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

Results of a nationwide study

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

- Ms Maker
  - Uses social media tools for:
  - Communication
  - Content creation
  - Management/administration

Mr Classic
- Uses social media tools for:
  - Content creation
  - Communication

Mr Nerd
- Uses social media tools for:
  - Management/administration
  - Exchanging information
  - Communication

Mr Tech
- Uses social media tools for:
  - Exchanging information
  - Management/administration

Ms Maker
- Ms Maker is female and has been working at the university for around 8 years.
- Ms Maker is a research assistant (27.1 percent). She is either a (post)doctoral student and research assistant (55.6 percent) or a professor (20.9 percent).
- Ms Maker 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.
- 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).

Mr Classic
- 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.
- Mr Classic essentially has no need for new tools and enjoys tackling the new challenges of social media.

Mr Nerd
- Mr Nerd is male and has been working at the university for an average of 12 years.
- Mr Nerd is not a pronounced trait in this user group.
- Mr. Classic is less receptive to Web 2.0 tools. He/she primarily uses 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.

Mr Tech
- Mr Tech is male and has been working at an academic or research institution for around 11 years.
- Mr Tech makes up the largest percentage of this type of user at 43.5 percent.
- 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.
- Mr Tech uses Web 2.0 services several times a week, though not every single day.

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