

# EVALUATING SOCIAL MEDIA IMPACT in NSF INCLUDES Projects

*Multi-Scale Evaluation in STEM Education*



Inclusion across the Nation of Communities of  
Learners of Underrepresented Discoverers in  
Engineering and Science (NSF INCLUDES)

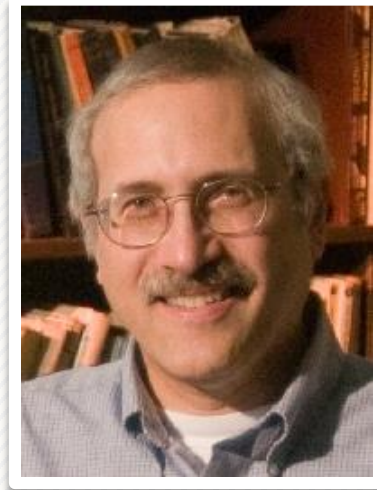


**NIMBioS**  
National Institute for Mathematical  
and Biological Synthesis



**NISER**  
NATIONAL INSTITUTE FOR STEM  
EVALUATION AND RESEARCH

# MEET YOUR MODERATOR



Louis J. Gross, PhD

*Founding Director, NIMBioS*

*Professor of Ecology and Evolutionary Biology and  
Mathematics, University of Tennessee, Knoxville*



# WHO IS THIS PRESENTATION FOR?



Principal  
Investigators  
of NSF INCLUDES Pilot  
Projects



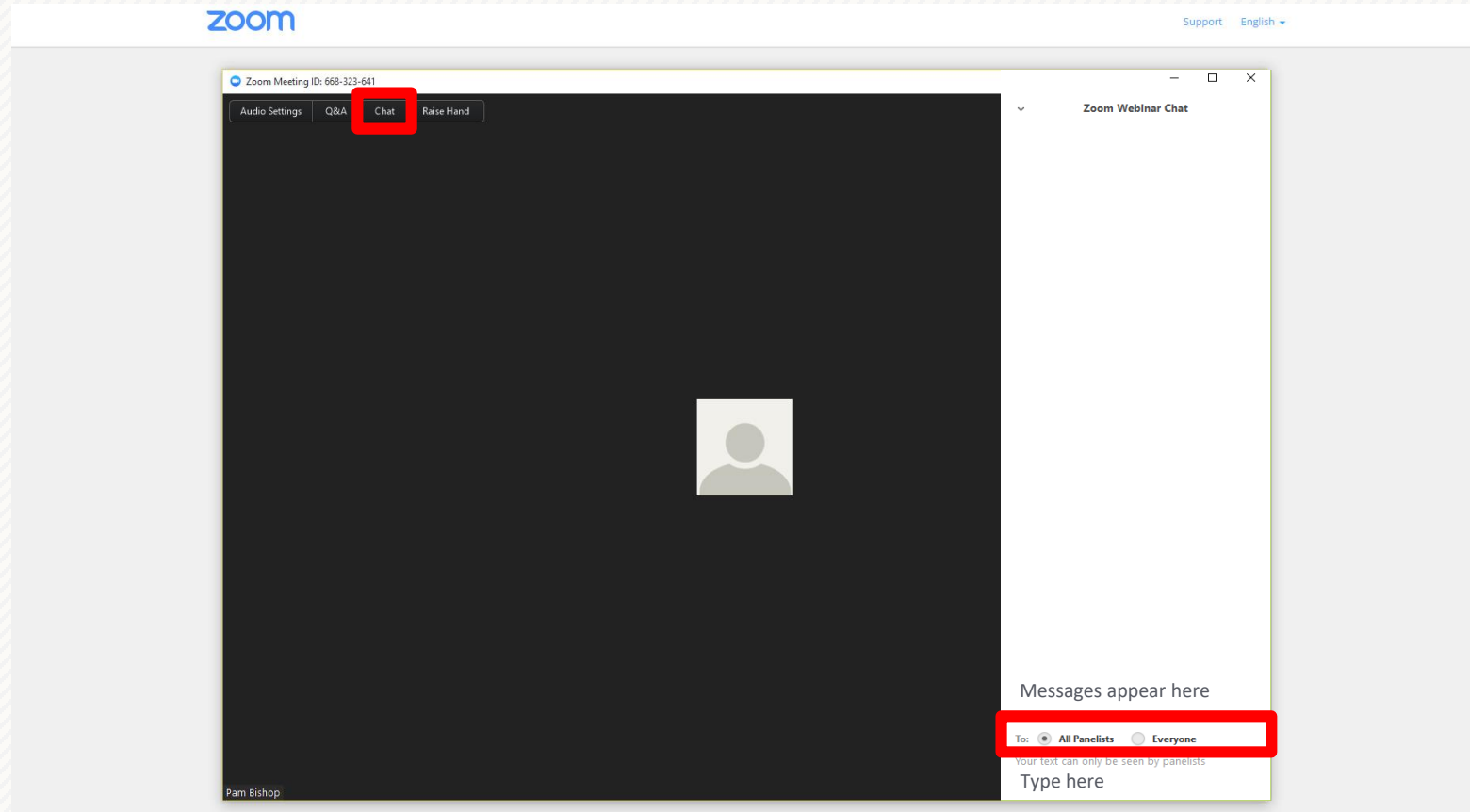
STEM Educators  
planning to submit  
INCLUDES Alliance  
Proposals



