

Social Media as a Survey Recruitment Method for Evaluating a Youth E-cigarette Prevention Campaign

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Professional
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Acknowledgments

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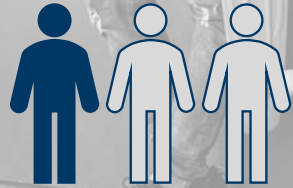
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This study was conducted by Professional Data Analysts (PDA). Our mission is to create positive social impact by providing tailored data-centric solutions that move public health initiatives forward.

We thank our client, the Hawai'i Department of Health, for their support of this study.



**So what?
Now what?**

Options



	Existing surveillance studies	Online panels, listed samples	RDD, ABS	Social media recruitment
	Confidence in representativeness -Established consent processes	-Fairly inexpensive -Fast to implement	-Larger possible sample -Probability-based sampling	-Able to reach teens directly -Can engage with teens in a natural environment
	-Limited space -Rigid fielding dates -Long turnaround -COVID delays	-Unknown sample quality -Not enough avail sample -Bias from parent consent -Concerns about honesty w/ parental involvement	-Cost-prohibitive -Same bias & honesty concerns as previous	-Not a probability-based sample -Emerging strategy; moving target -Follow-up not feasible

A man with short, light-colored hair is smiling and giving a thumbs-up gesture while floating in the ocean. The background shows a coastline with buildings and palm trees under a clear sky.

What we...

1 | Did

2 | Got

3 | Learned

What we did

IRB / consent

- Requested waiver of parental consent
- Obtained youth assent (for those under 18)

Confidentiality and Privacy

Your answers are private. We do not collect your name or other personal information, but we do collect your IP address to make sure you are eligible to participate.

If you choose to receive the \$15 gift card, we will need your email address to send it. We will not use your email for any other purpose outside of this study survey.

When the study is over, all IP addresses and emails will be disconnected from survey responses, making your survey responses anonymous. The answers from 200 or more teens will be grouped together and we will write a report about what we learn.

What we did

IRB / consent Survey design

Have you seen or heard this ad where a kid and his mother are surrounded by giant gummy bears coming from a vape pen?

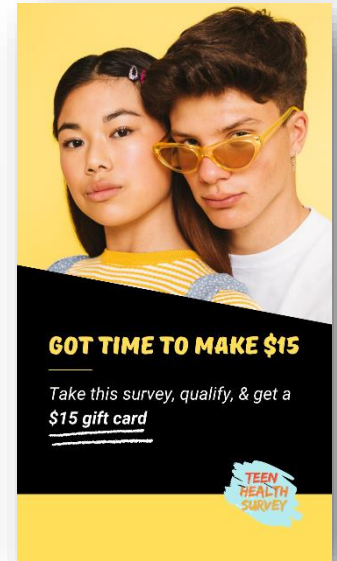
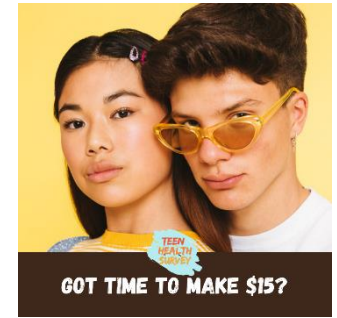


Yes

No

What we did

IRB / consent
Survey design
Ad design



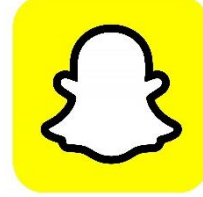
What we did

IRB / consent

Survey design

Ad design

Social media platforms



What we did

IRB / consent

Survey design

Ad design

Social media platforms

Fraud checks

- ❏ Inconsistencies (zip code vs. island)
- ❏ IP address screened out
- ❏ Duplicate email address

