



# Efficacy of Social Media Platforms for Recruiting Adolescents

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## INTRODUCTION

Instagram and Facebook are platforms often used by researchers to recruit participants

Less is known about the effectiveness of Discord, Reddit, and email for recruiting adolescent research participants

As evidenced by COVID-19, promoting health-positive behavior in adolescents is important to the health of the rest of the population.

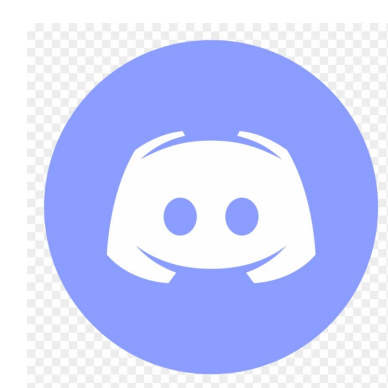
This purpose of this study was to compare different social media platforms for recruiting adolescents to participate in health behavior research.

## METHOD

- Recruitment survey took place online in July 2020.
- Participants initially could be ages of 13-19, later changed to 13-25.
- The survey was framed to the participants as being about COVID-19 and social media.

The study compared the efficacy of 3 recruitment platforms:

- Reddit: Forum based connection, posted on Reddit at r/SampleSize (dedicated academic survey subreddit.)
- E-mail: Person-to-person 'snowball' connection
- Discord: Hybrid system (@Everyone; serverwide contact)



Hi Everyone,

I was hoping for your help in taking this very quick, 5-10 minute survey on COVID-19 and social media. The only requirement is that you are between the ages of **13-17**. Please forward or share this link with anyone you know who is between these ages or who knows someone between these ages.

<https://forms.gle/B4Qqd1NmxqEuAGiB7>

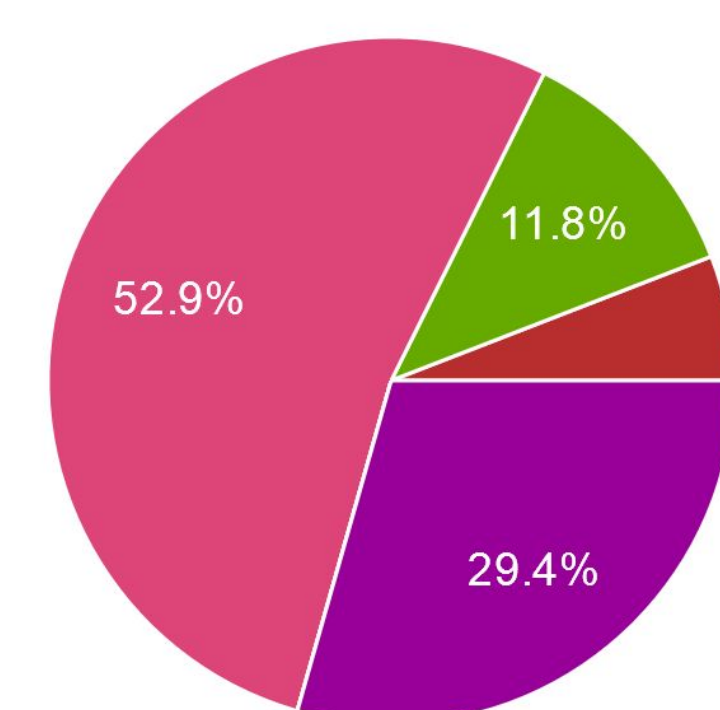
Thank you!

## RESULTS

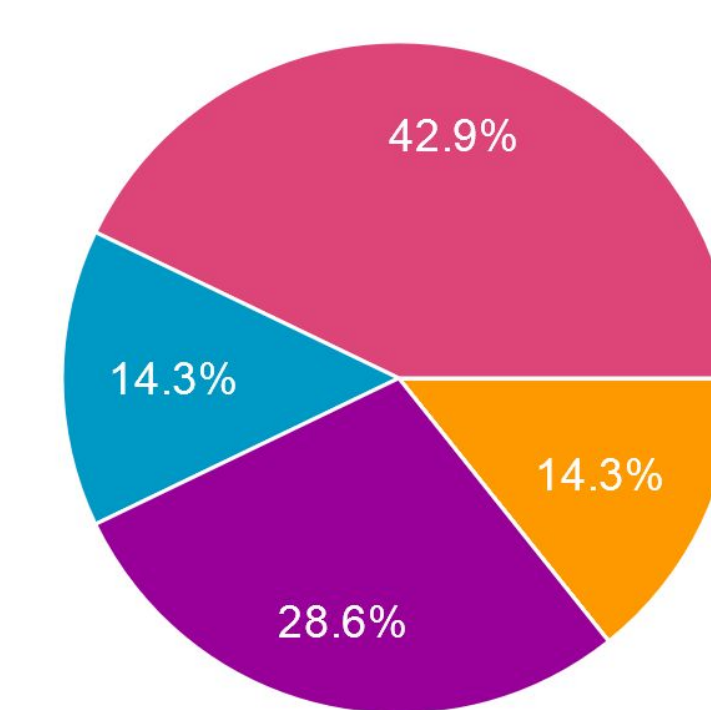
Table 1. Date and response trends across all media platforms

