

Nature Publishing Group 2014 survey on social networks and online tools

1. Methodology.

In May 2014, an online survey was emailed out to 110,353 researchers and other professionals on three mailing lists (Thomson Reuters ISI, Palgrave, and Nature Publishing Group). The survey asked researchers about their views on social networks and other online services; questions are printed below. By early July, 3,579 complete responses had been received (a response rate of 3.2%). Raw data were cleaned to remove respondents who were not researchers, leaving 3,509 responses. Cleaned, anonymized raw data are available at <http://dx.doi.org/10.6084/m9.figshare.1132584>. Demographics, also available at <http://dx.doi.org/10.6084/m9.figshare.1132584>, were broadly in line with the nature.com usage profile.

2. Survey questions.

Introduction

Thank you for taking the time to complete this survey, which explores how scientists & academics are currently using – or not using – social networking sites and other online tools to aid their careers.

The survey is being conducted by Nature News, the reporting team at Nature, who will write about the results in a feature. The data will also be made public – but all responses will be anonymous.

Nature values your participation in this survey and we ensure the highest standards of professional research and privacy in using the information that our audience provides. As members of the Market Research Society (MRS), we ensure the highest standards of professional research and privacy in using the information that our audience provides, abiding by the MRS Code of Conduct (Visit the MRS Code of Conduct page for more information). Answers will never be associated with individual participants; the results from individual respondents will only be analysed in aggregate.

q137

Initially we want to ask about your subject area of interest, as not all questions will be appropriate for all participants.

Which of the following best describes your area of interest?

- ☐ Astronomy and planetary science
- ☐ Biology
- ☐ Business/Investment
- ☐ Chemistry
- ☐ Earth and Environmental Science
- ☐ Engineering
- ☐ Materials Science
- ☐ Medicine
- ☐ Physics
- ☐ Other, Natural Science areas _____

- ☐ Business and Management
- ☐ Economics
- ☐ Finance and Banking
- ☐ Politics
- ☐ International Relations
- ☐ Sociology
- ☐ Social Policy
- ☐ Psychology
- ☐ Education
- ☐ Law
- ☐ Philosophy
- ☐ History
- ☐ Religion
- ☐ Literature
- ☐ Language and Linguistics
- ☐ Culture and Media Studies
- ☐ Other, Humanities and Social Sciences areas _____

q2

Section 1: Your professional presence online

Is there a web page maintained within your institution or organization which aims to update visitors on your research, or the research work of your group?

- ☐ Yes
- ☐ No
- ☐ I am not a researcher

q3 [if answer to q2 = Yes]

Do you personally edit/update this?

- ☐ Yes, I am required to do so
- ☐ Yes, I choose to do so
- ☐ No

q5

Do you write, or have you ever written, online posts of any type (e.g., blogs, social media comments, discussion groups, publisher websites) in which you discuss research or matters relating to it?

- ☐ Yes, I regularly write/have regularly written posts
- ☐ Yes, I occasionally write/have written posts
- ☐ No

q6

Please use the scale below to indicate your awareness of the following websites or services:

I am aware of this site and visit regularly	I am aware of this site but do not visit regularly	I am not aware of this site
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	I am aware of this site and visit regularly	I am aware of this site but do not visit regularly	I am not aware of this site
1 Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 Frontiers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 Academia.edu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 ResearchGate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6 LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7 BioMedExperts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8 Google+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9 Mendeley	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10 Pubchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11 My Science Work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12 Google Scholar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13 Microsoft Academic Search	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14 ORCID	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15 ResearcherID	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16 Figshare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17 MLA Commons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 2

Here we'd like to ask you a few questions about up to 3 of the sites you said you visited regularly.

[Respondents are presented with q7—q140 in sequence on up to 3 of the sites they 'visit regularly'
]

q7

How long have you had a profile on SITE X?

- ☐ I do not have a profile on this site
- ☐ Less than 3 months
- ☐ Between 3 months and a year
- ☐ Between 1 year and 2 years
- ☐ Longer than 2 years
- ☐ I don't know

q8

Approximately how often do you visit SITE X in a professional capacity?

