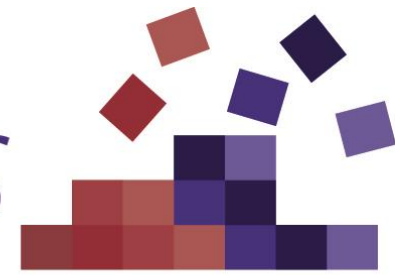


LIVES



Swiss National Centre of Competence in Research

Data collection through a social network First impressions

Véronique Eicher, Mouna Bakouri, Marlene Carvalhosa Barbosa,
Christian Staerklé, Alain Clémence

LIVES Workshop: Methodological and Substantive Challenges
in Measuring Vulnerability Across the Life Course
June 18-19th 2012

1. Our project
 1. Goals
 2. Participants
 3. Data collection methods
2. Online social networks
3. Our online social network
 1. Description
 2. Statistics
 3. Challenges
4. Conclusion

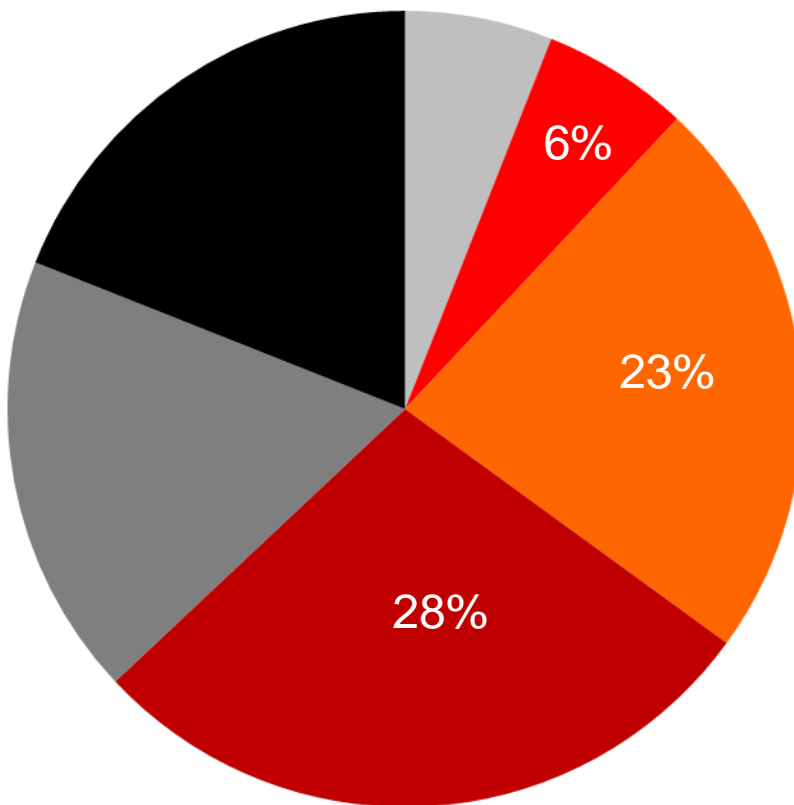
- Social psychological perspective
- Critical life transitions for young people (15-30 years)
- Focus on school and work related transitions
- Regulation strategies used as function of
 - group membership with its implications
 - degree and type of vulnerability

- Young people (15-30 years)
- French-speaking Switzerland (mostly Vaud)
 - Apprentices (COFOP)
 - Employees (City of Lausanne)
 - Students (Collège St. Maurice)

- Questionnaires
 - paper-pencil and online
 - closed and open-ended questions
- Interviews
 - face-to-face
- Social network (OSN)
 - online
 - exchange between participants

- 901 million users (~13%)
- 58% log in every day
- Average user
 - 40 visits per month
 - > 20 minutes per visit
 - 90 pieces of content per month
- 18-34 years olds
 - 48% check Facebook when they wake up

> 2.9 million users (38% of population)



