

# Communicating Research Findings Using Social Media

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*Lecture Delivered at the One Week Workshop on  
“Building Research Evidence for Effective Policy Transfer  
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.

# Definitions

- ✓ **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



# Social Media and Information Technology



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

**Social media is the umbrella term for web / mobile technologies that empower us to:**





# Examples of Social Media

## 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, Pinteret, WhatsApp etc



Thank you for being here, Ebenezer!  
Facebook is now a community of 2 billion people, and we're so glad you're a part of it. We made you this video to share the good that happens when we all come together.



# Social Media

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.

# Why Social Media ?

## ✓ **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.

# Penetration in Nigeria

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.

# Why Social Media ?

- 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**



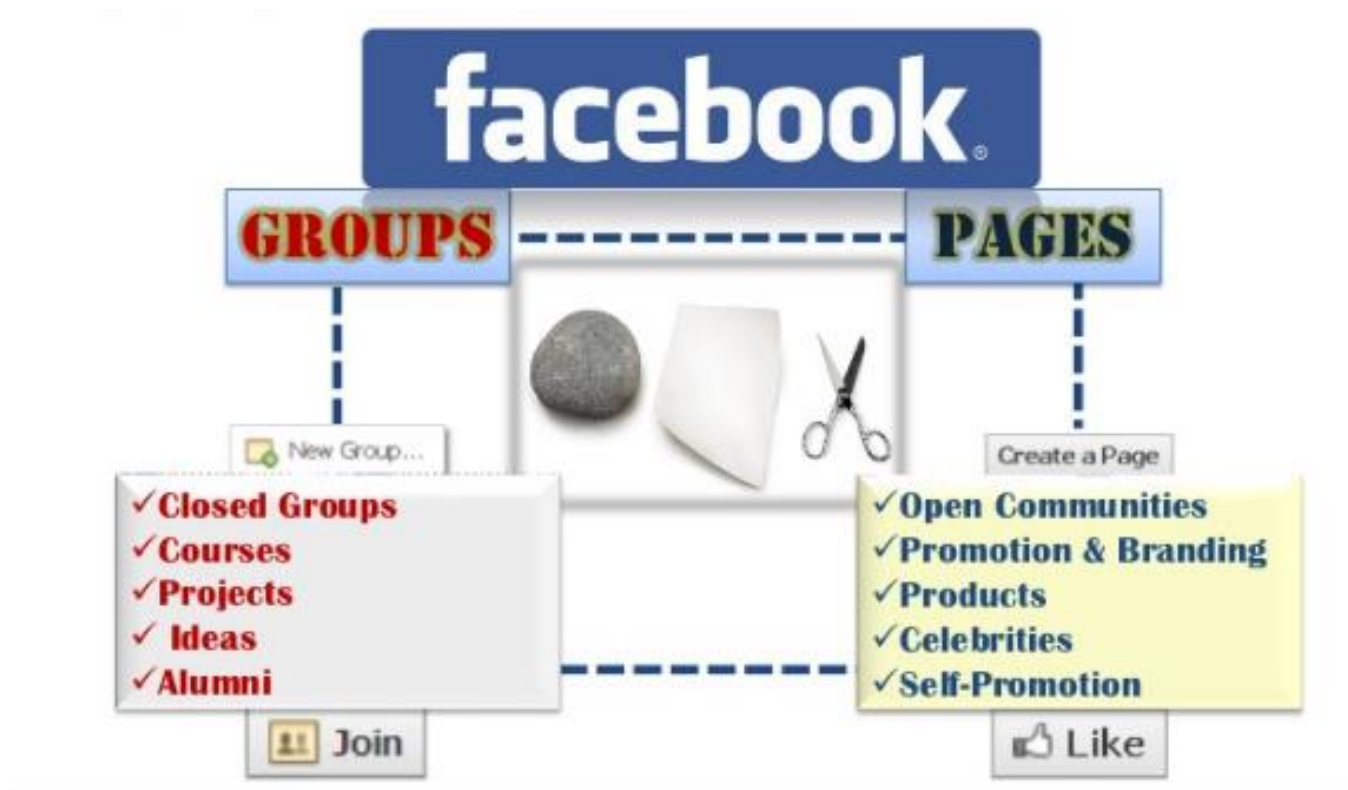


# ***Popular Social Media For Communicating Research***



- 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

**Facebook** an online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with other users



**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](http://www.facebook.com)

# Some Examples



<https://web.facebook.com/worldbanknigeria>

*“Building Research Evidence for EPT and DI”*

# Some Examples

## Pages

See All



### Health

Health & Wellness Website · 6,610,203 like this

