

USING SOCIAL MEDIA IN SOCIAL RESEARCH

Online survey results

1. Age

	Total		Organisation												Have you used social media to help carry out social research?				Do you plan to use social media to help carry out social research?					
	No.	%	Commercial research/ consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
16-24	3	2%	1	3%	1	3%	0	0%	1	11%	0	0%	0	0%	1	6%	2	2%	0	0%	1	3%	2	3%
25-44	70	58%	18	51%	21	60%	15	68%	7	78%	7	44%	2	50%	14	78%	56	54%	22	69%	10	34%	38	63%
45-64	40	33%	14	40%	11	31%	6	27%	1	11%	7	44%	1	25%	3	17%	37	36%	10	31%	12	41%	18	30%
65+	8	7%	2	6%	2	6%	1	5%	0	0%	2	13%	1	25%	0	0%	8	8%	0	0%	6	21%	2	3%
Total	121	100%	35	100%	35	100%	22	100%	9	100%	16	100%	4	100%	18	100%	103	100%	32	100%	29	100%	60	100%

	Total		Organisation								Have you used social media to carry out social research?				Do you plan to use social media to help carry out social research?					
	No.	%	Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
25 - 44	36	72%	2	40%	14	70%	12	75%	8	89%	7	78%	29	71%	10	71%	7	70%	19	73%
45 - 64	14	28%	3	60%	6	30%	4	25%	1	11%	2	22%	12	29%	4	29%	3	30%	7	27%
Total	50	100%	5	100%	20	100%	16	100%	9	100%	9	100%	41	100%	14	100%	10	100%	26	100%

2. Gender

	Total		Age								Organisation								Have you used social media to help carry out social research?				Do you plan to use social media to help carry out social ...									
	No.	%	16-24		25-44		45-64		65+		Commercial research/ consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		No		Yes		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Male	35	29%	1	33%	21	30%	10	25%	3	38%	13	37%	10	29%	5	23%	1	11%	5	31%	1	25%	27	26%	8	44%	14	44%	9	31%	12	20%
Female	86	71%	2	67%	49	70%	30	75%	5	63%	22	63%	25	71%	17	77%	8	89%	11	69%	3	75%	76	74%	10	56%	18	56%	20	69%	48	80%
Total	121	100%	3	100%	70	100%	40	100%	8	100%	35	100%	35	100%	22	100%	9	100%	16	100%	4	100%	103	100%	18	100%	32	100%	29	100%	60	100%

	Total		Age				Organisation						Have you used social media to carry out social research?				Do you plan to use social media to help carry out social research?							
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Female	38	76%	28	78%	10	71%	3	60%	14	70%	14	88%	7	78%	6	67%	32	78%	7	50%	9	90%	22	85%
Male	12	24%	8	22%	4	29%	2	40%	6	30%	2	13%	2	22%	3	33%	9	22%	7	50%	1	10%	4	15%
Total	50	100%	36	100%	14	100%	5	100%	20	100%	16	100%	9	100%	9	100%	41	100%	14	100%	10	100%	26	100%

3. Your principle work location

	Total		Age								Organisation										Have you used social media to help carry out social research?				Do you plan to use social media to help carry out social ...							
	No.	%	16-24		25-44		45-64		65+		Commercial research/ consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		No		Yes		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
UK	115	95%	3	100%	67	96%	38	95%	7	88%	32	91%	33	94%	22	100%	9	100%	15	94%	4	100%	97	94%	18	100%	31	97%	27	93%	57	95%
Elsewhere	6	5%	0	0%	3	4%	2	5%	1	13%	3	9%	2	6%	0	0%	0	0%	1	6%	0	0%	6	6%	0	0%	1	3%	2	7%	3	5%
Total	121	100%	3	100%	70	100%	40	100%	8	100%	35	100%	35	100%	22	100%	9	100%	16	100%	4	100%	103	100%	18	100%	32	100%	29	100%	60	100%

	Total		Age				Organisation								Have you used social media to carry out social research?				Do you plan to use social media to help carry out social research?					
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
UK	48	96%	36	100%	12	86%	4	80%	20	100%	15	94%	9	100%	8	89%	40	98%	13	93%	10	100%	25	96%
Elsewhere	2	4%	0	0%	2	14%	1	20%	0	0%	1	6%	0	0%	1	11%	1	2%	1	7%	0	0%	1	4%
Total	50	100%	36	100%	14	100%	5	100%	20	100%	16	100%	9	100%	9	100%	41	100%	14	100%	10	100%	26	100%

4. Which one of these best reflects the main organisation you work with?

	Total		Age								Have you used social media to help carry out social research?				Do you plan to use social media to help carry out social ...					
	No.	%	16-24		25-44		45-64		65+		No		Yes		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Commercial research/ consultancy	35	29%	1	33%	18	26%	14	35%	2	25%	30	29%	5	28%	13	41%	10	34%	12	20%
Public sector	35	29%	1	33%	21	30%	11	28%	2	25%	31	30%	4	22%	9	28%	9	31%	17	28%
Voluntary/ third sector	22	18%	0	0%	15	21%	6	15%	1	13%	16	16%	6	33%	8	25%	4	14%	10	17%
Academia - student (e.g. PhD)	9	7%	1	33%	7	10%	1	3%	0	0%	8	8%	1	6%	0	0%	0	0%	9	15%
Academia - staff	16	13%	0	0%	7	10%	7	18%	2	25%	14	14%	2	11%	2	6%	6	21%	8	13%
Other	4	3%	0	0%	2	3%	1	3%	1	13%	4	4%	0	0%	0	0%	0	0%	4	7%
Total	121	100%	3	100%	70	100%	40	100%	8	100%	103	100%	18	100%	32	100%	29	100%	60	100%

Other:

- Independent social research institute
- Policy research institute
- professional body/regulatory research institute

	Total		Age				Have you used social media to carry out social research?				Do you plan to use social media to help carry out social research?					
	No.	%	25 - 44		45 - 64		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Academia	5	10%	2	6%	3	21%	2	22%	3	7%	2	14%	1	10%	2	8%
Commercial research / consultancy	20	40%	14	39%	6	43%	4	44%	16	39%	6	43%	4	40%	10	38%
Public sector	16	32%	12	33%	4	29%	2	22%	14	34%	1	7%	5	50%	10	38%
Voluntary/third sector	9	18%	8	22%	1	7%	1	11%	8	20%	5	36%	0	0%	4	15%
Total	50	100%	36	100%	14	100%	9	100%	41	100%	14	100%	10	100%	26	100%

5. Are you a member of the SRA?

	Total		Age								Organisation										Have you used social media to help carry out social research?				Do you plan to use social media to help carry out social ...							
	No.	%	16-24		25-44		45-64		65+		Commercial research/ consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		No		Yes		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	113	93%	2	67%	66	94%	37	93%	8	100%	32	91%	33	94%	21	95%	7	78%	16	100%	4	100%	96	93%	17	94%	31	97%	28	97%	54	90%
No	8	7%	1	33%	4	6%	3	8%	0	0%	3	9%	2	6%	1	5%	2	22%	0	0%	0	0%	7	7%	1	6%	1	3%	1	3%	6	10%
Total	121	100%	3	100%	70	100%	40	100%	8	100%	35	100%	35	100%	22	100%	9	100%	16	100%	4	100%	103	100%	18	100%	32	100%	29	100%	60	100%

	Total		Age				Organisation								Have you used social media to carry out social research?				Do you plan to use social media to help carry out social research?					
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	46	92%	34	94%	12	86%	5	100%	18	90%	15	94%	8	89%	9	100%	37	90%	13	93%	8	80%	25	96%
No	4	8%	2	6%	2	14%	0	0%	2	10%	1	6%	1	11%	0	0%	4	10%	1	7%	2	20%	1	4%
Total	50	100%	36	100%	14	100%	5	100%	20	100%	16	100%	9	100%	9	100%	41	100%	14	100%	10	100%	26	100%

6. Which of the following social media tools do you use in a personal, rather than professional capacity?

	Total		Age								Organisation										Have you used social media to help carry out social research?				Do you plan to use social media to help carry out social ...							
	No.	%	16-24		25-44		45-64		65+		Commercial research/ consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		No		Yes		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Facebook (or other social networking sites)	79	65%	3	100%	57	81%	18	45%	1	13%	24	69%	19	54%	18	82%	7	78%	7	44%	4	100%	64	62%	15	83%	25	78%	11	38%	43	72%
YouTube (or other video sharing sites)	59	49%	1	33%	43	61%	14	35%	1	13%	18	51%	17	49%	13	59%	3	33%	5	31%	3	75%	47	46%	12	67%	22	69%	7	24%	30	50%
LinkedIn	35	29%	0	0%	22	31%	11	28%	2	25%	12	34%	6	17%	11	50%	0	0%	5	31%	1	25%	26	25%	9	50%	13	41%	6	21%	16	27%
Twitter (or other microblogging)	34	28%	1	33%	25	36%	8	20%	0	0%	9	26%	9	26%	10	45%	2	22%	4	25%	0	0%	25	24%	9	50%	17	53%	3	10%	14	23%
Blogs	23	19%	0	0%	15	21%	7	18%	1	13%	5	14%	6	17%	4	18%	1	11%	5	31%	2	50%	17	17%	6	33%	9	28%	2	7%	12	20%
Flickr (or other photo sharing sites)	22	18%	0	0%	18	26%	3	8%	1	13%	7	20%	5	14%	5	23%	2	22%	2	13%	1	25%	16	16%	6	33%	7	22%	5	17%	10	17%
None of these	22	18%	0	0%	5	7%	11	28%	6	75%	4	11%	7	20%	2	9%	2	22%	7	44%	0	0%	22	21%	0	0%	1	3%	12	41%	9	15%
Online community/ discussion/knowledge sharing forum	3	2%	0	0%	2	3%	1	3%	0	0%	1	3%	0	0%	1	5%	1	11%	0	0%	0	0%	2	2%	1	6%	1	3%	0	0%	2	3%
Other	2	2%	0	0%	1	1%	1	3%	0	0%	0	0%	1	3%	0	0%	1	11%	0	0%	0	0%	2	2%	0	0%	0	0%	0	0%	2	3%
Total	121	100%	3	100%	70	100%	40	100%	8	100%	35	100%	35	100%	22	100%	9	100%	16	100%	4	100%	103	100%	18	100%	32	100%	29	100%	60	100%

Other:

