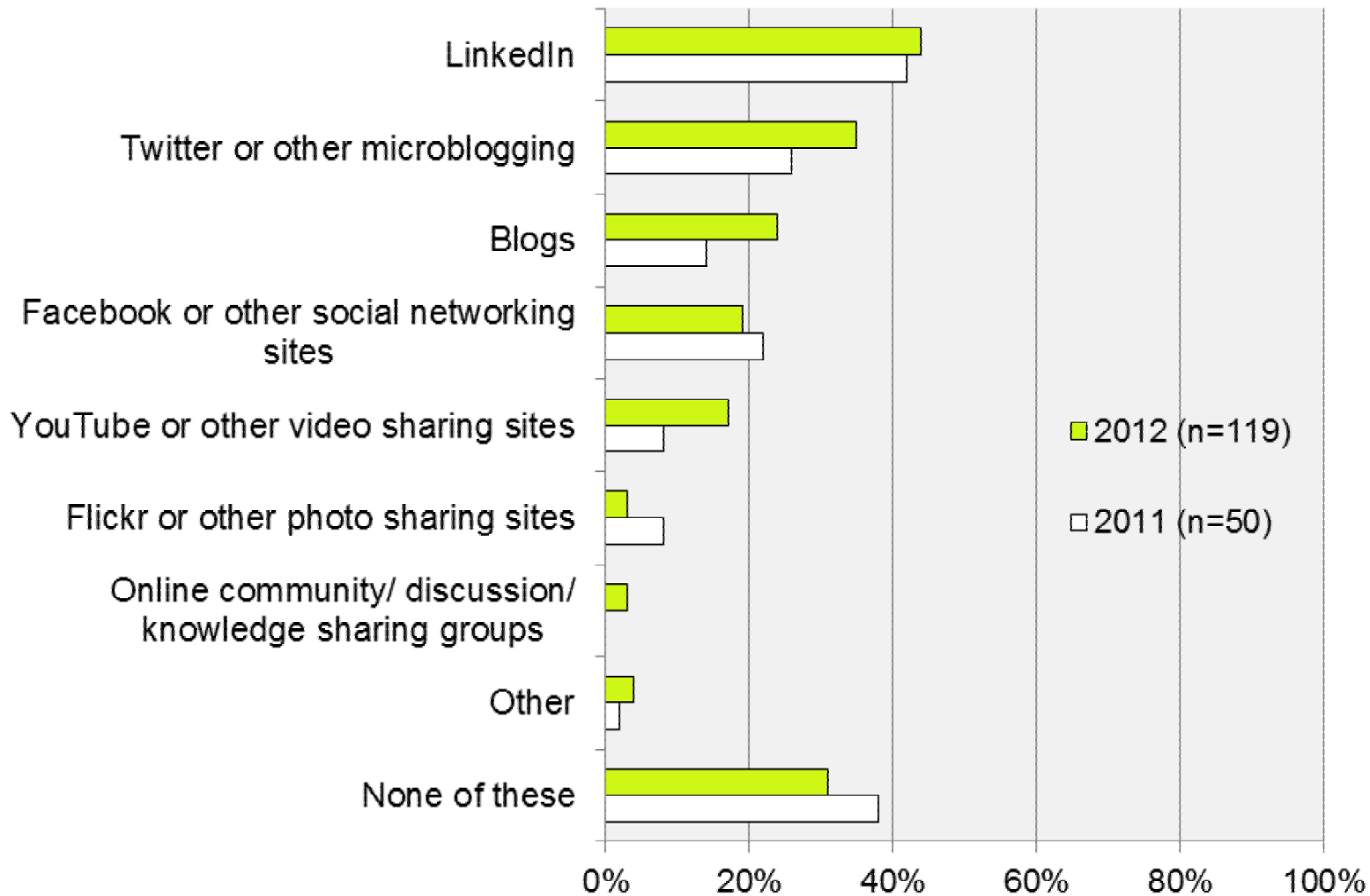
- 71% female and 29% male
- 2% 16-24, 58% 25-44, 33% 45-64, 7% 65+
- 95% - UK principle work location
- 93% - SRA members



Use of social media tools – personal use (82%)