What we did

IRB / consent

Survey design

Ad design

Social media platforms

Fraud checks

Incentive management



rybbon



What we did

IRB / consent

Survey design

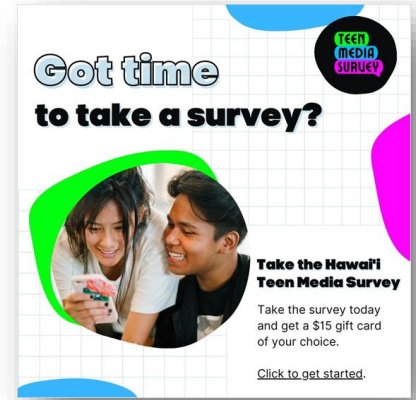
Ad design

Social media platforms

Fraud checks

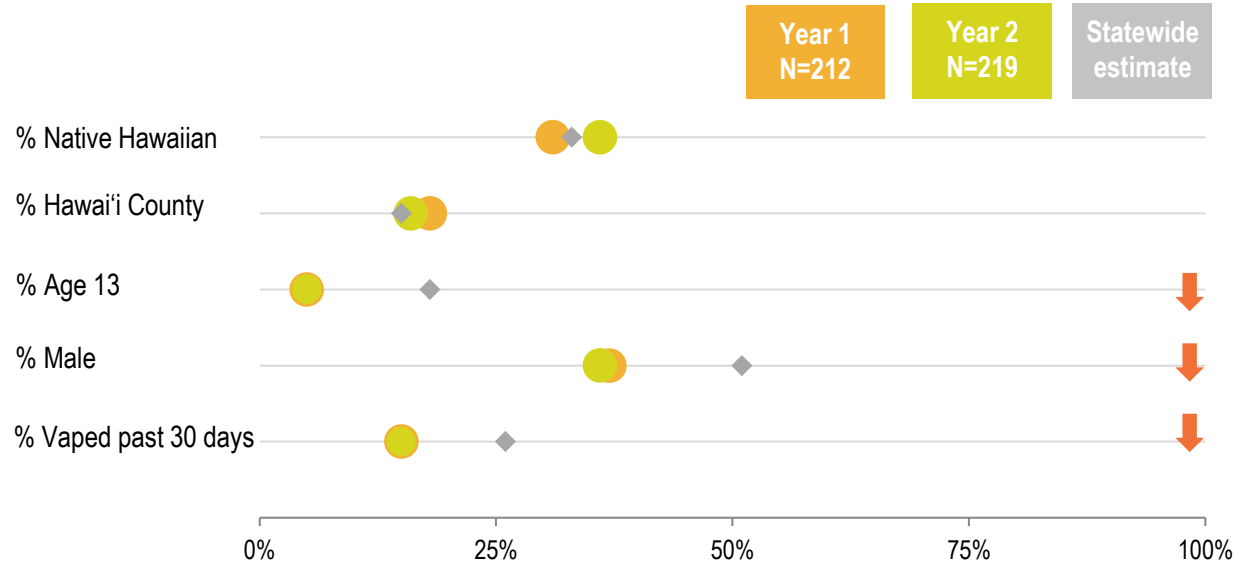
Incentive management

Supplemental recruitment



What we got

— Limited sample sizes

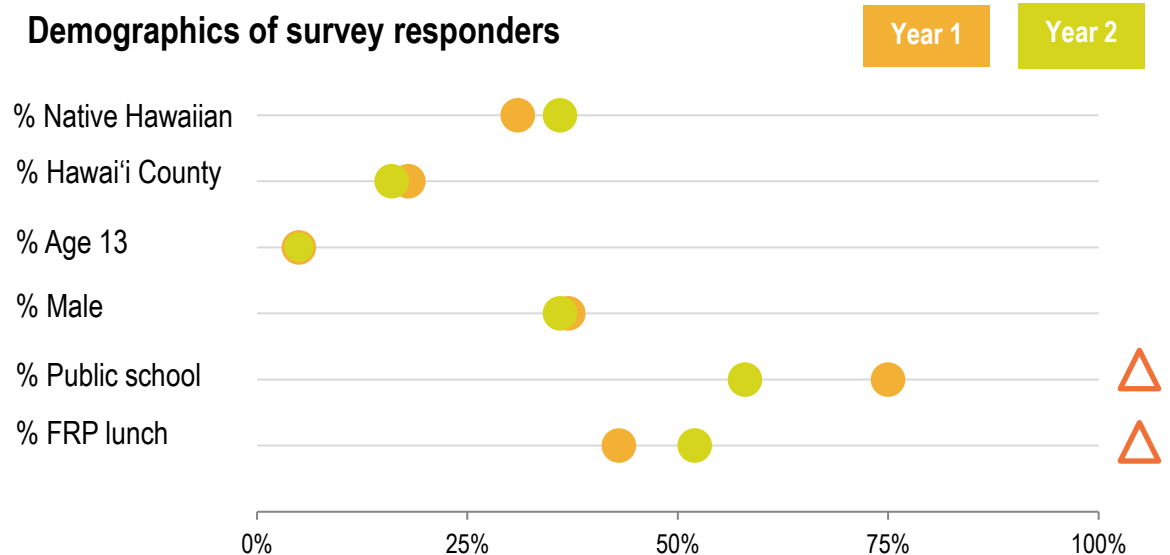


What we got

– Limited sample sizes

+ Surprising consistency

Demographics of survey responders

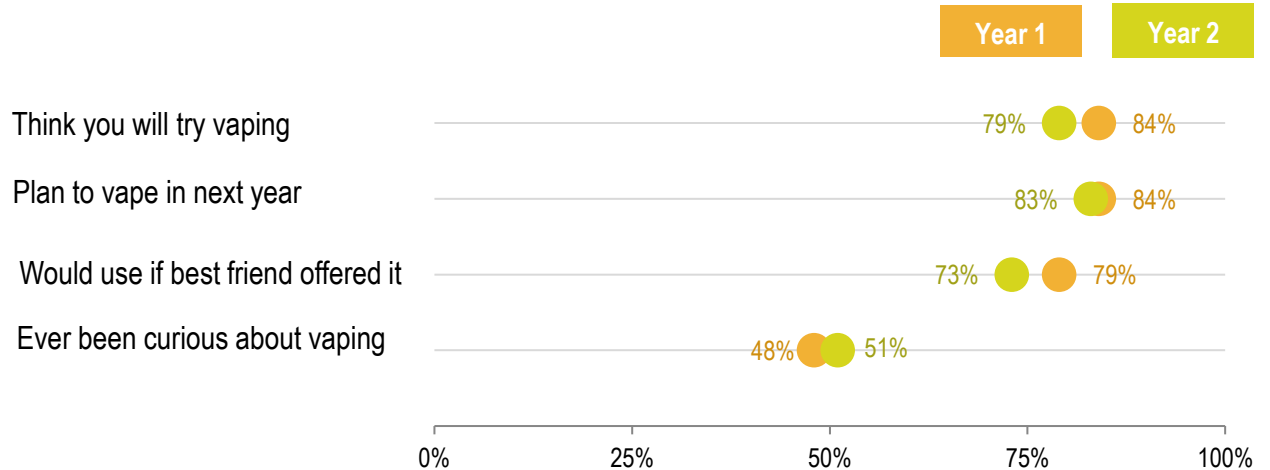


What we got

– Limited sample sizes