STEM Educators  
interested in learning  
more about evaluating  
program success



# HOW TO INTERACT TODAY



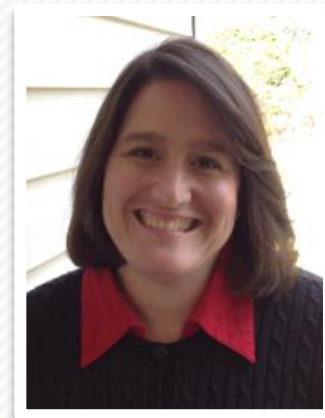
# MEET YOUR PRESENTERS



**Pam Bishop, PhD**

*Director, National Institute for STEM Evaluation and Research (NISER)*

*Associate Director for STEM Evaluation, National Institute for Mathematical and Biological Synthesis (NIMBioS)*



**Sondra LoRe, EdS**

*Evaluation Associate, National Institute for STEM Evaluation and Research (NISER)*



# • TODAY'S PRESENTATION

- ❖ What is NSF INCLUDES?
- ❖ Why talk about Social Media in evaluation?
- ❖ How to plan and measure the value of Social Media
- ❖ The 3 V's of evaluating Social Media
- ❖ Experiential learning w/case studies
- ❖ Logic in Social Media evaluation
- ❖ Questions and comments
- ❖ How to learn more



THE EVALUATION PROCESS

BY MORE

# WHAT IS NSF INCLUDES?

- ❖ Inclusion across the Nation of Communities of Learners of Underrepresented Discoverers in Engineering and Science
- ❖ Three essential components:
  - ❖ Design and Development Launch Pilots (DDLPs)
  - ❖ National Network Coordination Hub
  - ❖ Alliances



# KEY ELEMENTS OF COLLABORATIVE INFRASTRUCTURE

- ❖ Vision
- ❖ Partnerships
- ❖ Goals & Metrics
- ❖ Leadership & Communication
- ❖ Potential for Impact Expansion & Scale