- ☐ At least once a day
- ☐ At least once a week
- ☐ At least once a month
- ☐ Less often than once a month
- ☐ Never
- ☐ I don't know

q142

...and approximately how often do you visit SITE X to actually post content related to your work?

- ☐ At least once a day
- ☐ At least once a week
- ☐ At least once a month
- ☐ Less often than once a month
- ☐ Never
- ☐ I don't know

q26

Why did you create a profile page on SITE X? [If respondent has indicated they have a profile, q7]

Please select all that apply

- ☐ I saw that a colleague had a profile on this network
- ☐ A colleague told me about this network
- ☐ My institution suggested I make use of this network
- ☐ I was sent an email promoting this network
- ☐ I actively looked for possible networks to join
- ☐ Other (please specify) _____
- ☐ I don't know

q10

How do you use SITE X professionally?

Please select all that apply

- ☐ I do not use SITE X professionally
- ☐ I have a profile because I signed up out of curiosity, but am not purposefully maintaining it
- ☐ I maintain a profile in case someone wishes to contact me about my research
- ☐ I post content related to my work
- ☐ Actively discussing my research
- ☐ Actively discussing issues related to my role (eg tenure, policy, training)
- ☐ Commenting on research that is relevant to my field
- ☐ Discovering job opportunities
- ☐ Discovering funding opportunities
- ☐ Discovering peers in my field of research
- ☐ Contacting peers in my field of research
- ☐ Discovering individuals outside of my field of research
- ☐ Contacting individuals outside of my field of research
- ☐ Discovering recommended research papers
- ☐ Sharing links to authored content (e.g. research papers, datasets)
- ☐ Following other discussions on research-related issues
- ☐ To track metrics relating to interest in my work
- ☐ Other (please specify) _____

q140

Do you have any thoughts on the usefulness of SITE X to your professional life?

q28

Section 3: Information you share online

What professional information do you make publicly available online?

Please select all that apply

- ☐ Contact details
- ☐ Areas of expertise
- ☐ Details of publishing history
- ☐ Links to published articles
- ☐ Copies of published papers (final pdfs or accepted manuscripts) at own or institutional website, or social network
- ☐ Datasets related to published research
- ☐ Datasets related to unpublished research
- ☐ Other (please specify)_____

q29

For the information about yourself and your work that is not publicly available, which of the following best describes the reason for this?

- ☐ I do not want to share this information online
- ☐ I don't have an appropriate place for sharing this information
- ☐ Other (please specify)_____

q31

Thinking about all of your online network profiles as a whole - but not your institutional website/profile if you have one - how useful do you find your network profiles for the following:

	Very useful	Quite useful	Not very useful	Not at all useful	I don't know
Raising your personal profile in the research community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Raising the profile of your work in the research community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting future employers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing authored content (e.g. papers, datasets, protocols)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting collaborators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

q32

Which would you expect to be more up to date in showing recent important professional activity - your institutional profile page, or your most up to date online network page?

- ☐ They are about equally up to date
- ☐ My most up to date online network page
- ☐ My institutional profile page
- ☐ I don't know

q139

**Please indicate the extent to which you agree with the following statement:
"Viewing other researchers' professional profiles on online networks is a useful way of
determining what research I should be reading"**

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neutral
- ☐ Somewhat disagree
- ☐ Strongly disagree

q33

Please indicate the extent to which you agree with the following statements:

	Strongly agree	Somewhat agree	Neutral	Somewhat disagree	Strongly disagree
"I feel I should probably do more to promote my research using online networks"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I don't think having a professional profile on an online network is very important for a researcher"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

q141

Please use the box below to tell us about any other comments you may have about the social networking sites that you use:

q101

Section 4: Demographics

What is your age?

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 or over

q104

In which continent do you live?

- ☐ Asia (including Middle East)
- ☐ Australasia
- ☐ Africa
- ☐ Europe
- ☐ North America (including Central America and the Caribbean)
- ☐ South America

[q105-110 presented dependent on answer to q104]:

q105 - Asia

Which country in Asia?