- 'Wiki' website(s)
- Skype

	Total		Age				Organisation								Have you used social media to carry out social research?				Do you plan to use social media to help carry out social research?					
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Facebook or other social networking sites	37	74%	30	83%	7	50%	5	100%	14	70%	11	69%	7	78%	6	67%	31	76%	10	71%	6	60%	21	81%
YouTube or other video sharing sites	25	50%	20	56%	5	36%	2	40%	11	55%	9	56%	3	33%	6	67%	19	46%	9	64%	4	40%	12	46%
LinkedIn	16	32%	10	28%	6	43%	2	40%	4	20%	7	44%	3	33%	4	44%	12	29%	8	57%	1	10%	7	27%
Blogs	13	26%	5	14%	8	57%	2	40%	5	25%	5	31%	1	11%	3	33%	10	24%	4	29%	2	20%	7	27%
Twitter or other microblogging	10	20%	7	19%	3	21%	0	0%	4	20%	3	19%	3	33%	2	22%	8	20%	5	36%	1	10%	4	15%
Flickr or other photo sharing sites	10	20%	6	17%	4	29%	3	60%	4	20%	3	19%	0	0%	5	56%	5	12%	5	36%	1	10%	4	15%
None of these	6	12%	3	8%	3	21%	0	0%	5	25%	1	6%	0	0%	1	11%	5	12%	1	7%	3	30%	2	8%
Total	50	100%	36	100%	14	100%	5	100%	20	100%	16	100%	9	100%	9	100%	41	100%	14	100%	10	100%	26	100%

7. Which of the following social media tools do you use in a work/professional capacity?

	Total		Age								Organisation								Have you used social media to help carry out social research?				Do you plan to use social media to help carry out social ...									
	No.	%	16-24		25-44		45-64		65+		Commercial research / consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		No		Yes		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
LinkedIn	52	44%	0	0%	29	43%	20	50%	3	38%	20	59%	11	31%	7	32%	4	50%	6	38%	4	100%	42	42%	10	56%	17	55%	9	31%	26	44%
Twitter (or other microblogging)	42	35%	0	0%	29	43%	13	33%	0	0%	16	47%	7	20%	12	55%	1	13%	4	25%	2	50%	28	28%	14	78%	19	61%	4	14%	19	32%
None of these	37	31%	2	67%	22	32%	10	25%	3	38%	7	21%	18	51%	8	36%	1	13%	3	19%	0	0%	36	36%	1	6%	6	19%	16	55%	15	25%
Blogs	28	24%	0	0%	19	28%	8	20%	1	13%	7	21%	7	20%	6	27%	1	13%	4	25%	3	75%	21	21%	7	39%	11	35%	1	3%	16	27%
Facebook (or other social networking sites)	23	19%	0	0%	14	21%	9	23%	0	0%	7	21%	0	0%	6	27%	4	50%	4	25%	2	50%	17	17%	6	33%	6	19%	2	7%	15	25%
YouTube (or other video sharing sites)	20	17%	0	0%	14	21%	4	10%	2	25%	4	12%	3	9%	6	27%	0	0%	5	31%	2	50%	12	12%	8	44%	9	29%	3	10%	8	14%
Flickr (or other photo sharing sites)	3	3%	0	0%	2	3%	1	3%	0	0%	1	3%	1	3%	0	0%	0	0%	1	6%	0	0%	2	2%	1	6%	0	0%	1	3%	2	3%
Online community/ discussion/knowledge sharing forum	3	3%	1	33%	1	1%	1	3%	0	0%	0	0%	2	6%	0	0%	1	13%	0	0%	0	0%	1	1%	2	11%	1	3%	0	0%	2	3%
Other	5	4%	0	0%	0	0%	4	10%	1	13%	2	6%	1	3%	1	5%	0	0%	1	6%	0	0%	5	5%	0	0%	1	3%	1	3%	3	5%
Total	119	100%	3	100%	68	100%	40	100%	8	100%	34	100%	35	100%	22	100%	8	100%	16	100%	4	100%	101	100%	18	100%	31	100%	29	100%	59	100%

Other:

- 'wiki' websites
- Depends what you mean by 'use' - I've looked at other people's stuff on blogs and youtube, not loaded stuff up myself
- Google
- RSS Feed GoToMeeting
- Specialist listservers, mailouts and/or hubs in research methods

	Total		Age				Organisation								Have you used social media to carry out social research?				Do you plan to use social media to help carry out social research?					
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
LinkedIn	21	42%	14	39%	7	50%	2	40%	12	60%	4	25%	3	33%	5	56%	16	39%	7	50%	1	10%	13	50%
Twitter or other microblogging	13	26%	10	28%	3	21%	0	0%	5	25%	5	31%	3	33%	3	33%	10	24%	6	43%	2	20%	5	19%
Facebook or other social networking sites	11	22%	7	19%	4	29%	3	60%	3	15%	3	19%	2	22%	2	22%	9	22%	6	43%	1	10%	4	15%
Blogs	7	14%	4	11%	3	21%	2	40%	2	10%	2	13%	1	11%	4	44%	3	7%	5	36%	0	0%	2	8%
YouTube or other video sharing sites	4	8%	2	6%	2	14%	1	20%	2	10%	1	6%	0	0%	2	22%	2	5%	3	21%	0	0%	1	4%
Flickr or other photo sharing sites	4	8%	4	11%	0	0%	0	0%	2	10%	1	6%	1	11%	0	0%	4	10%	1	7%	0	0%	3	12%
Other	1	2%	1	3%	0	0%	0	0%	0	0%	1	6%	0	0%	1	11%	0	0%	1	7%	0	0%	0	0%
None of these	19	38%	13	36%	6	43%	2	40%	6	30%	7	44%	4	44%	2	22%	17	41%	4	29%	6	60%	9	35%
Total	50	100%	36	100%	14	100%	5	100%	20	100%	16	100%	9	100%	9	100%	41	100%	14	100%	10	100%	26	100%

Other: Communities of Practice (www.communities.idea.gov.uk)

8. Have you used social media to help carry out social research?

	Total		Age								Organisation										Do you plan to use social media to help carry out social ...							
	No.	%	16-24		25-44		45-64		65+		Commercial research / consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	18	15%	1	33%	14	20%	3	8%	0	0%	5	14%	4	11%	6	27%	1	11%	2	13%	0	0%	11	34%	1	3%	6	10%
No	103	85%	2	67%	56	80%	37	93%	8	100%	30	86%	31	89%	16	73%	8	89%	14	88%	4	100%	21	66%	28	97%	54	90%
Total	121	100%	3	100%	70	100%	40	100%	8	100%	35	100%	35	100%	22	100%	9	100%	16	100%	4	100%	32	100%	29	100%	60	100%

	Total		Age				Organisation								Do you plan to use social media to help carry out social research?					
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	9	18%	7	19%	2	14%	2	40%	4	20%	2	13%	1	11%	7	50%	0	0%	2	8%
No	41	82%	29	81%	12	86%	3	60%	16	80%	14	88%	8	89%	7	50%	10	100%	24	92%
Total	50	100%	36	100%	14	100%	5	100%	20	100%	16	100%	9	100%	14	100%	10	100%	26	100%

9. Which of the following social media tools have you used?

	Total		Age								Organisation										Have you used social media to help carry out social research?				Do you plan to use social media to help carry out social ...							
	No.	%	16-24		25-44		45-64		65+		Commercial research/consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		No		Yes		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Blogs	10	56%	1	100%	8	57%	1	33%	0	0%	3	60%	1	25%	3	50%	1	100%	2	100%	0	0%	0	0%	10	56%	4	36%	1	100%	5	83%
Twitter (or other microblogging)	8	44%	0	0%	6	43%	2	67%	0	0%	1	20%	2	50%	3	50%	0	0%	2	100%	0	0%	0	0%	8	44%	6	55%	0	0%	2	33%
Facebook (or other social networking sites)	6	33%	0	0%	4	29%	2	67%	0	0%	2	40%	1	25%	2	33%	0	0%	1	50%	0	0%	0	0%	6	33%	3	27%	0	0%	3	50%
YouTube (or other video sharing sites)	2	11%	0	0%	2	14%	0	0%	0	0%	1	20%	0	0%	1	17%	0	0%	0	0%	0	0%	0	0%	2	11%	2	18%	0	0%	0	0%
Online community/discussion/knowledge sharing forum	2	11%	1	100%	1	7%	0	0%	0	0%	1	20%	0	0%	0	0%	1	100%	0	0%	0	0%	0	0%	2	11%	0	0%	0	0%	2	33%
Smartphone app	2	11%	0	0%	2	14%	0	0%	0	0%	0	0%	0	0%	2	33%	0	0%	0	0%	0	0%	0	0%	2	11%	2	18%	0	0%	0	0%
LinkedIn	1	6%	0	0%	1	7%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	50%	0	0%	0	0%	1	6%	0	0%	0	0%	1	17%
Flickr (or other photo sharing sites)	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Other	2	11%	0	0%	2	14%	0	0%	0	0%	1	20%	1	25%	0	0%	0	0%	0	0%	0	0%	0	0%	2	11%	1	9%	0	0%	1	17%
Total	18	100%	1	100%	14	100%	3	100%	0	0%	5	100%	4	100%	6	100%	1	100%	2	100%	0	0%	0	0%	18	100%	11	100%	1	100%	6	100%

Other:

- 'Social listening' which is a means of searching internet forums, discussion sites, blogs, twitter etc for mentions of a specific topic, to get a picture of the views that are being expressed via this medium.
- Electronic surveys

Number of social media tools used:

	Total		Age								Organisation										Do you plan to use social media to help carry out social ...							
	No.	%	16-24		25-44		45-64		65+		Commercial research/consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	9	50%	0	0%	7	50%	2	67%	0	0%	3	60%	3	75%	3	50%	0	0%	0	0%	0	0%	6	55%	1	100%	2	33%
2	5	28%	1	100%	4	29%	0	0%	0	0%	1	20%	1	25%	1	17%	1	100%	1	50%	0	0%	3	27%	0	0%	2	33%
3	2	11%	0	0%	1	7%	1	33%	0	0%	0	0%	0	0%	2	33%	0	0%	0	0%	0	0%	2	18%	0	0%	0	0%
4	2	11%	0	0%	2	14%	0	0%	0	0%	1	20%	0	0%	0	0%	0	0%	1	50%	0	0%	0	0%	0	0%	2	33%
Total	18	100%	1	100%	14	100%	3	100%	0	0%	5	100%	4	100%	6	100%	1	100%	2	100%	0	0%	11	100%	1	100%	6	100%