Rich Adeyinka Arifalo, Abiodun Akinfe and 12 other friends like this

You asked, we answered: Celeb trainer Tracy Anderson shares her sha...

Sign Up

Like



### Health Digest

Health & Wellness Website · 11,155,845 like this

Abiodun Akinfe, Funmi Madelewi-Oyinsan and 18 other friends like this

We believe health is wealth, we provide informational health and wellnes...

Contact Us

Like



### Health Awareness

2.1 ★★★★★ (30) · Website · 2,519,446 like this

Rich Adeyinka Arifalo, Ojo Oreoluwa and 6 other friends like this

Health Awareness is a natural wellness page that seeks to inform and in...

Like

See All

18

### The Bill & Melinda Gates Institute for Population and Reproductive Health

4.5 ★★★★★ (21) · Medical & Health

615 N Wolfe St, Ste W4041, Baltimore, Maryland · +1 410-955-2232

Sign Up

Like



God bless you bill gate good give you long life amen. "

Kelvin Steve · 5.0 ★ · over a year ago

19

### Ekocorp Fertility - IVF Centre

Medical & Health

31, Mobolaji Bank Anthony Way, Ikeja, Lagos, Nigeria · 0803 858 6915 · Opens tomorrow

Call Now

Like

20

### National Family Planning & Reproductive Health Association

Other

1627 K St NW, Washington, District of Columbia · +1 202-293-3114

Like

1

### Reproductive Health With Dr.Ajayi On STV

4.0 ★★★★★ (1) · Medical & Health

106/108 Norman Williams Street, Ikoyi, Lagos, Nigeria

Like

2

### Reproductive Health Care Ota

4.7 ★★★★★ (3) · Hospital

industrial estate ota, ogun state, Ogun, Nigeria · 0817 405 4703 · Always Open

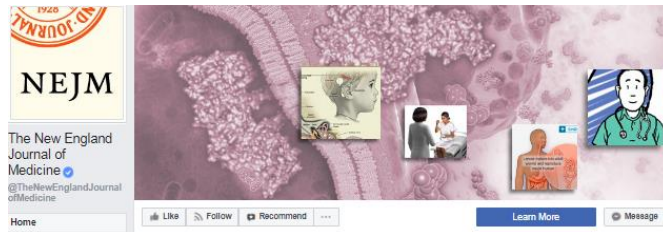
Call Now

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www.facebook.com

*"Building Research Evidence for EPT and DI"*





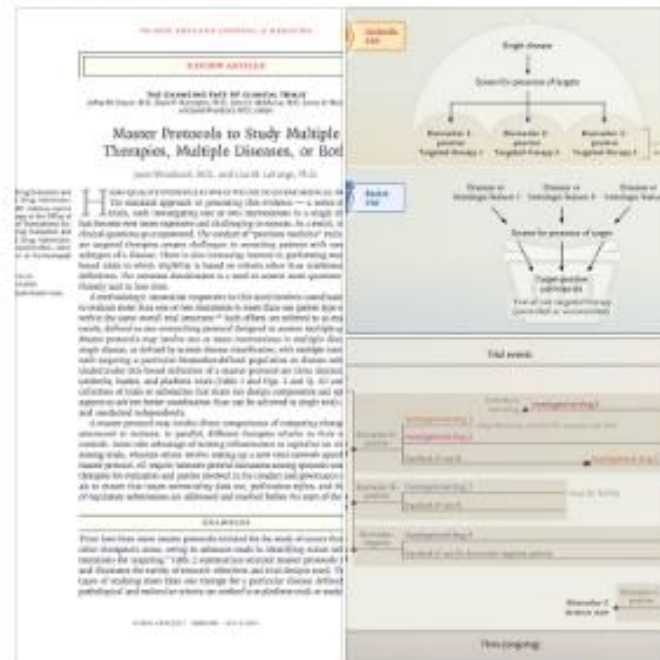
## Posts



The New England Journal of Medicine added 3 new photos.