- ☐ Afghanistan
- ☐ Armenia
- ☐ Azerbaijan
- ☐ Bahrain
- ☐ Bangladesh
- ☐ Bhutan
- ☐ Brunei
- ☐ Burma
- ☐ Cambodia
- ☐ China
- ☐ Georgia
- ☐ Hong Kong
- ☐ India
- ☐ Indonesia
- ☐ Iran
- ☐ Iraq
- ☐ Israel
- ☐ Japan
- ☐ Jordan
- ☐ Kazakhstan
- ☐ North Korea
- ☐ South Korea
- ☐ Kuwait
- ☐ Kyrgyzstan
- ☐ Laos
- ☐ Lebanon
- ☐ Malaysia
- ☐ Maldives
- ☐ Mongolia
- ☐ Nepal
- ☐ Oman
- ☐ Pakistan
- ☐ Philippines
- ☐ Qatar
- ☐ Russia
- ☐ Saudi Arabia

- ☐ Singapore
- ☐ Sri Lanka
- ☐ Syria
- ☐ Taiwan
- ☐ Tajikistan
- ☐ Thailand
- ☐ Turkey
- ☐ Turkmenistan
- ☐ United Arab Emirates
- ☐ Uzbekistan
- ☐ Vietnam
- ☐ Yemen

q106 - Australasia

Which country in Australasia?

- ☐ Australia
- ☐ French Polynesia
- ☐ Niue
- ☐ Tonga
- ☐ Christmas Island
- ☐ Kiribati
- ☐ Papua New Guinea
- ☐ Tuvalu
- ☐ Cocos Keeling Island
- ☐ Nauru
- ☐ Pitcairn Island
- ☐ Vanuatu
- ☐ Cook Island
- ☐ New Caledonia
- ☐ Solomon Island
- ☐ Wallis Futuna
- ☐ Fiji
- ☐ New Zealand
- ☐ Tokelau
- ☐ Western Samoa

q107 - Africa

Which country in Africa?

- ☐ Algeria
- ☐ Angola
- ☐ Benin
- ☐ Botswana
- ☐ Burkina Faso
- ☐ Burundi
- ☐ Cameroon
- ☐ Cape Verde
- ☐ Central African Republic

- ☐ Chad
- ☐ Comoros
- ☐ Congo, Republic of
- ☐ Congo, Democratic Republic of
- ☐ Cote d'Ivoire
- ☐ Djibouti
- ☐ Egypt
- ☐ Equatorial Guinea
- ☐ Eritrea
- ☐ Ethiopia
- ☐ Gabon
- ☐ The Gambia
- ☐ Ghana
- ☐ Guinea
- ☐ Guinea-Bissau
- ☐ Kenya
- ☐ Lesotho
- ☐ Liberia
- ☐ Libya
- ☐ Madagascar
- ☐ Malawi
- ☐ Mali
- ☐ Mauritania
- ☐ Mauritius
- ☐ Morocco
- ☐ Mozambique
- ☐ Namibia
- ☐ Niger
- ☐ Nigeria
- ☐ Rwanda
- ☐ Sao Tome and Principe
- ☐ Senegal
- ☐ Seychelles
- ☐ Sierra Leone
- ☐ Somalia
- ☐ South Africa
- ☐ Sudan
- ☐ Swaziland
- ☐ Tanzania
- ☐ Togo
- ☐ Tunisia
- ☐ Uganda
- ☐ Zambia
- ☐ Zimbabwe

q108 - Europe

Which country in Europe?

- ☐ Albania
- ☐ Andorra
- ☐ Austria

- ☐ Belarus
- ☐ Belgium
- ☐ Bosnia and Herzegovina
- ☐ Bulgaria
- ☐ Croatia
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ Estonia
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Greece
- ☐ Hungary
- ☐ Iceland
- ☐ Ireland
- ☐ Italy
- ☐ Latvia
- ☐ Liechtenstein
- ☐ Lithuania
- ☐ Luxembourg
- ☐ Macedonia
- ☐ Malta
- ☐ Moldova
- ☐ Monaco
- ☐ Netherlands
- ☐ Norway
- ☐ Poland
- ☐ Portugal
- ☐ Romania
- ☐ Russia
- ☐ San Marino
- ☐ Serbia and Montenegro
- ☐ Slovakia
- ☐ Slovenia
- ☐ Spain
- ☐ Sweden
- ☐ Switzerland
- ☐ Turkey
- ☐ Ukraine
- ☐ United Kingdom
- ☐ Vatican City

q109 - North America

Which country in North America?

