Communicating Research Findings Using Social Media

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and Development Implementation”
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Appreciation

• Appreciation for the opportunity and privilege to speak at this workshop

• Welcome to this session on Information Technology as a tool to communicate your research findings
Presentation Outline

- Movie
- Definitions
- Tools for Communicating Research
- Social Media and IT
- Motivation
- Popular SM
- Call to Action
Definitions

Communication (Latin *commūnicāre*, meaning "to share")

- It is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and semiotic rules.
- Means of connection between people or places.
- The imparting or exchanging of information or news.
research comprises of creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications.

it is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories.

a research project may also be an expansion on past work in the field.
Tools for Communicating Research Findings

**Print Media**
- Seminar Papers
- Technical Reports
- Publications
- Journal Articles
- Books
- Monograph
- Conference Proceedings

**Audio & Visual**
- Videos
- Music
- Power Point Presentation

**Social Media**
- Facebook
- Twitter
- YouTube
- Pinterest
Information Technology stresses the role of unified communications and integration of telecommunications, computers as well as software systems to access, store, transmit (communicate) and control information.
Social media is the umbrella term for web / mobile technologies that empower us to:

- Connect
- Interact
- Collaborate
- Share
- Create
- Learn
Types of Social Media
Websites and applications dedicated to forums (fora), blogging, networking, bookmarking, curation and wikis

Prominent examples of social media
Facebook, Twitter, Instagram, YouTube, Google+, Flickr, LinkedIn, Pinterest, WhatsApp etc
Social Media introduces substantial and pervasive changes to communication between businesses, organizations, communities and individuals.

Social media changes the way individuals and large organizations communicate

including RESEARCH
Criticisms of SM for Communicating Research

- Privacy
- Confidentiality
- Authority and Quality
- Information Overload
- Time Consuming
Why Social Media?

✓ Need to disseminate the right / correct information

“Facts can be distorted online, but we can work to prevent this”

Social media sites offer users a platform to discuss research with the online community,

BUT

it’s easy for facts to become distorted and misinformation can thrive.
Mass Adoption of the Use of Social Media

- There are up to 3.5 billion Internet users in the world.
- 2.8 billion were using social media by the end of 2016 (up by 21% from 2015).
- 83% of Americans have a social media account.
- 77% of people in UK have a social media account.
Nigeria is among the ten countries with the most Internet users in the world with the seventh position starting from

1. China
2. India
3. United States
4. Brazil
5. Japan
6. Russia

**7. Nigeria**

8. Indonesia
9. Germany
10. Mexico

Nigeria with a population of about 186,879,760 and 97,210,000 Internet users reveal that about 52% of our population use the Internet.
There are more than 1.1 billion websites in the world.

About 20 billion daily-sent emails while

More than 500 million searches daily on search engines.

About 500 thousand new blog posts are created daily.

More than 500 million daily video views.

Women spend more time using social media than men.
Why Social Media?

✓ Need to communicate with academic and non-academic audiences
✓ Engage the public in your research
✓ Demonstrate benefits of research
Popular Social Media For Communicating Research
Facebook is an online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with other users.

- As of the first quarter of 2017, Facebook had 1.94 billion monthly active users.
- 350 Million Photos uploaded daily
- Facebook obtain up to 16 million users in Nigeria
- Friendship
- Use on Mobile Phones
Use Facebook Groups and Pages to Connect, Network and Collaborate
Some Examples

Crown Oluwaseun Anjorin with Friday Okonofua and Oludamilola Alamu Adejumo.
23 mins

This is a good one from the National Primary Health Care Development Agency. We can now have credible information on Primary Health Care Under One Roof (PHCUOR) Policy.

Primary Health Care Under One Roof
Primary Health Care Under Roof
PHCUOR.ORG

www.facebook.com
Some Examples

https://web.facebook.com/worldbanknigeria

“Building Research Evidence for EPT and DI”

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https://web.facebook.com/nsn.uyo/?_rdr=1&_rdr
provides social networking service that allows users to send and receive short messages (<= 140 characters) known as "tweets"

Connect with awesome researchers and educators around the world
www.twitter.com

“Building Research Evidence for EPT and DI”
Use of Keywords

Use twitter #Hashtags to amplify sharing during research / event / activities

#MedEd – Medical Education
#EduTech – Education Technology

Users: www.twitterdoctors.net

The bigger directory of twitter doctors with over 1M members
A blog is a regularly updated website or webpage, typically run by an individual or small group, that is written in an informal or conversational style.
Blogging Tools

www.wordpress.com

www.blogger.com
Blog Examples

Nigeria Medical and Health Blog
Health, medical, Public health, malaria, treatment tips and lots more
www.medicaltipsng.blogspot.com.ng

www.blogs.jwatch.org

www.amjmed.blogspot
www.kevinmd.com/blog

“Building Research Evidence for EPT and DI”
LinkedIn is a more professional networking website for the business community that allows users to create professional profiles, post resumes, and communicate with other professionals.
Wiki is a website where contents / documents are developed collaboratively by a community of users allowing any user to add and edit content.
Wiki development tools

www.wikispaces.com

www.sites.google.com

www.docs.google.com
Wiki outcomes

www.wikipedia.com

www.MedPedia.com
Sharing and advancing knowledge about health, medicine and the body among medical professionals and the general public

www.CerhiPedia.com

www.UnimedPedia.com

www.UnibenPedia.com

This model is founded on providing a free online technology platform that is collaborative interdisciplinary and transparent
Share your research via Videos
YouTube is a free video sharing website that lets people upload, view, and share videos.

www.youtube.com
MedTube is a professional healthcare media library for doctors worldwide, > 20,000 medical videos, courses, images, documents

“Building Research Evidence for EPT and DI”
More Examples of Social Media

**Pinterest** an online community that allows users to display photos of items found on the web by "pinning" them and sharing ideas with others.

![Social Media Icons](image.png)

**Snapchat** an app for mobile devices that allows users to send and share photos of themselves doing their daily activities.

**WhatsApp** ....
Advantages

1. Wider Audience
2. Cost saving
3. Real Time Information Sharing
4. Ability to measure success
Target Audience
How do I connect?

1. Sign up / Register
   User name & password
2. Security Formalities
   Confirmation
3. Sign in
4. Use

Good Designs, Clean-Clear Pictures, Audible Audio ...
1. **Create and share documents**, images, audio, video, links of your research in creative ways to inspire more interest of target audience

2. **Discover** latest research and trends in your research areas

3. **Connect and collaborate** with other researchers, educators, professional organisations in your discipline around the world

4. **Join groups** relevant to your research

5. **Follow your colleagues** and noble authorities who have their presence on SM

6. **Follow hashtags** related to your research areas
7. **Promote your research** with wider, more engaged audiences in academia and beyond through practical advice and actionable strategies

8. **Measure and quantify** research communication efforts for funders

9. **Reach** your target goal
“Social Media is an aspect of Information Technology which is an indispensable tool in today's' way of achieving effective and efficient communication of research results, avail yourself the opportunity of using them”
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https://wikipedia.org
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Thank You for listening

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