

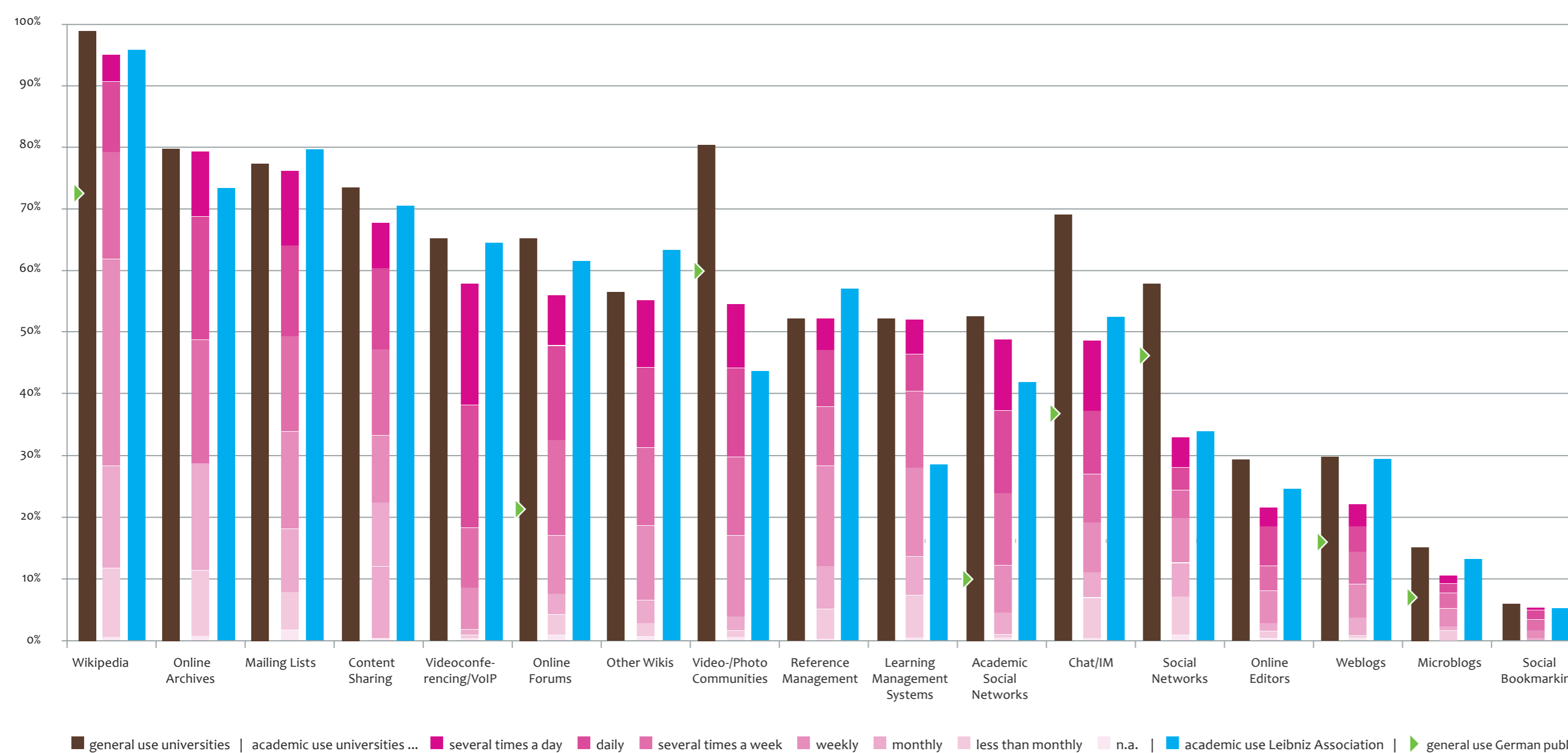
Scholars' Use of Social Media and Online Applications

Baseline data for German universities and the Leibniz Association from the Science 2.0-Survey 2013

