

# Communication Within Science

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## Projects

- [Social Media Assessments for NSF Expeditions and NSF Prepare](#)
- [Data Collection 4 Virginia Universities + Cities: JMU, UVA, GMU, and V-Tech; Harrisburg, Charlottesville Blacksburg, Richmond](#)
- [Researcher Match for Science Before the Storm Podcast](#)

## Social Media Assessments for NSF Expeditions and NSF PREPARE

### What they are:

- **Expeditions:** Multidisciplinary team which works together to capture the complexities underlying infectious diseases and revolutionize real-time epidemiology.
- **PREPARE:** A virtual organization to foster increased discussion and collaboration among CISE (Computer and Information Science and Engineering) researchers.

### Goals:

- **Expeditions:** Inform people about the developments happening in biocomplexity program
- **PREPARE:** To create a virtual organization in which spreads information about what the program is doing. Get people to know that we're doing research and projects.
- Education not Entertainment

### Target Audiences:

- **Primary:** Researchers
  - Tend to skew older
- **Secondary:** Policy Makers
- **Tertiary:** Anyone else who we happen to reach



## Information collected from 23 University Institutions & National Research Institutes

- Twitter
- YouTube
- Facebook
- Instagram
- Spotify



### Demographics and Usage

- **Twitter:** 187 million daily active users | 3.53 minutes per session
- **YouTube:** 2 billion active monthly users | 41.9 minutes per day
- **Facebook:** 2.8 billion active monthly users | 38 minutes per day
- **Instagram:** 1 billion active monthly users | 29 minutes per day
- **Spotify:** 345 million users in 2020

### Insights

- **Date Created Matters the Most:** Followers and likes are often steadily accumulated over the years
- **Social Engagement is low:** Likely due to audiences habits
- **Prestige does not always matter:** Prestige did not matter on Twitter or YouTube, while making a slight impact in Facebook.
- **Content Quality Matters, but may not produce followers or likes**

## Data Collection from Universities and Cities in Virginia



### University Communication:

- Updates and COVID19 regulation were given to students through email and typically through the school's COVID19 website

### Cities

- City Councils issued ordinances to reduce the spread of Covid, but this information was difficult to obtain and required contacting City Council

## Researcher Match



### Tags

- Covid Prevention
- Contact Tracing
- Internet Usage
- Wireless Networks
- Minorities/Low Income/Vulnerable Populations
- Data/Graphs/Tools/Models
- Healthcare/Hospitals
- PPE
- Archive/ Knowledge Base
- Web Applications
- Healthcare/Hospitals
- PPE
- Archive/ Knowledge Base
- Mobile Applications
- Regulation
- Transportation
- Mental Health
- Privacy
- Remote-Work
- In-Person Work



### Researcher Matches:

Researcher 1	Researcher 2	Why
1	89	The goal of (1) is to understand SARS Cov-2 by investigating the evolutionary origins of the virus and its genetic variation within host species in order to determine how molecular variation...
2	91	Both projects investigate the evolution and mutation of the Virus and study its genetic variation and utilize this information to predict the emergence and spread of new strains...
3	50	Both projects utilize deep learning to analyze CT images as a means to test Covid19 in an efficient and accurate manner. It would be interesting to see how each team went about doing this...
4	80	Both projects utilize pool testing. It would be interesting to talk about pool testing and how it worked throughout the Covid19 pandemic...
5	47	Project 5 has data about how quarantining occurred and project 47 seeks to address alternatives to this, so it would be interesting for the researchers to discuss lockdowns - how lockdowns happened...
6	85	Can talk about transmission patterns and Covid19 spread that was detected and how they used deep learning methods...
7	77	The impacts of COVID-19 in rural areas are expected to be devastating. This project delivers research, scientific, and COVID-19 planning to three rural communities. The deliverable to...

### Example:

- **Project 45:** This project aims to understand the relationships between consumer panic-buying, reports on infected cases, and local population demographics in a large and densely populated urban epicenter of the virus. Fundamental understanding of community factors and the role of reports on consumer behavior in emergencies will enable effective and timely decisions on resource planning and disbursement, preventing unexpected shortages of critical supplies in large and diverse urban centers.
- **Project 55:** This study will collect critical and time-sensitive information to evaluate the extent to which people modify their shopping behavior during the pandemic and the lasting effects of technological adoption during recovery and beyond. It will reveal important trends in consumer behaviors and gaps in access that can aid planners in preparation for ongoing recovery and future emergencies. Findings will promote the health and well-being of the community by identifying opportunities to meet household needs while minimizing risk.
- **Topic:** Consumer purchasing habits and how they shifted during the pandemic in terms of panic-buying, and e-commerce. How it effected the supply of certain goods and what the overlap is between panic-buying and e-commerce is.

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