

A SNAPSHOT OF 126 CPAE MEMBERS' SOCIAL MEDIA HABITUS

A Snapshot of 126 CPAE Members' Social Media Habitus for Professional Networking and Collaborations Online

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BY

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A Report to The Commission of Professors of Adult Education (CPAE) Executive Committee

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Executive Summary

This online survey was developed to help the Commission of Professors of Adult Education (CPAE) Executive Committee better understand current CPAE community members' social media habitus for professional networking and collaborations online. 126 CPAE community members completed the survey during the two-week window in February 2017. The major findings are:

- 97% of the survey respondents are on various social media platforms for professional networking and collaboration purposes.
- Facebook (FB) and LinkedIn are the two most popular social media platforms used by the survey respondents with the popularity scores of 28% and 29% respectively.
- 63% of the survey respondents self-identified as FB users and 67% self-identified as LinkedIn users.
- Among the survey respondents, 78% of the FB users and 40% LinkedIn users are on the corresponding social media platforms more than 3 times a week.
- Based on the survey responses, a list of social media selection criteria is developed with 11 things to consider when selecting a social media platform(s) for professional networking and collaboration use.

Background

Realizing the need to enhance communication and professional networking among CPAE members, Larry Martin, Liz Roumell and Ann Brooks organized a "Speed Dating" event at the 2016 CPAE co-conference in Albuquerque, New Mexico. Six informal interest groups formed at this "Speed Dating" event (See Appendix A) and the need to develop a professional networking and collaboration technology platform for these interest groups to connect and collaborate was identified. At the CPAE Executive Committee's meeting on January 25, 2017, Haijun Kang was charged to find out current CPAE community members' social media habitus for professional networking and collaboration purposes.

Purpose

The purpose of this survey is to understand current CPAE community members' social media habitus for professional networking and collaboration purposes. To accomplish this purpose, with feedback from the CPAE EC members, survey questions were developed to answer the following three questions:

- What social media platforms are currently used by members of the CPAE community for professional social networking and collaboration purposes?
- How frequently do they use these social media platforms for professional social networking and collaborations?
- What social media platforms do they recommend to be used for professional networking and collaboration use?

The findings will be shared with the CPAE community and the larger AAACE community.

Survey Distribution

The survey was set up in *Qualtrics*, a professional online survey platform, and was open to the CPAE community from February 6 through February 21, 2017. Emails inviting CPAE community members to participate were sent out to CPAE's registered members through the AAACE website portal, CPAE's listserv hosted at Western Kentucky University, and AERC's listserv hosted at Kansas State University. 126 responses were captured in the *Qualtrics* survey system by February 21, 2017.

Survey Findings

97% of the survey respondents are on social media for professional networking and collaboration purposes

Majority CPAE members responded to the survey (97%) indicate that they are currently using some types of social media for professional networking and collaboration purposes. Further, 84% are currently using Facebook (FB), LinkedIn, AAACE website, and/or Google platforms for professional networking and collaboration purposes (See *Figure 1*). FB and LinkedIn received the most popularity with the popularity scores of 28% and 29% respectively. 63% of the survey respondents self-identified as FB users and 67% LinkedIn users.

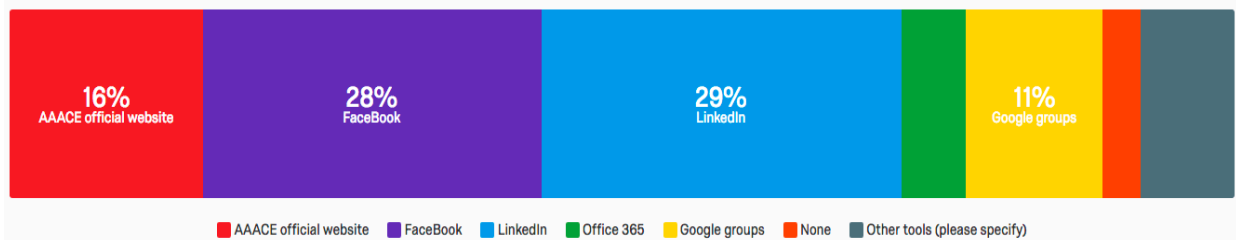


Figure 1: Popularity analysis of the main social media platforms used for professional networking and collaborations purposes.

3% of the survey respondents (9 out of the 126 respondents) indicate that, by the time of completing the survey, they were not on any social media platforms for professional networking and collaborations.

