

Leibniz Library Network for Research Information



The four types of social media user in the academic and research community

Results of a nationwide study

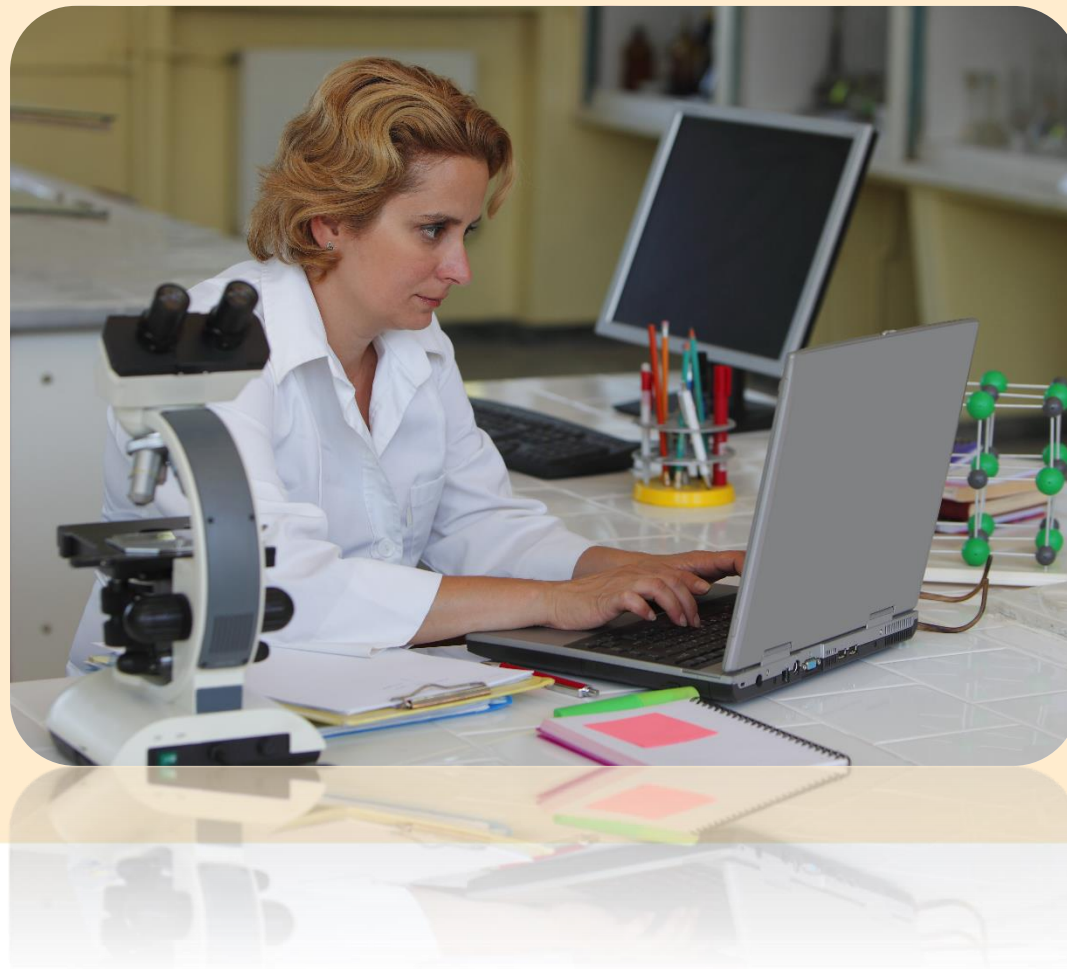
Science 2.0 Conference, 26th March 2014

What was the target?

- Analysing the behaviour of academics and researchers with regard to the use of social media tools
- Formation of user types
- Data base: survey of a total of 778 academics and researchers at German universities, universities of applied science and various institutes of the Leibniz Association (“Science 2.0 Survey”)



Ms Maker



Ms Maker

- 35 percent of research professionals
- female
- working at the university for around 8 years
- Mostly a research assistant (58.8 percent)
- uses the various social media channels frequently, i.e. once a week
- highly pragmatic way in making use of social media
- critical attitude towards issues of data protection and privacy of Web 2.0 tools.



