



University
of Glasgow

Webinar series: Using Facebook as a Research Tool

Are you looking for inexpensive ways to get access to research participants from across the world, incl. hard-to-reach populations? Would you like to conduct field experiments via social media? Then come and join our free webinar series (weekly from Nov 16)!

As ERC-funded DEMED project researchers, we conduct online surveys in multiple countries across the world, and we use Facebook paid advertisements to recruit participants for these surveys. Given the increasing interest among scholars in these tools, we are organizing a free webinar series, in which DEMED researchers and other experienced scholars will share how they use Facebook advertisement tools for social research.

General format: Each session will provide a short overview of the research findings of the presenters on the topic of the session. Most of the session will then focus on practical implementations on Facebook. The session will end with a Q&A to give participants the opportunity to ask questions.

Sessions will start at 15h (GMT) and last 1h. The sessions will be recorded and will be made available on [our website](#).

Registration: In order to attend any of sessions, you need to register using [this link](#). If you have any questions, you can send an e-mail to demed-project@glasgow.ac.uk.

SESSIONS

Nov 16, 15h (GMT): Session 1 - Recruitment of Research Participants I - Intro to the Facebook Ads Manager & campaign objectives (Anja Neundorf and Aykut Ozturk, University of Glasgow)

- Introducing Facebook as a research tool: What can you use it for?
- Setting up a Facebook Business Account for Managing Ads, including opening a Facebook Business account
- Overview of Facebook Advertisement Manager: campaign objectives, ad sets, ads
- Choosing the right settings on the Facebook Ads Manager: Comparing Facebook campaign objectives
- How to set up a conversion campaign on Facebook

Nov 23, 15h (GMT): Session 2 - Recruitment of Research Participants II - Targeting and advertisement content (Anja Neundorf and Aykut Ozturk, University of Glasgow)

- What are Facebook targeting tools and how to set it up?
- How the design of your ads will impact the participant sample? Facebook's options to create advertisement content: images, text, incentives
- Choosing the right incentives.
- How to track which advertisements your survey participants are coming from

Nov 30, 15h (GMT): Session 3 – Using Facebook to recruit hard to reach populations (Steffen Pötzschke, GESIS)

- How to recruit hard-to-reach populations through Facebook and Instagram?
- Available variables for direct and indirect targeting
- Recruitment of a highly dispersed population for a global survey
- The session builds on various recent research projects targeting German emigrants, refugees, and health-care professionals in Germany

Dec 7, 15h (GMT): Session 4 – Using Facebook to implement field experiments (Florian Foos, LSE)

- Individual and geographic (cluster-random) assignment
- Types of treatments
- Treatment dosage
- Outcome measurement offline and online
- Realistic effect sizes and statistical power
- Spillovers
- Ethical considerations