

**K**nowledge  
**E**xchange  
**W**orkshop



# Participant engagement in longitudinal studies

**Wi-Fi:** Woburn House Conference Centre  
**Password:** igitor

*Please switch your mobile phones to silent*



**K**nowledge  
**E**xchange  
**W**orkshop



## Participant engagement in longitudinal studies

Wi-Fi: Woburn House Conference Centre. Password: igitor

Please **tweet** positively & responsibly  
using **#CLOSERKEW**, and do not  
include any costs

*Please switch your mobile phones to silent. Thank you*



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**E**xchange  
**W**orkshop



# Online communications

*(social media and websites)*

*Please switch your mobile phones to silent*



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**E**xchange  
**W**orkshop



**Developing webpages for children taking part in Growing up in Scotland**

**Presenter:** Judith Mabelis, Senior Researcher, ScotCen Social Research

In Growing up in Scotland, children in our oldest birth cohort are turning 11 years old. Since the children are getting older we are starting to engage with them as participants in a longitudinal study. We have done this through a number of different methods (children receive their own letters leaflets; gifts etc). This talk will focus on the work we have done to develop an online quiz for children who take part in GUS.



Institute of Education



# Online communication in the Millennium Cohort Study and Next Steps

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Thanks to our funders and host institution



**Institute of Education**

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Hosted by

[www.ioe.ac.uk](http://www.ioe.ac.uk)

# Relaunching the cohorts

## Millennium Cohort Study

- Age 14 Survey (home visits): cohort members making more independent decisions about taking part

**CHILD OF THE  
NEW CENTURY** 

## Next Steps

- Age 25 Survey (mixed mode): study under new management, participants recontacted after up to 10 years

**NEXT  
STEPS**  
LEARNING FROM YOUR GENERATION

## Relaunch activity

- Audience research
- Branding
- Special mailing ('participant pack') to around 15,000 cohort members targeted in each study
- Website redevelopment (design, structure, content)
- Social media (Facebook & Twitter)
- Bulk email for Next Steps



## Relaunch activity

- Audience research
- Branding
- Special mailing ('participant pack') to around 15,000 cohort members targeted in each study
- **Website redevelopment (design, structure, content)**
- **Social media (Facebook & Twitter)**
- **Bulk email for Next Steps**

## Audience research: some relevant findings from MCS

- More frequent communications (e.g. once a term)
- Tailor topics, not language
- Post is still a good means of communication
- Some interest in Facebook page for the study
- Information on how the study has made a difference is valued by young people this age

## Audience research: some relevant findings from Next Steps

- Hard copy communications indicate that the information is 'important'
- Information on how the study has made a difference is highly valued by young people this age
- Age group spends more time online than any other, but strong view that social media promote narcissism, voyeurism and impatience
- Email is convenient, but easy to ignore



# Millennium Cohort Study

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# New website, new content

The screenshot shows the homepage of the 'Child of the New Century' website. At the top left is the logo 'CHILD OF THE NEW CENTURY' with a blue star icon. To the right is a search bar with the text 'Search' and a 'SEARCH' button. Below the search bar are icons for Facebook, Twitter, and Email, with the text 'Location: Homepage' underneath. A black navigation bar contains the following menu items: HOME, ABOUT, FAQs, SURVEYS, WHAT HAVE WE LEARNED?, NEWS, RESOURCES, and CONTACT US. The main content area features a large blue headline: 'WHAT MAKES YOU HAPPY AND YOUR HOPES FOR THE FUTURE'. Below the headline is a photograph of a young girl in a white shirt and yellow pants holding a book, and a young boy in a purple and black striped shirt. At the bottom left of the main area is an orange button that says 'FIND OUT WHAT WE'VE LEARNED'. In the bottom right corner of the main area, there are five small, light-colored rectangular buttons.

**CHILD OF THE  
NEW CENTURY**

Search **SEARCH**

[f](#) [t](#) [✉](#)

Location: Homepage

**HOME ABOUT FAQs SURVEYS WHAT HAVE WE LEARNED? NEWS RESOURCES CONTACT US**

**WHAT MAKES YOU HAPPY  
AND YOUR HOPES FOR  
THE FUTURE**

**FIND OUT WHAT WE'VE LEARNED**



# New website, new content

The image shows a screenshot of the 'Child of the New Century' website homepage. The top left corner features the text 'CHILD OF THE NEW CENTURY'. A search bar with the placeholder 'Search' and a 'SEARCH' button is located in the top right. Below the search bar are icons for Facebook, Twitter, and Email, with the text 'Location: Homepage' underneath. A black navigation bar contains the following menu items: HOME, ABOUT, FAQs, SURVEYS, WHAT HAVE WE LEARNED?, NEWS, RESOURCES, and CONTACT US. Two red boxes with white text and red arrows pointing down are overlaid on the page: one over 'FAQS' containing the text 'Detailed Q&A', and another over 'WHAT HAVE WE LEARNED?' containing the text 'Summaries of findings'. The main content area features a large blue headline: 'WHAT MAKES YOU HAPPY AND YOUR HOPES FOR THE FUTURE'. Below the headline is a photograph of a young girl in a white shirt and yellow pants holding a book, and a young boy in a purple and black striped shirt. At the bottom left of the main content area, there is an orange banner with the text 'FIND OUT WHAT WE'VE LEARNED'. In the bottom right corner of the main content area, there are five small, light-colored rectangular buttons.