- ☐ Anguilla
- ☐ Antigua and Barbuda
- ☐ Aruba
- ☐ Bahamas
- ☐ Barbados

- ☐ Belize
- ☐ Bermuda
- ☐ British Virgin Islands
- ☐ Canada
- ☐ Cayman Islands
- ☐ Clipperton Island
- ☐ Costa Rica
- ☐ Cuba
- ☐ Dominica
- ☐ Dominican Republic
- ☐ El Salvador
- ☐ Greenland
- ☐ Grenada
- ☐ Guadeloupe
- ☐ Guatemala
- ☐ Haiti
- ☐ Honduras
- ☐ Jamaica
- ☐ Martinique
- ☐ Mexico
- ☐ Montserrat
- ☐ Navassa Island
- ☐ Netherlands Antilles
- ☐ Nicaragua
- ☐ Panama
- ☐ Puerto Rico
- ☐ Saint Barthelemy
- ☐ Saint Kitts and Nevis
- ☐ Saint Lucia
- ☐ Saint Martin
- ☐ Saint Pierre and Miquelon
- ☐ Saint Vincent and the Grenadines
- ☐ Trinidad and Tobago
- ☐ Turks and Caicos Islands
- ☐ United States
- ☐ United States Virgin Islands

q110 - South America

Which country in South America?

- ☐ Argentina
- ☐ Bolivia
- ☐ Brazil
- ☐ Chile
- ☐ Colombia
- ☐ Ecuador
- ☐ Falkland Islands
- ☐ French Guiana
- ☐ Guyana
- ☐ Paraguay

- ☐ Peru
- ☐ Suriname
- ☐ Uruguay
- ☐ Venezuela

q102

Which category best describes your industry?

- ☐ Biotechnology
- ☐ Consulting
- ☐ Engineering/Manufacturing
- ☐ Financial/Investment
- ☐ Government Institute or Agency
- ☐ HMO/Clinic
- ☐ Hospital (Community)
- ☐ Hospital (University or teaching)
- ☐ Hospital (Other)
- ☐ Legal
- ☐ Media/Publishing
- ☐ Medical School
- ☐ Non-Governmental Organization (NGO)
- ☐ Nursing Home/Assisted Living Facility
- ☐ Pharmaceutical
- ☐ Private Physician Office (Group)
- ☐ Private Physician Office (Solo)
- ☐ Research Institute
- ☐ University/College
- ☐ Other (please specify)_____

q103

Which job title best applies to you?

- ☐ Associate professor
- ☐ Business Consultant
- ☐ Business Development Manager/Director
- ☐ Financial Analyst
- ☐ Head of Academic Department/Faculty
- ☐ Journalist
- ☐ Laboratory Director/Head
- ☐ Lawyer
- ☐ Lecturer
- ☐ Librarian/Information Scientist
- ☐ Marketing/Product Manager
- ☐ Medical Professional/Doctor
- ☐ PhD Student
- ☐ Post-doctoral Fellow
- ☐ President/CEO/Company Owner
- ☐ Principal Investigator
- ☐ Process engineer

- ☐ Product Manager
- ☐ Professor
- ☐ PR Executive
- ☐ Publishing Executive
- ☐ Research Director/VP of Research
- ☐ Research Scientist
- ☐ Sales Manager/Director
- ☐ Senior Scientist
- ☐ Staff Scientist
- ☐ Student (Medical)
- ☐ Student (Other)
- ☐ Teacher
- ☐ Technician/Research Assistant
- ☐ Other (please specify)_____

[Answers to following questions redacted in data at
<http://dx.doi.org/10.6084/m9.figshare.1132584> to preserve anonymity]

q135

Nature Publishing Group may want to contact you again to ask for more information on the subjects discussed in this survey, or to ask you specific questions about your comments and answers. Please note: by ticking the box you are not committing to participate in further research activities, you are only giving permission to be contacted. You are under no obligation to participate.

☐ If you are happy to receive follow up requests, please tick this box and enter your details on the next page.

q134

Please enter your details below, and then click "next" to submit your answers.