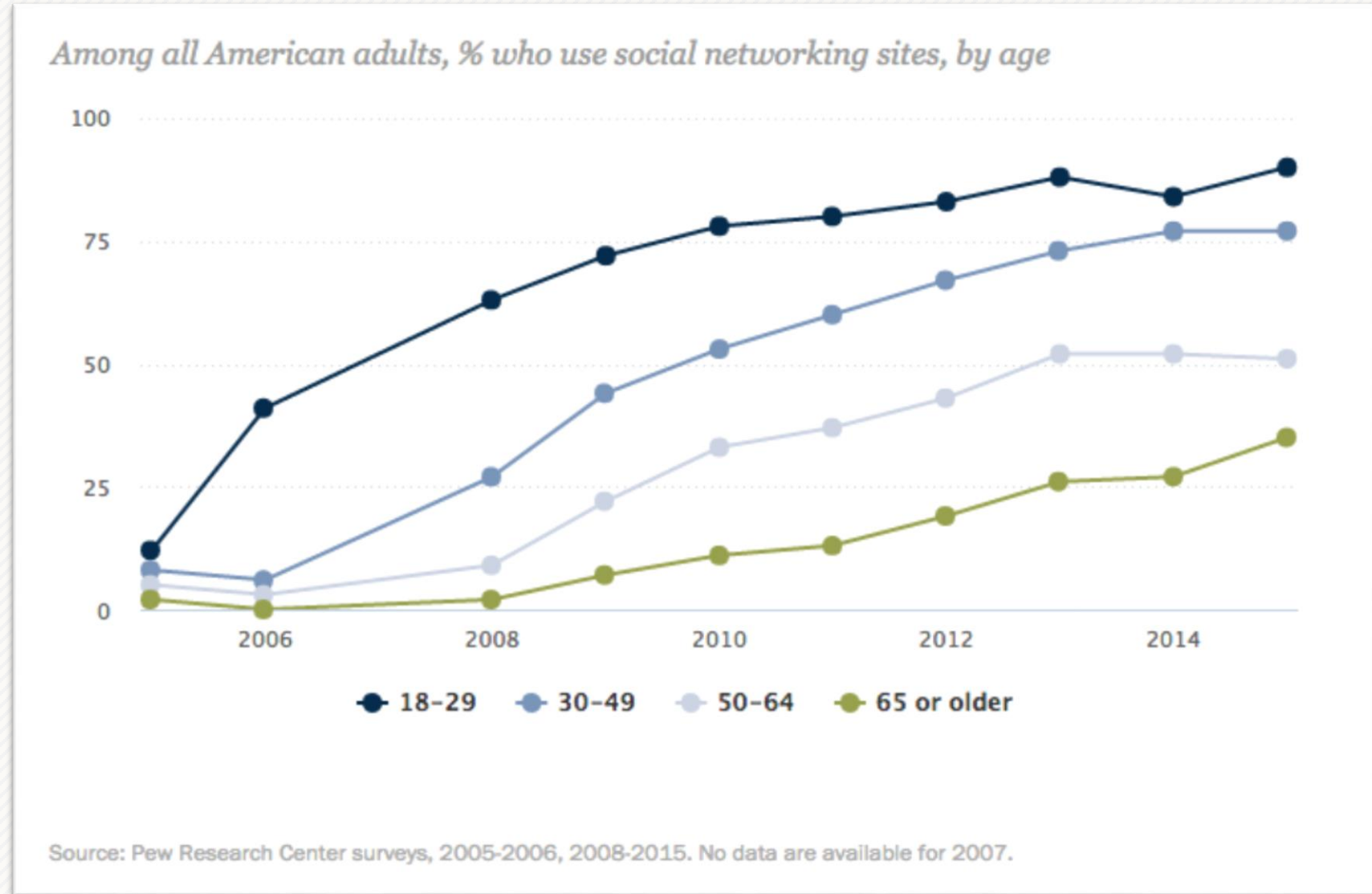
# • WHY TALK ABOUT SOCIAL MEDIA IN EVALUATION?

↑ Over 90% of Americans between the ages of 19-29 use Social Media

↑ Nearly 80% of Americans between the ages 30-49

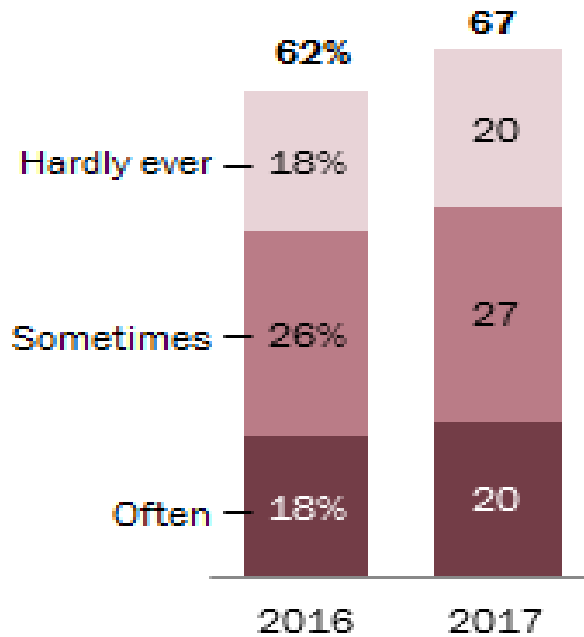
↑ Over 50% of Americans between the ages 50-64