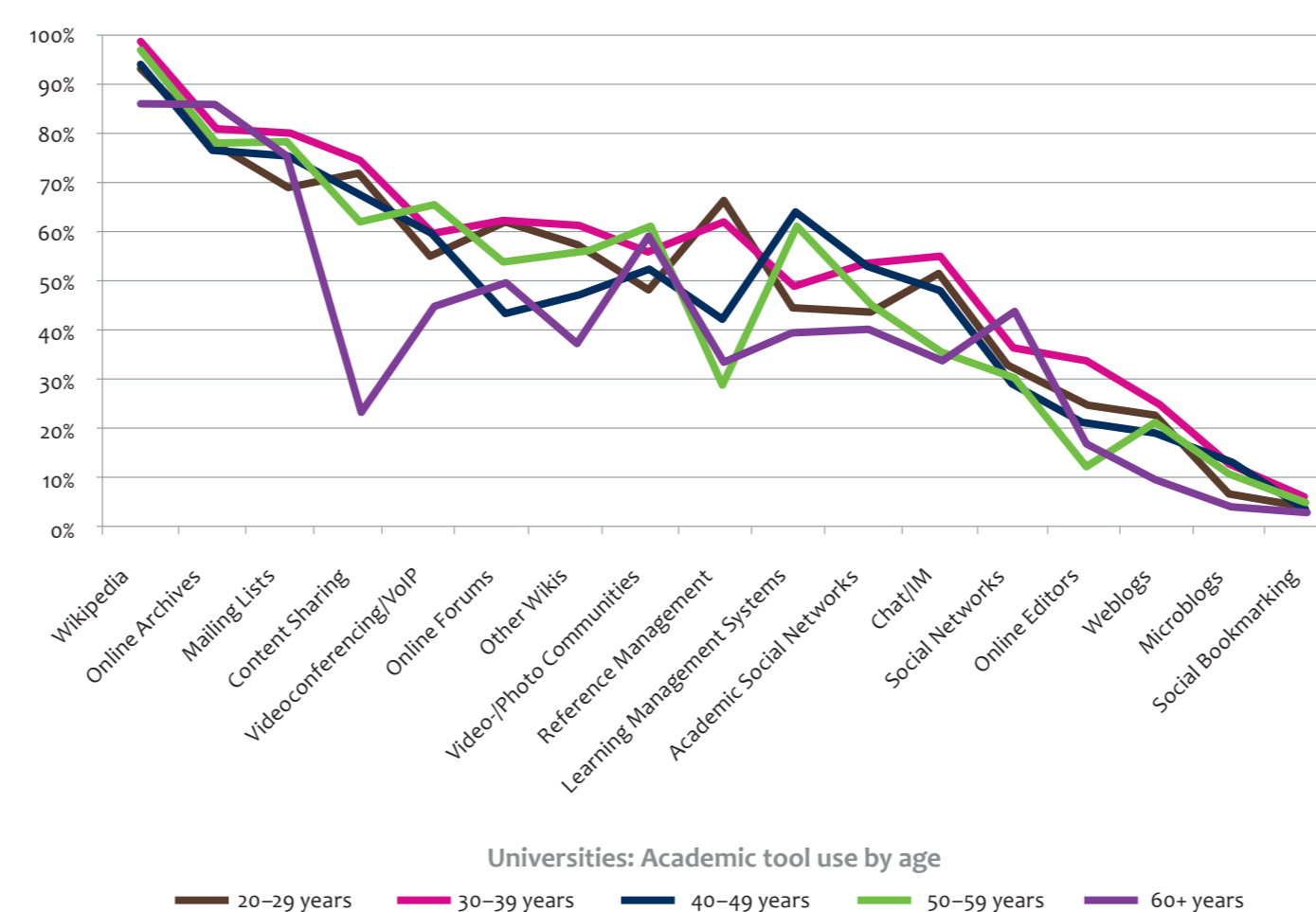
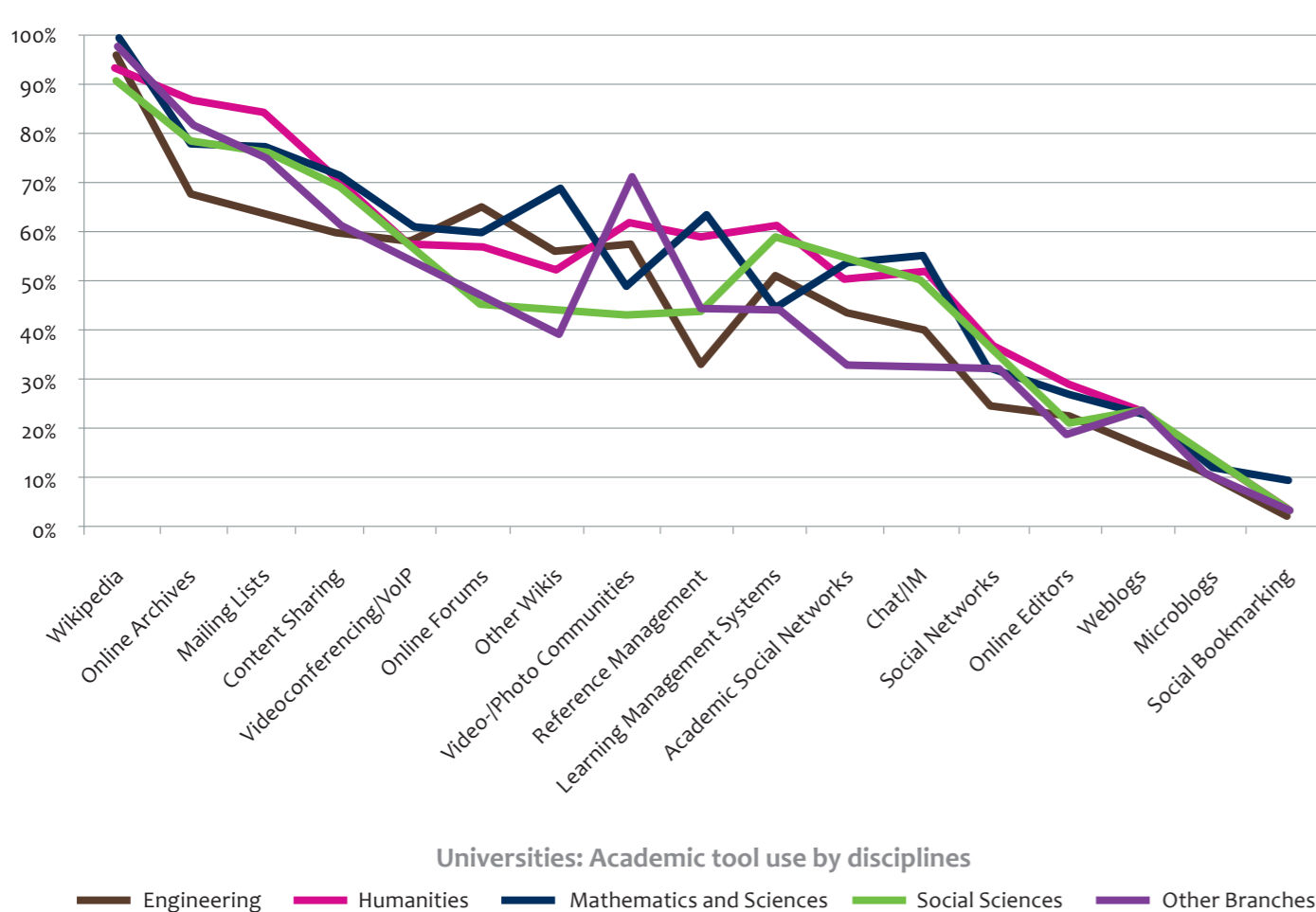
The Science 2.0-Survey explores the role that social media and other online tools play in the context of scholarly work. Digital media is increasingly shaping academic research and teaching, yet little is known about the extent to which scholars actually use the various digital tools. Building on the eScience Survey 2012 for Saxony (Pscheida/Köhler 2013), the Science 2.0-Survey was conducted in September/October 2013 as an online survey for (a) scholars at German universities (national study), and (b) researchers at institutions of the Leibniz Association (Leibniz study). The questionnaire included questions about the scholars' use of 17 social media and online applications, about the motives for using or not using the tools as well as about attitudes toward using such tools. Further questions concerned basic socio-demographic data of the respondents and data about the degree of their scholarly activity. Sampling for the national study was done by (1) quota sampling 116 universities according to regional distribution and type of university, and (2)