■ 13-15 years (61%)

■ 16-17 years (99%)

■ 18-24 years (99%)

■ 25-34 years (77%)

■ 35-44 years (44%)

■ > 45 years (<1%)

- **Social capital** (Ellison, Steinfield, & Lampe, 2007; Valenzuela, Park, & Kee, 2009)
- **Identity construction** (Zhao, Grasmuck, & Martin, 2008)
- **Social connectedness** (Joinson, 2008; Köbler, Riedl, Vetter, Leimeister, & Krcmar, 2010)

- **Content of blogs** (Bortree, 2005; Huffaker, 2004; Huffaker & Calvert, 2005; Mazur & Kozarian, 2010)
- **Interaction as group members in computer environment** (Postmes, Spears, & Lea, 2000)

- Continuous assessment (24/7)
- Flexible assessment
 - polls, 1-sentence-texts, longer texts
- Reachability of participants
- Fidelity of participants
 - identification with the project
- Communication between participants
 - sharing experiences
 - analyzing exchanges between participants

- “Projet Expériences”
- Facebook similarities
- Creation of accounts by us
- Focus on thematic groups
 - projects, apprenticeship, sport
- Regular newsletters
- Regular raffles
 - based on participation

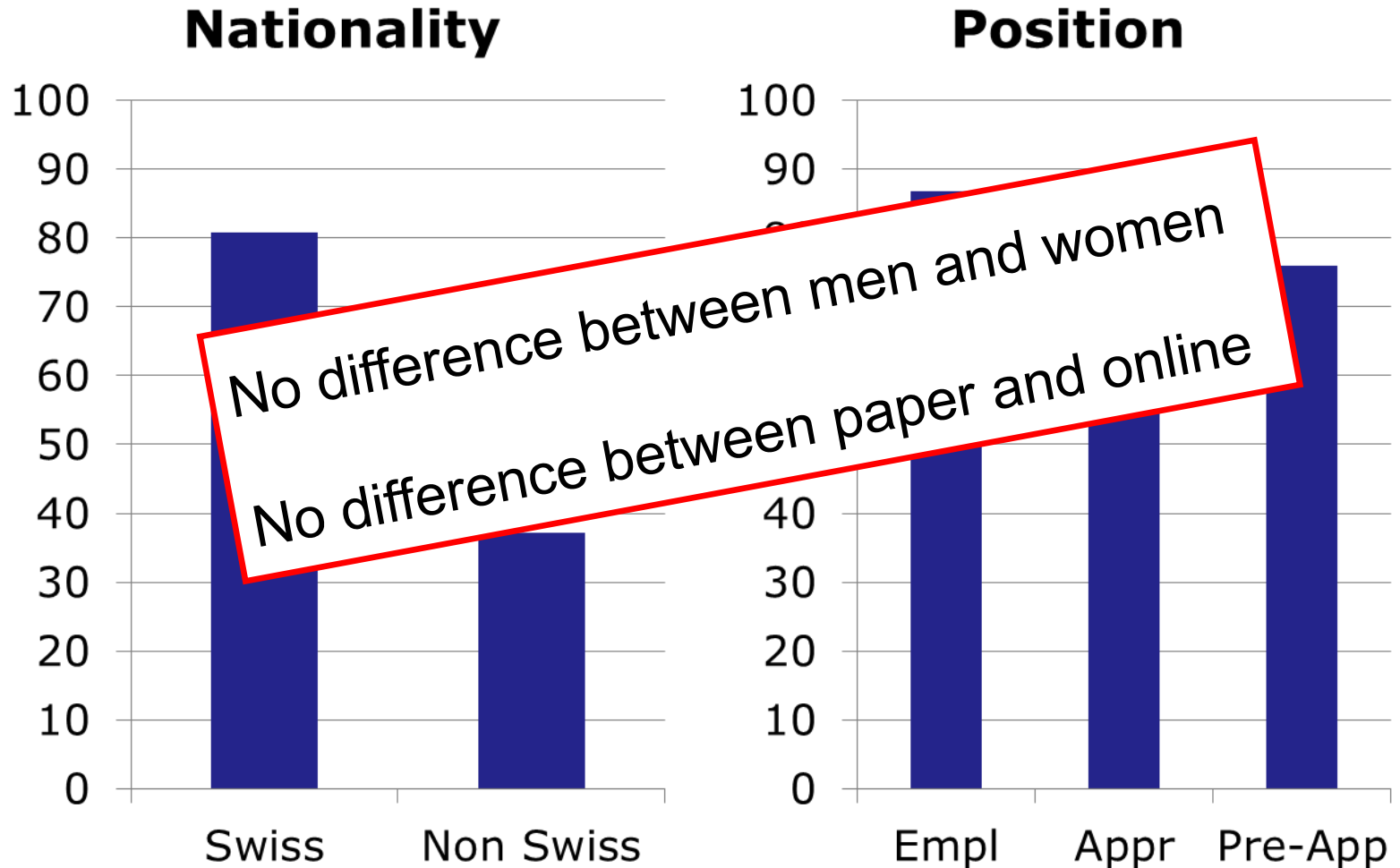
- www.projetexperiences.ch

- COFOP (99 accounts)
 - Accounts created on May 4th
 - Newsletter sent on May 30th
- City of Lausanne (75 accounts)
 - Accounts created between June 4th and 7th
 - Newsletter sent directly

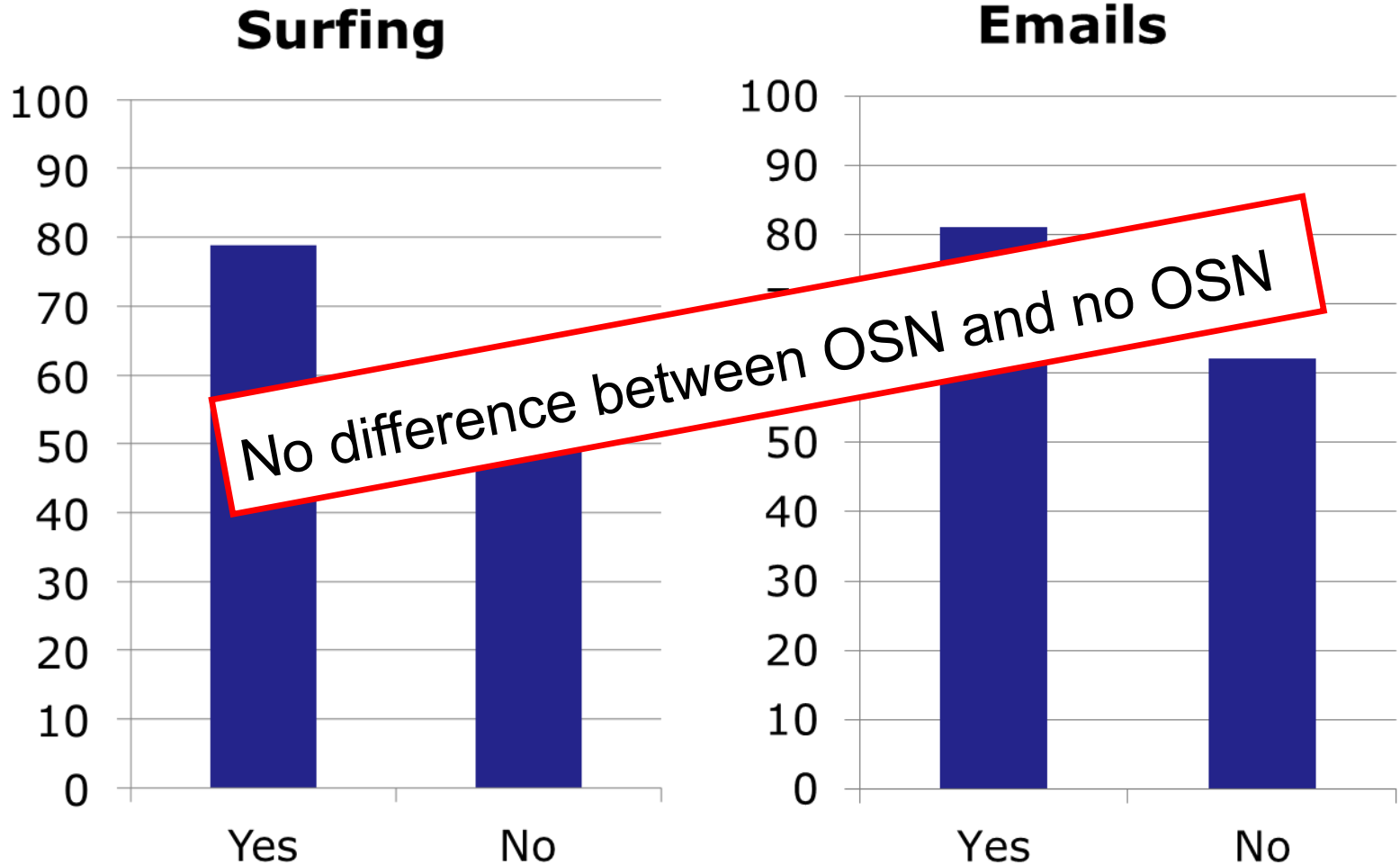
Participants	
Number of participants	232 (100%)
Participants online	174 (75%)
Online and logged in	31 (18%)
Online and done something	14 (8%)
Read newsletter	60 (35%)