## New website, new content

**YOUR THOUGHTS AND EXPERIENCES WILL HELP SHAPE THE FUTURE**



**FIND OUT HOW** 

**CHECK OUT OUR SURVEY TIMELINE**



**WHAT WE FOUND OUT ABOUT YOU AT**

**AGE 9 MONTHS**



**4 OUT OF 5**  
OF YOU WERE BORN EARLY

**MOST COMMON BOY'S NAME WAS JACK**

**MOST COMMON GIRL'S NAME WAS CHLOE**

**AVERAGE WEIGHT WAS 3.32KG (7LB 7OZ)**

**On average, children of the new century were heavier than babies born in 1970 but lighter than babies born in 1946 and 1958.**

**A third of you fussed before bedtime and woke up during the night - and unsurprisingly half of mums said they were tired most of the time!**

**The average age of mums was 29, and the average age of dads was 32.**

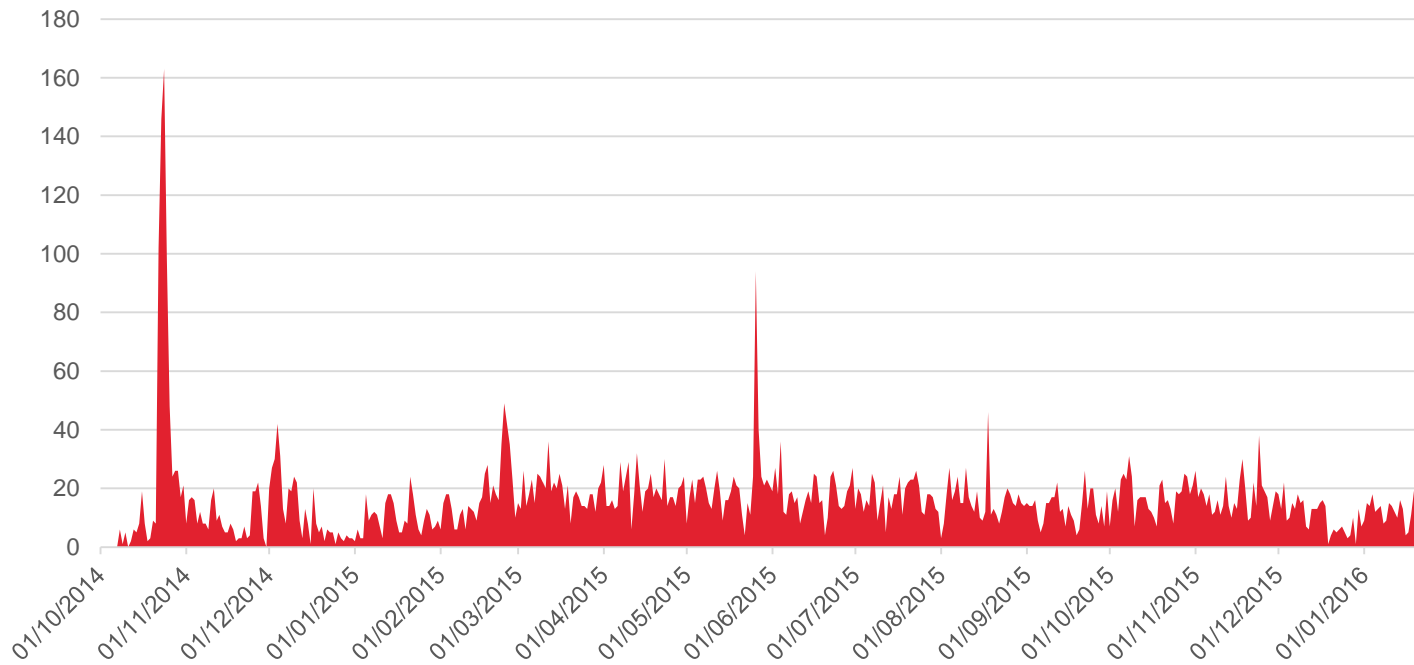
**4 out of 5 dads were in the room when their baby was born, and more than half changed nappies at least once a day.**

