

Social Media & Knowledge Translation: A Qualitative Study - Interview Guide

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Appendix 1. Interview Guide

INTERVIEW GUIDE

STUDY TITLE : Social Media and Knowledge Translation: A Qualitative Study

TIME COMMITMENT FOR PART B: The interview will run for approximately 30-40 minutes.

INTERVIEW GUIDE

PART 1: Introduction

Note: The facilitator of the phone interviews will use this as a script.

My name is _____ and I will be the research team member conducting this interview. We are looking to understand how and why scientists and clinicians engage in social media for the purposes of teaching, translating, and impacting others. We hope that this will inform a best practice guide that can help to instruct others on how to do this well.

The interview will last approximately 30 minutes. Any information shared by you during this interview will be considered strictly confidential; only de-identified data will be analyzed or shared. This conversation will be audiotaped and transcribed. In the transcription all individual identification will be deidentified.

PART 2: Consenting Process

Prior to this interview, you were sent an information sheet on the nature of this study.

Do you have any questions or concerns related to your consent to participation in this study?

This interview will be recorded. Your consent will be captured through this recording. Do you consent to participate?

Yes/No

Thank you.

PART 3: Research Study Questions

Social Media & Online Presence

Now, I'd like to ask you some questions about your social media use and online presence.

How much time do you spend on your online activities?

Are you on other platforms that we didn't mention in the intake form?

- Possible Answers: Blog (editor, owner), Podcast (do you listen to them? are you a guest? do you own a podcast?)

Do you have a Google Scholar page? Research Gate? academia.edu?

Do you manage your social media pages or does someone else assist you?

Do you prefer one social media outlet over another? Why?

Do you use any applications that help manage multiple social media accounts?

Supports for Activities

Thank you for answering my questions on your social media presence. I can see you're greatly engaged with (INSERT THEIR FREE TEXT HERE). I'd like to ask you some questions about the organization, (INSERT ORGANIZATION NAME HERE), which you are a part of.

In your role, do you feel like you are part of a bigger organization? If so, how? If not, why not?

- Of the organizations that you work with, at which level are you involved with them? Local/Regional/National/International?

Tell me about some of the organizations with which you are most involved?

Are there ones that you feel you are the most invested in, up to 3?

Tell me the story of how you got involved.

Is there an experience you've had that was vastly different than the experiences you just mentioned?

What motivates you to stay involved in this organization today? What keeps you doing what you're doing?

Some people have found that increased networking has given them opportunities that they otherwise won't have. Can you resonate?

The Kardashian index is the ratio of followers to contributions, where a higher number; a disproportionate twitter following compared to your scientific contributions (indicated by number of citations) makes for a "Science Kardashian". What do you think of this concept? Where would you rank yourself on this index out of 5?

Some people within their local institution think that there are some barriers to harnessing social media. These can take the form of copyright/intellectual property. Is this something you've noticed? Did this happen with your experiences outside your institution?

Describe a time where something has gone wrong in your organization.

- How did you/your team deal with it, and do you think you/your team could have done something differently?

If you could change something about the way your organization supports you, what would it be?

What about your <INSERT SELECTED ROLE> role? What supports you in that role?

Support for Activities: Bolman and Deal Model

We will discuss now the things in your life that support your activities. Bolman and Deal proposed a 4-part model that examines how organizations support activity.

1) The first set of questions pertain to the Structural Frame: a. Do you have compensation? Are you happy? Do you have sufficient economic incentives? b. To what extent do economic incentives motivate your activities? Are there other secondary gains? c. Does your organization offer you protected time for academic relief, or "buy down"? Is this sufficient for you? If not, what changes would you like to see? d. How is your team decided? e. Do you feel you have sufficient resources (funding, technology) to carry out your activities? f. Does your organization provide rewards or incentives? If so, what does this look like?

If not, would you like to see this happen and what would it look like? g. Does your organization use goal setting? How are goals decided upon? 2) The second set of questions pertain to Human Resources: a. Do you have access to administrative support? What does this look like? b. Who are your teammates? What is your relationship with them? i. Are there any people that you consider your bosses? ii. What about people you would consider your subordinates? c. How are conflicts managed in your organization? To whom do you defer if a conflict cannot be solved within your team? Has this ever happened before? d. Do you feel heard in your organization? e. Do you have a hiring process for volunteers? Do you have a firing process? Have you ever had to do this before? 3) The next set of questions relate to the Political Frame: a. Who do you feel makes the big or important decisions in your organization? Can you give an example of this type of decision? b. How is power distributed in your organization? Hierarchically? Linearly? c. What role does power/reputation/seniority play in your organization? d. How do you perceive leadership in your organization? Is it more authoritarian (leaders rule groups), democratic (leaders get group's input), or laissez-faire (leaders minimally interfere with group)? e. Do you feel pressure when carrying out your work? If so, can you describe what this might look like/where it comes from? 4) Finally, the next set of questions relate to the Symbolic Frame: a. Do you feel that your role as a social media user is tied to your role in your primary organization? b. What is your perception of your role in your organization? Do you think other people see you in this way as well? c. Can you describe the overall atmosphere or attitudes as it pertains to social media scholarship amongst your colleagues? d. Do you/your team do things together socially? What does this look like and how do you feel about it? Who organizes this?

PART 4: Conclusion

Question:

Do you have anything else that you would like to add?

Thank you for your time and your participation; this has been a very fruitful discussion. If there are additional follow up questions I would like to pursue, do I have your permission to contact you?

If at a later date you would like to add or clarify anything shared during this interview, please contact the local Principle Investigator. Thank you.