Actions	Participants
Have contacts	7
Join groups	7
Change profile	5
Add picture	4
Write something	2

Who has an account?



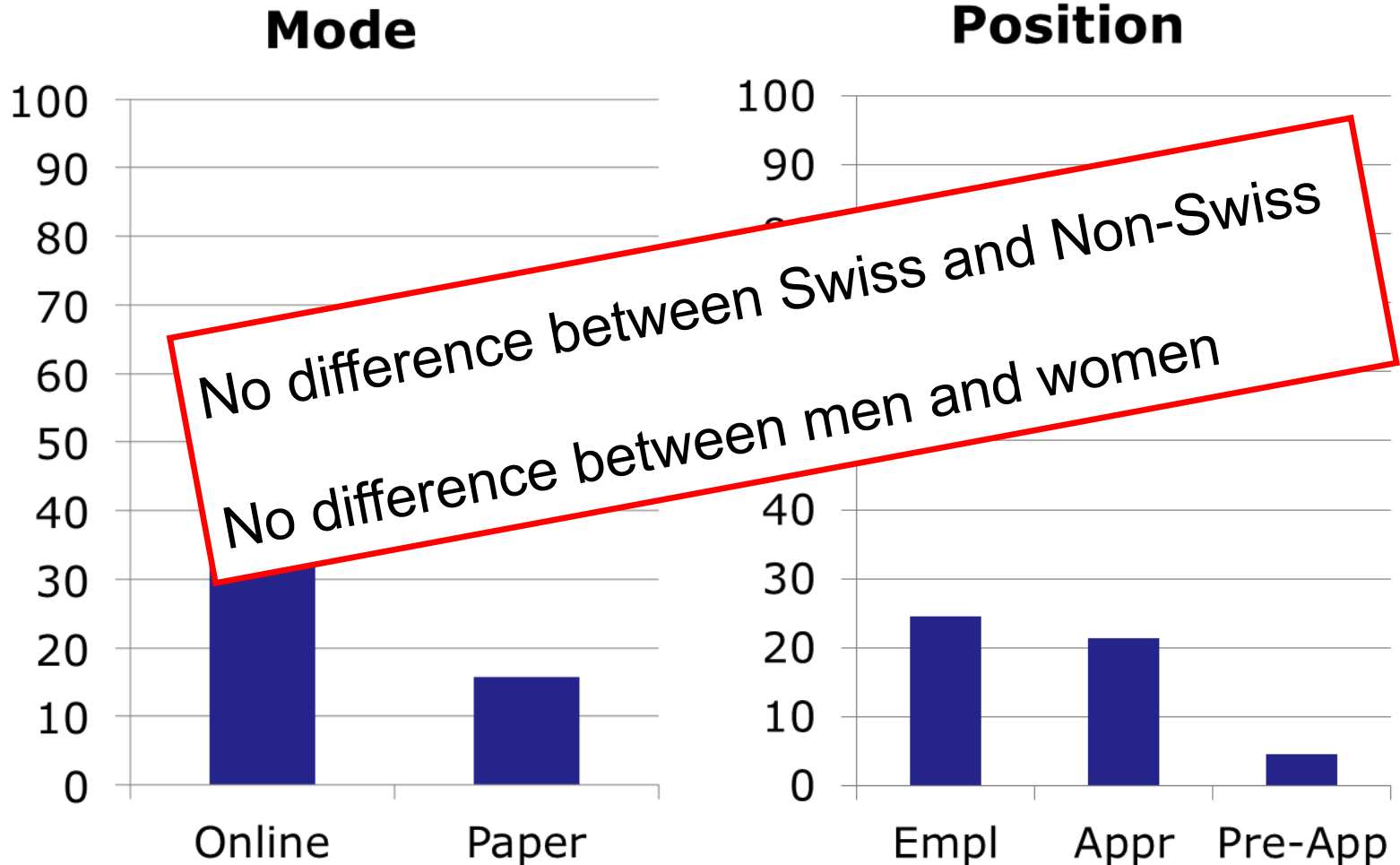
Who has an account?