**Older mums and dads were more likely to be working than younger ones.**

**Almost 50% of mums and 91% of dads were working when their baby was 9-10 months old.**

# Visits to the MCS participant site

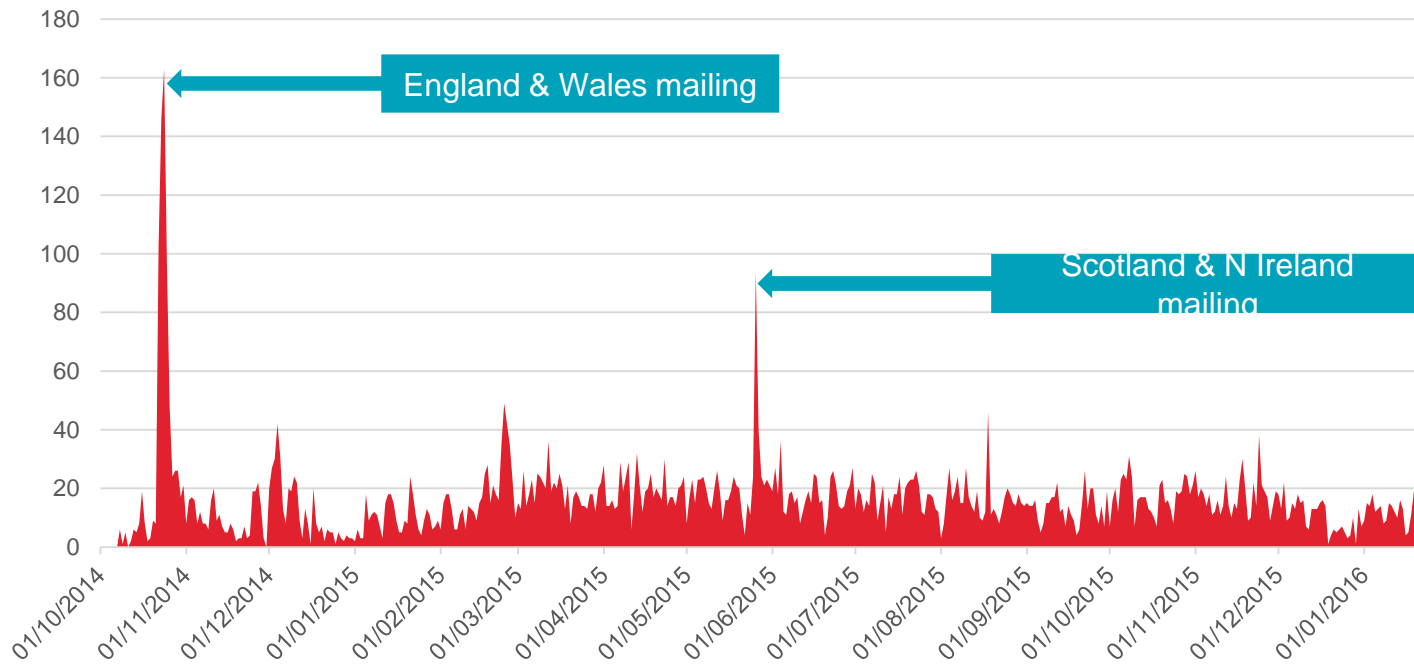
October 2014 – January 2016





# Visits to the MCS participant site

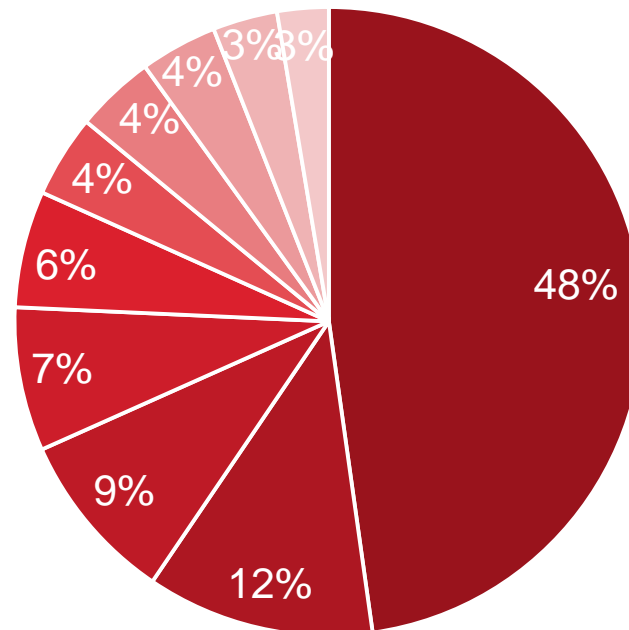
October 2014 – January 2016



# Top 10 most popular pages

Unique pageviews October 2014 – January 2016

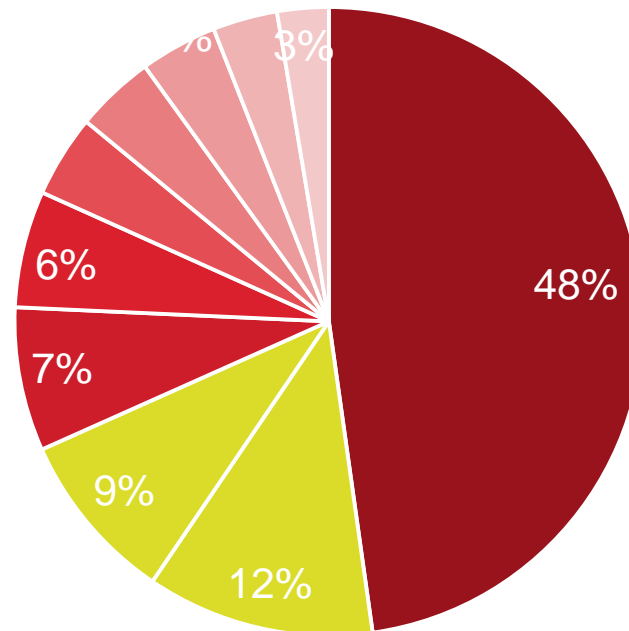
- Homepage
- Coming up: Age 14 survey
- FAQs
- Resources
- About
- Childhood in the 21st century (news item)
