



How Art Historians Use Social Media (... and How They Don't)

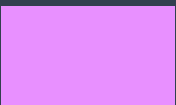
Betsy Brand

Content Producer

The Getty Research Institute

What we'll cover

1. The state of social media at the Getty Research Institute
2. What we knew about our audience
3. Our methodology
4. The results of our research!
5. How we'll use our findings



The Getty Research Institute



Photo: Christopher Sprinkle

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Our audience (according to Facebook)

- ▲ 23,000 followers
- ▲ 59% outside the USA
- ▲ 60% are women
- ▲ 25–35 largest age group

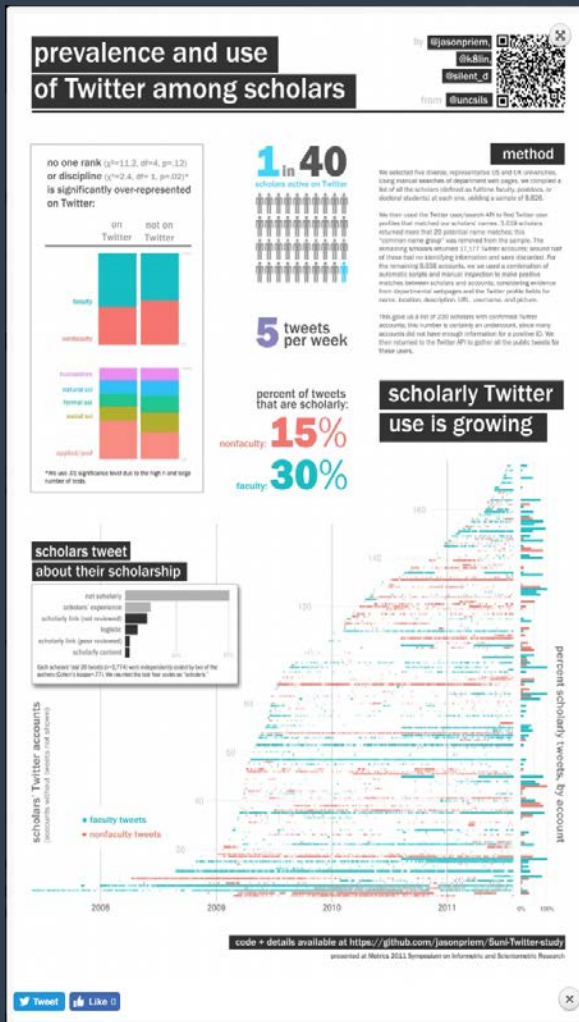


(Statistics accurate as of Jan 2018)



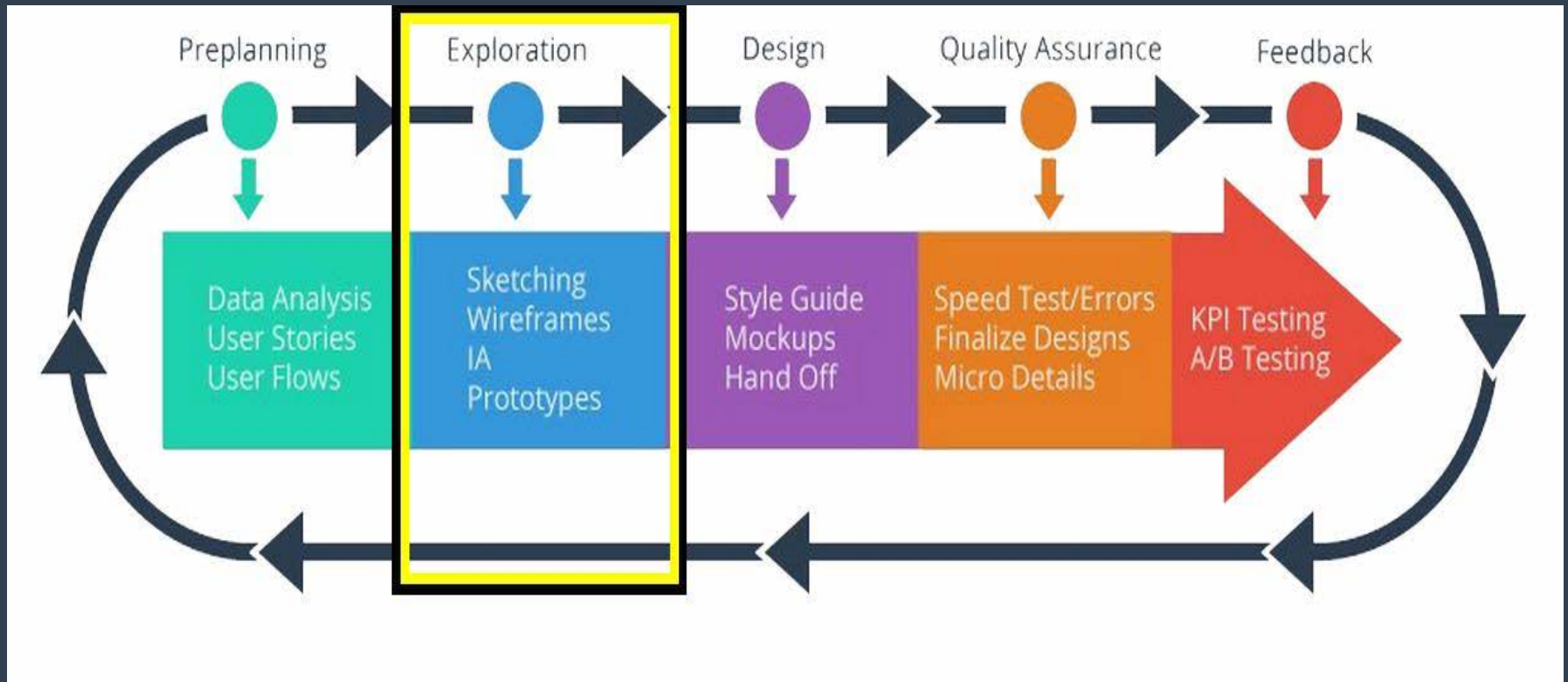
Do Art History and
Visual Culture Scholars
Use Social Media?