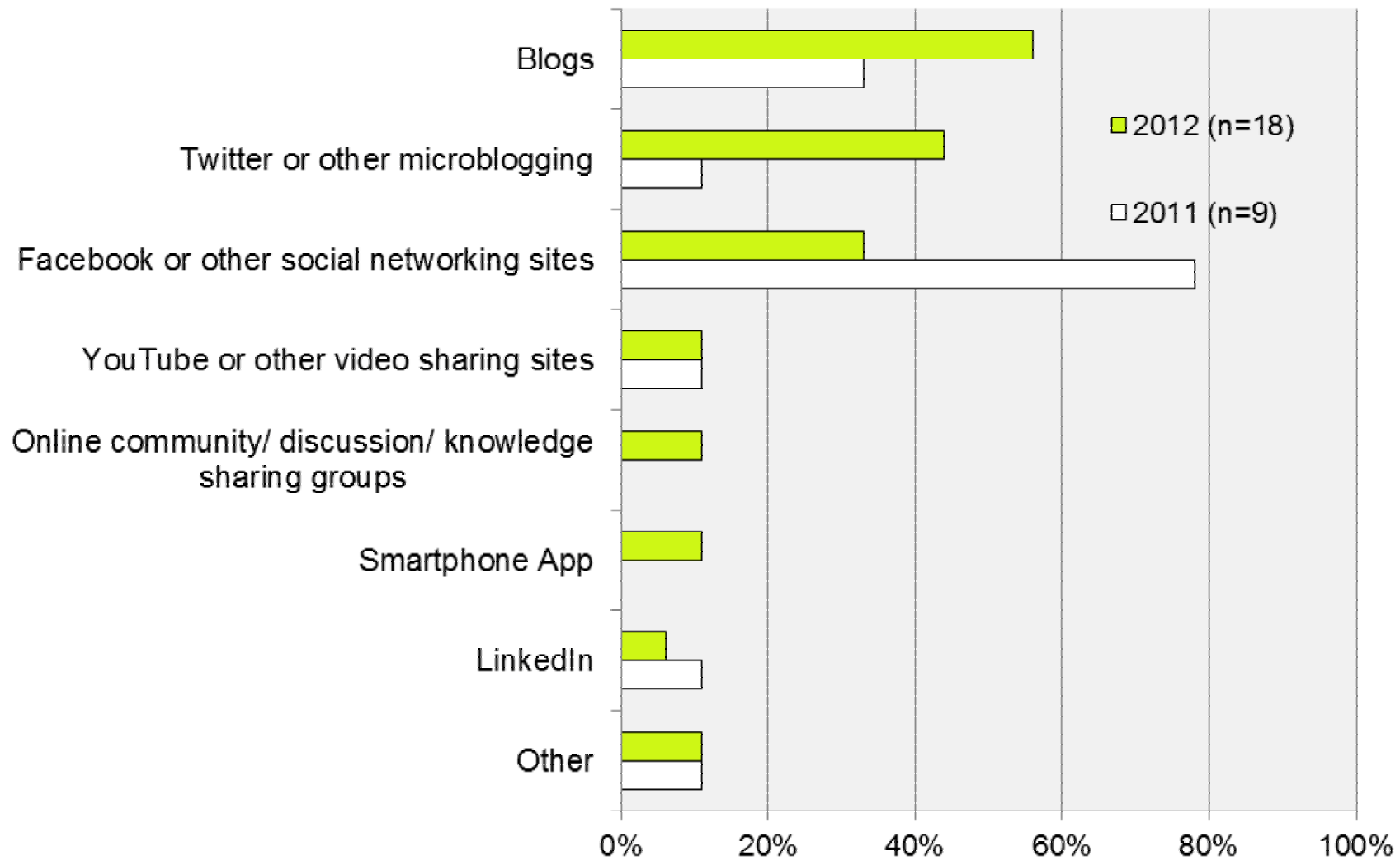
Use of social media tools – work/professional use (69%)



Experience of social media in social research

- 15% of respondents - yes
- 50% used more than one social medium
- 89% alongside traditional methods

Social media in social research



Why did you use social media...