	Total		Age				Organisation						Have you used social media to carry out social research?				Do you plan to use social media to help carry out social research?							
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Facebook or other social networking sites	7	78%	5	71%	2	100%	2	100%	3	75%	1	50%	1	100%	7	78%	0	0%	6	86%	0	0%	1	50%

Blogs	3	33%	1	14%	2	100%	2	100%	1	25%	0	0%	0	0%	3	33%	0	0%	2	29%	0	0%	1	50%
Twitter or other microblogging	1	11%	1	14%	0	0%	0	0%	0	0%	0	0%	1	100%	1	11%	0	0%	1	14%	0	0%	0	0%
LinkedIn	1	11%	0	0%	1	50%	1	50%	0	0%	0	0%	0	0%	1	11%	0	0%	1	14%	0	0%	0	0%
YouTube or other video sharing sites	1	11%	0	0%	1	50%	1	50%	0	0%	0	0%	0	0%	1	11%	0	0%	1	14%	0	0%	0	0%
Flickr or other photo sharing sites	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Other: online surveys	1	11%	1	14%	0	0%	0	0%	0	0%	1	50%	0	0%	1	11%	0	0%	1	14%	0	0%	0	0%
Total	9	100%	7	100%	2	100%	2	100%	4	100%	2	100%	1	100%	9	100%	0	0%	7	100%	0	0%	2	100%

10. Did you use social media as your only research method or was it alongside another method?

	Total		Age								Organisation										Do you plan to use social media to help carry out social ...							
	No.	%	16-24		25-44		45-64		65+		Commercial research/ consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Only social media	2	11%	0	0%	2	14%	0	0%	0	0%	0	0%	2	33%	0	0%	0	0%	0	0%	0	0%	2	18%	0	0%	0	0%
Alongside another method	16	89%	1	100%	12	86%	3	100%	0	0%	5	100%	4	100%	4	67%	1	100%	2	100%	0	0%	9	82%	1	100%	6	100%
Total	18	100%	1	100%	14	100%	3	100%	0	0%	5	100%	4	100%	6	100%	1	100%	2	100%	0	0%	11	100%	1	100%	6	100%

	Total		Age				Organisation								Do you plan to use social media to help carry out social research?					
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Don't know	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Alongside another method	8	89%	6	86%	2	100%	2	100%	4	100%	1	50%	1	100%	6	86%	0	0%	2	100%
Only social media	1	11%	1	14%	0	0%	0	0%	0	0%	1	50%	0	0%	1	14%	0	0%	0	0%
Total	9	100%	7	100%	2	100%	2	100%	4	100%	2	100%	1	100%	7	100%	0	0%	2	100%

11. Why did you use social media to help with social research?

	Total No.	Age				Organisation						Have you used social media to help carry out social research?		Do you plan to use social media to help carry out social ...			
		16-24	25-44	45-64	65+	Commercial research/ consultancy	Public sector	Voluntary/third sector	Academia - student (e.g. PhD)	Academia - staff	Other	Yes	No	Yes	No	Don't know	
		No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
	104	2	57	37	8	30	31	17	8	14	4	1	103	22	28	54	
Access to wide range of opinions on a subject	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1
Advertise it to a much wider audience	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0	
Connected me to a wider spectrum of informants than was possible through a purely ethnographic method.	1	1	0	0	0	0	0	0	1	0	0	1	0	0	0	1	
Exploratory research on particular issues	1	0	0	1	0	0	1	0	0	0	0	1	0	1	0	0	
fast, cheap, and targeted at group	1	0	0	1	0	0	0	1	0	0	0	1	0	1	0	0	
For identifying potential research participants.	1	0	1	0	0	0	1	0	0	0	0	1	0	0	0	1	
I use it to help find up-to-date information, links to articles etc. Basically to help with a literature review and also in research design - seeing what is out there, what are the hot topics etc.	1	0	1	0	0	0	0	0	0	1	0	1	0	0	0	1	
I used twitter to recruit participants for a project on social media. I have used youtube clips as stimulus material in other projects too.	1	0	1	0	0	1	0	0	0	0	0	1	0	1	0	0	
In order to attempt to create an online community platform - so that the research project was co-owned by the users.	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1	
It was a small exploratory project to see what social media could offer. The internet and online discussions are so important in todays society that we can't ignore it.	1	0	1	0	0	0	1	0	0	0	0	1	0	1	0	0	
Reach more volunteer participants	1	0	1	0	0	0	0	0	0	1	0	1	0	1	0	0	

Research was actually analysis of social media, so used traditional methods to analyse the discussions that appeared on social media. Used social media because wanted to understand how this topic was perceived by this group of users, who often tend to be difficult to capture via other methods. Used alongside some focus groups with members of the public, to give another perspective.	1	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0
Research with young people: useful for inviting their participation and disseminating findings to them. Also, twitter in particular increasingly useful tool for keeping abreast of other's research, both inside and outside of academia.	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0
To adverties and promote the research	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0
to capture a certain audience	1	0	0	1	0	1	0	0	0	0	0	1	0	1	0	0
To get people's views on a project.	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1
We worked with Orange who had developed the app, and they gave us the opportunity to work with them, thereby accessing a large audience and giving the opportunity to research a new type of volunteering ('micro-volunteering' through smartphones)	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0

	Total No.	Age				Organisation				Do you plan to use social media to help carry out social research?			
		25 - 44 No.	45 - 64 No.	Academia No.	Commercial research / consultancy No.	Public sector No.	Voluntary/third sector No.	Yes No.	No No.	Don't know No.			
Facebook was topic of MSc research	1	1	0	0	0	0	1	0	0	0	0	0	1
I included the demographic categories (profiles) in my online questionnaires of gay men - they were used to these formats.	1	0	1	1	0	0	0	0	1	0	0	0	0
Online surveys are relatively cheap to run, and work with our target audience of professionals for whom we have direct email addresses.	1	1	0	0	0	0	1	0	1	0	0	0	0
recruitment for qualitative research	1	1	0	0	0	1	0	0	1	0	0	0	0
Social media enriches a social research, gives him a new possibilities and a depth.	1	0	1	1	0	0	0	0	1	0	0	0	0
To engage younger people and enable people to record real time info.	1	1	0	0	1	0	0	0	0	0	0	1	0
To help drum up support for a project and to create a sense of belonging amongst participants.	1	1	0	0	1	0	0	0	1	0	0	0	0
To provide context and consider the opinions voiced alongside those arising from the more 'traditional' methods.	1	1	0	0	1	0	0	0	1	0	0	0	0
We published a survey on our website and used twitter and facebook to publicise it.	1	1	0	0	0	0	0	1	1	0	0	0	0

12. Please rate your overall experience of social media for social research using the following factors and rating scale.

		Total		Age								Organisation										Do you plan to use social media to help carry out social ...									
		No.	%	16-24		25-44		45-64		65+		Commercial research/ consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		Yes		No		Don't know			
				No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Reaching the target audience	2	1	6%	0	0%	1	7%	0	0%	0	0%	1	20%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	17%
	3	1	6%	0	0%	1	7%	0	0%	0	0%	0	0%	1	17%	0	0%	0	0%	0	0%	0	0%	1	9%	0	0%	0	0%		
	4	1	6%	0	0%	1	7%	0	0%	0	0%	1	20%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	17%		
	5	2	11%	1	100%	1	7%	0	0%	0	0%	0	0%	1	25%	0	0%	1	100%	0	0%	0	0%	0	0%	1	100%	1	17%		
	6	3	17%	0	0%	2	14%	1	33%	0	0%	0	0%	2	50%	1	17%	0	0%	0	0%	0	0%	2	18%	0	0%	1	17%		
	7	1	6%	0	0%	0	0%	1	33%	0	0%	0	0%	1	25%	0	0%	0	0%	0	0%	0	0%	1	9%	0	0%	0	0%		
	8	8	44%	0	0%	7	50%	1	33%	0	0%	2	40%	0	0%	4	67%	0	0%	2	100%	0	0%	7	64%	0	0%	1	17%		
	9	1	6%	0	0%	1	7%	0	0%	0	0%	1	20%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	17%		
	Total	18	100%	1	100%	14	100%	3	100%	0	0%	5	100%	4	100%	6	100%	1	100%	2	100%	0	0%	11	100%	1	100%	6	100%		

Enabling efficient/cost effective research	4	1	6%	0	0%	1	8%	0	0%	0	0%	1	25%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	17%		
	5	2	12%	0	0%	2	15%	0	0%	0	0%	0	0%	1	25%	1	17%	0	0%	0	0%	0	0%	1	10%	1	100%	0	0%
	7	3	18%	1	100%	2	15%	0	0%	0	0%	1	25%	1	25%	0	0%	1	100%	0	0%	0	0%	0	0%	0	0%	3	50%
	8	5	29%	0	0%	4	31%	1	33%	0	0%	0	0%	1	25%	3	50%	0	0%	1	50%	0	0%	4	40%	0	0%	1	17%
	9	6	35%	0	0%	4	31%	2	67%	0	0%	2	50%	1	25%	2	33%	0	0%	1	50%	0	0%	5	50%	0	0%	1	17%
	Total	17	100%	1	100%	13	100%	3	100%	0	0%	4	100%	4	100%	6	100%	1	100%	2	100%	0	0%	10	100%	1	100%	6	100%
Generating insight	4	3	18%	0	0%	3	23%	0	0%	0	0%	1	20%	1	25%	0	0%	0	0%	1	50%	0	0%	1	10%	0	0%	2	33%
	5	2	12%	0	0%	1	8%	1	33%	0	0%	1	20%	0	0%	1	20%	0	0%	0	0%	0	0%	2	20%	0	0%	0	0%
	6	3	18%	0	0%	3	23%	0	0%	0	0%	0	0%	1	25%	2	40%	0	0%	0	0%	0	0%	2	20%	1	100%	0	0%
	7	4	24%	1	100%	2	15%	1	33%	0	0%	2	40%	1	25%	0	0%	1	100%	0	0%	0	0%	2	20%	0	0%	2	33%
	8	2	12%	0	0%	2	15%	0	0%	0	0%	0	0%	0	0%	1	20%	0	0%	1	50%	0	0%	1	10%	0	0%	1	17%
	9	3	18%	0	0%	2	15%	1	33%	0	0%	1	20%	1	25%	1	20%	0	0%	0	0%	0	0%	2	20%	0	0%	1	17%
Total	17	100%	1	100%	13	100%	3	100%	0	0%	5	100%	4	100%	5	100%	1	100%	2	100%	0	0%	10	100%	1	100%	6	100%	
Achieving your research objectives	2	1	6%	0	0%	1	8%	0	0%	0	0%	1	25%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	17%
	3	2	12%	0	0%	2	15%	0	0%	0	0%	1	25%	0	0%	1	17%	0	0%	0	0%	0	0%	1	10%	0	0%	1	17%
	5	1	6%	0	0%	0	0%	1	33%	0	0%	0	0%	0	0%	1	17%	0	0%	0	0%	0	0%	1	10%	0	0%	0	0%
	6	3	18%	0	0%	2	15%	1	33%	0	0%	1	25%	2	50%	0	0%	0	0%	0	0%	0	0%	1	10%	1	100%	1	17%
	7	3	18%	1	100%	2	15%	0	0%	0	0%	0	0%	1	25%	0	0%	1	100%	1	50%	0	0%	2	20%	0	0%	1	17%
	8	5	29%	0	0%	5	38%	0	0%	0	0%	0	0%	0	0%	4	67%	0	0%	1	50%	0	0%	4	40%	0	0%	1	17%
	9	2	12%	0	0%	1	8%	1	33%	0	0%	1	25%	1	25%	0	0%	0	0%	0	0%	0	0%	1	10%	0	0%	1	17%
Total	17	100%	1	100%	13	100%	3	100%	0	0%	4	100%	4	100%	6	100%	1	100%	2	100%	0	0%	10	100%	1	100%	6	100%	