- Contact Us



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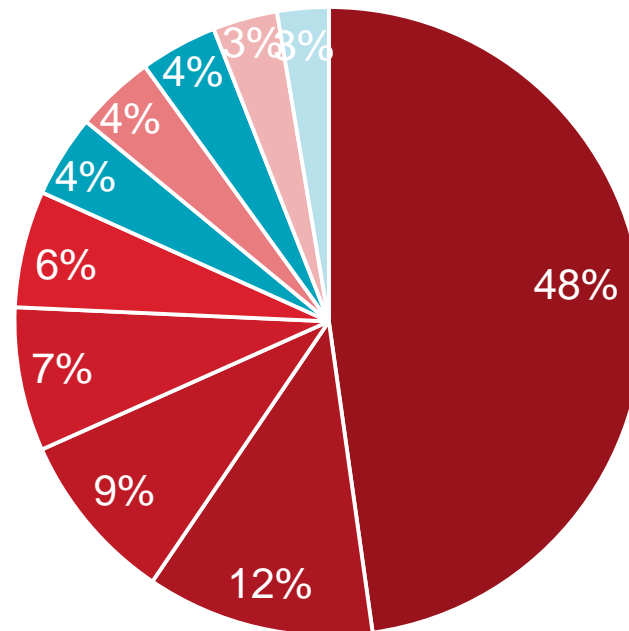
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(news item)
- Contact Us



# Social media engagement



**391**

Facebook likes

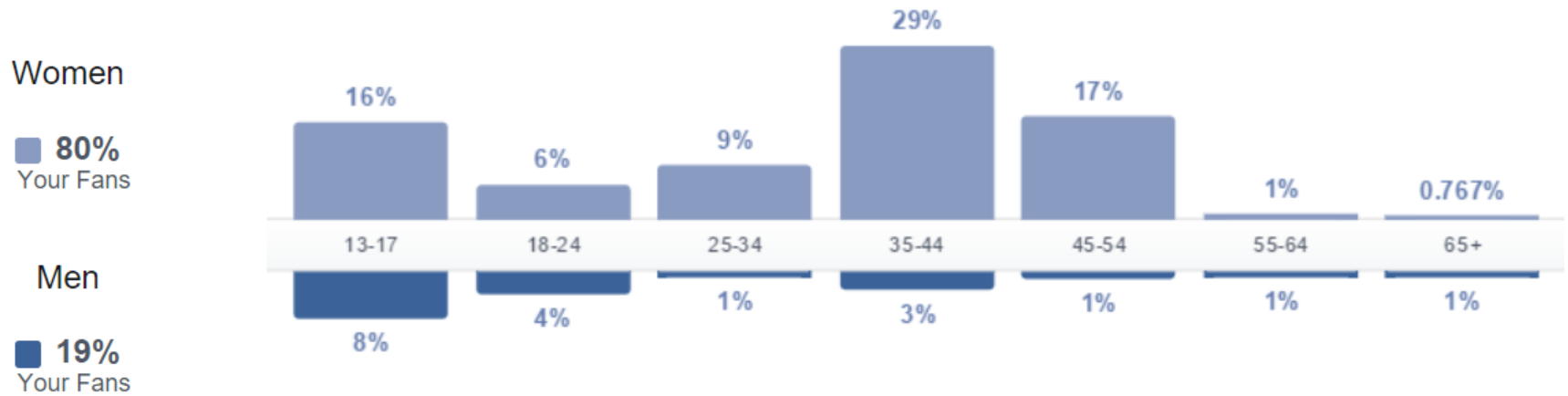


**161**

Twitter followers

# Facebook audience

Age of Facebook fans by gender



## Top Facebook post

We've passed 1,000 interviews for the Age 14 Survey! Thanks so much to all those of you who have taken part. We look forward to speaking to thousands more of you throughout the year.