To access a target group

For promotional means

As a research subject

Pilot/exploratory work

Cheap

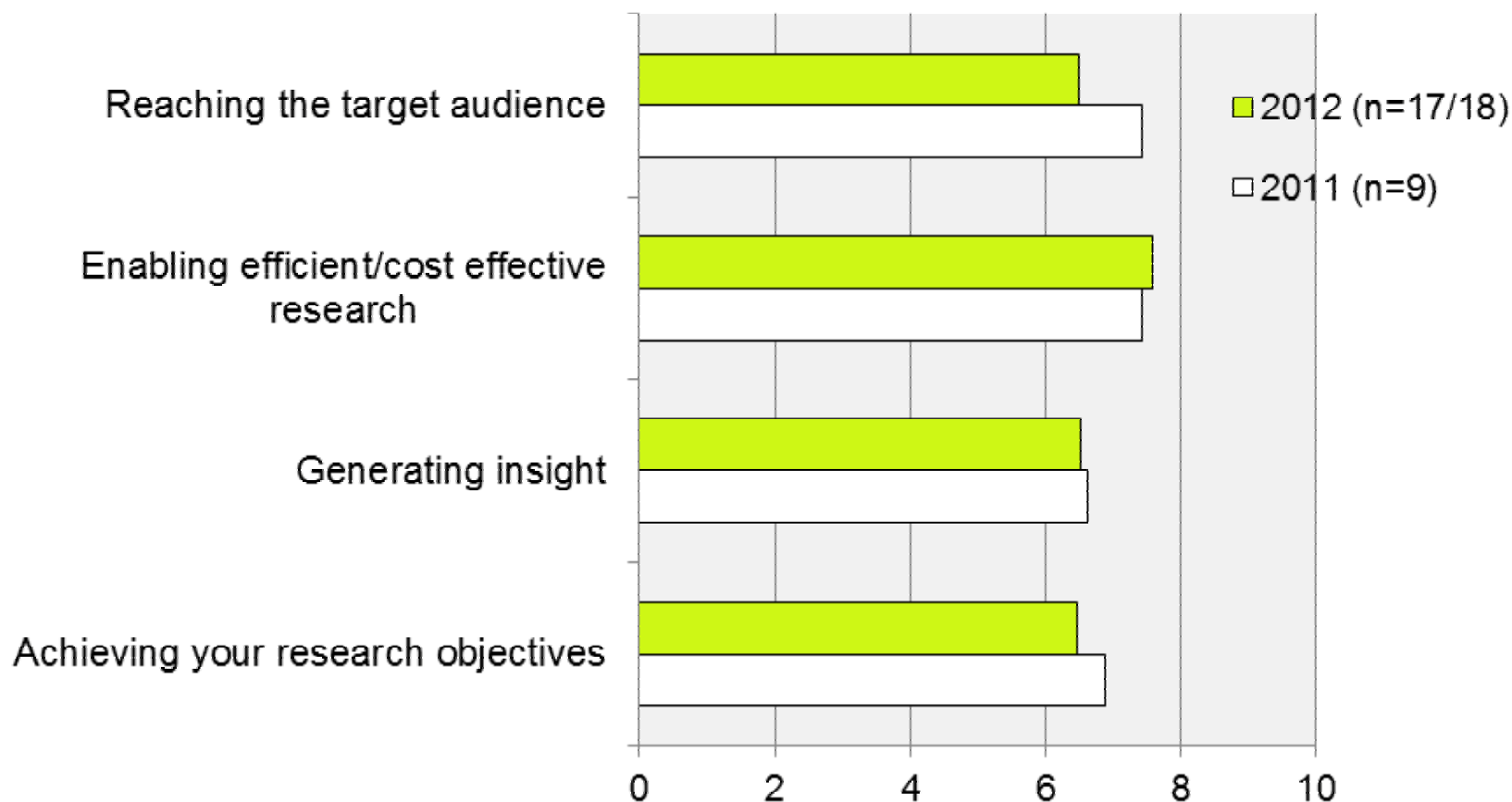
To augment method

To publish findings

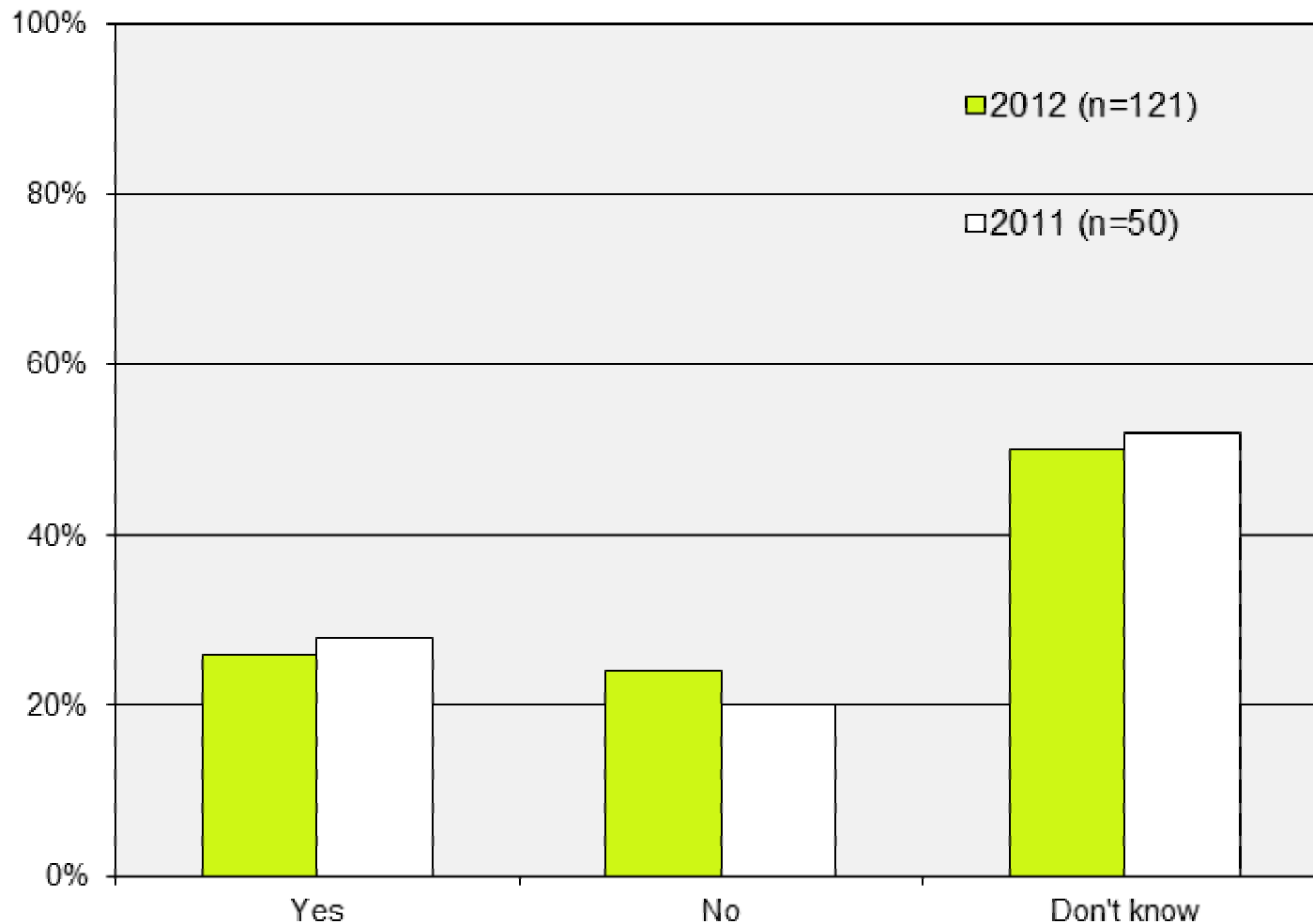
To create online community

To give real time data

Experience of social media in social research (0 – 10)



Social media in social research – future intention



Issues for social media in social research (67%)

- Reliability/bias/data quality (inc evaluation)
- Ethics and consent (inc codes of conduct)
- Anonymity/confidentiality
- Boundaries – work/personal space
- Background noise (getting through)

Careful what you post, it can be around the world very quickly!

I'm also excited about being able to collate observational data.

I think this is a must in a modern society.

