Survey: AFS Members and Social Media

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Outline

• Fisheries Information and Technology Section of AFS
• Survey methodology
• Demographics
• Key questions
• Conclusions
Fisheries Information and Technology Section (FITS)

• Established in 1985
• Foster communications among fisheries computer users
• Technological advancements have a profound influence on the fisheries profession
• Changes in the way fisheries data / information is collected, analyzed, stored and disseminated.
• It is the overarching goal of AFSFITS to support the Society and its members in this ever-changing technological world
AFS 2020 Strategic Plan

- “Electronic communication and social networking will be the predominant means of interacting, particularly among young professionals, international colleagues, and dispersed organizations....”

- “Promote fisheries programs and research by focusing on how AFS can accomplish interaction through use of more online communication tools.”

Source: http://fisheries.org/strategic-plan
Survey Methodology

- Survey notification via email with single reminder
- Poll conducted using Survey Monkey ®
- Poll open to respondents June 27 – July 12.
Demographics: 1073 respondents

Age and Gender

Number of respondents

Age group

- 17 to 24
- 25 to 30
- 31 to 40
- 41 to 50
- 51 to 60
- 60+
- Prefer not to answer

Female
Male
Demographics: 1073 respondents

Highest completed level of education

- Some College: 1.0%
- Associates (2 year): 0.6%
- Bachelors: 22.2%
- Masters: 49.1%
- Doctoral: 26.3%
- Other: 0.4%
- (blank): 0.5%
Demographics: 1073 respondents

Which statement best describes your role in fisheries?

- Administrative/Managerial: 10.2%
- Aquaculture: 2.3%
- Biologist: 31.6%
- Commercial Fishing Industry: 0.3%
- Communications/Public Relations: 0.7%
- Educator: 3.6%
- Information Technology: 0.5%
- Policy/Regulatory: 4.3%
- Recreation/Tourism: 0.4%
- Recreational Fishing Industry: 0.5%
- Researcher: 18.5%
- Technician: 2.3%
- Other: 2.6%
- (blank): 22.3%
### Demographics: 1073 respondents

**Of which sections are you currently a member?**
(check all that apply)

<table>
<thead>
<tr>
<th>Section</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>327</td>
</tr>
<tr>
<td>Bioengineering</td>
<td>53</td>
</tr>
<tr>
<td>Canadian Aquatic Resources</td>
<td>49</td>
</tr>
<tr>
<td>Early Life History</td>
<td>49</td>
</tr>
<tr>
<td>Education</td>
<td>123</td>
</tr>
<tr>
<td>Student Subsection</td>
<td>80</td>
</tr>
<tr>
<td>Equal Opportunity</td>
<td>30</td>
</tr>
<tr>
<td>Estuaries</td>
<td>40</td>
</tr>
<tr>
<td>Fish Culture</td>
<td>95</td>
</tr>
<tr>
<td>Fish Habitat</td>
<td>114</td>
</tr>
<tr>
<td>Fish Health</td>
<td>58</td>
</tr>
<tr>
<td>Fisheries Administration</td>
<td>60</td>
</tr>
<tr>
<td>Fisheries History</td>
<td>15</td>
</tr>
<tr>
<td>Fisheries Information and Technology</td>
<td>69</td>
</tr>
<tr>
<td>Fisheries Management</td>
<td>264</td>
</tr>
<tr>
<td>Genetics</td>
<td>24</td>
</tr>
<tr>
<td>International Fisheries</td>
<td>34</td>
</tr>
<tr>
<td>Introduced Fish</td>
<td>40</td>
</tr>
<tr>
<td>Marine Fisheries</td>
<td>82</td>
</tr>
<tr>
<td>Native Peoples Fisheries</td>
<td>7</td>
</tr>
<tr>
<td>Physiology</td>
<td>24</td>
</tr>
<tr>
<td>Socioeconomics</td>
<td>26</td>
</tr>
<tr>
<td>Water Quality</td>
<td>82</td>
</tr>
</tbody>
</table>
Demographics: 1073 respondents

How often do you access the internet from the following places for ANY purpose (work, enjoyment, hobby, etc.)?