What we knew from other studies



- STEM-field academics are more likely to use social
- Twitter is the favorite social platform (except when it isn't)
- Social network-ing is happening
- Overwhelmed by information

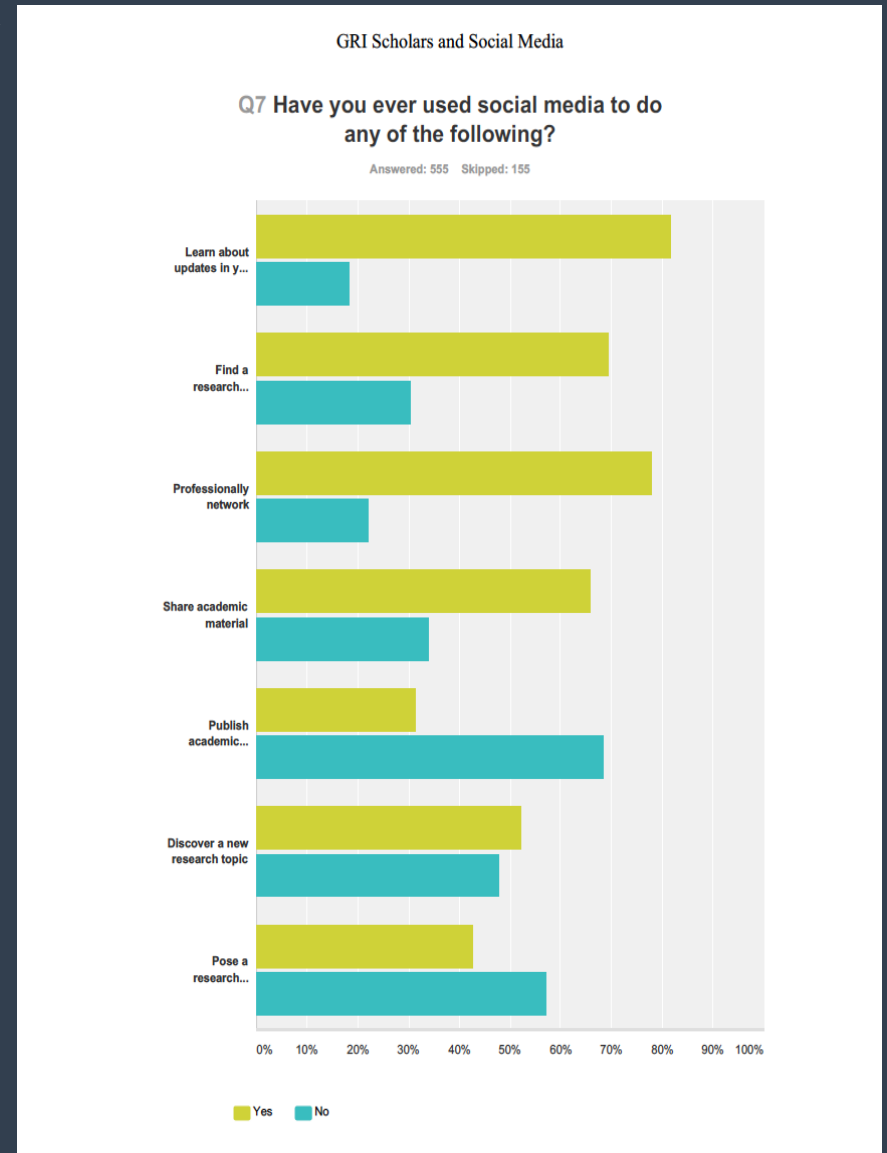
UX Model: Exploratory Research



Graphic: Paul Hershey

Part 1: The Survey

- 998 respondents
- 19 multi-part questions with rankings
- Covered social media use, demographic-type characteristics, and scratched the surface on feelings



Social Platforms Used by Scholars:

- | | |
|--------------------------------|---------------------------------|
| 1 YouTube 85.21% (484) | 5 Instagram 53.32% (269) |
| 2 Facebook 82.76% (480) | 6 Twitter 44.76% (252) |
| 3 Academia 60.04% (338) | 7 Pinterest 39.27% (214) |
| 4 LinkedIn 52.35% (290) | 8 Snapchat 11.3% (61) |

What are scholars doing on social media ...

- | | | | |
|---|--|---|------------------------------------|
| 1
Learning about updates in their field (451) | 2
Networking with colleagues and peers (425) | 3
Finding a research resource (380) | 4
Sharing material (360) |
|---|--|---|------------------------------------|

... and what they are not.

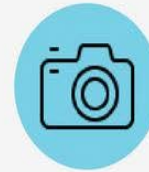
- | | | |
|---|--|--|
| 1
Publishing their work (171) | 2
Posing a research question (230) | 3
Discovering a new research topic (282) |
|---|--|--|

Where Scholars are Most Active: Facebook

Reading	Liking posts	Sharing	Clicking links	Comment
79%	69%	63%	62%	58%
(460)	(403)	(363)	(357)	(340)

How scholars view social media

Content scholars most like to see ...



Newly digitized material