asking the selected universities to distribute the invitations to their academic staff by e-mail. In the case of the Leibniz study, the invitation was distributed centrally via e-mail to all institutions of the Leibniz Association. A reminder was sent out after two weeks in both cases. The number of completed questionnaires is 778 for the national study and 403 for the Leibniz study. After weighting the data to adjust for sampling bias, socio-demographic characteristics were compared to data from the federal bureau of statistics (Statistisches Bundesamt 2013). Whereas there's a very good match in terms of respondents' age, small deviations from the population were found with regard to gender (women are slightly overrepresented in the sample), disciplinary field (underrepresentation of medicine, overrepresentation of humanities and mathematics & sciences) and academic status (with professors slightly overrepresented, research assistants underrepresented).

To what extent do you use the following tools?



German scholars' use of online tools in general/related to academic work, compared to results for members of Leibniz Association and the German public (ARD/ZDF Online Study 2013). Science 2.0-Survey 2013, n=778.



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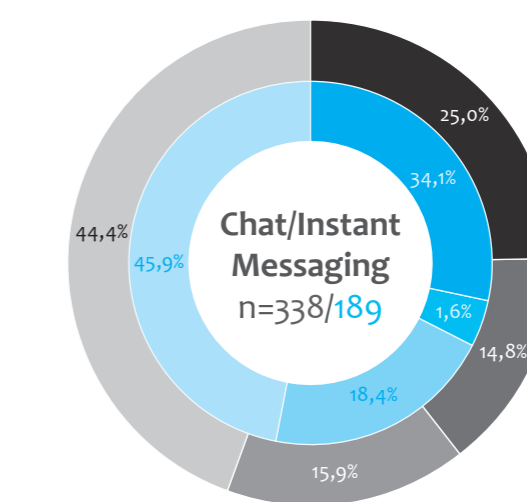
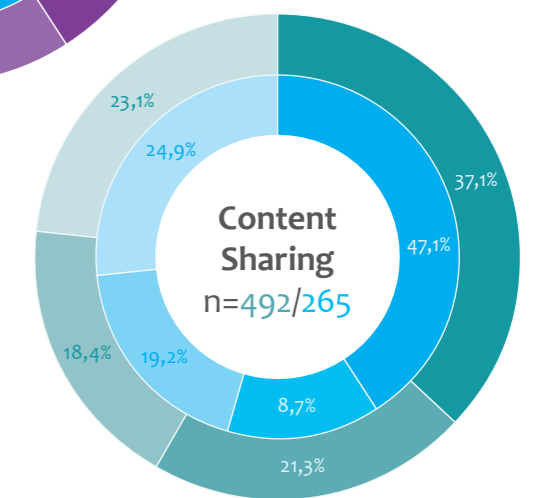
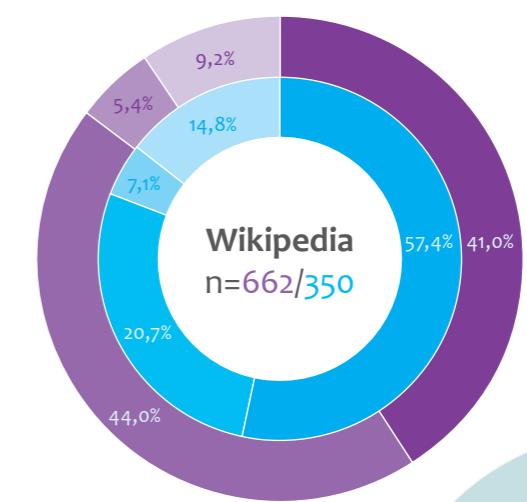
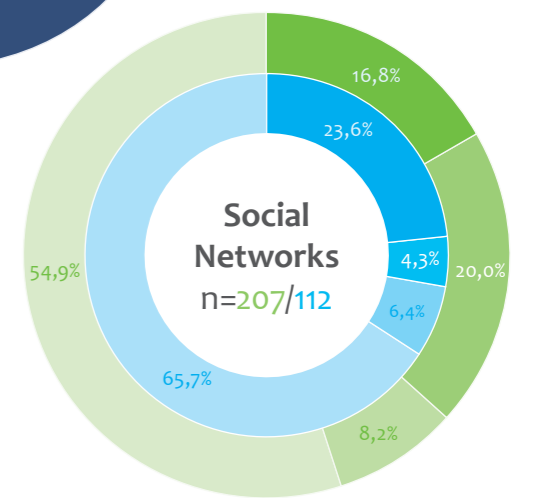
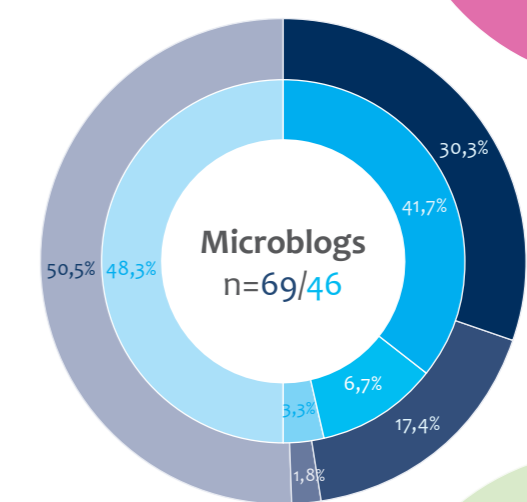
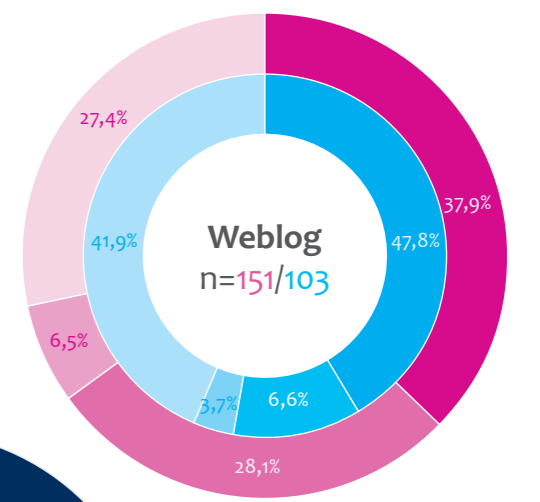
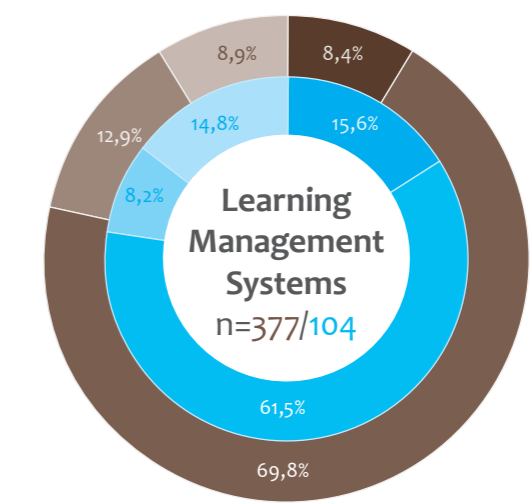
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Contact

