

Summer Project Data Analysis – 63 total responses

1. Which of the following social media sites do you hold accounts with? (Rated from most to least popular social media site)

1. Facebook – 100%
2. Snapchat – 90%
3. Instagram – 70%
3. YouTube – 70%
4. Twitter – 63.33%
5. Google+ - 35%
5. Pinterest – 35%
6. Tumblr - 30%
7. LinkedIn – 15%
8. Other: - Vine and Yik Yak - 1.67%

i. How often do you access each social media site? (Have highlighted the most selected options among the different sites)

%	Multiple times per day	A few days per week	Once per week	Once per month	Less often
Facebook	98	0	0	2	0
Twitter	51	11	11	16	11
Snapchat	89	8	4	0	0
Instagram	76	17	0	7	0
Google+	0	20	25	15	40
YouTube	49	39	2	7	2
Pinterest	14	29	29	19	10
Tumblr	17	22	22	6	33
LinkedIn	0	22	33	22	22
Other: Vine and Yik Yak	0	0	100	0	0

iii. How many minutes/hours on average do you spend on each site when using? (Have highlighted the most selected options among the different sites)

%	1-30 minutes	30-60 minutes	1-3 hours	4-6 hours	6+ hours
Facebook	50	23	16	5	5
Twitter	86	11	3	0	0
Snapchat	78	8	12	0	2
Instagram	61	29	8	0	3
Google+	100	0	0	0	0
YouTube	26	37	24	11	3
Pinterest	74	26	0	0	0
Tumblr	63	25	13	0	0
LinkedIn	71	29	0	0	0

Other: Vine and Yik Yak	100	0	0	0	0
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- iii. What is your main reason for using each site? (Have given the main reasons for each site and highlighted the same reasons selected in the same colours)
- Facebook – Networking with family and friends – 61%, Passing time – 31%
 - Twitter – Information seeking – 45%, Passing time – 21%
 - Snapchat – Networking with family and friends – 56%, Passing time – 33%
 - Instagram – Passing time – 58%, Networking with family and friends – 25%
 - Google+ – Information seeking – 22%, Passing time – 22%, Sharing information – 22%
 - YouTube – Entertainment – 76%, Passing time – 16%
 - Pinterest – Passing time – 47%, Information seeking – 26%
 - Tumblr – Passing time – 69%, Entertainment – 19%, Information seeking – 13%
 - LinkedIn – Networking related to career progression – 100%
 - Other: Vine and Yik Yak – Entertainment – 100%
- iv. How important would you say each reason is for why you use social media sites? (Rate on a scale of 1-100, with 100 being the most important reason) (Rated from most to least important reason)
1. Networking with family and friends
 2. Information seeking (e.g. keeping up to date with current affairs)
 3. Passing time (e.g. to cure boredom or relax)
 4. Entertainment (e.g. to play games, listen to music or watch videos)
 5. Sharing information
 6. Networking related to career progression (e.g. linking with people in particular careers)
 7. Expression of opinions
 8. To find things to talk about

2. A blog site specifically for BLS students is being created...

- i. The content of the blog site will be determined based on what students would find to be the most useful. Which of these ideas would benefit you the most? (Rate on a scale of 1-10, with 1 = most beneficial and 10 = least beneficial) (Rated from most to least beneficial)
1. Adverts for summer internships or placements
 2. Short articles
 3. Adverts for events related to BLS
 4. Shared photographs/videos of laboratory or field work (e.g. BioArt, results of experiments)
 5. Learned society adverts regarding opportunities and competitions
 6. Interviews with academics (regarding things such as opinions on current scientific affairs or their own research)
 7. Book reviews (with a scientific focus)
 8. Alumni interviews about their career path and day-to-day activities

9. Interviews with PhD students

10. Other:

- a. Stories shared by students, maybe success stories, advice (how to stay motivated etc.)
- b. Showing alternative career paths than lab work and research

ii. Regarding written short articles, which of the following topics would you find the most useful/interesting? (Rate on a scale of 1-6, with 1 being the most useful/interesting)

(Rated from most to least beneficial)

1. An article about a topic that excites you
2. Articles containing material relevant to lectures (which could contribute towards the 'extra reading' focus in exams)
3. Experiences during a placement/internship or field trip
4. University life in general (how you find the increased independence etc.)
5. Reflections about the transition from secondary school to higher education (e.g. why you chose the degree you are currently pursuing)
6. Other:
 - a. Articles about career possibilities given my degree

3. Which of the following would make you most likely want to contribute to the blog site? (Rate on a scale of 1-6, with 1 = most likely to contribute and 6 = least likely)

(Rated from most to least likely to contribute)

1. Knowledge that blog contributions could help demonstrate skills (such as scientific reading comprehension, critical thinking and writing skills) to employers
 2. Anonymised names
 3. Incentives (e.g. a contribution badge that could be pushed to a LinkedIn profile)
 4. First name, Degree Scheme, e.g. Fred, Biological Sciences
 5. Actual names
 6. A Twitter handle style name, e.g. @DrosophilaLover123
 7. Other: (None given)
4. i. To which of the following would you be most likely to contribute to? (Select all that apply)
1. Shared photographs/videos of laboratory or field work (e.g. BioArt, results of experiments)
 2. Short articles
 3. Adverts for events relating to BLS
 4. Book reviews
 5. Academic interviews
 6. Alumni interviews
 7. PhD student interviews

ii. Why would you be most likely to contribute?

(For each selection I have summarised the main reasons to contribute given in the survey)

1. Shared photographs/videos of laboratory or field work (e.g. BioArt, results of experiments) – Enjoys photography; Simple and easy to contribute to; Assist/Encourage

other students with work; Allows easy comparison of results; Visual representations assist with learning; Interesting, interactive and fun to look at and watch

2. Short articles – Further develop scientific writing ability and style; Help other students by drawing attention to relevant/interesting/up-to-date research; Make links between previous research and current breakthroughs; Easy to read; Ability to write about own interests/opinions; Enjoy writing; Looks good to future employers

3. Advertises for events relating to BLS – Opportunity to meet people with similar interests; Some students linked to BLS-related societies, e.g. Defying Dementia; Assist in publicising BLS-related events; Easy to contribute and raise awareness; Sounds interesting and useful; Keep up-to-date with opportunities; Become more involved

4. Book reviews – Help students find accurate/relevant information; Ability to write about own interests/opinions; Way of gaining knowledge; Enjoy reading books; Gives motive to read relevant books; Maybe a book could be suggested to read and students allowed to comment on it?

5. Academic interviews – Gain knowledge and ideas of experiences/opportunities; Interesting to read; Get to know lecturers on personal level

6. Alumni interviews – Get ideas on what to do next; A way of thanking the department; Gain knowledge concerning general ideas and shared experiences

7. PhD student interviews – Would be useful; Would answer questions myself and others may have

5. Would you be interested in joining the editorial team for the blog?

1. No – 51%
2. Yes – 49%