

Current Study

TechnoTeens

400 adolescents (12-15) and caregivers

200 sexually abused; 200 matched comparisons

Annual follow-ups

2 hour psychosocial interview

Quantify Social Networking activity

4 weeks of Internet Footprint Observation



Caveat

- What works for one lab will not work for all. Take the time to consider the objectives of your study and how you would like social media help you achieve those goals.
- Always check with authorities (Marketing and Communications, IRB, Legal, etc.)

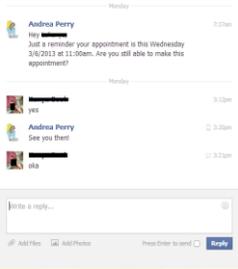


Implications to Consider

- Lots of access and activity by young people
- How would recruitment and retention efforts be aided?
- Precautions (PHI, privacy, confidentiality)
- Education



Using Facebook for Retention



- "Friend" the individual
- "Like" the study page



Using Facebook for Study Updates Examples:

- Happy New year!
- Our study cell phone is back up and running! If you have technical difficulties after usual office hours or are running late to an appointment you can call or text us at 513-335-9949
- Who has a snow day today?
- If you have questions about how to use the Macbook check out the Macbook Manual on the desktop! If you have any other questions please give us a call at 513-803-0313



IRB Considerations

How will Facebook will be used and for what purposes?

- Will it provide information/updates/news etc. Describing the nature of the posts and submitting an example is good practice.



IRB Considerations

How will privacy settings be handled?

- Who is responsible
- Policies change

Consent and Assent forms

- Targeted advertising

Membership optional?



IRB Considerations

CCHMC branding requirements

Address liability in regards to public posts that allude to harmful or dangerous behaviors.



Experiences

- Successes
 - Access to inaccessible participants
 - Easy communication
 - Appealing to adolescents
- Challenges
 - Screen names are not legal names
 - Maintaining professional boundaries



Conclusions

When using social networking in research, it is important to be a part of the conversation.



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