↑ Nearly 40% of Americans older than 65 are using social media. ★



## In 2017, two-thirds of U.S. adults get news from social media

*% of U.S. adults who get news from social media sites ...*



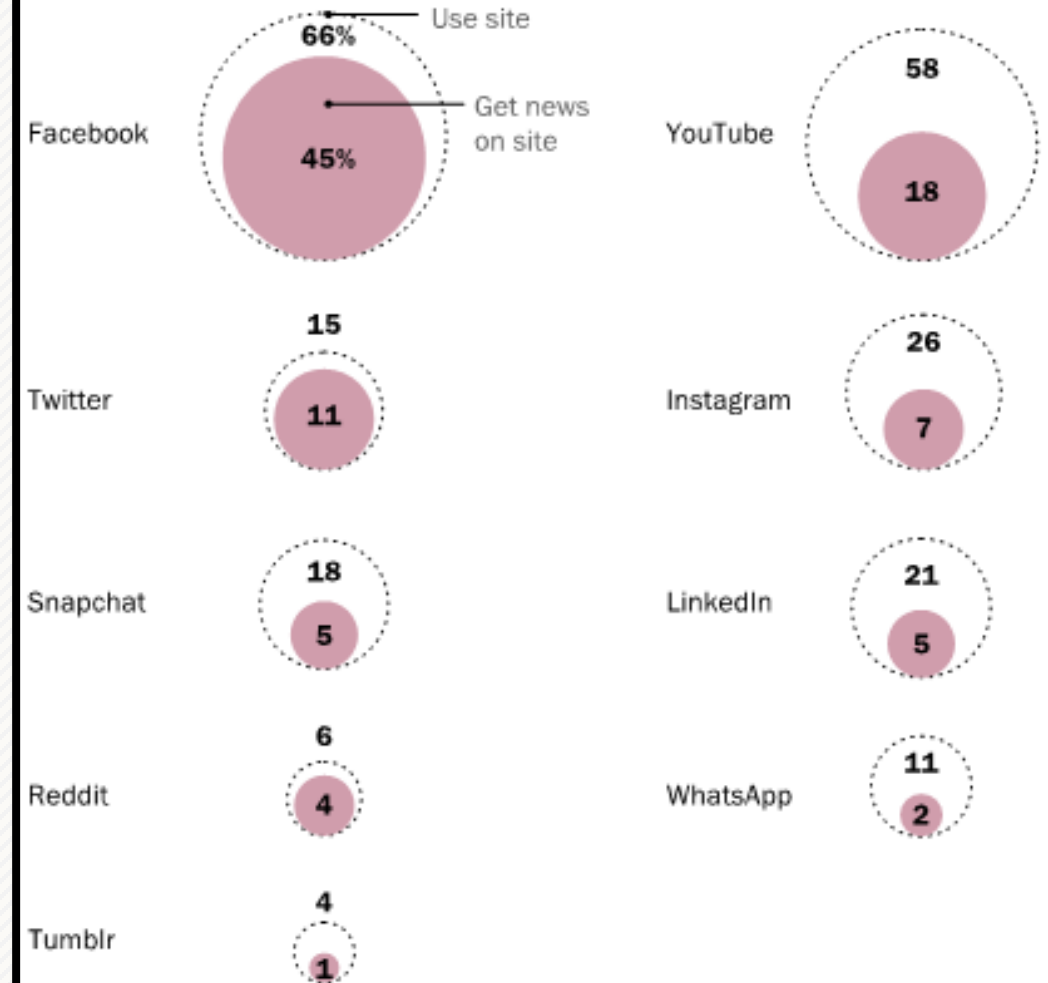
Source: Survey conducted Aug. 8-21, 2017.  
 "News Use Across Social Media Platforms 2017"

PEW RESEARCH CENTER

Social Media  
 =  
 News

## Social media sites as pathways to news

*% of U.S. adults who use each social media site and % of U.S. adults who get news from each site*



Source: Survey conducted Aug. 8-21, 2017.  
 "News Use Across Social Media Platforms 2017"