July 6 at 7:15pm · 🌐

The latest in the Changing Face of Clinical Trials series considers master protocols, which involve the study of one or more interventions in multiple diseases or of a single disease with multiple interventions. <http://nej.md/2uqKbH2>



Like Comment Share

[https://web.facebook.com/TheNewEnglandJournalofMedicine/?\\_rdc=1&\\_rdr](https://web.facebook.com/TheNewEnglandJournalofMedicine/?_rdc=1&_rdr)

Neuroscience Society of Nigeria - NSN

Like Follow Share



Neuroscience Society of Nigeria - NSN  
@nsn.uyo

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RESEARCH INITIATIVE

CALL FOR PAPERS  
THEME:  
THE ROLE OF NEUROSCIENCE RESEARCH TOWARDS  
ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS  
SUB THEME: LEARN, TO LIVE.

DATES  
• DBO ADVOCACY—THEME: THE RELEVANCE OF NEUROSCIENCE RESEARCH IN HEALTH, POLICY MAKING AND GOVERNANCE IN NIGERIA — 11-05-17  
• CONFERENCE — 12-05-17 TO 14-05-17  
VENUE: BAZE UNIVERSITY ABUJA, PLOT C00, KUCHIGORO, ALONG DASH AIRPORT BUNG ROAD, ABUJA.

REGISTRATION

	EARLY REG.	LATE REG.
FACULTY		
JUNIOR	N12,000	N15,000
SENIOR	N17,000	N20,000
STUDENTS	N5,000	N7,000
CONFERENCE	N75,000	0
ANNUAL		
MEMBER		

WELCOME TO BAZE UNIVERSITY  
Baze University is a 7-year old distinctive quality-based educational institution making a difference in the Nation's history through the positive impact of its services and graduate output. She has established and maintained a most suitable academic environment, synergizing world-class human capital and best technology for creating and imparting knowledge to develop and modernize the Nigerian society. Baze University delivers quality by having experienced international staff, superb teaching equipment, overseas external examiners, and first-rate buildings to guarantee standards. Baze University aims to provide university education to British standards in Nigeria at about half the cost of sending a student to study abroad.

CALL FOR ABSTRACTS



See All

Posts

Neuroscience Society of Nigeria - NSN  
July 5 at 7:38pm · 🌐

<https://www.janelia.org/.../stu.../graduate-research-fellowships>



Graduate Research Fellowships | Janelia Research Campus

The Janelia Graduate Research Fellowship is a fully-funded, collaborative PhD program for independent, committed graduate students enrolled in a doctoral program in the United...

JANELIA.ORG

Like Comment Share

[https://web.facebook.com/nsn.uyo/?\\_rdc=1&\\_rdr](https://web.facebook.com/nsn.uyo/?_rdc=1&_rdr)

