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Blog, Tweet, and Snap your way to the public: Getting your research to the people who need it!

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The Basics



Twitter, Inc.



- ✦ Launched publicly in July 2006
- ✦ A social networking medium of status updates, known as *tweets*.
- ✦ Asks the question, "What are you doing?"
- ✦ All tweets are 140 characters or fewer
- ✦ Ways to post a tweet:
 - ✦ Applications on mobile devices
 - ✦ Web interface (Twitter, Facebook, etc.)
 - ✦ Text messages from mobile devices
- ✦ Global Usage
- ✦ Majority of content is public
(Moore 2009)



<http://www.beevolve.com/twitter-statistics/>

Twitter: Statistics

| Twitter Company Statistics | Data |
|--|-------------|
| Total number of registered Twitter users | 695,750,000 |
| Total number of active Twitter users | 342,000,000 |
| Number of new Twitter users signing up everyday | 135,000 |
| Number of unique Twitter site visitors every month | 195 million |
| Average number of tweets per day | 58 million |
| Number of Twitter search engine queries every day | 2.1 billion |
| Percent of Twitter users who use their phone to tweet | 43 % |
| Percent of tweets that come from third party applicants | 60% |
| Number of people that are employed by Twitter | 2,500 |
| Number of active Twitter users every month | 115 million |
| Percent of Twitters who don't tweet but watch other people tweet | 40% |
| Number of days it takes for 1 billion tweets | 5 days |
| Number of tweets that happen every second | 9,100 |

Statistics: Facebook, Instagram, Twitter

Facebook Demographics

Among internet users, the % who use Facebook

| | Internet users |
|----------------------------|----------------|
| Total | 72% |
| Men | 66 |
| Women | 77 |
| White, Non-Hispanic | 70 |
| Black, Non-Hispanic (n=85) | 67 |
| Hispanic | 75 |
| 18-29 | 82 |
| 30-49 | 79 |
| 50-64 | 64 |
| 65+ | 48 |
| High school grad or less | 71 |
| Some college | 72 |
| College+ | 72 |
| Less than \$30,000/yr | 73 |
| \$30,000-\$49,999 | 72 |
| \$50,000-\$74,999 | 66 |
| \$75,000+ | 78 |
| Urban | 74 |
| Suburban | 72 |
| Rural | 67 |

Source: Pew Research Center, March 17-April 12, 2015.

PEW



Instagram Demographics

Among internet users, the % who use Instagram

| | Internet users |
|----------------------------|----------------|
| Total | 28% |
| Men | 24 |
| Women | 31 |
| White, Non-Hispanic | 21 |
| Black, Non-Hispanic (n=85) | 47 |
| Hispanic | 38 |
| 18-29 | 55 |
| 30-49 | 28 |
| 50-64 | 11 |
| 65+ | 4 |
| High school grad or less | 25 |
| Some college | 32 |
| College+ | 26 |
| Less than \$30,000/yr | 26 |
| \$30,000-\$49,999 | 27 |
| \$50,000-\$74,999 | 30 |
| \$75,000+ | 26 |
| Urban | 32 |
| Suburban | 28 |
| Rural | 18 |