Mr Tech



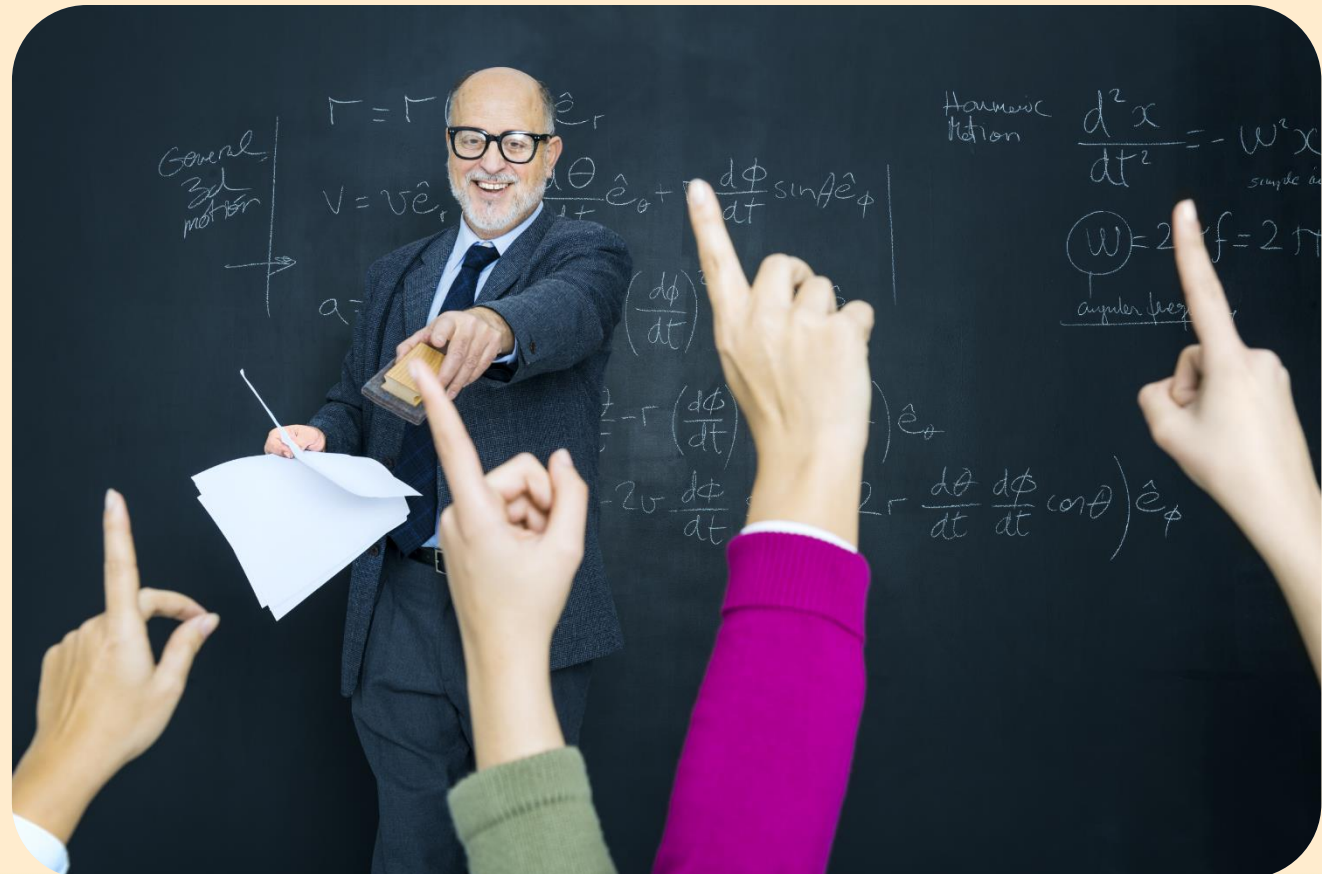


Mr Tech

- 43.2 percent of research professionals
- male
- working at university for around 11 years
- either a research assistant (52 percent) or a professor (37.8 percent)
- uses the various social media channels frequently, i.e. once a week
- strong affinity for technology and keen user of social media
- experiment with new tools



Mr Classic





Mr Classic

- 8.6 percent of research professionals
- male (63 percent)
- at the university for an average of 12 years
- Either Professors (43.5 percent), research assistants (26.1 percent) or doctoral students and postdocs (17.4 percent)
- uses Web 2.0 services once a month or less, either for pragmatic reasons or because it is a required part of his job
- less receptive to Web 2.0 tools
- no need for new tools