	Total	Age				Organisation					Do you plan to use social media to help carry out social ...			
	Total	16-24	25-44	45-64	65+	Commercial research/ consultancy	Public sector	Voluntary/third sector	Academia - student (e.g. PhD)	Academia - staff	Other	Yes	No	Don't know
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Reaching the target audience	6.50	5.00	6.50	7.00	.	6.20	6.00	6.83	5.00	8.00	.	7.09	5.00	5.67
Enabling efficient/cost effective research	7.59	7.00	7.38	8.67	.	7.25	7.25	7.83	7.00	8.50	.	8.20	5.00	7.00
Generating insight	6.53	7.00	6.38	7.00	.	6.40	6.50	6.80	7.00	6.00	.	6.60	6.00	6.50
Achieving your research objectives	6.47	7.00	6.38	6.67	.	5.00	7.00	6.67	7.00	7.50	.	6.90	6.00	5.83

	Total	Age				Organisation					Do you plan to use social media to help carry out social ...		
	Total	16-24	25-44	45-64	65+	Commercial research/ consultancy	Public sector	Voluntary/third sector	Academia - all	Other	Yes	No	Don't know
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Reaching the target audience	6.50	5.00	6.50	7.00	.	6.20	6.00	6.83	7.00	.	7.09	5.00	5.67
Enabling efficient/cost effective research	7.59	7.00	7.38	8.67	.	7.25	7.25	7.83	8.00	.	8.20	5.00	7.00
Generating insight	6.53	7.00	6.38	7.00	.	6.40	6.50	6.80	6.33	.	6.60	6.00	6.50
Achieving your research objectives	6.47	7.00	6.38	6.67	.	5.00	7.00	6.67	7.33	.	6.90	6.00	5.83

		Total		Age				Organisation						Do you plan to use social media to help carry out social research?							
		No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No		Don't know	
				No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Reaching the target audience	5	1	11%	1	14%	0	0%	0	0%	1	25%	0	0%	0	0%	1	14%	0	0%	0	0%
	6	1	11%	1	14%	0	0%	0	0%	0	0%	0	0%	1	100%	1	14%	0	0%	0	0%
	7	2	22%	2	29%	0	0%	0	0%	2	50%	0	0%	0	0%	1	14%	0	0%	1	50%
	8	3	33%	2	29%	1	50%	1	50%	0	0%	2	100%	0	0%	2	29%	0	0%	1	50%
	9	2	22%	1	14%	1	50%	1	50%	1	25%	0	0%	0	0%	2	29%	0	0%	0	0%
	Total	9	100%	7	100%	2	100%	2	100%	4	100%	2	100%	1	100%	7	100%	0	0%	2	100%
Enabling efficient/cost effective research	4	1	11%	1	14%	0	0%	0	0%	1	25%	0	0%	0	0%	1	14%	0	0%	0	0%
	6	1	11%	1	14%	0	0%	0	0%	1	25%	0	0%	0	0%	1	14%	0	0%	0	0%
	7	2	22%	1	14%	1	50%	1	50%	1	25%	0	0%	0	0%	1	14%	0	0%	1	50%
	8	3	33%	2	29%	1	50%	1	50%	0	0%	2	100%	0	0%	2	29%	0	0%	1	50%
	9	1	11%	1	14%	0	0%	0	0%	1	25%	0	0%	0	0%	1	14%	0	0%	0	0%
	10	1	11%	1	14%	0	0%	0	0%	0	0%	0	0%	1	100%	1	14%	0	0%	0	0%
	Total	9	100%	7	100%	2	100%	2	100%	4	100%	2	100%	1	100%	7	100%	0	0%	2	100%

Generating insight	5	2	25%	1	14%	1	100%	1	100%	1	25%	0	0%	0	0%	2	33%	0	0%	0	0%
	6	2	25%	2	29%	0	0%	0	0%	1	25%	0	0%	1	100%	2	33%	0	0%	0	0%
	7	1	13%	1	14%	0	0%	0	0%	1	25%	0	0%	0	0%	0	0%	0	0%	1	50%
	8	3	38%	3	43%	0	0%	0	0%	1	25%	2	100%	0	0%	2	33%	0	0%	1	50%
	Total	8	100%	7	100%	1	100%	1	100%	4	100%	2	100%	1	100%	6	100%	0	0%	2	100%
Achieving your research objectives	5	3	33%	2	29%	1	50%	1	50%	2	50%	0	0%	0	0%	3	43%	0	0%	0	0%
	7	2	22%	2	29%	0	0%	0	0%	1	25%	0	0%	1	100%	1	14%	0	0%	1	50%
	8	3	33%	3	43%	0	0%	0	0%	1	25%	2	100%	0	0%	2	29%	0	0%	1	50%
	9	1	11%	0	0%	1	50%	1	50%	0	0%	0	0%	0	0%	1	14%	0	0%	0	0%
	Total	9	100%	7	100%	2	100%	2	100%	4	100%	2	100%	1	100%	7	100%	0	0%	2	100%

	Total			Age						Organisation									Do you plan to use social media to help carry out social research?								
	Mean	No.	SD	25 - 44			45 - 64			Academia			Commercial research /consultancy			Public sector			Voluntary/third sector			Yes			Don't know		
				Mean	No.	SD	Mean	No.	SD	Mean	No.	SD	Mean	No.	SD	Mean	No.	SD	Mean	No.	SD	Mean	No.	SD	Mean	No.	SD
Reaching the target audience	7.44	9	1.33	7.14	7	1.35	8.50	2	0.71	8.50	2	0.71	7.00	4	1.63	8.00	2	0.00	6.00	1		7.43	7	1.51	7.50	2	0.71
Enabling efficient/cost effective research	7.44	9	1.74	7.43	7	1.99	7.50	2	0.71	7.50	2	0.71	6.50	4	2.08	8.00	2	0.00	10.00	1		7.43	7	1.99	7.50	2	0.71
Generating insight	6.63	8	1.30	6.86	7	1.21	5.00	1		5.00	1		6.50	4	1.29	8.00	2	0.00	6.00	1		6.33	6	1.37	7.50	2	0.71
Achieving your research objectives	6.89	9	1.54	6.86	7	1.35	7.00	2	2.83	7.00	2	2.83	6.25	4	1.50	8.00	2	0.00	7.00	1		6.71	7	1.70	7.50	2	0.71

Q9 by Q12

	Reaching the target audience		Enabling efficient/cost effective research		Generating insight		Achieving your research objectives	
	Mean	Count	Mean	Count	Mean	Count	Mean	Count
Twitter (or other microblogging)	7.38	8	8.29	8	6.13	8	7.29	8
Blogs	6.30	10	7.40	10	6.40	10	6.30	10
Facebook (or other social networking sites)	5.50	6	7.33	6	6.20	6	5.00	6
LinkedIn	8.00	1	8.00	1	8.00	1	8.00	1
YouTube (or other video sharing sites)	8.00	2	9.00	2	5.50	2	8.00	2
Other	4.00	2	7.50	2	7.00	2	4.50	2
Online community/ discussion/ knowledge sharing forum	3.50	2	7.00	2	7.00	2	4.50	2
Smartphone app	8.00	2	8.50	2	7.50	2	8.00	2

13. Did you experience any particular challenges in using social media?

	Total No.	Age				Organisation						Have you used social media to help carry out social research?		Do you plan to use social media to help carry out social ...		
		16-24	25-44	45-64	65+	Commercial research/consultancy	Public sector	Voluntary/third sector	Academia - student (e.g. PhD)	Academia - staff	Other	Yes	No	Yes	No	Don't know
		No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
	114	3	65	38	8	33	33	19	9	16	4	11	103	26	28	60
all sorts, difficult using technology, difficult to ensure effective response, from the right people etc.	1	0	0	1	0	0	0	1	0	0	0	1	0	1	0	0
Difficulty in gaining representative samples	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0
Especially with young people: requests for participative contributions (data collection) or sharing research findings (dissemination), are competing with all sorts of other - potentially more interesting - things!	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0
In how to interpret the results - you can't do sampling in the normal way that would allow you to say that any findings are representative so you have to be very careful with how you present findings and what you infer from them.	1	0	1	0	0	0	1	0	0	0	0	1	0	1	0	0
No, but perhaps because we used traditional research methods with it (that is, traditional thematic analysis similar to that of qualitative research, but on a random sample of 1000 tweets/blogs).	1	0	1	0	0	0	1	0	0	0	0	1	0	0	1	0
targeting the audience required	1	0	0	1	0	1	0	0	0	0	0	1	0	1	0	0
When recruiting, it can be easy to find people, but less easy to achieve recruitment! Some IP issues using youtube clips.	1	0	1	0	0	1	0	0	0	0	0	1	0	1	0	0