- From Home: 98.7%
- From Work: 93.4%
- From School: 55.3%
- From Mobile Device: 88.7%
- Other (library, etc.): 65.1%
Key Questions

• How is AFS social media being accepted?
• What opportunities are there for AFS to connect with members via social media?
• How can AFS better serve individual members in terms of social media?
Survey: 810 (use social media)

What do you see as possible roles for social media in fisheries science?
(check all that apply).

- Collaboration / Share ideas: 621
- Communication of scientific findings with the public: 649
- Communication of scientific findings within the science community: 562
- Constituent/Public Outreach: 635
- Debate: 388
- Dialogue/Transparency: 445
- Inspiration: 364
- Marketing: 438
- Networking: 709
- Peer Review / Critique: 259
- Publishing: 236
- Other (please explain): 30
Survey: 810 (use social media)

How often do you use the following social media applications for professional communication?

- Facebook
- Twitter
- LinkedIn
- Instagram
- YouTube
- MySpace
- Google Groups
- Blogs
- Google+
- Vimeo
- Other

Number of respondents:
- Daily
- Weekly
- Monthly
- Less than once a month
- Never
Survey: 810 (use social media)

How often do you use the following social media applications for personal communication?

Social Media Platform

Facebook
Twitter
LinkedIn
Instagram
YouTube
MySpace
Google Groups
Blogs
Google+
Vimeo
Other

Number of respondents

Daily
Weekly
Monthly
Less than once a month
Never
Survey: 810 (use social media)

Why don’t you use social media at work/home?  
(check all that apply)

- No interest
- Lack of time
- Concerns about sharing inaccurate or inappropriate content
- Poor platform for communicating information
- Platform did not allow for adequate interaction
- Privacy concerns
- Workplace restrictions on use of internet/social media sites
- Don’t see the value of it for work related responsibilities/personal life
- Other (please specify)

Number of respondents

- not at work
- not at home

0 20 40 60 80 100 120 140 160 180 200
Survey: 263 (do not use social media)

Do you think you might try using social media in the future?

- Definitely no: 32.8%
- Definitely yes: 2.0%
- Maybe: 65.2%
Survey: 263 (do not use social media)

Do you think you might try using social media in the future?

- Definitely no: 32.8%
- Definitely yes: 2.0%
- Maybe: 65.2%
Survey: 1073 (all respondents)

What types of social media communications would you be interested in receiving from AFS and/or its subunits?
(Check all that apply)

- Sub-unit information: 376
- National/regional meeting information: 432
- Fisheries related news / studies: 626
- Job/grad school position announcement: 384
- Grant/scholarship applications: 281
- AFS Award nominations/announcements: 221
- Continuing education information: 384
- AFS Officer elections: 224
- AFS Sub-unit activities: 274
- Broader environmental news/studies: 366
- AFS Resolution statements: 192
- Volunteer opportunities: 271
- AFS Committee activities: 247
- New fisheries publications: 444
- Other (please specify): 91
Example: Use of Data

Sectional Use of Social Media

<table>
<thead>
<tr>
<th>Category</th>
<th>% No</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>76</td>
<td></td>
</tr>
<tr>
<td>Non-Section Members</td>
<td>70</td>
<td></td>
</tr>
<tr>
<td>Section Members</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>FITS Members</td>
<td>86</td>
<td></td>
</tr>
</tbody>
</table>

- % No
- % Yes
Conclusions

• How is AFS social media being accepted?
  – AFS members are using social media
  – Social media is gradually becoming an accepted and expected form of communication
  – Specific platforms are most useful
Conclusions

• What opportunities are there for AFS to connect with members via social media?
  – Most used platforms include:
    • Facebook
    • LinkedIn
    • YouTube
Conclusions

• How can AFS better serve individual members in terms of social media?
  – Get the word out: members do like to know what is happening with AFS
  – Refrain from inundation: AFS parent society and all sub-units should have communication plans or guidelines so that messages from the group are informative and timely, but not excessive.
Questions