In brief:
Types of social media users
Are there different social media types among scientists?  
A joint national study has analysed which kinds of social media types there are among scientists.

Four social media types were identified.
Result

By clustering, four different types of social media users could be identified among researchers.

Mr and Ms Classic can be found among the older group and are disproportionately represented in the group of professors. This type does not enjoy social media and uses them only if required to do so.

Ms Maker is predominantly female, young and approaches social media pragmatically.

Mr Tech is the most common type among scientists. He is open-minded, tech-savvy and likes to experiment.

Mr Nerd is a “heavy user” who likes to use social media which he does more frequently and intensively. He is much more active in scholarly communication on social media than his fellow scientists.

The studies:


Both studies were carried out as online surveys among 2,006 scientists in 2013 and 1,354 in 2015. The survey covered economics, life sciences, natural sciences and technology.

Cooperation partners:
ZB MED – Information Centre for Life Sciences
TIB – Leibniz Information Centre for Science and Technology