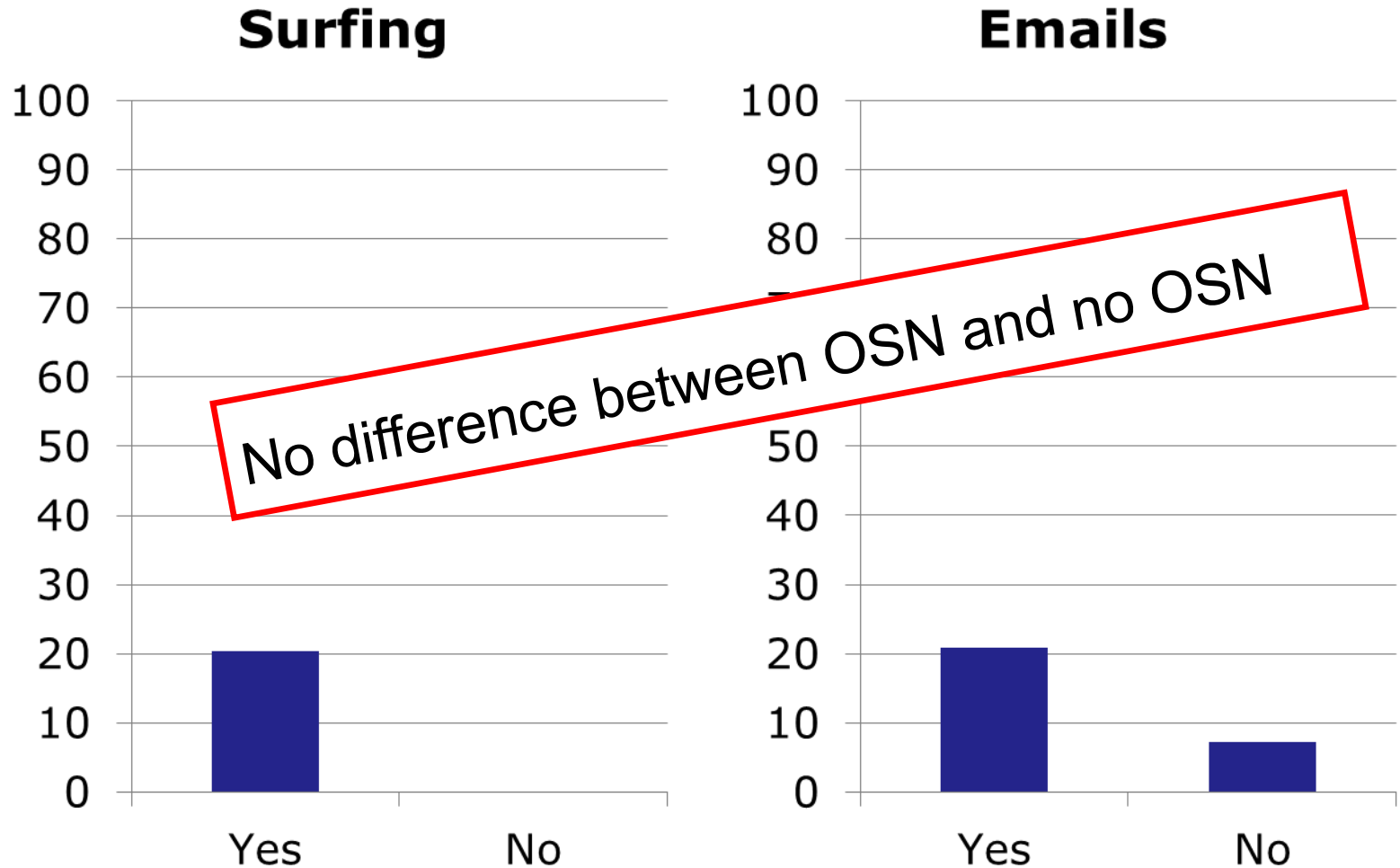
Who has an account?

