

How Facebook and Survey Monkey can be used for research

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Online Research

- Moving forward in leaps & bounds
- Recruitment and Data Collection
- Free and low fee 'off the shelf' software available.
- National Statement hasn't caught up to utilising the internet for research
- Significant increase in ethics applications utilising online software & websites = new issues for Ethics Committees

Facebook – what is it?



- www.facebook.com
- Social Networking service
- Established in 2004 – free to join and use.
- 900 million *active* users (May 2012) worldwide
- 11 million *active* users in Australia
- Users have an individual profile, can ‘friend’ other users, upload photos, share their life!
- Privacy settings

Facebook glossary

- Admin – people who create and manages activity in groups and pages.
- Friend – people you connect and share with on Facebook
- Group – circles of people who share and keep in touch on Facebook
- Like – clicking on the thumbs up symbol to give positive feedback and connect with sites within Facebook
- Page – allows businesses to connect on Facebook
- Profile – an individuals page on [Facebook](#)
- Tag – links a person, page or place to something you post. For example, you can state who is in a photo
- Users – individuals on Facebook

Using Facebook for Research



- Create a page (anyone is able to 'join' the page to get further information about a project)
- Advertising (need to pay, but researchers can target their audience) – recruitment tool
- Create an event (need to use personal account, free but only targeting the researcher's 'friends' and then snowballs onto their 'friends') – recruitment tool
- Create a group (probably most relevant for data collection)

Create a page




- Commonly used by businesses
- Users can 'like' a page to keep updated with items in their newsfeed
- Works best for marketing type [research](#), or as a launch pad to other websites.

Advertising/ Sponsored Stories


- Majority of Facebook revenue is created through advertising
- Can target specific audience:
 - ✓ Location
 - ✓ Age
 - ✓ Gender
 - ✓ Interests
- Can replace (or compliment) traditional recruitment methods through posters, advertisements in newspapers etc.



All Recently viewed Sponsored stories

 likes The iPhone Guy.

 **The iPhone Guy**
Like

 **Australia Post**
Tell us, which athletes are your favourites to win Gold?



Like this Page

 and  like Kogan.


 **Kogan**
Like



 **Flight Centre Australia**
Where will you spend your money if you WIN a share in the \$10,000?

[CLICK HERE TO ENTER](#)


Like this Page

 **Strongbow Australia**
Splendour in the Grass... wanna go?

Win tickets (plus afares) for you and three mates ...



Like this Page


 **AbsoluteSkin**
We have a treat for all you Dermalogica devotees out there: we're currently offering an ad...


 **Buy Dermalogica Products Online Australia - AbsoluteSki...**

Like this Page


HUGE Wedding & Party SALE
 Save 25-90% off a HUGE range of wedding & party decorations + FREE shipping orders \$50+


23,639 people like Pink Frosting.

 **Cloudy Bay**
Has everyone discovered our interactive Cloudy Bay Pinot & Duck Trail map? Try it and plan...

 **Cloudy Bay - Pinot & Duck Trail**

Like this Page

'STAY CLEVER' offer
holidayinn.com
 Up to 30% off room rates at Holiday Inn, plus free breakfast. And, kids stay & eat free!

 **American Express Australia**
Create a delicious recipe and you could win a fantastic MasterChef experience. *T&Cs apply...

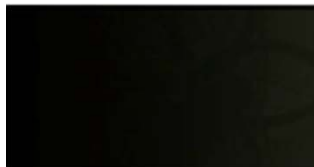
 **American Express Australia | MasterChef**

Like this Page

Bolzano Restaurant
 Like, and be in the running for a free dinner given away month!

Like · 96 people like this.

Samsung TV
samsung.com
 The Future Of Smart TV, chat with friends on the big screen via Skype, on select models.



Create an Event

- Snowballing technique for recruitment
- Researchers can create an event, invite 'friends' to join and set the privacy to 'public' so that anyone can join.
- [Survey example 1](#)
- [Survey example 2](#)

Create a Group

- Recruit people into a group for data collection
- Ideal for longitudinal studies
- Participants and researchers can contribute via online discussions, upload documents
- Group can be open, closed or secret

Too Much Information?

Date	Status	Time
Today	Sara is listed as single	6:58pm
Yesterday	Sara is listed as in a relationship	11:17pm
April 20	Sara is listed as single	6:19pm
April 18	Sara is listed as in a relationship	10:22pm
March 31	Sara is listed as single	12:25pm
March 24	Sara is listed as in a relationship with guy 1 again	12:30pm
March 23	Sara is listed as in a relationship	10:31pm
March 23	Sara is listed as single	10:31pm
March 22	Sara is listed as in a relationship with guy 2	17pm
March 22	Sara is listed as in a relationship	3:35pm
February 25	Sara is listed as single	4:24pm
February 24	Sara is listed as in a relationship and it's complicated	2:47pm
December 31	Sara is listed as in a relationship with guy 1	



Facebook considerations

- Who owns the data?
- Can users really delete the data, and what implications does this have?
- What happens if Facebook decides to sell data or information?
- Do different laws apply depending on where the researchers and/or participants are?
- Should Committees have a checklist for research using social media?

Survey Monkey – what is it?

- Provider of web-based surveys
- Allows users to:
 - Create Survey
 - Distribute Survey
 - Collect Responses
 - Analyse Responses



Survey Monkey Plans

- Basic – free – limited to 10 questions per survey
- Select - \$25 per month (\$19 per month on annual basis) – unlimited questions, can export data to excel
- Gold - \$25 per month on annual basis- advanced features including text analysis
- Platinum - \$65 per month on annual basis – can add your companies logo, branding, redirect users after completing the [survey](#)

Security

- According to their Security Statement - they have lots!
- Where is the data actually stored?
- Australian government websites use Survey Monkey
- No recorded public breaches of data
- Survey Monkey has updated it's privacy policy over the years to reflect users concerns.



Tips for added security

- Don't email out invitations through Survey Monkey, instead cut and paste the unique web link and email through your account.
- If researchers are going to ask for information that is potentially sensitive or illegal – maybe look at other options (hosted by own institution)

Reach your Target Audience

- Very limited suitability for academic research
- Allows users to target Survey Monkey members – all located in the US.
- More as a marketing research tool
- Starts at \$3 per completed [survey](#)

Survey Monkey Pros

- User friendly (both for researchers and participants!)
- Can access real time results
- Cheap but cheerful
- Easy to distribute (via email, web link, social media)

Survey Monkey Cons

- Limited features on the cheaper plans
- Anonymous survey? Need to make sure IP address isn't collected
- Data storage/security – lengthy policy (not necessarily a con but something to be aware of)

Conclusion

- Research conducted online is only going to increase
- Social networking provides new opportunities to recruit and reach a broader audience, as well as data collection
- New and existing issues remain with online research
- Like everything else in human research ethics, there is no 'one size fits all'!