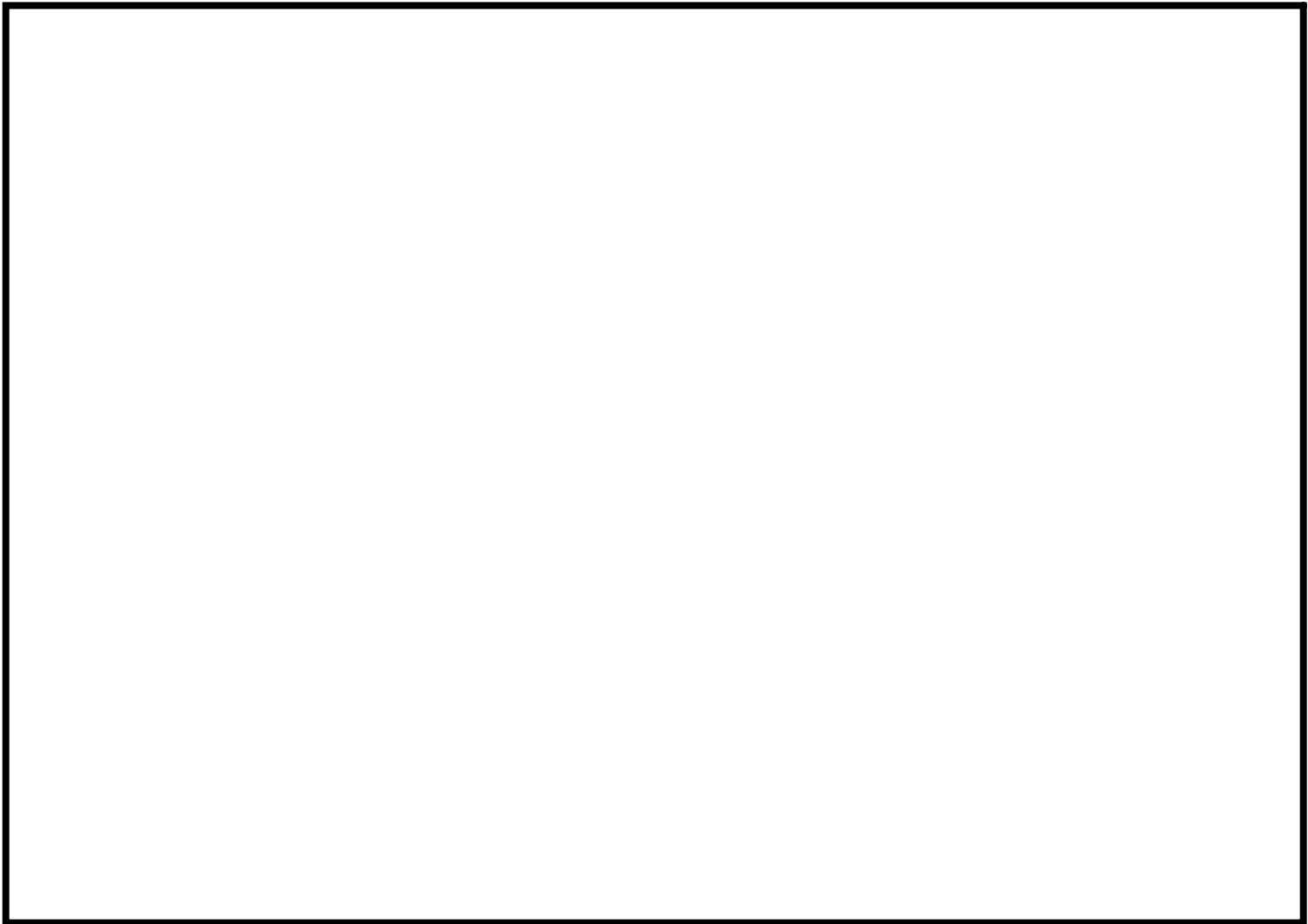
I think it offers interesting potential but we should proceed carefully

More should be done by research associations re guidelines for ethical use.