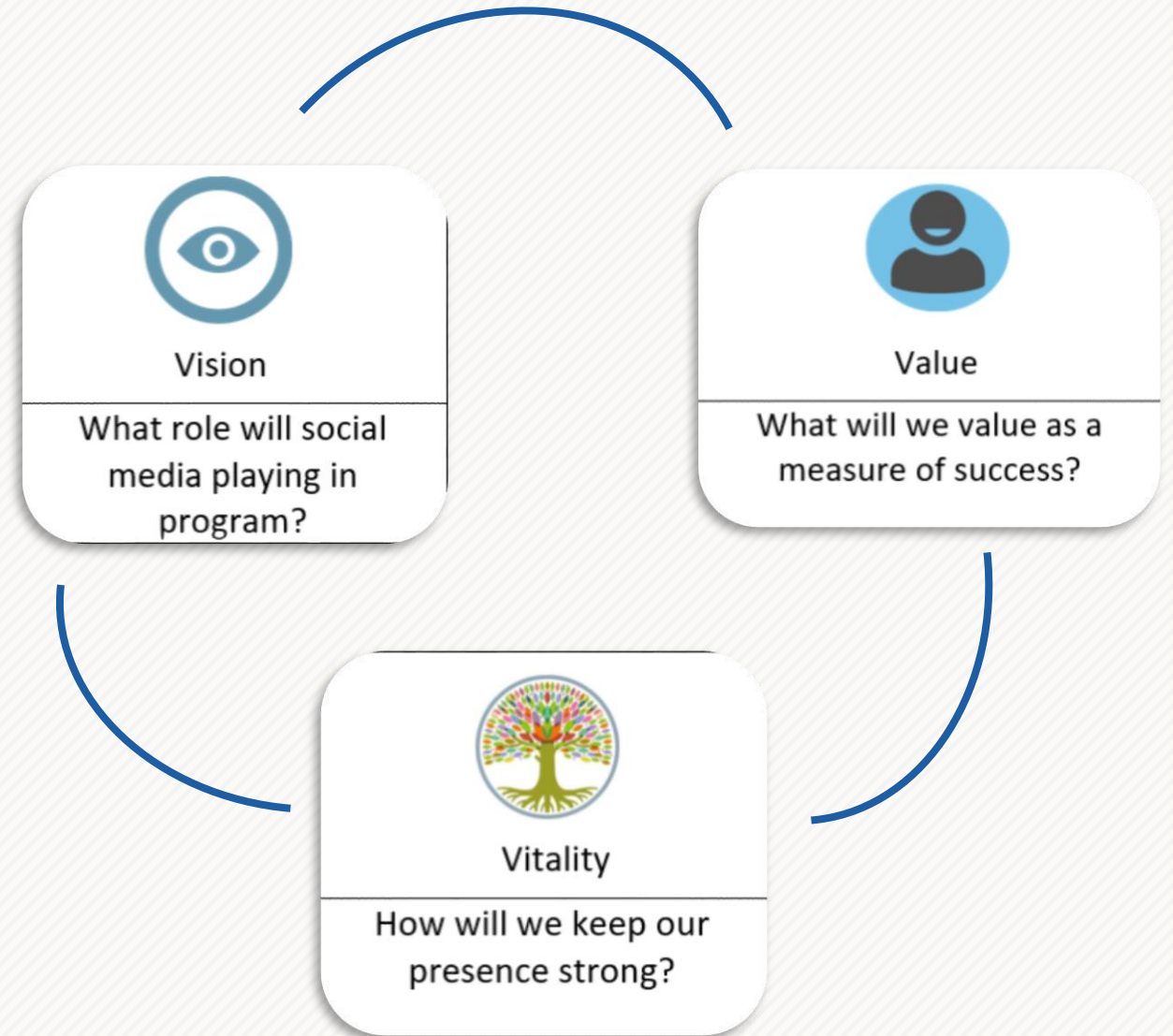
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# HOW TO PLAN AND MEASURE THE VALUE OF SOCIAL MEDIA

1) The 3 V's of social media evaluation

2) Experiential learning w/case studies

3) Logic in Social Media evaluation



# • EXAMPLE PROJECT



- Encourage students to spend weekends on campus
- Engage & inform parents
- Connect students from both participating campuses
- Share sample career and research opportunities in STEM
- Encourage a dialogue






Vision



Value






Vitality

 Vision	 Value	 Vitality
<p>What role will social media playing in program?</p>	<p>What will we value as a measure of success?</p>	<p>How will we keep our presence strong?</p>
<p>Inform parents about what is happening at school</p> <p>Promote the program through “shares” on newsfeeds</p> <p>Entice students to stay on campus through weekend activities</p>	<p>Increase in Facebook “Likes” and “Follows” on Twitter</p> <p>“Post clicks” from social media posts will lead to increased traffic on the project website. (Google Analytics)</p> <p>Applications and graduation rate for enrollment in program increases</p>	<p>Team leaders and faculty will make a regular practice of taking and sharing photos and events with a school admin.</p> <p>Start a parent Facebook group</p> <p>Pay to boost posts for school events</p> <p>Cross posting: 1.) Remind App to inform students of events. 2) Instagram at student events</p>

# ✦ Evaluation Design Challenge

1. Listen while we read an example project.
2. Imagine you are either leading this project or evaluating it.
3. Think about your ideas for 3V.
4. Type some ideas into the chat box.