# Social media as a traffic source



287

referrals from Facebook



122

referrals from Twitter



90%

of total traffic comes direct or  
through organic searches



A photograph of a group of men in a bar or social setting. In the foreground, a Black man with a beard and a light blue button-down shirt is smiling broadly, looking towards the camera. He is holding a glass of beer. In the background, another man with a beard and a blue shirt is also holding a glass of beer and looking slightly away. The lighting is warm and focused on the man in the foreground.

# Next Steps

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# New website, new content

Homepage

# NEXT STEPS

LEARNING FROM YOUR GENERATION

HOME ABOUT FAQS SURVEYS WHAT WE HAVE LEARNED? NEWS RESOURCES CONTACT US

WHAT HAVE WE LEARNED ABOUT FAMILIES & HOME LIFE?

GETTING ON WELL WITH YOUR PARENTS IS IMPORTANT FOR YOUR EDUCATION

AROUND 50% OF YOU ATE DINNER WITH YOUR FAMILY AT AGE 14

7% OF YOU HAD A CHILD OF YOUR OWN BY AGE 19

FIND OUT MORE →

# New website, new content

The image shows a screenshot of the 'Next Steps' website homepage. The header features the 'NEXT STEPS' logo with the tagline 'LEARNING FROM YOUR GENERATION'. To the right of the logo are social media icons for Facebook, Twitter, and Email, and a search bar with the text 'SEARCH'. A 'Homepage' link is visible in the top right corner. Below the header is a dark navigation bar with the following menu items: HOME, ABOUT, FAQs, SURVEYS, WHAT WE HAVE LEARNED?, NEWS, RESOURCES, and CONTACT US. The main content area has an orange background and features a large graphic with silhouettes of people. The graphic includes the text 'WHAT HAVE WE LEARNED ABOUT FAMILIES & HOME LIFE?' and three circular callouts: a blue circle stating 'AROUND 50% OF YOU ATE DINNER WITH YOUR FAMILY AT AGE 14', a pink circle stating 'GETTING ON WELL WITH YOUR PARENTS IS IMPORTANT FOR YOUR EDUCATION', and a teal circle stating '7% OF YOU HAD A CHILD OF YOUR OWN BY AGE 19'. A 'FIND OUT MORE' button with a right-pointing arrow is located at the bottom right of the graphic. Two red callout boxes with white text and arrows point to the 'FAQS' and 'WHAT WE HAVE LEARNED?' menu items. The first callout box contains the text 'Detailed Q&A' and the second contains 'Summaries of findings'.

Homepage

**NEXT STEPS**  
LEARNING FROM YOUR GENERATION

f t e

SEARCH

Detailed Q&A

Summaries of findings

HOME ABOUT **FAQS** SURVEYS WHAT WE HAVE LEARNED? NEWS RESOURCES CONTACT US

WHAT HAVE WE LEARNED ABOUT FAMILIES & HOME LIFE?