+ Surprising consistency

% of teens responding “definitely not” among never users



What we got

- Limited sample sizes
- + Surprising consistency
- + **Quality engagement**

"It's very common to see 40-60 teens having a vape in their hands every day."

"I see a lot of other high schoolers vaping in school, in places without cameras like the bathrooms and some of the hallways."

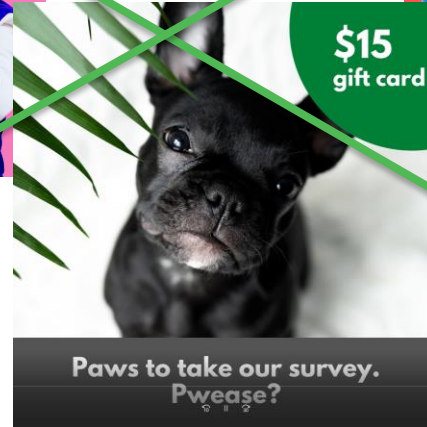
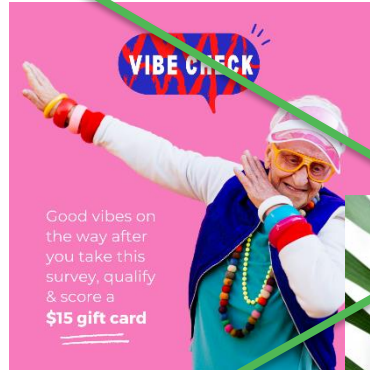
"I do sports and dance, I also go to the beach or hang out with friends."

"Surf, basketball, video games, soccer, spear fishing, football, run."

