

Visibility for Economists on the Social Web

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Research questions

- How do economists achieve visibility on the Social Web?
- What is the meaning of visibility/prominence/influence in a social network? Which metrics are appropriate?

Our approach to achieving the objectives

1. We interview experts on Twitter use.
→ factors for success or failure
2. We frame guidelines.
3. We test guidelines: test group.
4. We evaluate effects (before and after).
5. We re-frame guidelines.
6. We publish guidelines.

Status quo:

- ⇒ We defined criteria for measuring visibility.
- ⇒ We identified economists with a high visibility on Twitter.
- ⇒ We conducted interviews with experts.

Proposed results of the project

- To derive recommendations for researchers who wish to increase their visibility on the Social Web and publish them as guidelines.
- To support economists in the use of Social Media for their work.