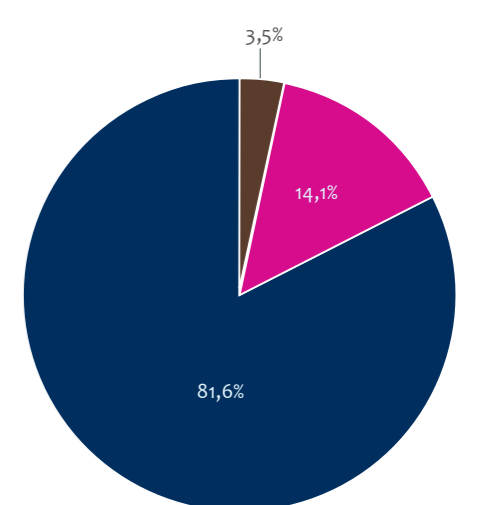
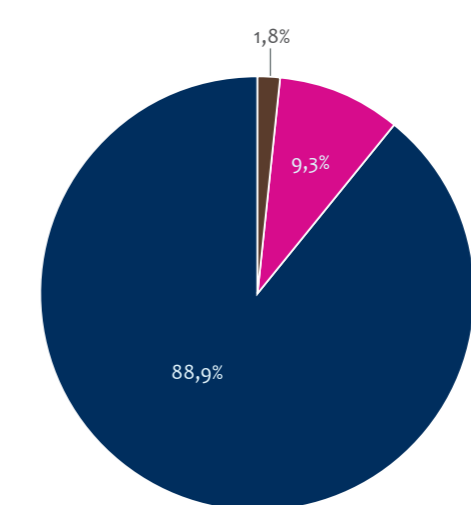
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Academic contexts of tool use

- Leibniz Association ...
 ■ Research
 ■ Teaching
 ■ Science Administration
 ■ Science Communication
- Universities ...
 ■ Research
 ■ Teaching
 ■ Science Administration
 ■ Science Communication



Virtual Research Environment

- Yes, I'm using a Virtual Research Environment.
 ■ No, I don't use a Virtual Research Environment, but I heard about it.
 ■ I don't know what a Virtual Research Environment is.

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