AROUND **50%** OF YOU ATE DINNER WITH YOUR FAMILY AT AGE 14

GETTING ON WELL WITH YOUR **PARENTS** IS IMPORTANT FOR YOUR EDUCATION

**7%** OF YOU HAD A CHILD OF YOUR OWN BY AGE 19

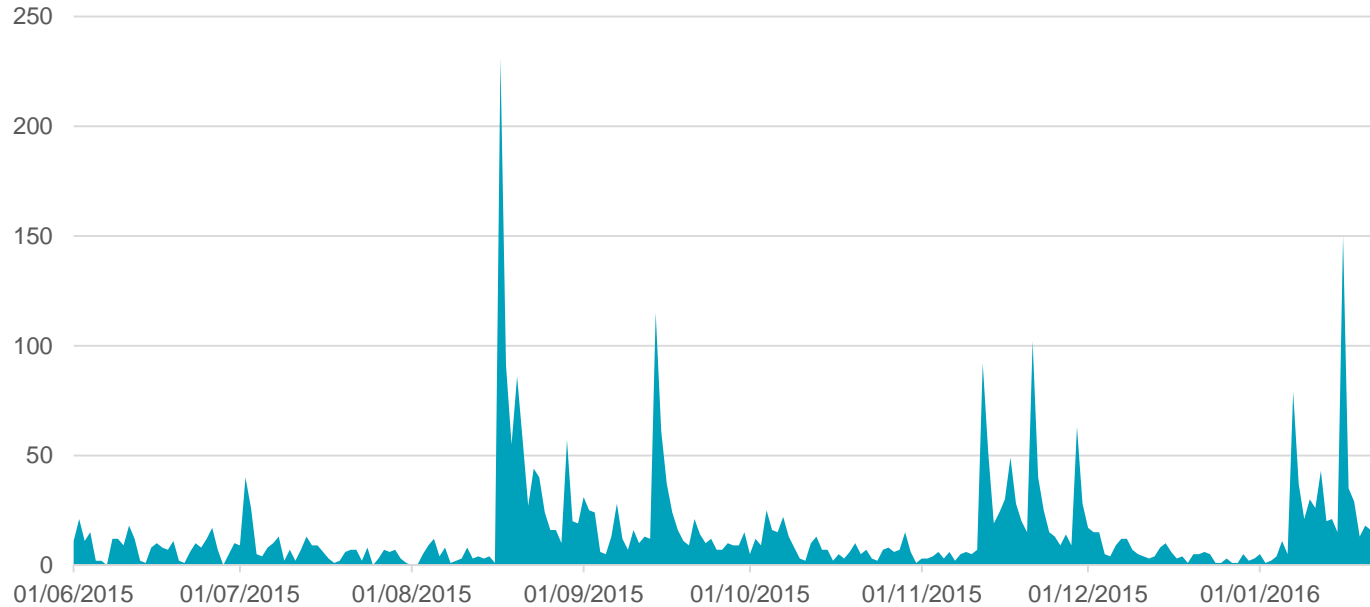
FIND OUT MORE →

## New website, new content



# Visits to the Next Steps participant site

June 2015 – January 2016



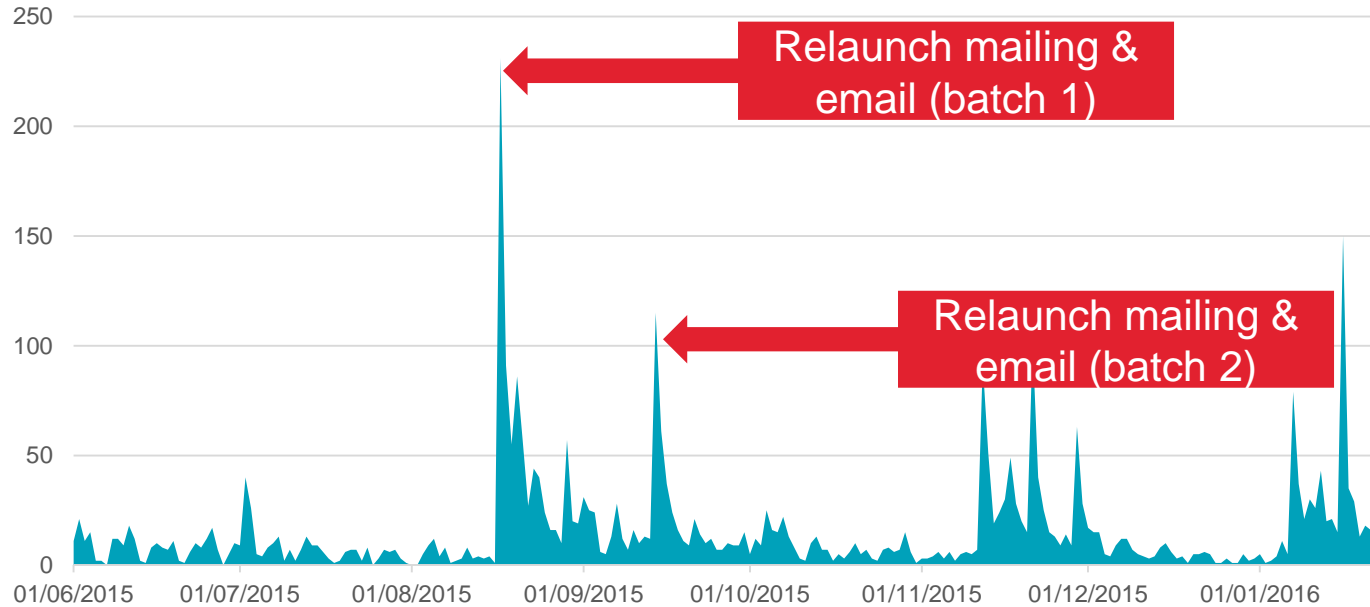


# Optional discussion questions

1. Online comms require daily maintenance. Where do you feel is the best place to invest your time?
2. What social media tools do you think provide the biggest 'bang for your buck'?
3. Do you promote 'staying safe online' if you use social media and other online engagement tools?