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Twitter Demographics

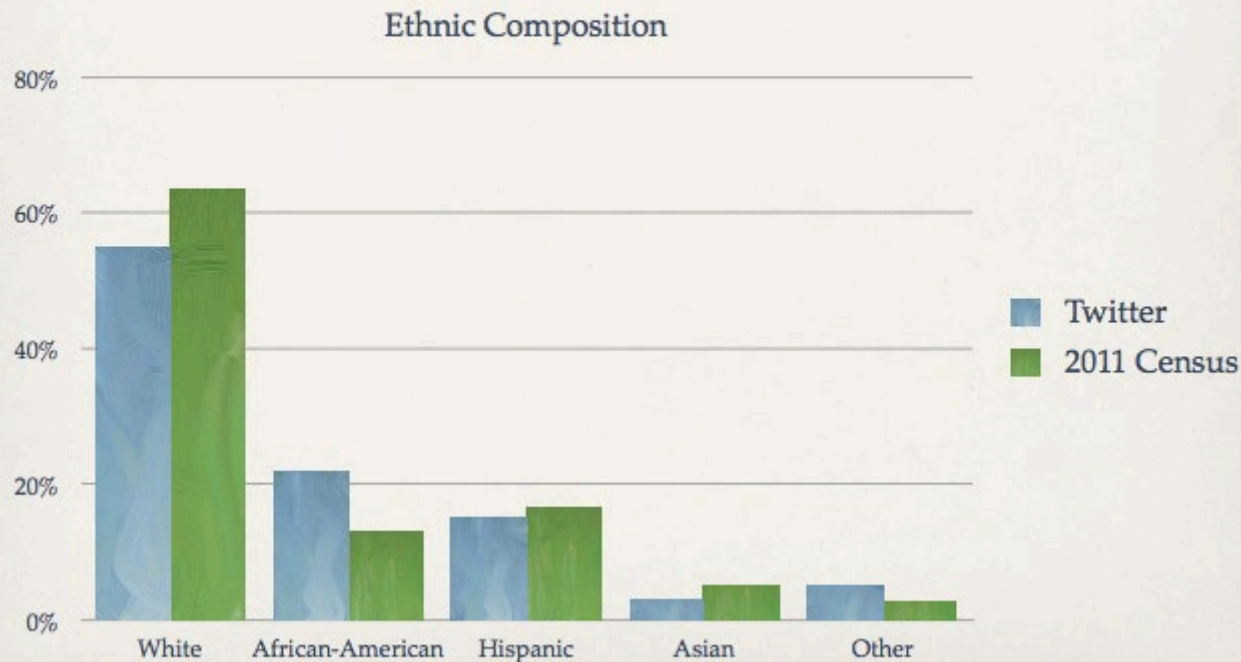
Among internet users, the % who use Twitter

| | Internet users |
|----------------------------|----------------|
| Total | 23% |
| Men | 25 |
| Women | 21 |
| White, Non-Hispanic | 20 |
| Black, Non-Hispanic (n=85) | 28 |
| Hispanic | 28 |
| 18-29 | 32 |
| 30-49 | 29 |
| 50-64 | 13 |
| 65+ | 6 |
| High school grad or less | 19 |
| Some college | 23 |
| College+ | 27 |
| Less than \$30,000/yr | 21 |
| \$30,000-\$49,999 | 19 |
| \$50,000-\$74,999 | 25 |
| \$75,000+ | 26 |
| Urban | 30 |
| Suburban | 21 |
| Rural | 15 |

Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Ethnic Composition: Monthly Twitter Users vs. US Population



quickfacts.census.gov/qfd/meta/long_RHI625211.htm

Relevance in Research:

- ✦ **Demand for Information:** “61% of U.S. adults search for health information online, and 59% of adult Internet users have looked online for information about specific diseases or treatments (Pew Research, 2009, 2011).”
- ✦ **Traditional Sources:** “On the other hand, peer-review journal articles and professional presentations are still the two major methods used by researchers to disseminate their work (Chen et al., 2010; CTSA Consortium 2008).”
- ✦ **Communication Gap:** “As a result, ‘scientists are failing at communicating science to the (wide) public’ (The Wellcome Trust, 2001; Wilcox, 2012).”



Disseminating UCSF research & connecting with disease communities via social media automation, CTSI, UCSF. Chatterjee 2012. <http://open-proposals.ucsf.edu/itcontest/proposal/139>

H Index, K Index?, Altmetrics

The top 50 science stars of Twitter & The Sequel





#GROWUPSTRONGER



Children's National

@childrensnational

More than a hospital, we're a health system for kids. Review our Social Media & Blog Commenting Rules of Engagement: <http://bit.ly/ztOID>.

Washington, DC

childrensnational.org

Joined November 2008

TWEETS
7,878

FOLLOWING
3,671

FOLLOWERS
30.5K

LIKES
5,376

LISTS
12



Following

Tweets

Tweets & replies

Media



Pinned Tweet

Children's National @childrensnational · Dec 2

Over the coming weeks, look out for features on some of our docs named to @Washingtonian's list of #topdocs! 📄 📱

🔄 🗨️ ❤️ 5 ...