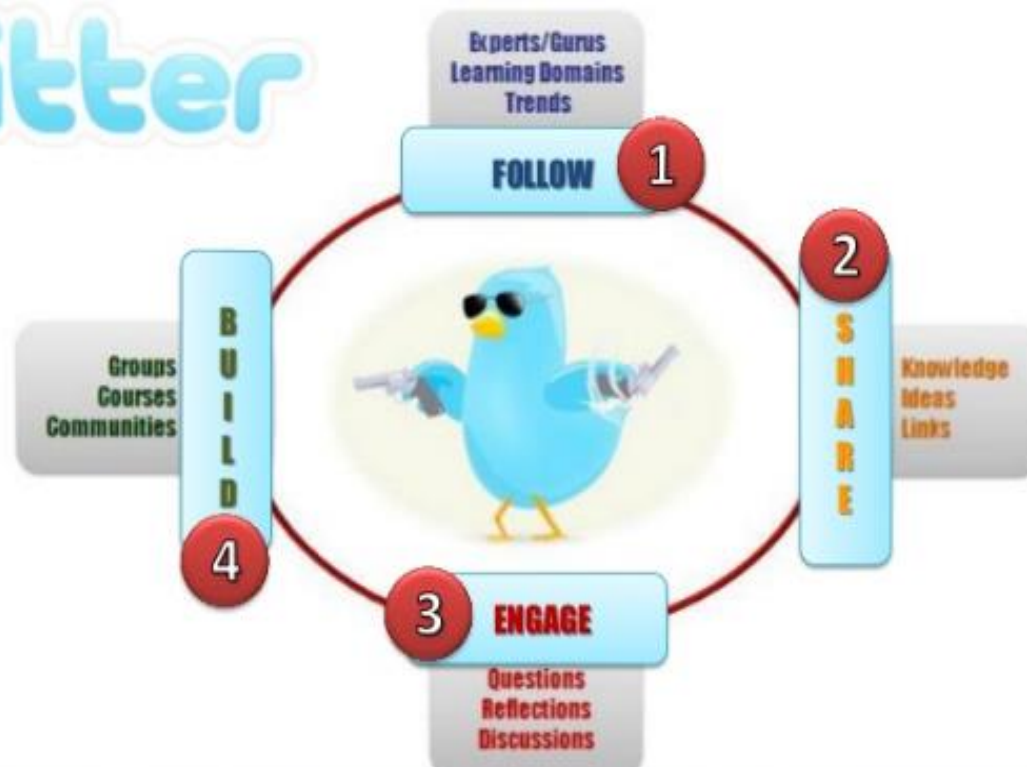




**provides social networking** service that allows users to send and receive short messages ( $\leq 140$  characters) known as "**tweets**"

Connect with awesome researchers and educators around the world

twitter



Compose new Tweet



|What's happening?

140 Tweet

## Use of Keywords

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

**#MedEd – Medical Education**

**#EduTech – Education Technology**

**Users:** [www.twitterdoctors.net](http://www.twitterdoctors.net)

The bigger directory of twitter doctors with over 1M members

# Blog



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.