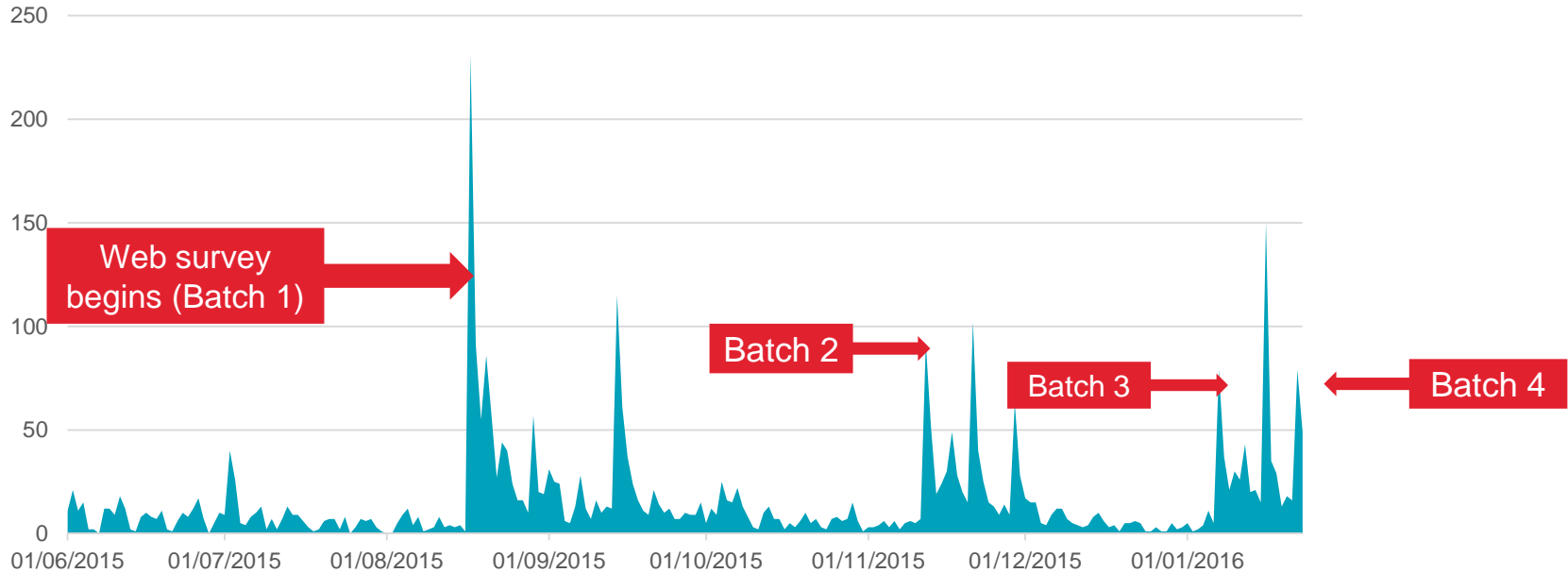
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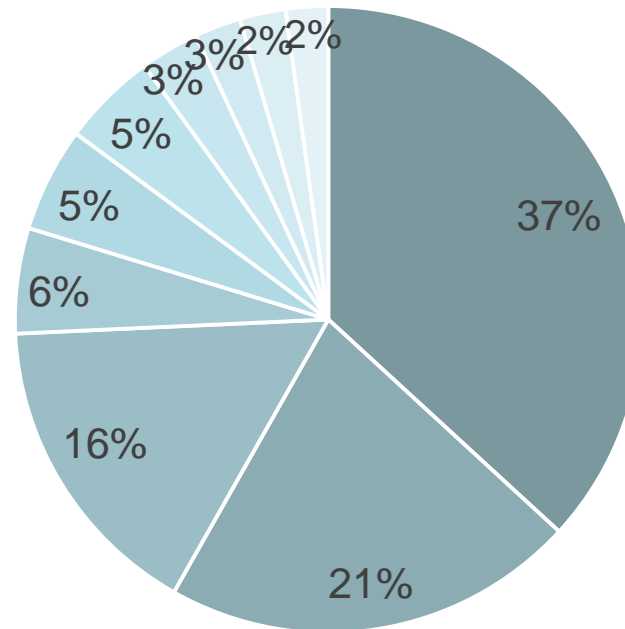