Who to follow · Refresh · View all



MARQUETTE Soccer @MU... ×

Follow



Allen Robinson II @Thee... ×

Follow



Georgia Stanway @Stan... ×

Follow



CDC @CDCgov · Dec 2

#Zika prevention takes a community! Ask neighbors to join you in getting rid of mosquitoes around your community. bit.ly/29tNfMy



NIINR @NIINR · Dec 1

Today is the last day to apply for to our Graduate Partnerships Program: go.usa.gov/bwET



@Astro_TJ

TJ Creamer

Hello Twitterverse! We r now LIVE tweeting from the International Space Station -- the 1st live tweet from Space! :) More soon, send your ?s

22 Jan via web ☆ Favorite 🔄 Retweet ↻ Reply

Tweet Preservation

Wednesday, April 14, 2010



@librarycongress

Library of Congress

Library to acquire ENTIRE Twitter archive -- ALL public tweets, ever, since March 2006! Details to follow.

14 Apr via web ☆ Favorite 🔄 Retweet ↻ Reply



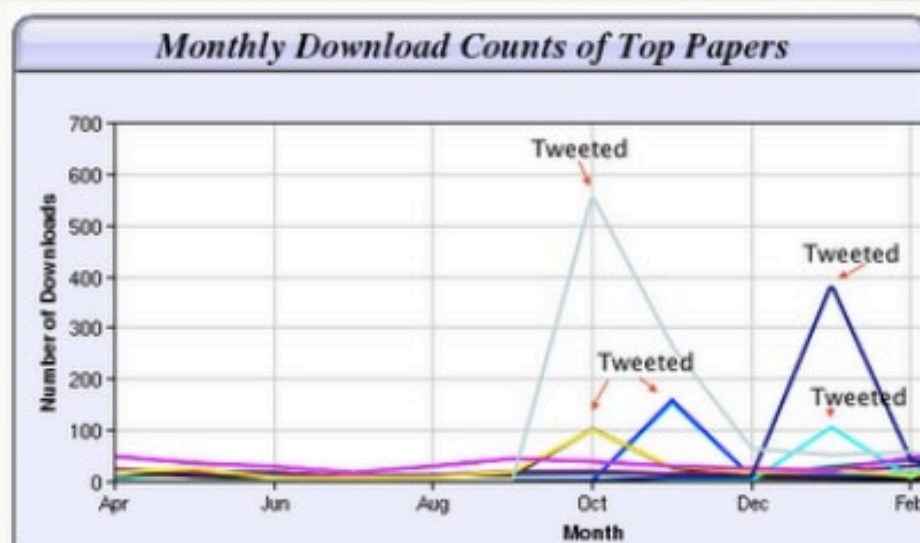
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Demand for Information



A recent case report shows that more people look at research articles promoted on social media compared to those that are not promoted on social media.

- “Tweeted” articles were downloaded more often than non-tweeted articles
- Implication: Twitter is a promising dissemination tool for relaying research findings to the public outside academia



*Prior to tweeting links to her articles, there had been only one or two download(s) of each article.

(Terras 2012)

Do people tweet about their health?



18 Oct
still very ill from Bronchitis, 3 weeks now, of course I know that smoking does not help, but it is my addiction, and I am dealing with it!

[Expand](#)



20 Oct
Moany tweet: Have lost a whole day to a vicious migraine. Anyone here ever cured their migraines for good? Have tried most things in 30 yrs!

[Expand](#)



11h
Wish I wasn't so terrified of the dentist, this toothache is becoming unbearable. Wanna be able to eat chocolate :(

[Expand](#)



18 Oct
My daddy is diagnosed with melanoma. One of the worst types of cancer :(please pray for him everyone

[Expand](#)

Twitter Use in Health-Related Research: Examples in Literature

1. Using Twitter to identify use and misuse of antibiotics



Dissemination of health information through social networks: Twitter and antibiotics

Scanfeld et al., 2010

Aim 1: Content analysis and categorization of tweets related to antibiotics

Aim 2: Investigate misuse or misunderstanding of antibiotics expressed by Twitter users

- ✦ **Search Terms:** cold + antibiotic(s), extra + antibiotic(s), flu + antibiotic(s), leftover + antibiotic(s), share + antibiotic(s)
- ✦ N = 971 tweets
- ✦ **Example:**
 - ✦ *Go get a shot, babe. Or some Murine ear drops from Walgreens. I can also mail out my leftover antibiotics.*
- ✦ **Conclusions:**
 - ✦ Antibiotic use, misuse and related information is shared extensively on Twitter
 - ✦ Twitter offers a venue to identify misuse or misunderstanding of antibiotics
 - ✦ HCP's can use social media to collect and disseminate trustworthy information thereby promoting healthy behaviors to the public.

