



Science Communication and Social Media Work as Part of the OntoTrans Project

Or – Who are our OntoTrans fans?

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APPENDIX: Survey

Survey on the usage of social media for professional dissemination

We would like to study under the Umbrella of the EU H2020 Project OntoTrans (Grant # 862136) how individuals use social media in their professional life (passive and active), with the emphasis on LinkedIn, Twitter and Instagram.

Privacy Statement: all the info given below will be processed in such fashion that no participant can be identified and we will only ask about your country of residence, age range, general place of work and general job role.

The raw data will be handled by Alexandra Simperler of Goldbeck Consulting (alex@goldbeck-consulting.com) who is the data protection officer and by Laura Waslmayr of TUWien (Laura.Waslmayr@tuwien.ac.at) as the data processor.

The purpose of collecting this data is to provide insight, especially for H2020 and Horizon Projects, on how to better disseminate their results and findings to all citizens via social media. Therefore, we would like to understand what citizens using such media expect from us. The findings will be shared via 2 open access papers which will be announced via social media channels of OntoTrans.

We securely store your raw data until the end of the project (March 2024).

However, by filling in this form you agree that we can use your data for our planned publications.

1. About you*

Question 1.1. You are in which country?

Question 1.2. What is your age range?

- | | | | |
|-----------|-----------|-----------|--------|
| < 20 yrs | 30-35 yrs | 51-60 yrs | 80 yrs |
| 20-25 yrs | 36-40 yrs | 61-70 yrs | |

26-30 yrs

41-50 yrs

71-80 yrs

Question 1.3. Where are you located?

School
 University
 Government
 Independent Research Centre

Small or Medium Enterprise
 Large Enterprise
 Self employed
 Other*

*If other, please describe:

Question 1.4. Your sector could be described as ...

e.g., Natural Sciences, Humanities, Manufacturing, Services, IT, ...

Question 1.5. Your role can be described as

Student
 Lecturer/Reader/Ass Prof
 Professor

Staff
 Manager
 Senior Manager

CTO/CEO level
 Owner
 Other*

*If other, please describe:

Question 1.6. Rank Linked-In, Twitter and Instagram in order of your preferred use for disseminating professional content (most preferred first)

Ranking Question list with 3 items.

Linked-In/Twitter/Instagram

Question 1.7. Are you using any other social media for professional dissemination? If so, which ones?

2. Linked-In

Question 2.1. Do you have a profile?

- Yes
- No, please proceed to Section 3.

Question 2.2. How do you post? (Tick all that apply)

- As myself
- For my company/organisation
- As myself and for my company/organisation.
- For a project

Question 2.3. Why do you connect with people? (Tick all that apply)

- To follow their professional development
- To network with key people in my field
- To follow their activities (updates, publications, opinions, etc.)
- General networking
- To follow the leaders in my field
- I am managing the company/project page of my organisation and seeking followers
- To stay in contact with former colleagues socially
- To stay in contact with customers
- To find new career prospects
- To stay in contact with former colleagues professionally
- Other*

*If other, please describe:

Question 2.4. How often do you consume content on LinkedIn (read, engage, like)?

- | | | |
|----------------------|-----------------------|-------------|
| more than once a day | several times a week | once a year |
| once a day | once a month | never |
| once a week | several times a month | |

Question 2.5. Why do you follow persons and companies? (Tick all that apply)

- Stay up to date with professional trends
- Entertainment
- To gain pointers to interesting events, sources of knowledge (i.e., links to papers, websites)
- To get a newsflash, i.e., the latest breaking news, comment and features from topics of your interest
- To get a feel for opinions about things circulating in your community
- Other*

*If other, please describe:

Question 2.6. What do you use Linked-in for? (Tick all that apply)

- Dissemination (papers you wrote, talks you gave, science/research you do and care about)
- I post short regular updates about my work like an open diary entry (funding, awards, conference participation, etc.)
- I post personal stuff related to work (new member of staff, leaving do's, celebratory events such as a passed PhD viva)
- I create posts to educate persons in my field of expertise
- Marketing
- I post events and news for my organisation
- I post job adverts
- I post my opinions on professional stuff that matters to me
- I want to set trends for my followers
- I like to post memes and entertaining content about my field of work
- Other*

*If other, please describe:

Question 2.7. How do you interact? (Tick all that apply)

- | | |
|----------------------------------|--------------------------------------|
| <input type="checkbox"/> Like | <input type="checkbox"/> Re-Tweet |
| <input type="checkbox"/> Comment | <input type="checkbox"/> I just read |

Question 2.8. Which are the hashtags you most often use?

Question 2.9. What is most important to you about Linked-In?