# Top 10 most popular pages

Unique pageviews June 2015 – January 2016

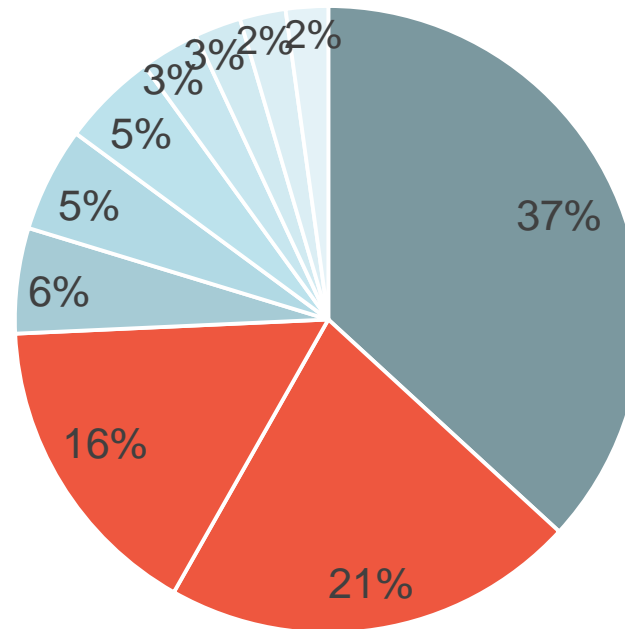
- Homepage
- The age 25 survey
- Contact us
- FAQs
- About Next Steps
- Resources
- News
- Education
- What we have learned?
- Surveys



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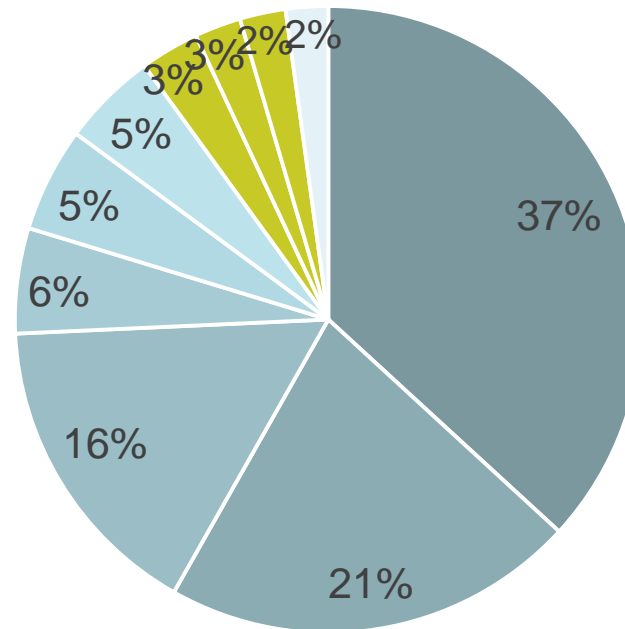
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- Education
- What we have learned?
- Surveys



# Social media engagement



33

Facebook likes



41

Twitter followers

## Top Facebook post

Evidence from Next Steps used to reform vocational education for young people

## Top Tweet

Next Steps is one of the biggest and most important studies of the generation born in 1989-90 anywhere in the world

# Traffic sources



25

referrals from Facebook



54

referrals from Twitter



90%

of total traffic comes direct, through direct email, or through organic searches

# Key learning points for other studies

## Comparison of MCS and Next Steps

Millennium Cohort Study	Next Steps
Online engagement effective for both parents and young people	Online engagement difficult for this age group (so far)
Post effective at driving website traffic	Email effective at driving website traffic
Facebook better than Twitter	Twitter better than Facebook
'Real-time' updates make good social media content	Findings and impact make good social media content
News more popular than summaries of findings on website	Low engagement overall with findings content on website
Online communications important during field work	

# Risk assessment for social media

## Selection of risks identified

Risk	Likelihood	Impact	Risk level
Cohort members post their contact information or other personal information on study's social media channels	1	4	Low
Predators approach cohort members via study's social media channels	1	4	Low
Cohort members share negative views or incorrect information about the study or survey with each other	2	2	Low
Facebook/Twitter change or remove privacy settings used to mitigate against other risks	4	4	High



## Mitigation of social media risks

- Protected Twitter account and disabled photo tagging
- Disabled timeline posts, ratings, photo tagging on Facebook
- Information on staying safe online provided via participant website
- Daily monitoring of accounts (working week)
- Profanity filter set to strong

Thank you

[m.rainsberry@ioe.ac.uk](mailto:m.rainsberry@ioe.ac.uk)

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**W**orkshop



**15.35-16.45** Engaging different audience types [*Main Hall*]  
(round table discussions with refreshments)

*Please note that you will hear 'please change' at 15-minute intervals.  
You may then switch tables, or stay at the same table for the entire 70  
minutes if you wish.*

*Please fill in your Evaluation forms*