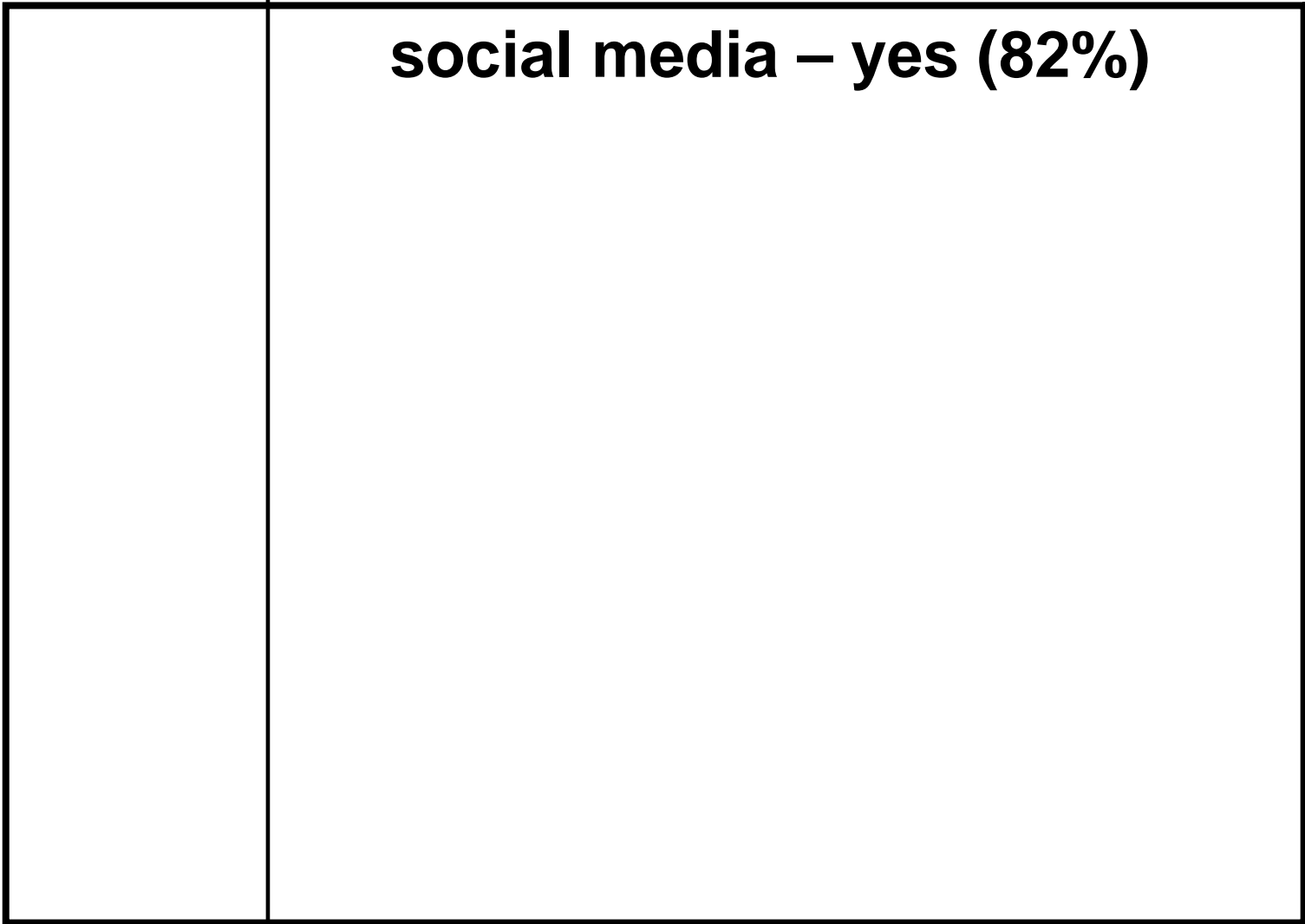
Social media is banned in our workplace, so couldn't use it for social research even if I wanted to.

Worried that what is consultation by social media may be described as research.

... it is not a panacea, there is a right time and place to get the most from it.