What we learned



Invest in ad design; leave room to experiment



What we learned



Invest in ad design; leave room to experiment



Plan for platform headaches



What we learned



Invest in ad design; leave room to experiment

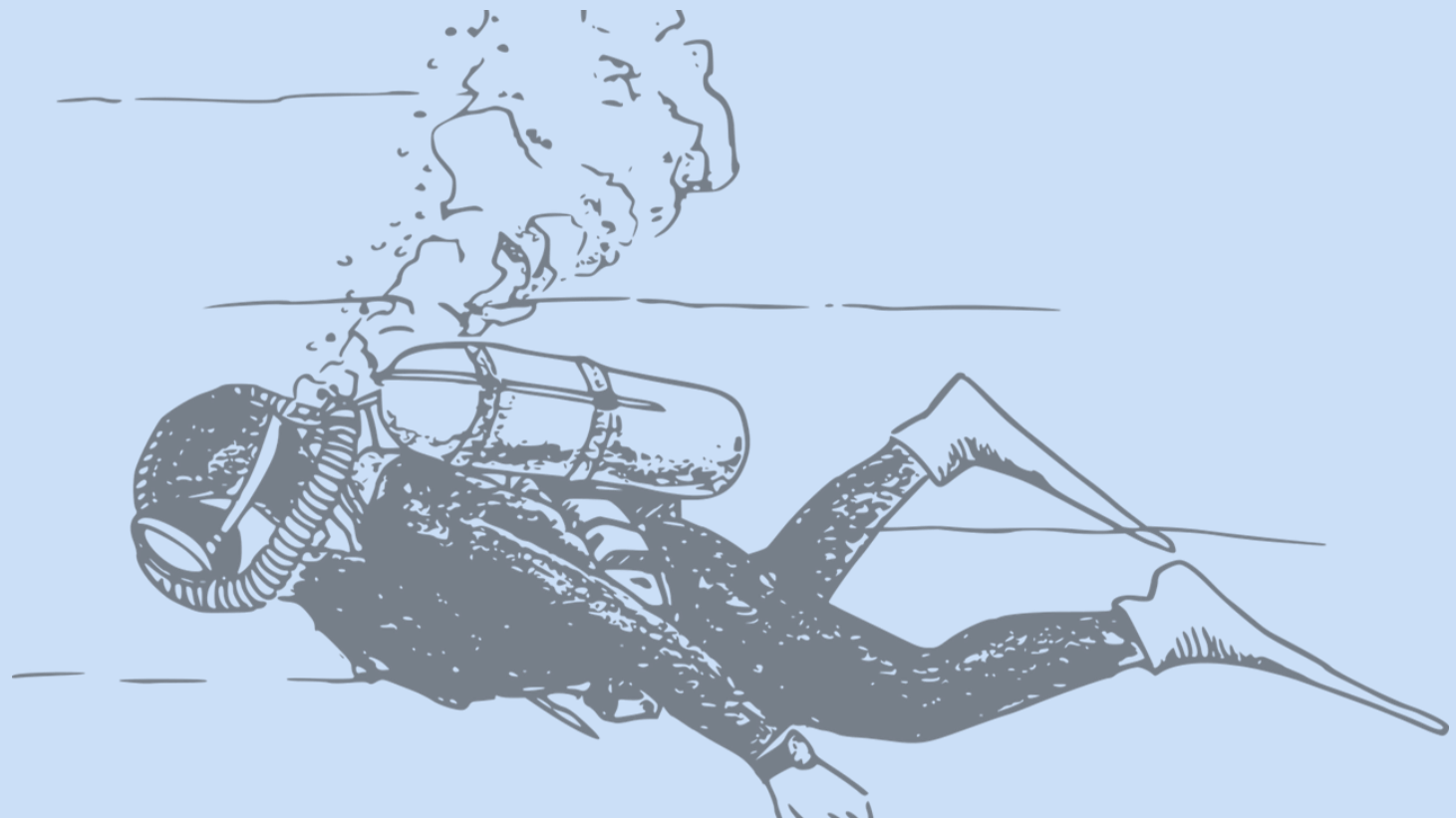


Plan for platform headaches



Prioritize and automate fraud checks

The screenshot shows a landing page for a survey titled "TEEN MEDIA SURVEY". At the top, there are three small images: a couple, a person, and two people. Below the images, the text reads "Welcome to the Teen Media Survey!". There are three bullet points: a green checkmark for "Qualify and take a 10-minute, confidential online survey.", a blue checkmark for "Complete the survey and you'll get a \$15 gift card. Choose from Target, Walmart, Apple, and more!", and a purple checkmark for "Your input will help improve important messages for teens!". Below this, it says "Answer five questions to see if you qualify. Click the blue button to get started!". There are two dropdown menus: "About this study" and "Protecting your privacy". A blue "Get Started!" button is centered below the dropdowns. At the bottom right, there are links for "Privacy Policy" and "Terms of Use".





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