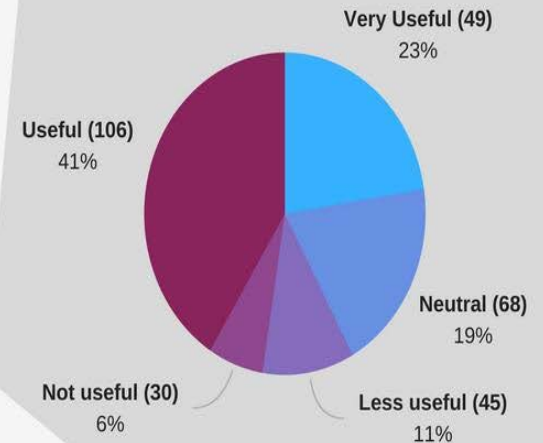


Research



Calls for applications

How useful is social media?




Preferred sources for updates:

- Journals + Publications (147)
- Facebook (87)
- Email (86)
- Twitter (60)
- Social Media (platform not specified, 36)

What the survey didn't answer . . .

- Why are scholars using these platforms?
- How does it fit into their professional lives?
- How do they feel about using social platforms?

The background of the slide is a dark blue color, decorated with a pattern of small, colorful triangles. The triangles are in various shades of blue, including light blue, medium blue, and dark blue, and are scattered across the entire page.

Survey = What and the Who
Interview = How and the Why

Part 2: The Interview

- Understand real-world contexts
- Identify patterns of behavior
- Discover underlying feelings, fears, and biases

Interview Insights

1. Access

- Access the latest news, updates, and their network via social platforms

2. Time

- Priorities take a back burner to daily digital distractions

3. Advancement

- Anything outside of peer review is a “waste of time”

Interview Insights (cont.)

4. Trust

- Access the latest news, updates, and their network via social platforms

5. Professional Reputation

- Want to be seen as serious and competent

What's next for us

- Building a solid social media strategy
- Considering other social platforms
- Informing our overall digital strategy
- Applying results to our website redesign



Questions?

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Opening and closing slide design: presentationgo.com