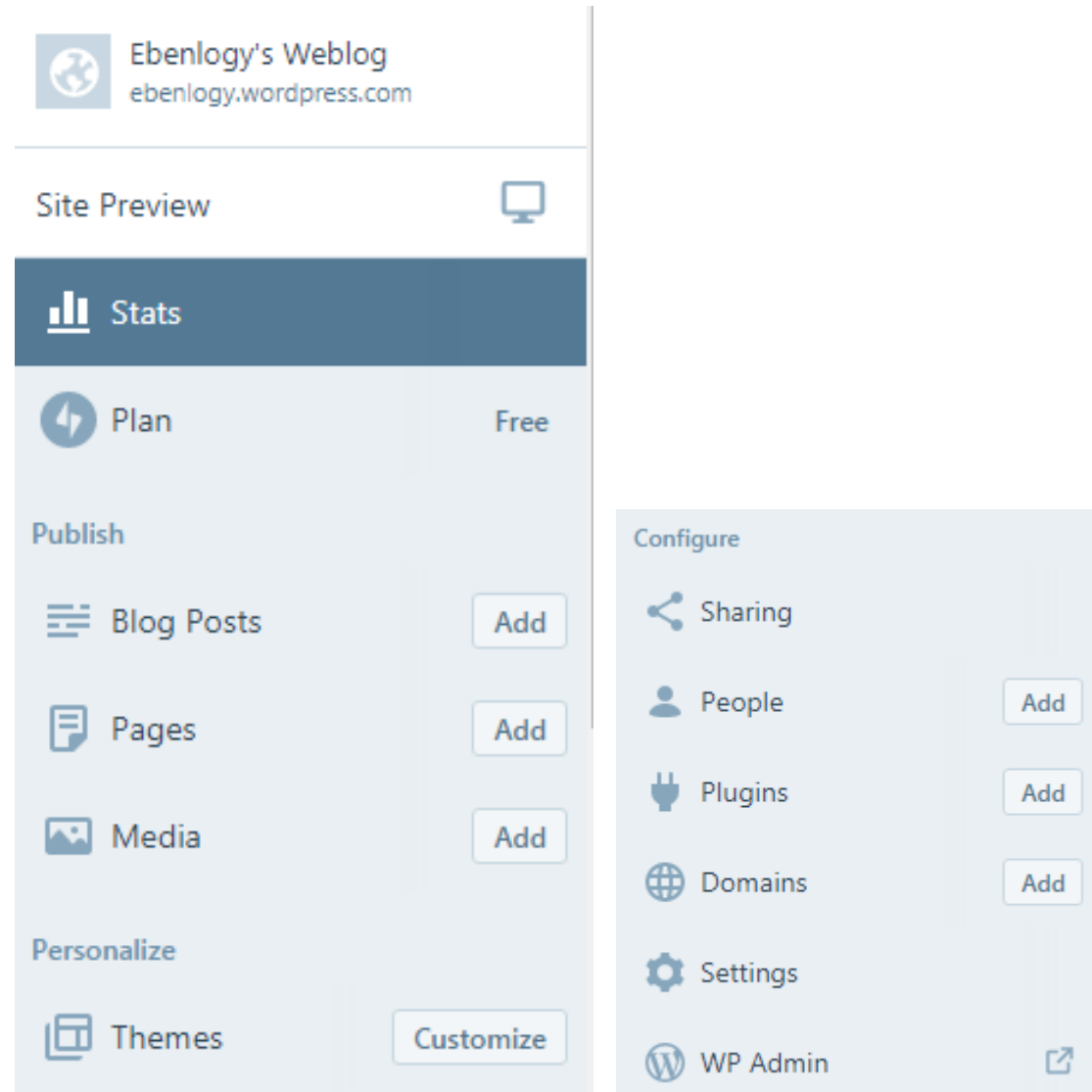
# Blogging Tools



[www.wordpress.com](http://www.wordpress.com)



[www.blogger.com](http://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](http://www.medicaltipsng.blogspot.com.ng)



[www.blogs.jwatch.org](http://www.blogs.jwatch.org)



[www.amjmed.blogspot](http://www.amjmed.blogspot)



[www.kevinmd.com/blog](http://www.kevinmd.com/blog)

# www.linkedin.com



## www.linkedin.com

**LinkedIn** a more professional networking website for the business community that allows users to create professional profiles, post resumes, and communicate with other professionals

# wiki



**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](http://www.wikispaces.com)



[www.sites.google.com](http://www.sites.google.com)



[www.docs.google.com](http://www.docs.google.com)

# Wiki outcomes



WIKIPEDIA  
The Free Encyclopedia

**[www.wikipedia.com](http://www.wikipedia.com)**



**[www.MedPedia.com](http://www.MedPedia.com)**

Sharing and advancing knowledge about health, medicine and the body among medical professionals and the general public

This model is founded on providing a free online technology platform that is collaborative interdisciplinary and transparent



