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Breakout Session: "Increasing Study Recruitment and Retention: Working with Communities to Use Social Media"

Leland K. Ackerson

University of Massachusetts - Lowell

Et al.

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Increasing Study Recruitment and Retention: Working with Communities to Use Social Media

Leland Ackerson and Cynthia Ferrara
University of Massachusetts Lowell

Overview

- **Social media and research: What are the options?**
- **Ethical considerations**
- **Gateway to Community-Based Participatory Research**

Let's Get Moving Lowell

[Home](#)[Members](#)[Sponsors](#)[Photos](#)[Pages](#)[Discussions](#)[More ▾](#)[Group tools ▾](#)[My profile ▾](#)

Lowell, MA

Founded Feb 12, 2012

About us...

Members 12

Group reviews 1

Upcoming Meetups 1

Past Meetups 2

Our calendar

We're about:

Lets Get Moving

Organizers:

Cynthia Ferrara,

Allison Fahey,

Casey Moran,

Evan Maloof,

Leland Ackerson,

Rebecca Krieger



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Welcome!

[+ SCHEDULE A NEW MEETUP](#)

Upcoming 1

Suggested 0

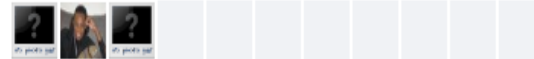
Past

Calendar

Let's discuss what we want out of the group!

Needs a location

Got one?



Hosted by: Cynthia Ferrara (Organizer)

Needs a date

Got one?

RSVP

3 attending

2 comments

Recent Meetups

November 7 at 10:30 AM, 4 Members attended

[Rate this Meetup](#)

Join us on Wednesday November 7th at 10:30 am



Join us on Wednesday November 7th from 10:30-11 am in Room 12 (basement room where we did testing) at the Lowell Adult Education Center. We will plan to review and... [LEARN MORE](#)

October 17 at 10:30 AM, 4 Members attended

[Rate this Meetup](#)

Join us for a welcome gathering to meet other

What's new

NEW DISCUSSION

Allison Fahey started Newsletter #7 is posted on Meetup

Yesterday at 10:20 AM

NEW FILE

Allison Fahey uploaded Newsletter #7.doc

Yesterday at 10:17 AM

NEW DISCUSSION

Allison Fahey started Yoga Information and Videos

November 21 at 6:46 PM

NEW PAGE

Allison Fahey created Yoga Information and Yoga videos

November 21 at 6:43 PM

NEW DISCUSSION REPLY

Allison Fahey replied to Newsletter #6 is posted on Meetup!

November 21 at 6:38 PM

NEW DISCUSSION REPLY

Luisa Rodriguez replied to Newsletter #6 is posted on Meetup!

November 19 at 1:51 PM



Learning with Purpose

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Yoga Information and Yoga videos

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Get Ready for Yoga!

Why Yoga?

There are many ways to increase strength with physical activity. The problem is that many times certain exercises only focus on a certain area of your body and other parts of your body are left out. Yoga is a good form of physical activity because it is a full body workout and it focuses on strengthening and increasing the flexibility of your muscles. Yoga can also decrease tension and promote relaxation through deep breathing techniques.

Clothing and Equipment

You should wear comfortable or loose clothing that will not get in the way when stretching. T-shirts, shorts, sweatpants, and tank tops are all great to wear for yoga because the fabric is movable and breaths easily. You should not wear jeans! Bare feet are ideal when you practice yoga because it can give you a better grip for standing poses and give you a workout for your feet. You should have a yoga or exercise mat to use during seated or floor postures. If you do not have a mat you can use a firm pillow or fold up a blanket.

Preparing and Performing Yoga

You should warm up your muscles before you begin a yoga routine. This will prevent muscle strains and decrease joint and muscle stiffness. Plan a well-rounded workout that includes lots of different positions from all of the major muscle groups (arms, legs, abs, back, and chest). The most important thing to do is breathe while performing yoga. The best way to breathe in yoga is to inhale when you try upward and expanded movements and exhale during downward or forward bending motions. Make sure you move slowly making controlled movements until you feel your muscles stretching not straining. Never force your body into a posture or try to go beyond your limits because you could strain your muscles. It is important to learn the correct way to do each pose for safety and overall mind and body development. Remember to take 5-10 minutes to relax your body at the end of your workout. This will help to prevent sore muscles and is a way to unwind your body.

Below is a link to a websites that have videos on how to perform different yoga positions. Enjoy!

<http://www.yogaglo.co...>

Table of Contents

Using Social Media in Research

- **Recruitment**
- **Delivering an intervention**
- **Retention-Keeping people engaged**
- **Benefits and barriers to using social media**

Ethical Considerations

- **Beneficence**
- **Informed consent**
- **Equity**
- **Confidentiality**
- **Special protections for vulnerable populations**

Bull SS, et al. *Journal of Pediatric Psychology*. 2011; 36(10): 1082-1092

Community-Based Participatory Research

- **Research conducted as an equal partnership between trained academic researchers and members of the community where research is taking place.**

Traditional Research and CBPR

- **View of the community**
- **Deficit/strength outlook**
- **Locus of power; development of agenda**
- **Focus of learning**
- **Balance of action and research**
- **Access to knowledge**
- **Duration of interaction**

Social Media and CBPR

- **Social media is social**
- **“Participants” can provide feedback, suggest improvements, advocate for having other issues addressed.**
- **Example: Tweet SM, et al. Spontaneous Coronary Artery Dissection: A Disease-Specific, Social Networking Community-Initiated Study. *Mayo Clinic Proceedings*. 2011;86(9):845-850.**

Conclusion

- **Social media has the potential to improve the methods and scope of community research.**
- **A number of technical and ethical issues remain unresolved.**