	Total No.	Age		Organisation				Do you plan to use social media to help carry out social research?		
		25 - 44 No.	45 - 64 No.	Academia No.	Commercial research / consultancy No.	Public sector No.	Voluntary/third sector No.	Yes No.	No No.	Don't know No.
As people get more and more emails, I do think our response rates are being affected. Also, there are certain sub-groups of our target audience who are less comfortable with technology and I suspect this method gains a lower response rate with them. On the plus side, the ability to filter people away from questions they don't need to answer probably helps the survey feel shorter and so boosts rates for other groups.	1	1	0	0	0	1	0	1	0	0
Bias - easy to recruit but who are we missing? Loss to follow-up severe limitation in repeat or intervention studies.	1	0	1	1	0	0	0	1	0	0
Internet diaries (Blogs) as a mediators between lecturer/researcher and students/ informants.	1	0	1	1	0	0	0	1	0	0
No	1	1	0	0	1	0	0	0	0	1
No - only a complementary element to the project	1	1	0	0	1	0	0	1	0	0
There is, of course, the obvious point that you are only reaching people who use social media and excluding any others.	1	1	0	0	0	0	1	1	0	0

14. What do you think the key advantages are of using social media in social research?

	Total No.	Age				Organisation						Have you used social media to help carry out social research?		Do you plan to use social media to help carry out social ...		
		16-24	25-44	45-64	65+	Commercial research/consultancy	Public sector	Voluntary/third sector	Academia - student (e.g. PhD)	Academia - staff	Other	Yes	No	Yes	No	Don't know
		No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
	34	1	24	8	1	6	10	8	2	7	1	5	29	6	9	19
A vast population. Fast response times.	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1
Ability to engage some of the hard to reach groups	1	0	0	1	0	1	0	0	0	0	0	0	1	0	1	0
Able to research 'chatter' which may have an immediate impact on public opinion. Useful additional tool for opinion/attitudes research. Cheaper than surveys but less representative. Can help take account of the 'influence' of a commentator.	1	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0

Access	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	1	0
Access to a wider population	1	1	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0
Access to informants, access to cyber space and the interactions which take place there	1	0	1	0	0	0	0	0	0	0	1	0	0	1	0	0	1
accessibility to wide range of groups and individuals ability to engage with the above people in a way that's relevant to their lives provides alternative media which can complement or replace more traditional forms of contacting research participants	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	1	0
accessible to many, although not all	1	0	0	1	0	1	0	0	0	0	0	0	1	0	1	0	0
Accessing particular populations (as potential research participants) Dissemination	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1
additional contact/communication channel - may reach different groups to other channels	1	0	0	1	0	0	0	0	0	1	0	0	0	1	1	0	0
Brings you into contact with a wider range of views than possible through traditional qualitative methods. Ease of collection.	1	1	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1
Can reach an audience of people who might otherwise be missed by traditional research methods; but I'd still be inclined to use it alongside other research methods.	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1	0
cheap	1	0	0	1	0	0	0	0	0	0	1	0	0	1	0	0	1
Cheap, quick, fun	1	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1
Connecting with a wider, mostly younger, audience	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0
contacting a wider respondent group who might otherwise be difficult to reach	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	1
Cost effective, quick results, reaching new audiences, accessibility	1	0	1	0	0	0	0	1	0	0	0	0	1	0	1	0	0
Cost, appropriateness of approach for some groups	1	0	0	0	1	0	1	0	0	0	0	0	0	1	0	0	1
Depending on the audience and project I imagine it can help you gain a new perspective on projects (more informal and unlimited) and can also access particular audiences.	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1
Disseminating key findings Accessing young people	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	1	0
DK	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	1	0
don't know	1	0	0	0	1	0	1	0	0	0	0	0	0	1	0	1	0
Don't know, not used them. But I assume that they give access to groups that are hard to reach by other means.	1	0	0	0	1	0	0	0	0	0	1	0	0	1	0	1	0
Don't know. I am not really doing any research now. I am sure there are advantages - and disadvantages - but don't know what they are.	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	1	0
dynamic, current, accessible	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	1
Engagement and dissemination	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0
Engagement with younger people.	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0	0
Extends the reach of research to people who might not otherwise be contacted	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	1
Facilitates engagement with certain audiences.	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0
Fast, cost effective,	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1
Finding out what others are doing, then making direct contact to exchange ideas, data etc.	1	0	0	0	1	0	0	0	0	1	0	0	0	1	0	1	0
Flexibility and accessibility	1	0	0	1	0	0	1	0	0	0	0	0	1	0	1	0	0
For my organisation, which is focused on older people, there is no benefit to using social media for research as we are usually looking for participants aged 65 and over, who are not typically heavy internet users.	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	1	0
Gaining access to minority or hard-to-reach groups. Provides additional methods of making/retaining contact with/engaging with sample/population groups	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	1
Helpful in showing material to respondents and creating dialogues with defined members	1	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1
I am sure there are some for certain research problems	1	0	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0
I have no experience of using the approaches - but with this caution I would suspect a) ability to reach younger audience; b) speed of response; c) reaching different emotional venues - i.e. perhaps people are more open to this type of survey?	1	0	0	1	0	0	1	0	0	0	0	0	0	1	0	1	0
immediacy	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	1
Immediate responses; speed in delivery on projects. Anonymity may breed more honesty also.	1	0	0	1	0	1	0	0	0	0	0	0	0	1	1	0	0
Instant research data. Accessing a large amount of people.	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1
Instantaneous news; easy to contact specific people	1	0	1	0	0	1	0	0	0	0	0	0	1	0	1	0	0
It allows faster responses, taps in to a new way of communicating (updaing our old methods) and allows some people who previously wouldn't respond to suryves to respond. Plus you can do more than survey	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	1

It is a cost effective way of reaching your audience	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	0	1
It is complementary to a conventional quantitative or qualitative social research study, helping agencies better understand what the target audience are saying about a particular organisation or feel about a certain issue. The information is live and usually unprompted.	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0	0
It will reach a large on line community.	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	1	0
It's where more and more people are	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	1
Its cheap, and the potential resource 'out there' is huge	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1
its the future how can we not explore the potential!	1	0	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0
Keeping up to date with new developments in social research. Expanding networks.	1	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	1
Keeping up to date with the latest research and publications	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1
Low cost Potentially large sample size	1	0	0	1	0	0	1	0	0	0	0	0	0	1	0	1	0
No choice but to use it, it's the media of our time. All sorts of obvious methodological advantages and disadvantages, depending on the specific platform and what you compare it to	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0	0
Not sure.	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	1	0
Not used	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	1	0
people carry their phones at all time can access data that other research methods can't get at	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0
Possibly being able to reach young people	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1
Potential to access a large number and diverse range of people to participate in your research but also to disseminate findings to Less intrusive than other methods Could be used in different ways e.g. just to help with recruitment or actually as a way of actually conducting fieldwork Efficient means of liaising with others and collaborating	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0
Potential to reach wide audiences Potential to better target SM users	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0	0
Quick and easy access to lots of people BUT not everyone, and other disadvantages are also relevant here	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	1
Quick easy and cheap access to a wide range of publicly available data and potential respondents	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1
Quick, accessible, able to reach a wider audience	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1
Reach a much wider audience	1	0	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1
reach different audiences	1	0	0	1	0	1	0	0	0	0	0	0	0	1	1	0	0
Reach, accessibility and value for money re using to contact potential research samples and for data collection. But I think the particular value lies in disseminating, awareness raising and most importantly encouraging debate and discussion re research findings	1	0	0	1	0	1	0	0	0	0	0	0	0	1	1	0	0
Reaches specific population and age ranges that may not otherwise be easily accessible	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1
Reaching a different segment of the group you are seeking to represent. (adds to other research with group)	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	1
reaching a large audience	1	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1
Reaching a new audience, getting a new perspective, getting information that you wouldn't be able to get in anyotehr way.	1	0	1	0	0	0	1	0	0	0	0	1	0	1	0	0	0
reaching alot of people quickly	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1
Reaching groups who might not be responsive to traditional research methods	1	0	1	0	0	1	0	0	0	0	0	0	0	1	0	0	1
reaching young people and those who are hard to reach in communities such as people with disabilities	1	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	1
Reduced cost, quick data generation, the ability to contact lots of potential participants	1	0	1	0	0	0	0	0	1	0	0	0	0	1	0	0	1
Research participation levels due to wider advertising of the research may be higher	1	0	1	0	0	0	0	1	0	0	0	0	1	0	1	0	0
Social meida can approach a wide audience and be interactive. It can reach a national population / international population	1	0	0	1	0	0	1	0	0	0	0	0	0	1	0	1	0
Speed, access to young people	1	0	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1
speed, cost, access, international sample, hard to reach groups	1	0	1	0	0	1	0	0	0	0	0	0	0	1	1	0	0
speed, cost, automated	1	0	0	1	0	0	0	1	0	0	0	0	1	0	1	0	0
Targetting hard to reach groups; wider geographical spread; potentially cost savings	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0	0	1
The potential to capture unexpected consequences of social and economic interventions (e.g. through hash tag analysis of blogs and tweets you can arrive at issues you wouldn't have thought to include in a topic guide or questionnaire).	1	0	0	1	0	1	0	0	0	0	0	0	0	1	1	0	0

Unknown	1	0	0	1	0	0	1	0	0	0	0	0	1	0	1	0
unsure as not using them	1	0	1	0	0	0	0	0	0	1	0	0	1	0	0	1
using communication tools that young people (and others) are comfortable with, creative methods, quick, easy and cheap!	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1
What is portrayed is a method of engaging with specific groups, communicating to a mass population in a cost effective manner and disseminating information quickly.	1	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0
Wide audience	1	0	1	0	0	0	1	0	0	0	0	0	1	0	0	1
Wide range of participants. Access to special interest groups	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1
wider audience	1	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1
You can capture participants' experiences of things very shortly after they happen, rather than waiting for the interview; capture people's changing views over time; and have more frequent interaction with participants.	1	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0