Event	Date	Total # (Counted end of work day)
Initial Survey via Email	Jul. 28th	1
Initial Survey Via Discord	Jul. 24th	1
Initial Survey Via Reddit	Jul. 29th	4
Changing age across all three platforms (synchronous)	Aug. 4th	22
Date of survey Closure	Aug. 7th	24

Demographics: Age  
17 responses

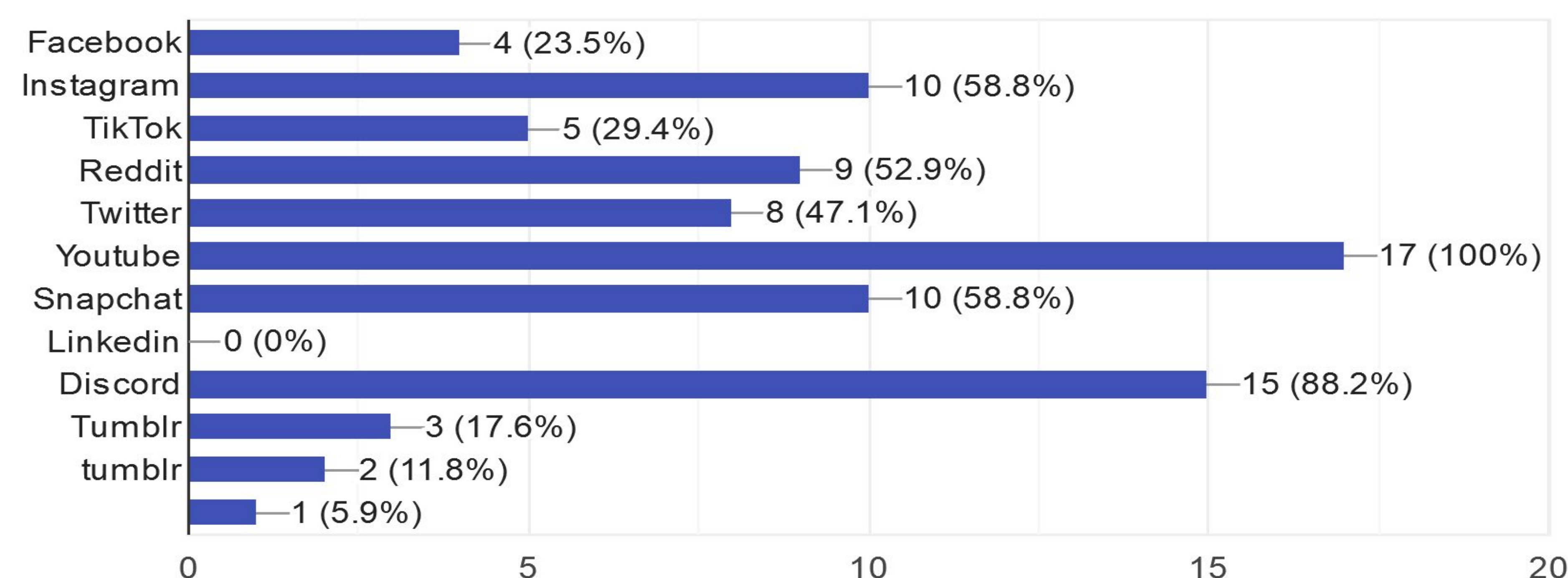


Demographics: Age  
7 responses



### Social media platforms used at least once per week (Select all that apply)

17 responses



## CONCLUSIONS

The survey data and recruitment metadata offered valuable insights into the effectiveness of different platforms for reaching adolescent research participants.

Changing the age of participants, and adding Reddit as a recruitment platform were most effective actions in improving participant numbers.

YouTube was the only SM that had universal usage, which provides an opportunity for further research. Perhaps, Youtube's flexible and robust search-watch-comment system offered a similar passion-sharing dynamic to Discord and Reddit, compared to the email's P2P model

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