Categorization of antibiotic-related tweets

| Tweet Category | Frequency |
|---------------------------------|-----------|
| General use | 289 (30%) |
| Advice/Information | 157 (16%) |
| Side effects/Negative Reactions | 113 (12%) |
| Diagnosis | 102 (10%) |
| Resistance | 92 (9%) |
| Misuse/Misunderstanding | 55 (6%) |
| Positive Reactions | 48 (5%) |
| Animals | 46 (5%) |
| Other | 42 (4%) |
| Wanting/Needing | 19 (2%) |
| Cost | 8 (1%) |

‘What’s happening?’ A content analysis of concussion-related traffic on Twitter

Sullivan et al., 2012

Aim: To determine the concept and context of concussion-related tweets

- ✦ **N = 1000 tweets** using search terms, *concussion, concussions, concuss, consused* and their respective hashtags
- ✦ **Example:**
 - ✦ *Yep. Pretty sure it's a concussion. What do I do? No sleeping, right?*
- ✦ **Conclusion:**
 - ✦ Twitter serves as a powerful broadcast medium for sports concussion information and education
 - ✦ Insight into how Twitter is being used to propagate injury information
 - ✦ Propagation of misinformation could lead to unfavorable outcomes

Categorization of concussion tweets

| Tweet Category | Frequency |
|--------------------------------|-------------|
| News | 468 (33.2%) |
| Personal Information/Situation | 377 (26.8%) |
| Inferred Management | 181 (12.9%) |
| Downplay | 107 (7.6%) |
| Advertising | 95 (6.7%) |
| Report Signs/Symptoms | 83 (5.9%) |
| Miscellaneous/Irrelevant | 56 (3.9%) |
| Seeking/Clarifying Status | 23 (1.6%) |
| Seeking Explicit Advice | 19 (1.4%) |

News and Events



• Our Blogs



• November

Five Things Parents Should Know About Talking to Their Baby

All Categories

Infants

School Aged

Teens

Toddlers

Five Things Parents Should Know About Talking to Their Baby

Friday, November 25, 2016

Share:



Being a new parent isn't easy. Between feedings, changing diapers, and running errands, parents barely have a spare moment to breathe. Combine that with the countless how-to parenting books and articles that are thrown at them on a daily basis, and it's easy to see how caregivers can feel unsure about their parenting skills and if they're doing enough.

In reality, there is a simple, painless solution that can fit into an already packed daily routine to make sure a

baby's brain is growing big and strong:

Talking!

Twitter Basics: 5 Simple Steps to Get You Started

🕒 04/23/2015 09:24 pm ET | Updated Jun 23, 2015



👍 Like 56



Mona Shattell
nurse researcher



RVLISOFT VIA GETTY IMAGES

Co-authored by Monica McLemore, PhD, MPH, RN, assistant professor at the University of California San Francisco, and Candace W. Burton, PhD, RN, AFN-BC, AGN-BC, FNAP assistant professor at Virginia Commonwealth University.

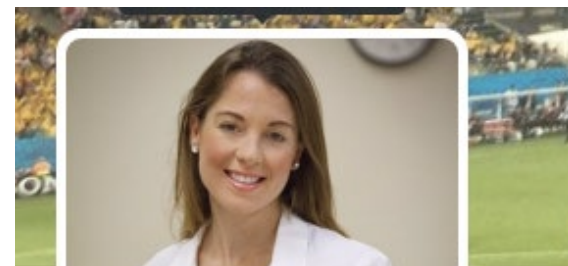
First things first: what's Twitter? Twitter is a microblogging, content-sharing social media website, which is one of the most visited websites daily. On Twitter, you have only 140 characters to get your point across in what are called "tweets."

There are almost 6.5 million registered Twitter users who send nearly 58 million tweets per day. Twitter has been around for almost 10 years. It's not too late to join and participate! Do you want to use Twitter but you don't know where to start? We hope this helps.



Quick Fix Home Do Yourself
Brought To You By Sa

TRENDING
Topless Prankst
Learn Tough Life
After Crashing N
York Jets' Game



Ashley Darcy-Mahoney

@ADarcyMahoney

Miami Native. Neonatal Nurse Practitioner. Infant Researcher. GW nursing professor. Futballer. Proud Hoya & Penn alumna!

📍 Washington, DC

🔗 [nursing.gwu.edu/ashley-darcy-m...](https://nursing.gwu.edu/ashley-darcy-mahoney)

📅 Joined January 2011