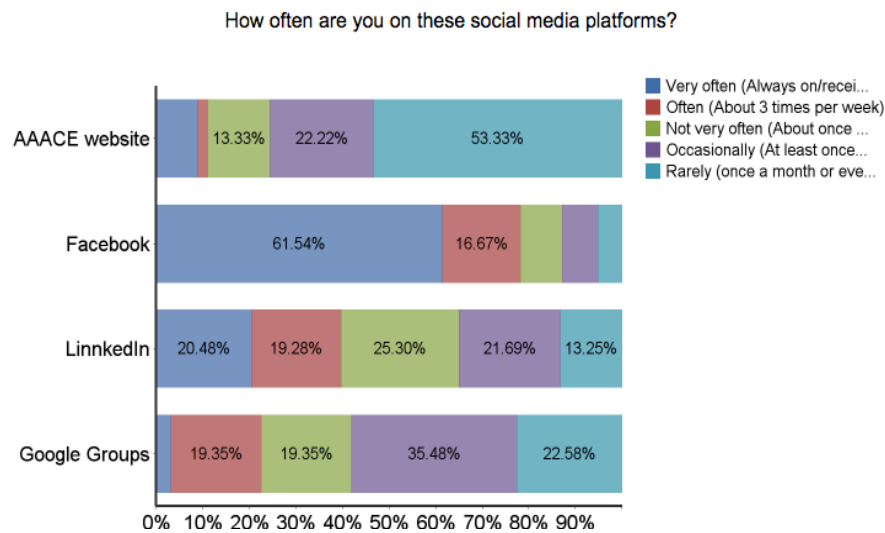
8% of the survey respondents indicate that they are also on other social media platforms for professional networking and collaboration purposes. A word cloud analysis was conducted on their responses. Font size correlates with the frequency that certain social media platforms were mentioned by the survey respondents. **Error! Reference source not found.** indicates that Twitter and Dropbox are also professional networking and collaboration social media venues that many survey respondents have on their favorite list. Other social media platforms used by some survey respondents for professional purposes include: listserv, Research Gate, Skype for Business, Google Hangouts, Instagram, Messenger, Zoom, Box (a paid filesharing platform).



Figure 2: Other social media platforms used for professional networking and collaboration purposes

78% of the FB users and 40% LinkedIn users are online more than 3 times a week

Narrowing down to the four platforms most favored by the CPAE members responded to the survey, the respondents were asked to describe how frequently they interact with these social media platforms for professional social networking and collaborations purposes. As shown in *Figure 3*, FB is the most frequently accessed social media platform with 78% of the respondents self-identified as FB users indicate that they are on FB more than 3 times a week (62% visit FB daily or set up to receive



instant alerts/notifications from FB). In comparison, 40% of the survey respondents self-identified as LinkedIn users visit LinkedIn for more than 3 times a week (20% access LinkedIn on daily basis or set up to receive instant alerts/notifications from LinkedIn). Google platform is the third on the list with 22% of the survey respondents self-identified as Google platform users indicate that they access

Figure 3: Frequency of the use of the four main social media platforms by survey respondents.

9. Can our group members send/receive alerts/notifications through this social media platform quickly and easily?
10. Is it easy for our group members to follow each other's discussions through this social media platform?
11. What would be our group members' tolerance level of advertising and other stuff that may come through this social media platform?

Limitations

This report reflects 126 CPAE members' social media habitus for professional networking and collaborations online. Endorsing one social media platform over another is beyond the scope of this survey. Also, because this survey was originally designed to address the professional social networking and collaboration needs of the six CPAE informal interest groups, the suggestions given by the survey respondents are for interest group size somewhere between 10~50. However, individuals and groups interested in using social media to grow larger professional groups/communities online may also find this list useful.

Appendix A – Six Informal CPAE Networking/Collaborating Interest Groups

VISION, VALUES FOR ADULT
EDUCATION – Kalpana Gupta Lead

Lilian Hill
Junghwan Kim
Sue Barcinas (NC State)
Davin Carr-Chellmen
Dominique Chlup

SOCIAL JUSTICE – Petra Robinson Lead

Valerie Ambrose
Junghwan Kim
Melanie S. Jones
Lisa Baumgartner
Kristi Archuleta
Larry G. Martin

POLICY RESEARCH – Larry Martin Lead

Sue Barcinas (NC State)
Valerie Ambrose
Melanie Jones
Kevin Roessger
Larry G. Martin
Liz Roumell
Leann Kaiser

METHODOLOGIES – Kevin Roessger
Lead

Lilian Hill
Valerie Ambrose
Melanie S. Jones
Kevin Roessger
Kristi Archutetz
Liz Roumell

GRANTS – CONNECTING –
COLLABORATING – Haijun Kang Lead

Paulette Isaac-Savage
Lilian Hill
Junghwan Kim
Valerie Ambrose
Kevin Roessger
Lisa Baumgartner
Kristi Archuleta
Larry G. Martin
Liz Roumell
Bernard Bradley

ADULT DEVELOPMENT, LEARNING,
IDENTITY – Leann Kaiser Lead

Lilian Hill
Lisa Baumgartner
Kenda Grover
Liz Roumell
Kristi Archuleta
Davin Carr-Chellman
Leann Kaiser
Dominique Chlup