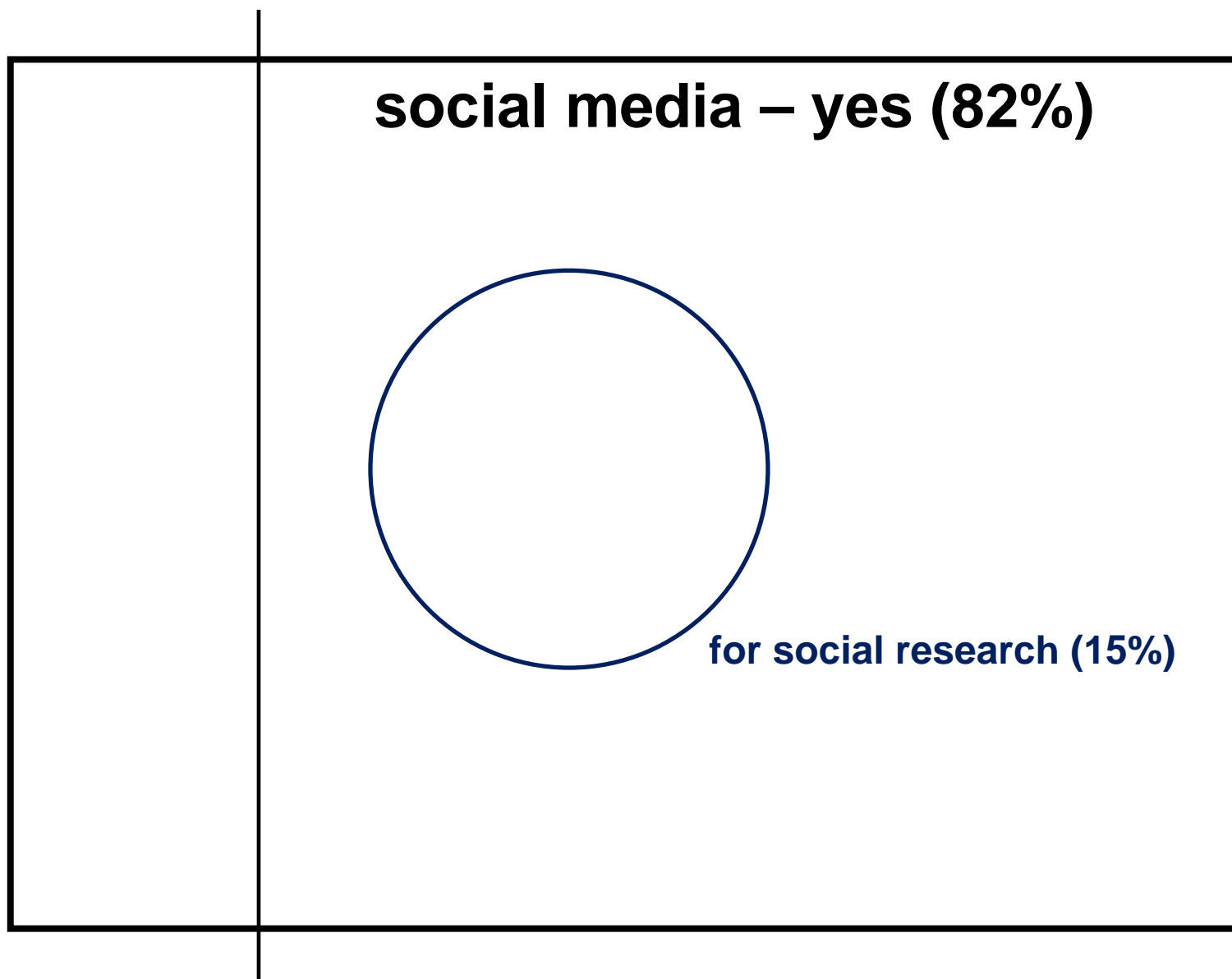


social researchers

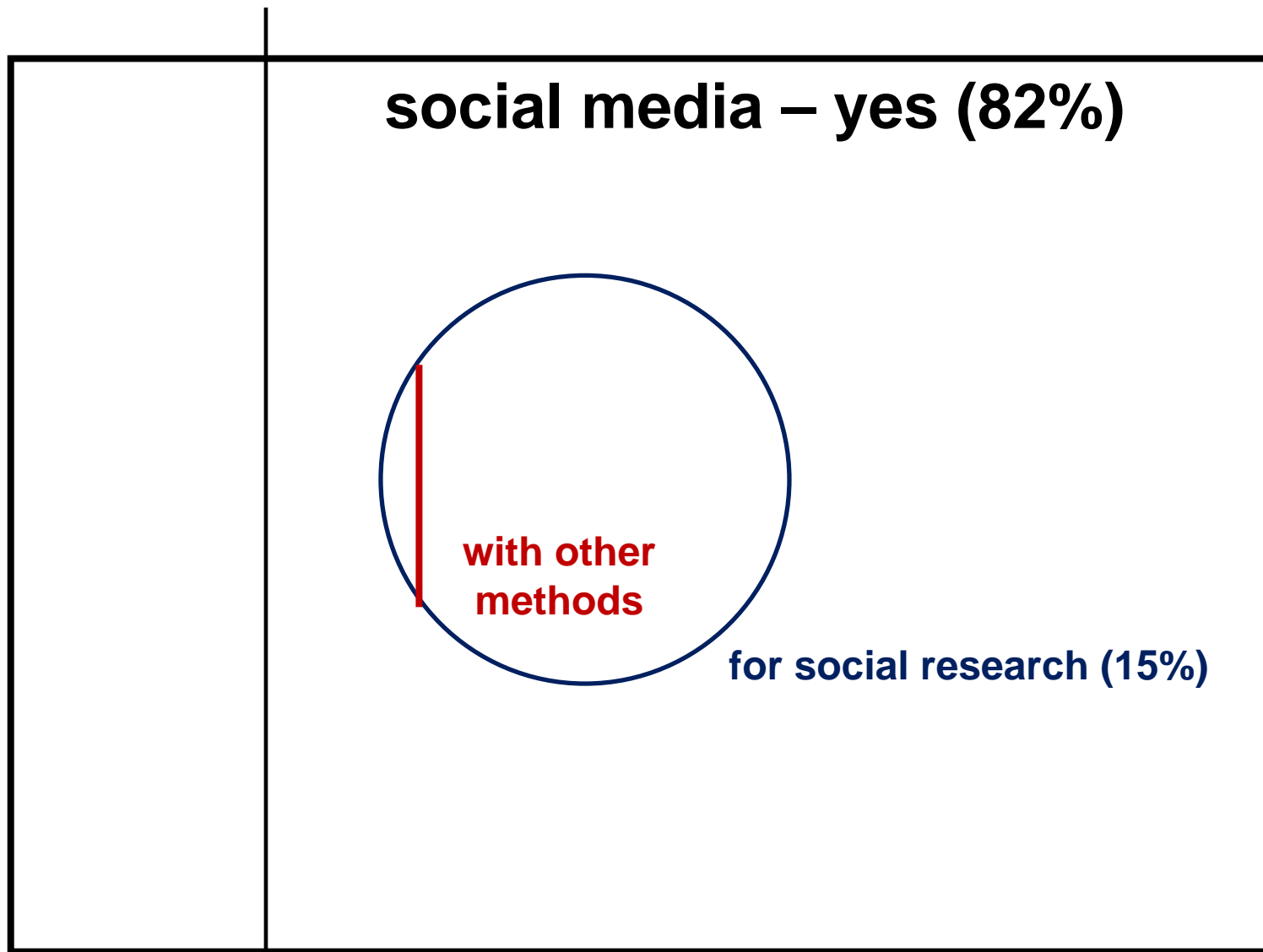


social media – yes (82%)

