

The four types of social media user in the academic and research community

Results of a nationwide study

Ms Maker

- Ms Maker is female and has been working at the university for around 8 years.
- In most cases Ms Maker is a research assistant (58.8 percent). Only a small percentage of this type of user hold a professorial position (20.9 percent).
- On average this type of user uses the various social media channels frequently, i.e. once a week.
- Their preferred tools are learning management systems such as OLAT/OPAL and Moodle, reference managers such as Mendeley and Zotero, Wikipedia, content sharing tools such as Dropbox and Slideshare, and social networks such as Facebook.
- The key aspect that distinguishes this type of social media user from the other three types is the highly pragmatic way in which they make use of social media. In other words, they primarily use social media tools to organize their daily work and make their job easier. A special affinity for technology is not a pronounced trait in this user group.
- Ms Maker takes a critical attitude towards issues of data protection and privacy of Web 2.0 tools.
- Representing 35 percent of research professionals, „Ms Maker“ is a relatively common type of user in the academic and research community.



Uses social media tools for:



Mr Tech

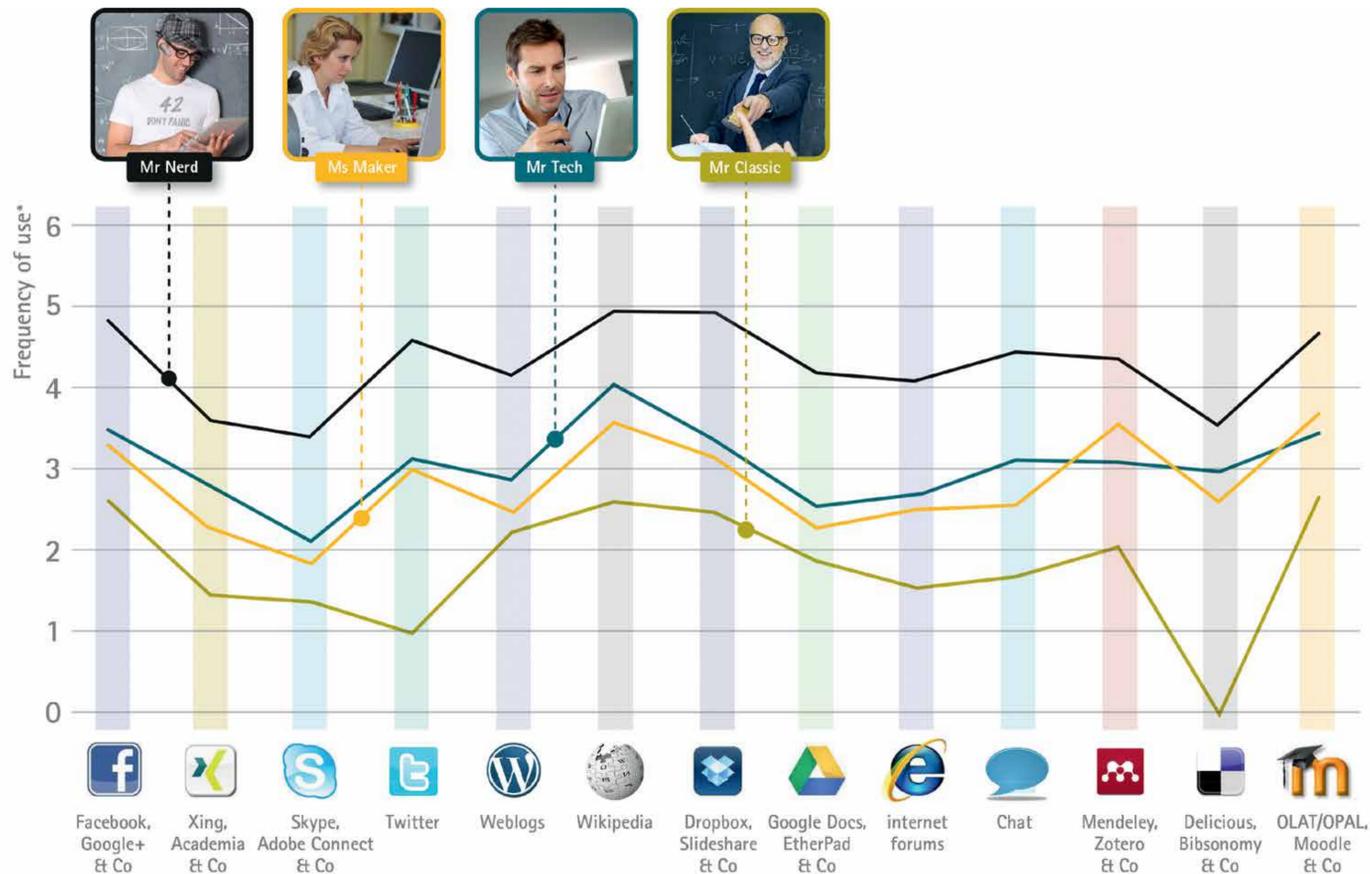
- Mr Tech is male and has been working at an academic or research institution for around 11 years.
- He is either a research assistant (52 percent) or a professor (37.8 percent).
- Representing 43.2 percent of academics and research professionals in Germany, „Mr Tech“ is the most common type of user in the academic and research community.
- Mr Tech has a strong affinity for technology and is a keen user of social media. He is more likely than Ms Maker to experiment with new tools.
- On average Mr Tech uses the various social media channels frequently, i.e. once a week.
- The tools he uses most frequently are: Wikipedia (several times a week), social networks such as Facebook and Google+, content sharing services such as Slideshare and Dropbox, learning management systems such as Moodle, microblogs such as Twitter, and chat/instant messaging services such as Skype and ICQ.



Uses social media tools for:



The four types of social media user use the different tools in varying degrees of intensity.



* 1 = less than once a month, 2 = once a month, 3 = once a week, 4 = several times a week, 5 = every day, 6 = several times a day

Mr Classic

- At just 8.6 percent, „Mr Classic“ represents the smallest user group in the academic and research community.
- Generally speaking Mr Classic is male (63 percent) and has been working at the university for an average of 12 years.
- Professors make up the largest percentage of this type of user at 43.5 percent, followed by research assistants (26.1 percent) and doctoral students and postdocs (17.4 percent).
- Compared to the other types of social media users in the academic and research community, Mr Classic is less receptive to Web 2.0 tools. He/she essentially has no need for new tools and enjoys tackling the new challenges of social media less than the other types of users.
- Mr. Classic uses Web 2.0 services once a month or less, either for pragmatic reasons or because it is a required part of his job.
- His preferred tools and channels are learning management systems such as OLAT/OPAL and Moodle, Wikipedia, social networks such as Facebook and similar sites, content sharing and cloud services such as Dropbox and Slideshare, and weblogs.



Uses social media tools for:



Mr Nerd

- As a rule Mr Nerd is male (64.3 percent) and has been employed in the academic and research sector for around 10 years. He is typically either a (post)doctoral student and research assistant (55.6 percent) or a professor (27.1 percent).
- Compared to the other types of social media users, Mr Nerd is more actively involved in the field of scientific communication.
- Mr Nerd is very receptive to new media, relatively unconcerned by security and privacy issues and greatly enjoys the challenge of using the new tools and features of Web 2.0.
- Mr Nerd uses Web 2.0 services several times a week, though not every single day.
- The 13.1 percent of social media users that fit into the „Mr Nerd“ category use more social media tools more intensively than any of the other groups.



Uses social media tools for:



You can download all the results plus an infographic from the website www.goportis.de.