Mr Nerd



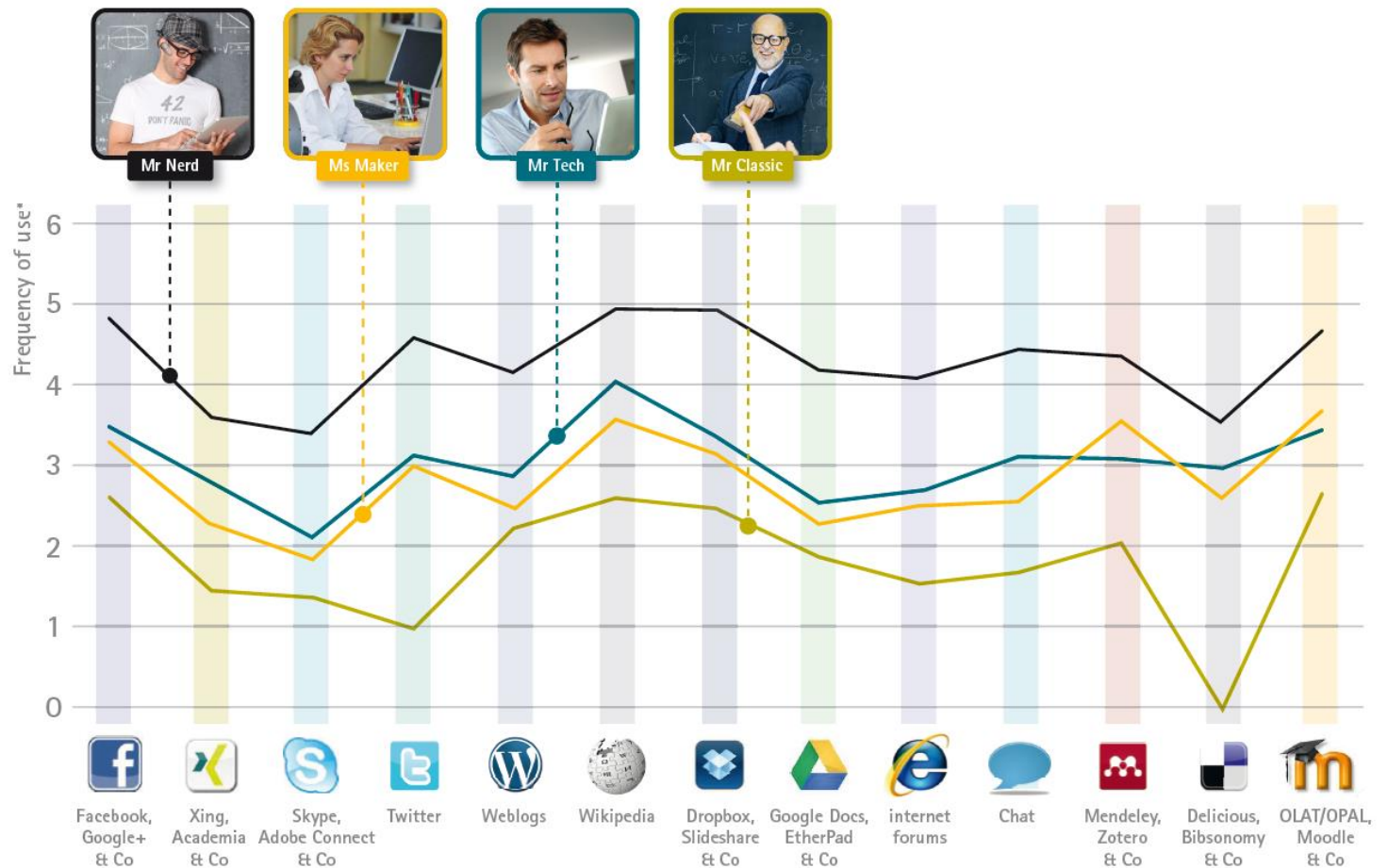


Mr Nerd

- 13.1 percent of the research professionals
- male (64.3 percent)
- working at university for around 10 years
- either a (post)doctoral student and research assistant (55.6 percent) or a professor (27.1 percent)
- uses Web 2.0 services several times a week
- very receptive to new media
- relatively unconcerned by security and privacy issues
- greatly enjoys the challenge of using the new tools and features of Web 2.0.



Four types of social media user in the academic and research community



*1 = less than once a month, 2 = once a month, 3 = once a week, 4 = several times a week, 5 = every day, 6 = several times a day

Main results

- Meanwhile the social media tools have found their way into the academic and research community.
- There are four types of social-media-users. The key aspects that distinguish the types are:
 - Degree
 - Length of the academic career
 - Gender
 - Level of utilisation
 - Attitude towards issues of data protection
 - Receptivity for social-media tools
- In the daily work social-media tools are used on an average level, mostly once a week.
- The handling of the tools shows often a practical way of use, when it seems a productive way of solving a problem.
- The awareness for issues of data protection and privacy of Web 2.0 tools is evident.



Thank you very much for your attention!

We are looking forward to talk to you at the poster!

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