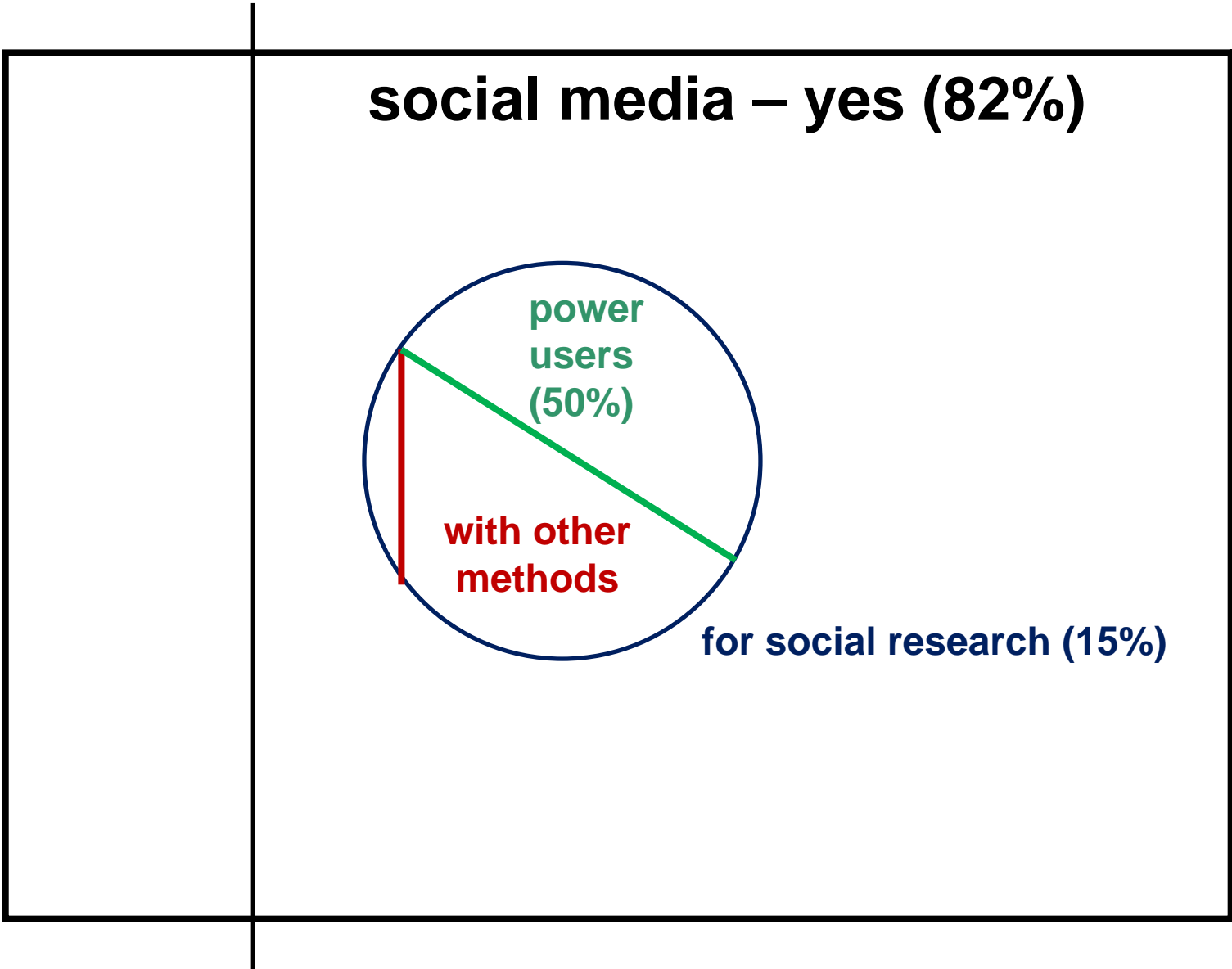
social researchers



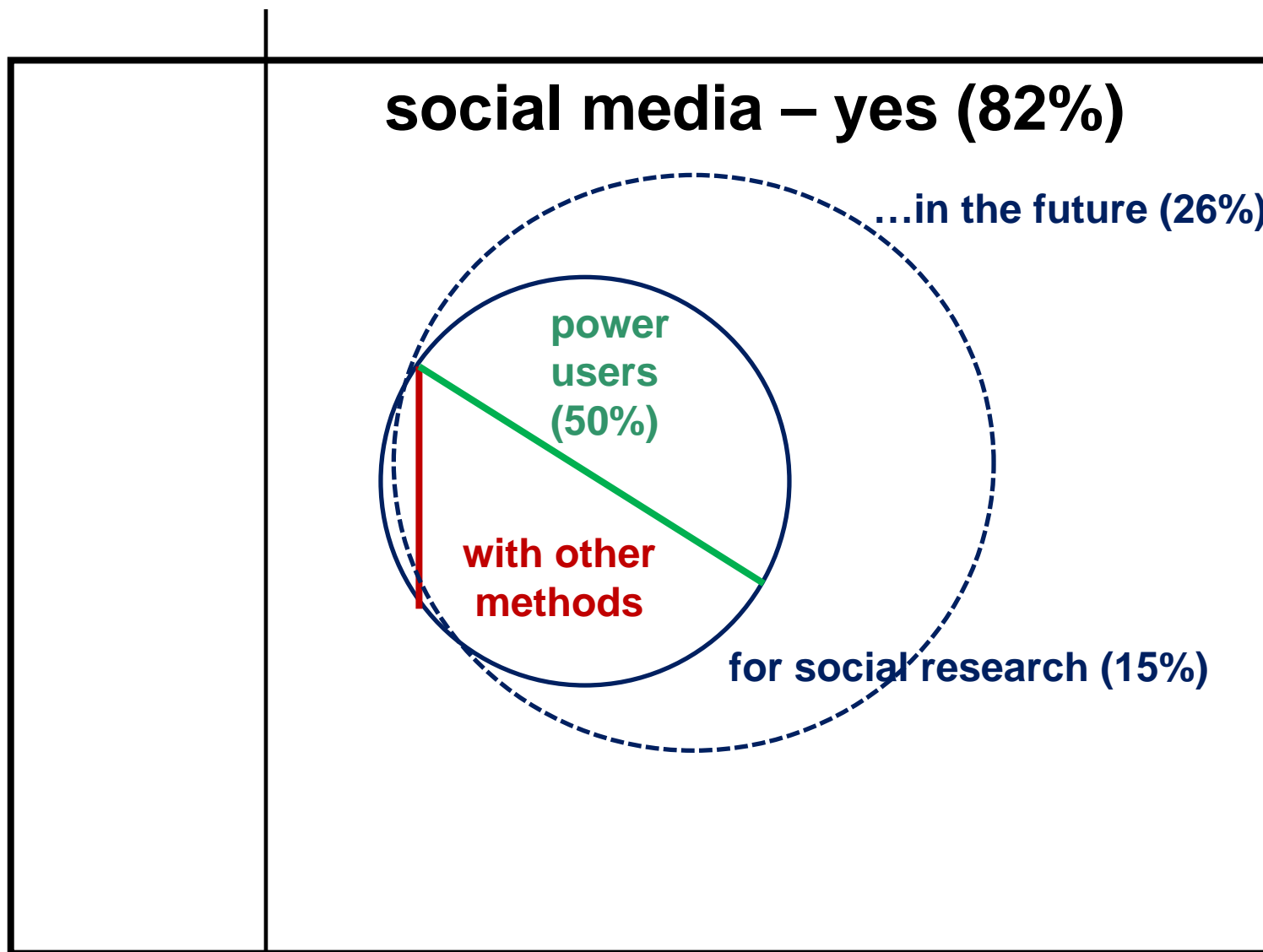
social researchers