 Vision	 Value	 Vitality
What role will social media playing in program?	What will we value as a measure of success?	How will we keep our presence strong?

# PIPES

POSSIBILITIES IN POSTSECONDARY  
EDUCATION & SCIENCE



Vision

What role will social  
media playing in  
program?



Value

What will we value as a  
measure of success?



Vitality

How will we keep our  
presence strong?

# PIPES

POSSIBILITIES IN POSTSECONDARY  
EDUCATION & SCIENCE



Vision

What role will social media playing in program?

Provide a place for graduate students to share reflections

Promote the program to the community at large by sharing activities to build enthusiasm

A resource place for educators to find STEMM materials



Value

What will we value as a measure of success?

Measure interactions through comments section in grad group

Likes and follows to the PiPES Facebook and Twitter page

Post clicks on resource materials and traffic on PiPES website and YouTube page



Vitality

How will we keep our presence strong?

Grad students will make it a regular practice to post their reflections

Photos of activities will be shared following site visits and posted to PiPES main page

Responsibility for informational posts will be shared by leadership team

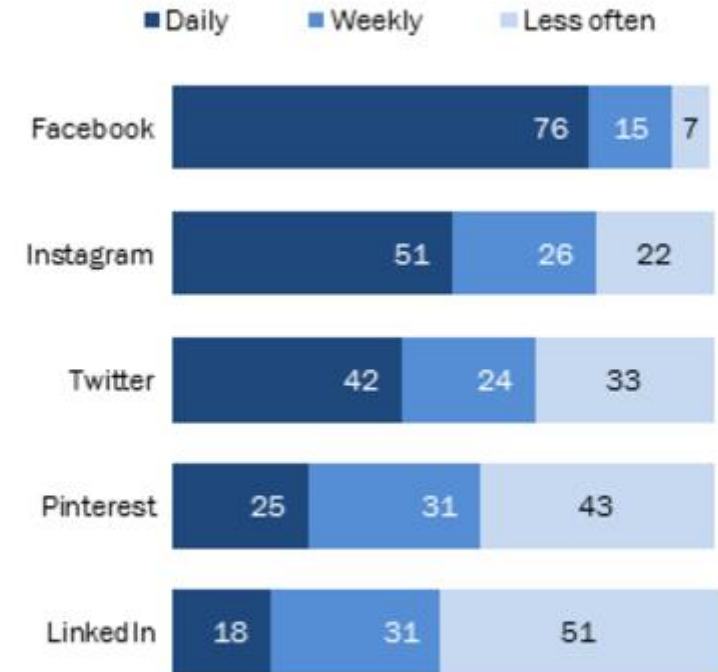


# • Merit and worth for your stakeholders



**Three-quarters** of Facebook users and half of Instagram users use each site daily

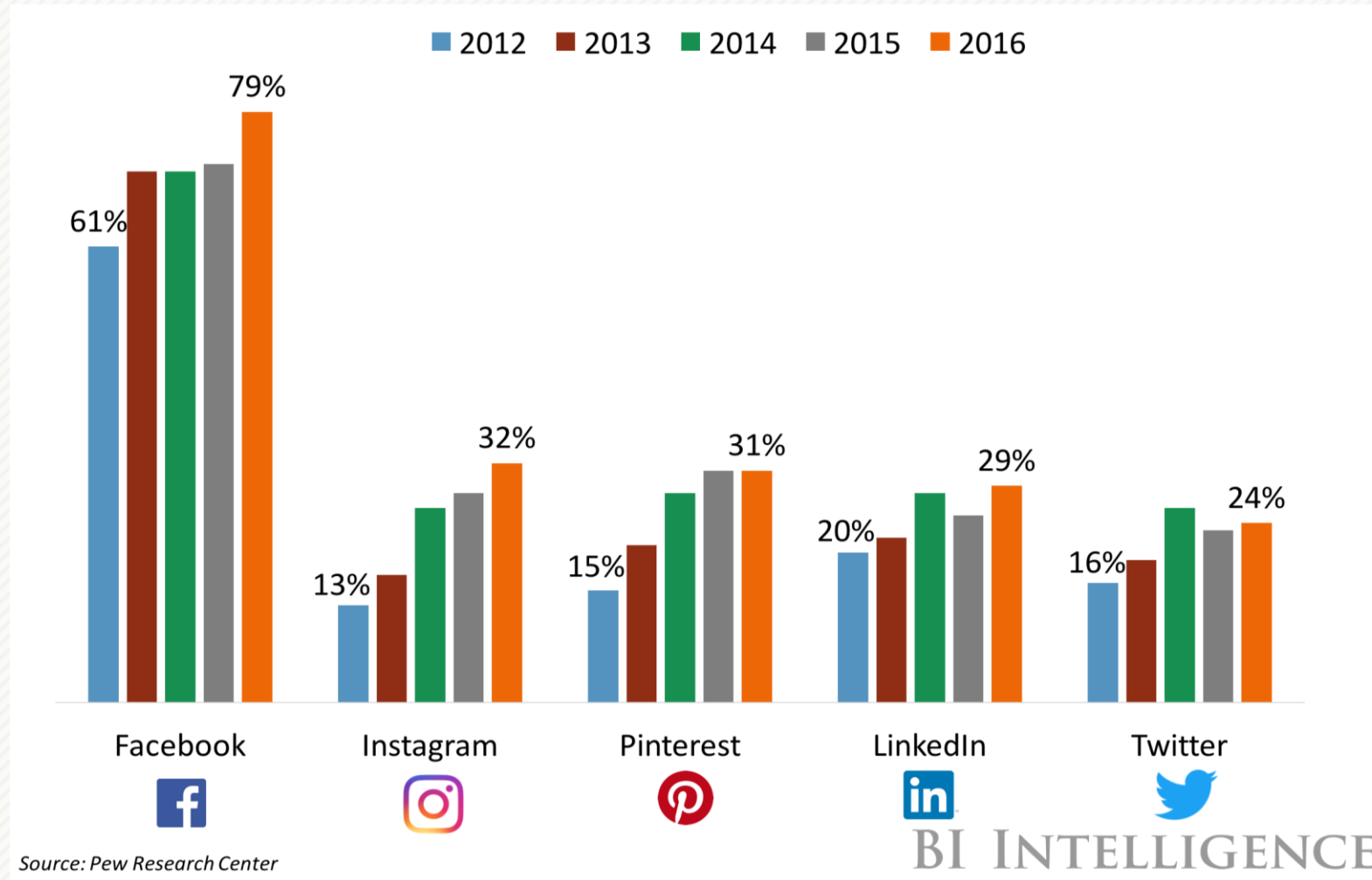
*Among the users of each social networking site, % who use these sites ...*



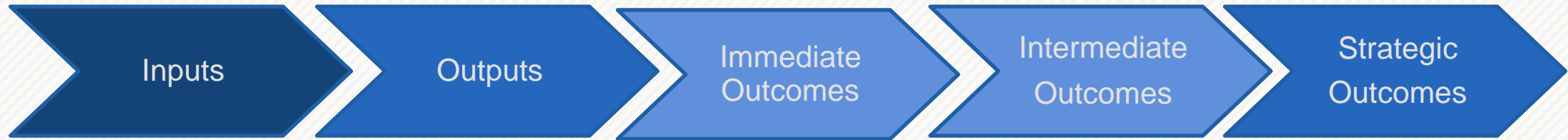
Note: Do not know/refused responses not shown.  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

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# Percentage of internet users who use each social media service (US Adults)