Variable	t-test	p	Account M (SD)	No Account M (SD)
Discrimination	3.04	.003	3.08 (1.37)	2.24 (1.28)
Self-esteem	-3.02	.003	4.47 (0.94)	4.89 (0.84)
Satisfaction with life	-1.51	.133	4.84 (0.97)	5.06 (0.95)
Financial worries	-1.14	.256	2.25 (0.80)	2.40 (1.00)
Non-financial worries	2.57	.011	2.18 (0.81)	1.87 (0.74)

Who is logged?



Who is logged?



Who is logged?

Variable	t-test	p	Logged M (SD)	Not Logged M (SD)
Discrimination	-0.42	.676	3.26 (1.05)	3.06 (1.41)
Self-esteem	-0.31	.758	4.46 (0.97)	4.52 (0.77)
Satisfaction with life	-1.13	.259	5.02 (0.97)	4.80 (0.97)
Financial worries	-1.19	.237	2.22 (0.80)	2.40 (0.76)
Non-financial worries	-1.28	.203	2.14 (0.80)	2.35 (0.83)

- Account vs. no account
 - Age, Emails, Surfing, Position (institution)
 - Nationality
 - Discrimination, self-esteem, worries
- Logged vs. not logged
 - Age, Emails, Surfing, Position (institution)
 - Method
- No differences
 - Gender, OSN

- Time and expertise needed
 - continuous improvement and trying out new features
 - monitoring of content
- Participants need to be motivated
 - animation and raffles
 - but maybe too much
- Data exportation and analysis

- Continue like this
 - Different animation?
 - Different incentives?
- Open social network to other IPs
- Open social network completely
- Change into network on transitions

- Online = Vulnerable ?
 - more discrimination, more worries, less self-esteem
- Reachability
 - Many participants do not log (emails?)
- Fidelity of participants
 - ?
- Data exportation and analysis
 - ?

- Mouna Bakouri
- Marlene Carvalhosa Barbosa
- Grégoire Métral
- Pascal Waeber

Thank you for your attention.