**[www.CerhiPedia.com](http://www.CerhiPedia.com)**



**[www.UnimedPedia.com](http://www.UnimedPedia.com)**



**[www.UnibenPedia.com](http://www.UnibenPedia.com)**



# ***Share your research via Videos***

# youtube.com




**YouTube** is a free video sharing website that lets people upload, view, and share videos.


**www.youtube.com**




 Home

 My channel

 Trending

 Subscriptions

## LIBRARY

 History

 Watch later

## SUBSCRIPTIONS

Add channels

 Popular on YouTube

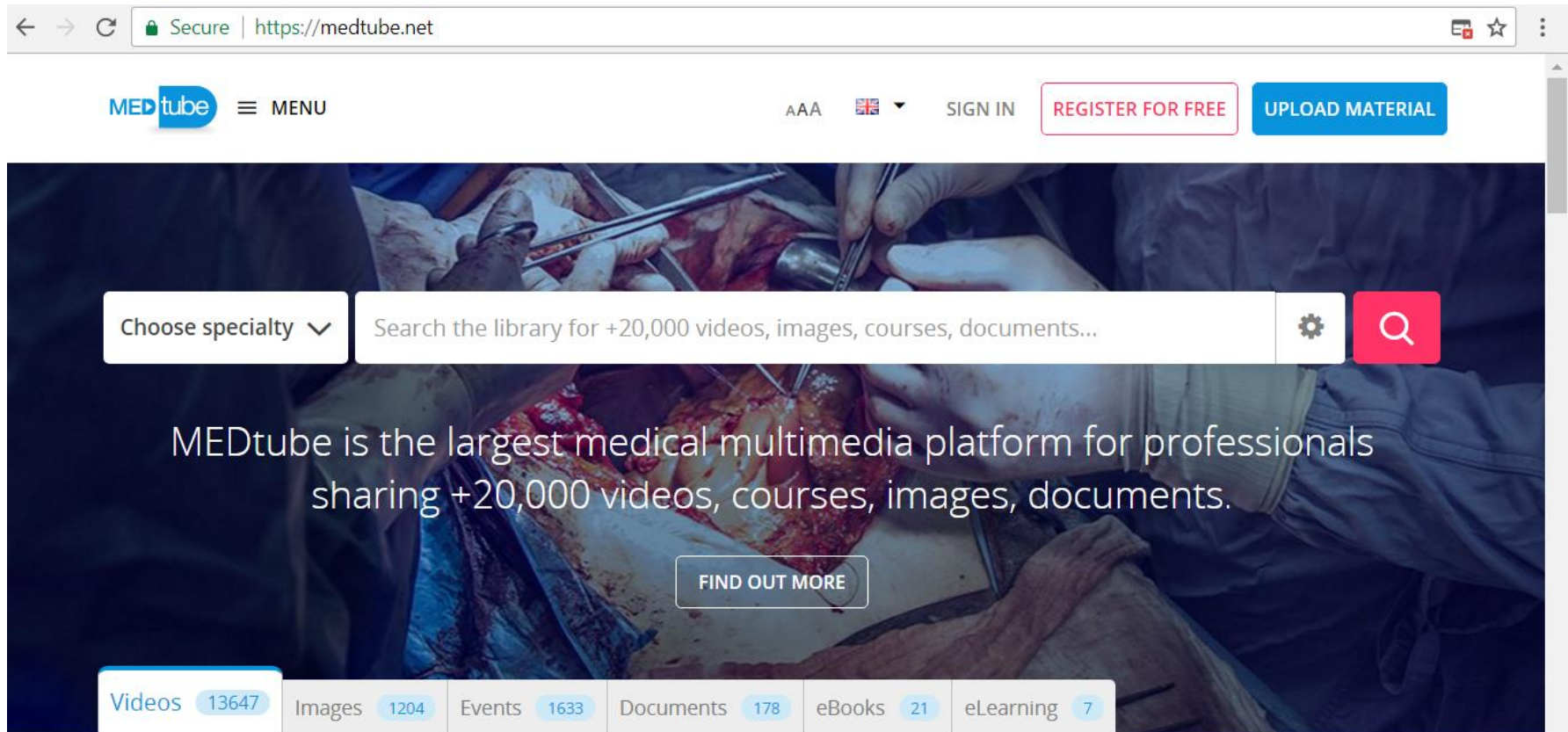
 Music

 Sports

 Gaming

 Browse channels

# medtube.net



**www.medtube.net**

**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.



**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 ...**

# Call to Action

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

## Call to Action

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

# Conclusion



*“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”*

# References

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<https://medtube.net/>

<https://youtube.com/>

<https://wikipedia.org>

<https://facebook.com>

**Thank You for listening**

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