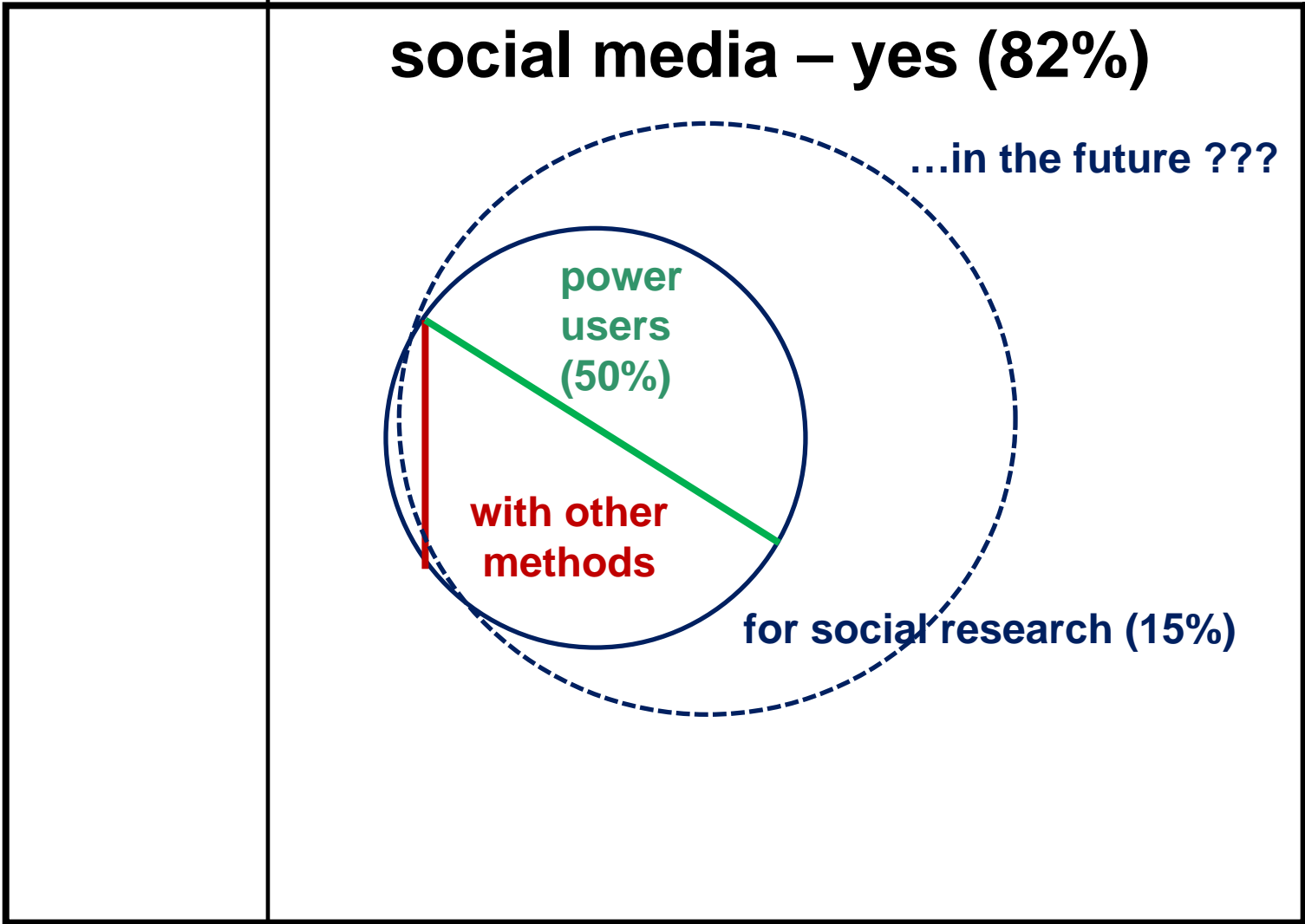
social researchers



social researchers



social researchers



social researchers