# LOGIC MODEL FOR SOCIAL MEDIA USE

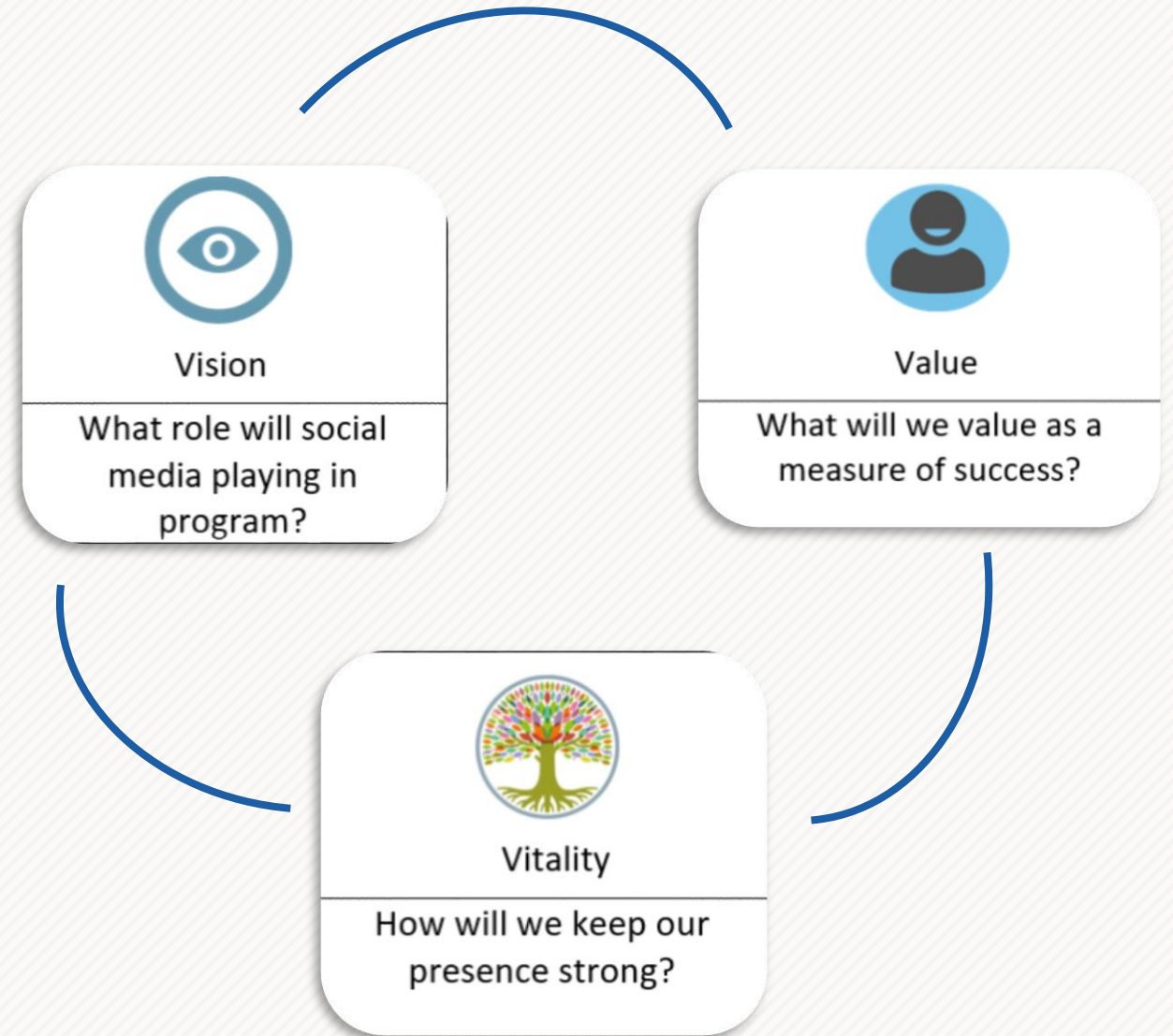


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THE EVALUATION PROCESS

BY MORE

# HOW TO LEARN MORE

ATTEND OUR FUTURE WEBINARS! : [www.nimbios.org/IncludesConf](http://www.nimbios.org/IncludesConf)

- March 1 Program Models as a Tool for Scaling Up NSF INCLUDES Projects
  - April 5 Engaging Diverse Populations in Evaluations of NSF INCLUDES Projects
  - May 3 Qualitative Data in Culturally Rich Evaluations of NSF INCLUDES Projects Evaluation
  - June 7 Strategies for Measuring the Broader Impacts of NSF INCLUDES Projects
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## NISER Resources



[stemeval.org](http://stemeval.org)



[Facebook.com/NISERevaluation](https://www.facebook.com/NISERevaluation)



[twitter.com/NISERevaluation](https://twitter.com/NISERevaluation)  
#NISEReval

## Contact us!



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