	Total No.	Age		Organisation				Have you used social media to carry out social research?		Do you plan to use social media to help carry out social research?		
		25 - 44 No.	45 - 64 No.	Academia No.	Commercial research / consultancy No.	Public sector No.	Voluntary/third sector No.	Yes No.	No No.	Yes No.	No No.	Don't know No.
No response	9	5	4	1	2	3	3	1	8	2	1	6
A way of engaging respondents who may be hard to reach by more conventional means. As a way of carrying out multiple data collections over a period with the same respondent.	1	1	0	0	1	0	0	0	1	0	0	1
Ability to reach audiences which are not attracted by traditional approaches i.e. postal questionnaires. Ability to reach a wide audience quickly.	1	1	0	0	0	1	0	0	1	0	0	1
Able to reach a specific group who are active information sharers. Very quick response time.	1	1	0	0	1	0	0	0	1	0	0	1
Access to a wide audience	1	1	0	0	1	0	0	0	1	0	0	1
Access to hard to reach groups Cost effectiveness Flexibility Client appeal	1	0	1	0	0	1	0	0	1	0	0	1
Hope you're going to ask about disadvantages next!												
Accessing people who may not be able/choose to take part in research through more conventional means, particularly young people. Studying how people interact with networks of people.	1	1	0	1	0	0	0	0	1	0	0	1
Another medium (on the ascendancy), access to specific groups (esp young people and interest groups)	1	0	1	0	1	0	0	0	1	1	0	0
Being able to reach certain groups that might be difficult to access or engage in other ways.	1	1	0	0	0	1	0	0	1	0	0	1
Enabling innovative approaches to social research.												
cheap. target audience familiar with method	1	1	0	0	0	1	0	1	0	0	0	1
Contacting populations who would not respond to traditional methods	1	1	0	1	0	0	0	0	1	0	1	0
Ease of dissemination of information.												
Cost	1	1	0	0	0	1	0	0	1	0	1	0
Current, reaches wider audience	1	1	0	0	1	0	0	0	1	0	0	1
Easy access to audience												
Simplicity of engagement	1	0	1	0	0	0	1	0	1	1	0	0
Familiar and user-friendly interface.	1	1	0	0	0	1	0	0	1	0	0	1
I have no idea. I imagine you might get a good response rate from some, otherwise hard to reach, groups - such as young people. But it seems unlikely that responses could be considered representative.	1	0	1	0	1	0	0	0	1	0	1	0
Innovativeness Informative Interactivity and so on.	1	0	1	1	0	0	0	1	0	1	0	0
It gives individuals greater scope to express what they feel. You can reach a range of different people at different times and in different places.	1	1	0	0	0	1	0	0	1	0	0	1
It is easy for people to access; it can be less time consuming than other face-to-face methods; it can be inexpensive.	1	1	0	0	0	0	1	0	1	0	0	1

	Total	Age				Organisation					Have you used social media to carry out social research?		Do you plan to use social media to help carry out social research?		
It is quick and you can reach a large audience.	1	1	0	0	0	0	0	0	1	1	0	1	0	0	
No idea	1	1	0	0	0	0	0	1	0	1	1	0	0		
none	1	0	1	0	1	0	0	0	0	1	0	0	1		
not up to speed but my understanding is that it provides data for analysis without having to burden participants in the usual way. probably reaches a different type of respondent than some other collection methods. benefit of observation rather than direction	1	1	0	0	0	1	0	0	0	1	0	0	1		
Potential to reach a wide self-selecting sample. Probably particularly useful if you are exploring networks and connections -- ie, how sample self-selects, how information about the field in focus gets spread	1	0	1	0	0	1	0	0	0	1	0	0	1		
Potentially an effective means of engaging with young audiences	1	1	0	0	1	0	0	0	0	1	0	1	0		
potentially speed of access to people with specific interests	1	1	0	0	0	0	0	1	0	1	0	0	1		
rapid, easy to reach a wide audience quickly, cheap, young people tend to be familiar with using it	1	1	0	0	0	1	0	0	0	1	0	1	0		
Reach wider audience, more cost effective	1	1	0	0	1	0	0	0	1	0	0	0	1		
Reaching a large audience quickly and for minimal cost.	1	1	0	0	1	0	0	0	0	1	0	1	0		
reaching a wider audience	1	1	0	0	0	1	0	0	0	1	0	1	0		
Reaching a wider audience for large scale surveys	1	1	0	0	0	1	0	0	0	1	0	1	0		
Reaching potential respondents	1	0	1	0	1	0	0	0	0	1	0	0	1		
Reaching younger participants	1	1	0	0	1	0	0	0	0	1	0	0	1		
social media are being used on a regular basis, regular users put aside time to spend on this activity when they will be at your disposal	1	0	1	0	1	0	0	0	0	1	0	1	0		
speed	1	1	0	0	1	0	0	0	1	0	1	0	0		
That (some) people are more used to digital media than any other.	1	0	1	1	0	0	0	0	1	0	1	0	0		
The ability to engage with a large audience, offering them the chance to take part in research in a way and at a time suitable for them	1	1	0	0	1	0	0	0	0	1	1	0	0		
They are the same advantages as with any type of research. I don't understand why you wouldn't consider social media, were appropriate, for social research.	1	1	0	0	1	0	0	0	1	0	1	0	0		
Value for money.	1	1	0	0	0	1	0	0	1	0	1	0	0		
wide reach - ability to engage with a high number of potential participants	1	1	0	0	1	0	0	0	0	1	0	0	1		
Wider reach in terms of participants Cost effective as it may be cheaper	1	1	0	0	1	0	0	0	0	1	1	0	0		
You are tapping into a very popular medium that people use almost every day. Being involved in social media may enable researchers to reach more people in a easier more cost effective manner, and may help increase response rates.	1	1	0	0	0	0	0	1	0	1	1	0	0		

15. Do you plan to use social media to help carry out social research?

	Total		Age								Organisation										Have you used social media to help carry out social research?					
	No.	%	16-24		25-44		45-64		65+		Commercial research/ consultancy		Public sector		Voluntary/third sector		Academia - student (e.g. PhD)		Academia - staff		Other		No		Yes	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	32	26%	0	0%	22	31%	10	25%	0	0%	13	37%	9	26%	8	36%	0	0%	2	13%	0	0%	21	20%	11	61%
No	29	24%	1	33%	10	14%	12	30%	6	75%	10	29%	9	26%	4	18%	0	0%	6	38%	0	0%	28	27%	1	6%
Don't know	60	50%	2	67%	38	54%	18	45%	2	25%	12	34%	17	49%	10	45%	9	100%	8	50%	4	100%	54	52%	6	33%
Total	121	100%	3	100%	70	100%	40	100%	8	100%	35	100%	35	100%	22	100%	9	100%	16	100%	4	100%	103	100%	18	100%

	Total		Age				Organisation								Have you used social media to carry out social research?			
	No.	%	25 - 44		45 - 64		Academia		Commercial research / consultancy		Public sector		Voluntary/third sector		Yes		No	
			No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	14	28%	10	28%	4	29%	2	40%	6	30%	1	6%	5	56%	7	78%	7	17%
No	10	20%	7	19%	3	21%	1	20%	4	20%	5	31%	0	0%	0	0%	10	24%
Don't know	26	52%	19	53%	7	50%	2	40%	10	50%	10	63%	4	44%	2	22%	24	59%
Total	50	100%	36	100%	14	100%	5	100%	20	100%	16	100%	9	100%	9	100%	41	100%

		Have you used social media to help carry out social research?													
		Yes						No							
		Do you plan to use social media to help carry out social ...						Do you plan to use social media to help carry out social ...							
		Yes		No		Don't know		Yes		No		Don't know			
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Age	16-24	0	0%	0	0%	1	17%	0	0%	1	4%	1	2%		
	25-44	8	73%	1	100%	5	83%	14	67%	9	32%	33	61%		
	45-64	3	27%	0	0%	0	0%	7	33%	12	43%	18	33%		
	65+	0	0%	0	0%	0	0%	0	0%	6	21%	2	4%		
	Total	11	100%	1	100%	6	100%	21	100%	28	100%	54	100%		
Organisation	Commercial research/consultancy	2	18%	0	0%	3	50%	11	52%	10	36%	9	17%		
	Public sector	2	18%	1	100%	1	17%	7	33%	8	29%	16	30%		
	Voluntary sector	6	55%	0	0%	0	0%	2	10%	4	14%	10	19%		
	Academia - all	1	9%	0	0%	2	33%	1	5%	6	21%	15	28%		
	Other	0	0%	0	0%	0	0%	0	0%	0	0%	4	7%		
	Total	11	100%	1	100%	6	100%	21	100%	28	100%	54	100%		

16. If yes, what social media do you think this might involve and for what purpose?

	Total No.	Age				Organisation							Have you used social media to help carry out social research?		Do you plan to use social media to help carry out social ...		
		16-24	25-44	45-64	65+	Commercial research/consultancy	Public sector	Voluntary/third sector	Academia - student (e.g. PhD)	Academia - staff	Other	Yes	No	Yes	No	Don't know	
		No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
	87	3	48	28	8	21	26	16	6	14	4	11	76	7	27	53	
As an organisations Blogs, Twitter and linked in are used but I personally haven't used them much yet.	1	0	1	0	0	0	0	1	0	0	0	0	1	0	1	0	

Blogging to understand homeless people's experiences of starting new jobs. Online discussion forums, for the same purpose. These will also enable us to test out our initial interpretations of the data with the participant group.	1	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0
Blogs: create pool / thread of information to work with especially because the researcher is suggesting the topics more or less.	1	0	0	1	0	1	0	0	0	0	0	0	1	1	0	0
don't know, but it's surely inevitable	1	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0
Facebook and Twitter for advertising purposes. I'm sure we will develop in this area further.	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0
Facebook and Twitter to keep participants up to date with progress on a project and also as a general dissemination tool for wider audiences.	1	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0
facebook for one off short questions	1	0	0	1	0	1	0	0	0	0	0	1	0	1	0	0
Facebook. For tracing sample members / scheme participants with whom contact has been lost over time.	1	0	0	1	0	0	0	0	0	1	0	0	1	1	0	0
Forums	1	0	1	0	0	1	0	0	0	0	0	1	0	0	0	1
Have thought about using in for research with young people, however this hasn't worked in practice for the projects I have been involved in. It might be that we're not thinking creatively enough, or just that the projects don't lend themselves to engagement via social media .	1	0	1	0	0	1	0	0	0	0	0	0	1	0	0	1
I am considering doing some research using online bulletin boards	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1
I am not sure about what is possible and how.	1	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0
I am working with the older population and the research I have consulted casts doubt on the use of technology with this population. I need to examine this topic in additional detail prior to making a decision.	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1
I may use social media as a source of material for content analyses, and may also use them as sampling frames for identifying/recruiting respondents. I am not sure at this point which would be relevant.	1	0	0	1	0	0	0	0	0	1	0	0	1	0	0	1
I would use social media for a research project where I thought the use of social media could help to answer the research questions. Research methods should always stem from the research questions, not the other way around. Speculating about what methods I might use for future research, when I don't have any idea what I might be asked to research, doesn't seem likely to be fruitful.	1	0	0	1	0	1	0	0	0	0	0	0	1	0	0	1
In all honesty, unless government and public sector organisations start showing a REAL interest in the use of social media then I remain unconvinced of its value outside the commercial sector.	1	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0
linked in, twitter: to put out call for case studies	1	0	0	1	0	1	0	0	0	0	0	0	1	1	0	0
Monitoring chat rooms/twitter to reactions to public campaigns. See if messages are disseminated indirectly as well as directly to help evaluate impact of campaigns.	1	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0
More apps, twitter to raise the profile of surveys etc and the results / reports	1	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0
more use of websites and use of social media tools to find or locate, or store info on organisations that could help recruit to the research etc	1	0	0	1	0	0	0	1	0	0	0	1	0	1	0	0
Not sure	1	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0
not sure yet lots of potential I need to talk to some gurus and get some ideas. I need a genius bar!	1	0	0	1	0	0	1	0	0	0	0	0	1	1	0	0
observation data using twitter	1	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0
Perhaps for recruiting participants or gathering baseline data using survey monkey-type programmes	1	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1
Possibly to investigate the experiences of volunteers - but this has not yet been agreed/decided.	1	0	0	1	0	0	1	0	0	0	0	0	1	0	1	0
Setting up a Facebook page for Citizens Panel members.	1	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0
Twitter	1	0	0	1	0	0	1	0	0	0	0	1	0	1	0	0
Twitter and blogs for dissemination and discussion of research findings	1	0	0	1	0	1	0	0	0	0	0	0	1	1	0	0
Twitter for evidence of impact of workshops and events Twitter and Blogs to identify interested parties in local community issues	1	0	0	1	0	1	0	0	0	0	0	0	1	1	0	0
Unsure as yet - but think it could help with behaviour tracking research I regularly conduct - at present, mainly using web panels.	1	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0
We are considering using social media as an avenue for engaging people with forthcoming consultations	1	0	1	0	0	0	1	0	0	0	0	0	1	1	0	0
With the growth in social media it is inevitable that it will be considered at some point. However which format or specific site will be determined by the audience to be researched.	1	0	1	0	0	1	0	0	0	0	0	0	1	1	0	0
with young people	1	0	1	0	0	0	0	1	0	0	0	0	1	1	0	0
Yes, similar to before. Have also run online communities, which are classed as a form of social media.	1	0	1	0	0	1	0	0	0	0	0	1	0	1	0	0