3. Twitter

Question 3.1. Do you have an account?

- Yes
- No, please proceed to Section 4.

Question 3.2. How do you post? (Tick all that apply)

- As myself
- For my company/organisation
- As myself and for my company/organisation.
- For a project

Question 3.3. Why do you follow accounts - related to your professional interest? (Tick all that apply)

- To follow persons' professional output, such as new papers, articles, conference talks, posters, career progression ...
- To have live conversations, discussions, etc. (respond to tweets and expect response)
- To publicly post and give an opinion to people you could not contact otherwise
- To follow the leaders in my field
- I am managing the company/project page of my organisation and seeking followers
- To stay in contact with customers
- Stay up to date with professional trends
- Entertainment
- To gain pointers to interesting events, sources of knowledge (i.e., links to papers, websites)
- To get a newsflash, i.e., the latest breaking news, comment and features from topics of your interest
- To get a feel for opinions about things circulating in your community
- To identify trending hashtags
- Other*

*If other, please describe:

Question 3.4. How often do you consume content on Twitter (read, engage, like)?

- | | | |
|----------------------|-----------------------|-------------|
| more than once a day | several times a week | once a year |
| once a day | once a month | never |
| once a week | several times a month | |

Question 3.5. What do you tweet about? (Tick all that apply)

- I want to set trends for my followers
- I like to tweet memes and entertaining content about my field of work
- I post events and news for my organisation
- I post short regular updates about my work like an open diary entry
- I post my professional/scientific activities (papers you wrote, talks you gave, science/research you do and care about),
- I post about awards and funding I got
- I post links to job advert
- I post personal stuff related to work (new member of staff, leaving do's, celebratory events such as a passed PhD viva)
- I post my opinions on stuff that matters to me
- I DO NOT post professional contents on twitter at all.
- Other*

*If other, please describe:

Question 3.6. How do you tweet? (Tick all that apply)

- Text
- Pictures

Question 3.7. How do you interact? (Tick all that apply)

- | | |
|----------------------------------|--------------------------------------|
| <input type="checkbox"/> Like | <input type="checkbox"/> Re-Tweet |
| <input type="checkbox"/> Comment | <input type="checkbox"/> I just read |

Question 3.8. Which are the hashtags you most often use?

Question 3.9. What is most important to you about Twitter?

4. Instagram

Question 4.1. Do you have an account?

- Yes
- No, please proceed to submit.

Question 4.2. How do you post? (Tick all that apply)

- As myself
- For my company/organisation
- As myself and for my company/organisation.
- For a project

Question 4.3. Why do you follow accounts - related to your professional interest? (Tick all that apply)

- To follow persons' professional output, such as new papers, articles, conference talks, posters, career progression ...
- To have live conversations, discussions, etc. (respond to posts and expect response)
- To publicly comment to people, you could not contact otherwise
- I am managing the company/project page of my organisation/project with the hindsight to create customers/readers/collaborators
- Stay up to date with societal topics that could be relevant to your field

- Entertainment
- To gain pointers to interesting events, sources of knowledge (i.e., links to papers, websites)
- To get a newsflash, i.e., the latest breaking news, comment and features from topics of your interest
- To gain more understanding of certain topics promoted by creators you follow
- To get a feel for opinions about things circulating in your community
- To identify trending hashtags
- Other*

*If other, please describe:

Question 4.4. How often do you consume content on Instagram (read, engage, like)?

- | | | |
|----------------------|-----------------------|-------------|
| more than once a day | several times a week | once a year |
| once a day | once a month | never |
| once a week | several times a month | |

Question 4.5. What do you post? (Tick all that apply)

- I want to set trends for my followers
- I create posts to promote my field so other persons follow my footsteps
- I create posts to educate persons in my field
- I like to post memes and entertaining content about my field of work
- I post short regular updates about my work like an open diary entry
- I post my professional/scientific activities (papers you wrote, talks you gave, science/research you do and care about),
- I post about awards and funding I got
- I post personal stuff related to work (new member of staff, leaving do's, celebratory events such as a passed PhD viva)
- I post my opinions on stuff that matters to me
- I DO NOT post professional contents on Instagram at all.
- Other*

Question 4.6. How do you post? (Tick all that apply)

- | | |
|------------------|------------------------------|
| Pictures (one) | Carousels (several pictures) |
| Instagram Videos | Stories |
| Reels | Other |

Question 4.7. How do you interact? (Tick all that apply)

- | | |
|--------------------|----------------|
| Like | Share in story |
| Comment | Save |
| Share with friends | |

Question 4.8. Which are the hashtags you most often use?

Question 4.9. What is most important to you about Instagram?