	Total No.	Age		Organisation				Have you used social media to carry out social research?		Do you plan to use social media to help carry out social research?		
		25 - 44 No.	45 - 64 No.	Academia No.	Commercial research / consultancy No.	Public sector No.	Voluntary/third sector No.	Yes No.	No No.	Yes No.	No No.	Don't know No.
No response	33	26	7	3	13	12	5	2	31	2	9	22
Again, we often use facebook and twitter to reach our members in order to solicit survey responses and/or case study examples.	1	1	0	0	0	0	1	1	0	1	0	0
Any of the media previously mentioned might be used: e.g. blogging for participant immersion, MROCs for health topics etc.	1	1	0	0	1	0	0	1	0	1	0	0
Blog - Attitudes and views/feedback on discussion papers	1	0	1	0	0	0	1	0	1	1	0	0
Depends on the research project and the research question - I would use any that seemed appropriate in context	1	0	1	0	1	0	0	0	1	0	0	1
Don't know which media, the purpose would be to try it out and see what happens	1	0	1	0	1	0	0	0	1	1	0	0
facebook - qualitative recruitment	1	1	0	0	1	0	0	1	0	1	0	0
facebook and twitter for public opinion polling on issues especially government policies and social barometer	1	1	0	0	1	0	0	0	1	1	0	0
forums, youtube, audioboo, twitter, facebook	1	1	0	0	0	0	1	0	1	1	0	0
Investigating how behaviour change around sustainability issues can propagate through different groups via social media tools.	1	1	0	0	1	0	0	1	0	1	0	0
May well make greater use of online surveys.	1	1	0	0	0	1	0	0	1	0	0	1
N/A	1	1	0	0	1	0	0	0	1	0	1	0
Online survey links on relevant social media sites.	1	0	1	0	0	1	0	0	1	0	0	1
Qualitative research, which would include exploring networks and connections so the 'self-selection' is part of the research question	1	0	1	0	0	1	0	0	1	0	0	1
Recruitment of participants	1	0	1	1	0	0	0	1	0	1	0	0
Social networks, to create a virtual community and discuss some research questions	1	0	1	1	0	0	0	1	0	1	0	0
We are thinking of using facebook to encourage young people to take part in a telephone interview about the project they are involved in and the impact the service is having on their life. We are also hoping to use facebook to encourage a debate on the services that young people are involved in	1	1	0	0	0	0	1	0	1	1	0	0
We will continue to use online surveys.	1	1	0	0	0	1	0	1	0	1	0	0

17. What are the headline issues around the use of social media in social research that need to be discussed more fully?

- -Reliability of data (not even sure the person responding is really who he says he is); -Privacy
- 1) Sampling -- self-selection basis, representivity 2) Accuracy -- making allowance for creative lying / self-presentation
- abuse, unsure of correct target, confidentiality issues
- Access to it especially within the security concious Public Sector and how to save/store reference material. Are there any issues around consent?
- Accessibility - it is great for audiences who use social media, but there are large portions of the country and certain demographics who do not
- Anonymity, ethics, if something is published online who owns it? If someone makes a comment or leaves a message on a website should you be able to use it in research without permission? Should you attribute it to someone's online user name or should you anonymise it?
- Bias in population
- Bias. E.g. is there a bias with i) a different age profile of researchers using these techniques? ii) a different age profile reached? Interpretation of results. Ground truthing results.
- Can't say I've ever come across any, but there's a very good book covering sociological aspects of Facebook, Wikipedia, blogging etc. See Mathieu Oneil "Cyberchiefs: Autonomy and Authority in On-Line Tribes" (Pluto Press, 2009)
- Confidentiality
- confidentiality privacy
- Confidentiality of responses, validity - context is unpredictable and can influence the responses. Can't determine time or control when people respond. Unknown who exactly is responding. Biased sample of those who use social media - more marginalised people wouldn't use it.
- Consent. Validity.
- Data protection, sample control, inclusivity
- Data quality Privacy
- Data security Expression of personal views versus expression of professional/organisational views
- Difficulty in gaining representative samples, impact on data of self-selection samples, non-genuine respondents
- Don't know.
- ethics how to analyse the data
- Ethics Time - the definition between work and personal time is blurred at the moment, unless organisations are going to give employees time during the working day to use these methods it then becomes a question of encroaching on non-work time.
- ethics types of software
- Ethics - can you be sure of the age for example fo the person you are researching Validity - it is very much removed the world is anonymous and untraceable, validating results will be difficult.
- ethics - how do we ensure informed consent? reach - what about those who have limited access to the internet?
- Ethics - what is acceptable use of social media for research purposes?
- ethics - who's being contacted, when and how ? representation - just as it includes some it excludes others privacy appropriateness of social media versus more traditional techniques
- Ethics I would think and represenativeness of a sample.
- Ethics, epistemology
- Ethics, robustness.
- Ethics; data protection; representativeness
- Ethics. Need for a Nuanced understanding of the differences of self-presentation between online and off-line persona and the implications this has for the data you collect.
- Excuse me?
- Extent to which samples generated by social media are accurate, up-to-date, reliable, representative.
- Future research directions and methodological issues
- Have to ensure you use it as well as, not just instead of, more traditional methods as still not everyone has access to the Internet.

- How can a representative picture be obtained, how can we better understand the extent of bias involved in using social media , how can we deal with the sheer volume of information. where do you start!
- How to ensure its reliable and representative given that some people dont use social media at all.
- How to evaluate the use of SM as part of an intervention (e.g. information campaigns) How to use SM in evaluation
- How to maintain quality of sampling approaches and equal access if social media are used as a way of identifying and reaching potential research participants
- I think it is far too often thought of as an 'innovative' and cheap way of doing things and it takes time for clients to realise that it could just be a big waste of time and inappropriate. It has to be pitched right and well thought through (like all research) rather than just shoved into a project because its 'en vogue', I don't always think this is done.
- I would love to use social media in research, as we are always looking for new ways and approaches to improve our research, and especially how to engage with young people. However my council (and I am sure many others) does not allow access to any social media sites at all (even its own twitter feed!).
- I'd like to know more about ethical issues.
- Implications of the results
- Influence and representativeness - we need to know how many people use them, how often, and who uses them.
- invasion of privacy
- methodological and ethical
- Not so much a headline, but certainly very good examples of this being successfully carried out with effective results.
- Not sure
- Often people give quick reactions on social media, and later may come to a more reflective view. By capturing the phenomenon, the research may turn something transitory into a more established artefact.
- People self-select to access so can it ever be representative and scientific?
- Personal v work. Keeping online profiles distinct and professional. Potential for bias.
- potential bias e.g. in respondent reach, possibly lack of structure
- Privacy - since social media sites collect data on users' online actions
- Privacy and research ethics is a big one. I think there is a lag between the availability of data from a burgeoning platform - and the culturally (and legally) agreed boundaries to its use. This is a point which has been made by many commentators (eg "what will our grandchildren think in 40 years if they're able to search out and read our facebook statuses and tweets"). But I think this has particular and perhaps more immediate imperatives here for social research. I remember seeing PhD research projects in 2006-2008 when facebook was relatively "young" in the UK, where data had been mined from profiles of unwitting "subjects" who had - purposefully or otherwise - left their profiles "public" and had no idea their data was being used for research purposes. That seemed incredibly unethical to me at the time, and I think now it would be considered completely immoral - not just in research terms. But at the time it was seen as fairly unproblematic.
- Privacy issues
- privacy, ethics, bias caused by self selecting population using social media, reliability of data gathered
- Public sector clients need to understand how it can be used to their benefit. They simply don't get it at the moment.
- Recognition and credibility, and how to target respondents accurately.
- reliability of findings and robustness; are people responding openly and are they the correct target population (difficult to ascertain public profile is in fact accurate to/linked to the specified individual)
- Representative samples, working with potentially biased databases
- Representativeness
- representativeness ethics
- representativeness privacy/unlawful data mining
- Representativeness, sampling issues, how much we can realistically achieve using these methods
- Representativity, tools and methods for exploiting these large unstructured datasets

- Robustness of results. Exclusion of population that does not use it. Ensuring integrity of the research. Compliance with codes of conduct, particularly with regards to under 16 year olds.
- sampling
- Sampling and representativeness
- Sampling and robustness of any data from these surveys
- Sampling bias
- sampling bias, ethics but generally - how can we do more of it and how can we disseminate good practice between us
- Security and gaining consent.
- Security of personal information Verification of self-completion information
- Sorry, I'm pretty clueless when it comes to thinking about the use of social media for research purposes. I wouldn't do it. Inviting participants to take part in a research study via Facebook (or Flickr, which is the site I'm familiar with) would violate the principle of protecting people's identity.
- The advantages and disadvantages, which are many right now and are increasing as the scope and use of social media develops.
- The boundaries between work and personal space needs to be clarified. Using social media for research could be perceived as an intrusion in the personal lives of both the researcher and the vcohort depending on how it is approached.
- the reperesentativemness of the studies adn the ethical issues about informed consent adn any data protection issues
- There is too much background noise and clutter and there is too much information.
- too easy to create a false result - not everyone uses or likes social media
- um why we dont use it at work when we use it at home loads and couldn't manage without it
- Understanding the changing profile of social media users over time and the influence this has on research findings.
- Validity and representativeness
- Validity. Reliability. Audience Access. QA.

	Total No.	Age		Organisation				Have you used social media to carry out social research?		Do you plan to use social media to help carry out social research?		
		25 - 44 No.	45 - 64 No.	Academia No.	Commercial research / consultancy No.	Public sector No.	Voluntary/third sector No.	Yes No.	No No.	Yes No.	No No.	Don't know No.
No response	10	8	2	0	4	2	4	2	8	3	1	6
Accessibility Reliability	1	1	0	0	1	0	0	0	1	0	0	1
Accuracy - who are you talking to? Are results valid and reliable?	1	1	0	0	0	1	0	0	1	0	1	0
Classic limitations of social research - e.g. bias. New challenges of technology - anonymity, attention span, ethics.	1	0	1	1	0	0	0	1	0	1	0	0
confidentiality	1	1	0	0	1	0	0	1	0	1	0	0
Confidentiality Age bias	1	0	1	0	0	1	0	0	1	0	0	1
data verification, not being sure of respondents real personality as people can use false bios on social mediums. Objectivity Accuracy	1	1	0	0	1	0	0	0	1	1	0	0
Depends on situation.	1	0	1	1	0	0	0	1	0	1	0	0
Does using social media in social research help with things such as quality of responses, greater reach, cost effectiveness. Are there any types of social media that work better in terms of social research. Has using social media helped with the dissemination of findings and learning.	1	1	0	0	0	0	1	0	1	1	0	0
don't know	1	0	1	0	1	0	0	0	1	0	0	1
Ethical and methodological considerations, particularly regarding the use in research of information that is publicly available but was not produced specifically for research.	1	1	0	1	0	0	0	0	1	0	0	1
Ethical issues surrounding consent and whether research is known to respondents. How to analyse findings. Sampling methods.	1	1	0	0	1	0	0	0	1	0	0	1

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Ethical issues	1	1	0	0	0	1	0	1	0	0	0	1
ethics	1	1	0	0	0	1	0	0	1	0	1	0
Ethics and legitimacy.	1	1	0	0	1	0	0	1	0	1	0	0
Ethics, confidentiality, verifiability - same issues as any online research really	1	0	1	0	1	0	0	0	1	0	0	1
How to ensure that the data gathered is statistically valid - or, conversely, if it is not, how to communicate this effectively to the people using the data.	1	1	0	0	0	1	0	0	1	0	0	1
How to screen responses (inappropriate responses). If using for young people (under 16s) is this ethical, not suitable for everyone (older people might not be able to use).	1	1	0	0	1	0	0	0	1	0	0	1
How to understand and account for the limitations (such as representativeness of respondents), rather than just dismissing online methods out of hand because of these limitations.	1	1	0	0	0	1	0	0	1	0	0	1
I still feel that social media is not very business like - for example I use facebook socially but would not consider using it professionally as it is too socially orientated and my business persona is likely to be different from my social/ facebook person	1	1	0	0	1	0	0	0	1	0	0	1
information gained cannot be easily verified	1	0	1	0	1	0	0	0	1	0	1	0
Its effectiveness in gathering good evidence How to ensure sample sizes and make up are consistent with purpose of the research. Security, anonymity etc.	1	1	0	0	0	1	0	0	1	0	1	0
negotiating access and recruitment, sampling, validity/reliability of findings, ethics, benefits of different social media sites	1	1	0	0	0	0	1	0	1	0	0	1
no idea	1	1	0	0	0	0	1	0	1	1	0	0
not sure, potentially representativeness. who do we reach, not reach? ethics of observation?	1	1	0	0	0	1	0	0	1	0	0	1
Participation - who is being left out of the research?	1	1	0	0	0	0	1	0	1	0	0	1
privacy	1	1	0	0	0	1	0	0	1	0	0	1
Quality of the sample.	1	1	0	0	0	1	0	0	1	0	0	1
Reaching audiences who aren't comfortable with social media.	1	1	0	0	0	1	0	1	0	1	0	0
Reliability of data, intrusiveness/confidentiality, research design	1	0	1	0	1	0	0	0	1	1	0	0
Representativeness Honesty	1	0	1	0	0	0	1	0	1	1	0	0
Researchers must remember the risks involved, and that careful thought must be given to the use of social media	1	1	0	0	1	0	0	0	1	1	0	0
Sampling, reliability, validity - How do you know who is responding? How can you have control over who responds? Which groups are you excluding?	1	1	0	0	0	1	0	0	1	0	1	0
Security issues - FaceBook in particular has issues around privacy settings and users awareness of what the privacy situation is on their account	1	1	0	0	1	0	0	0	1	0	1	0
Self-selection -- what is it good for? How to work with it.	1	0	1	0	0	1	0	0	1	0	0	1
social media and young people, screening response/opinion of a sensitive/ controversial nature.	1	1	0	0	1	0	0	1	0	0	0	1
Unknown.	1	1	0	0	1	0	0	0	1	0	1	0
Validity in terms of representativeness. What might be lost in eschewing traditional methods in favour of the glamour of social media. Researchers' need to retain research instincts in the context of a fast-moving, inchoate industry where 'experts' are those who know a little more about technology.	1	0	1	0	0	1	0	0	1	0	0	1
validity, reliability, representativeness. opps for on-line communities (service users, etc) complementing conventional methods	1	0	1	1	0	0	0	0	1	0	0	1
What value can be placed on responses, can they be considered representative, how can we tell if they are representative?	1	0	1	0	1	0	0	0	1	0	1	0
Why is there resistance from some quarters? Is it generational? Related to worries around confidentiality/ security?	1	1	0	1	0	0	0	0	1	0	1	0

18. Any other comments?

- has severe limitations in that not accessible to all
- Have to be careful what you post as it can be round the world very quickly!
- I see is as a major challenge to traditional door-to-door or postal surveys. I'm also excited about being able to collate observational data
- I think it is a must in a modern society
- I think it may have some potential although I have not given a large amount of though to it as a possibility.
- I think it offers interesting potential but we should proceed carefully.
- i think this is a major issue, I am particularly interested in communication/dissemination and engageent side of stuff
- I'm happy to keep an open mind on the subject, but most of the researchers I know who have attempted to use social media haven't had terribly good results from it. It sounds cool and trendy to say that you're going to consult young people via Facebook, though....
- It definitely has its uses, but as with every method it is not a panacea there is a right time and place to get the most from it.
- It's a good way to go these days considering that some respondents are difficult to reach.
- its inevitable in this increasingly internet dominated world. Potentially very exciting, but certainly needs thought particularly with respect to consent, ownership etc.
- More should be done by research associations - SRA; AQR; MRS in terms of developing guidelines for ethical use.
- Needs to be explored in more depth
- needs to be some ethical and other guidance on how to use social media in research
- Not sure about it as a useful source for everyone.
- Similar issues to online research - the profile of users is not the same as the population. Digital exlusion is also an ongoing issue...
- The difficulty with this issue is that enthusiasm for the apparent potential of this seems to over-ride considerations of its merits relative to more 'traditional' forms of social research. Hence a more cautious, qualified evaluation of its use seems in order, if the promotion of sub-standard research is to be avoided...
- There is a need to be careful not to use sensitive information as part of research - legality of use needs to spelt out so to ensure user privacy and confidentiality even for research purposes.
- use of social media is banned in my workplace so I couldn't use it for research purpses even if I wanted to !!!
- Very exciting - and would like to learn more but I am no longer in full time research therefore would rely on SRA conference to explore.
- Worried that what is consultation using social media may be described as research
- Would be concerned about the reliability of tools and potential bias in certain populations who are currently more likely to use social media, e.g. young, educated, I.T. literate

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No response	34	26	8	2		14	11	7	5	29	8	7	19
Current organisational firewalls prevent access to many social networking sites on work computers.	1	1	0	0	0	1		0	0	1	0	1	0
Despite what we are led to believe by social media champions, anecdotal evidence suggests that PR and advertising disciplines are exploiting the technology rather better than research. While clients have a sense that they 'need some of this', they also 'want robust, defensible data' and it falls to the research agency to guarantee it.	1	0	1	0	0	1		0	0	1	0	0	1
interest in seeing seminar notes, as cannot attend	1	1	0	0	0	1		0	0	1	0	0	1
It is a possibility worth exploring	1	1	0	0	1	0		0	0	1	1	0	0
Likely that it will be applied inappropriately to projects as those commissioning with be keen to be seen as being on board the social media bandwagon, regardless of whether it delivers reliable findings.	1	1	0	0	1	0		0	0	1	0	1	0
no	1	1	0	0	1	0		0	1	0	0	0	1
No	1	1	0	0	1	0		0	0	1	0	0	1

Non- accessing groups comparability of different methods of engaging with target groups Analytical tools	1	0	1	0	0	0	0	1	0	1	1	0	0
none	2	1	1	0	1	0	1	0	2	1	0	1	1
possibilities and risks of use to reduce costs	1	0	1	1	0	0	0	0	1	0	0	1	1
probably useful for engaging with certain sample groups, e.g., younger people	1	1	0	0	1	0	0	0	1	0	0	0	1
To spread a new experience and practices of media usage in social research.	1	0	1	1	0	0	0	1	0	1	0	0	0
we have used internet to recruit participants for studies. there are obviously issues with the representativeness of users for the wider population.	1	1	0	0	0	1	0	0	1	0	1	0	0
We might as well embrace it, as it's likely one of the few methods the public sector will be able to afford in the short-term. It's therefore important to be able to understand the limitations of this method, so we can bear them in mind when considering how we use the results	1	1	0	0	0	1	0	1	0	1	0	0	0
We will look back and laugh at this.	1	0	1	1	0	0	0	1	0	1	0	0	0